

European Conference

“Towards a Greater Understanding of the
Changing Role of Business in Society”

5th Session :

The role of business in society - future research
agenda

Speaker:

Regine Barth

Input:

«Impact of Corporate Social Responsibility»



EUROPEAN COMMISSION
European Research Area



SEVENTH FRAMEWORK
PROGRAMME

Funded under Socio-economic Sciences & Humanities



Impact Measurement and Performance Analysis of CSR

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Funding is provided within the
EU's Seventh Framework
Programme
(envisioned Grant Agreement
No. 244618)



Partners

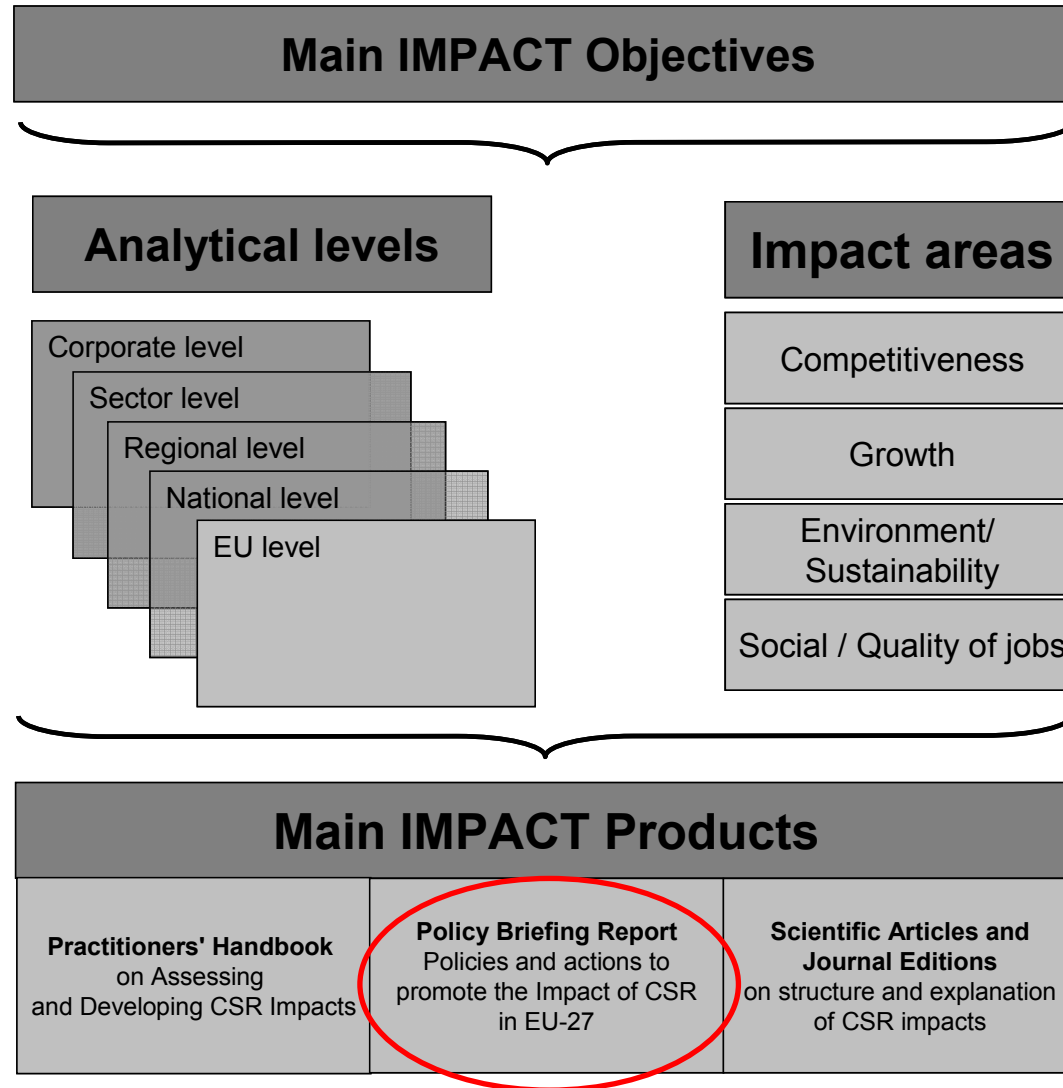


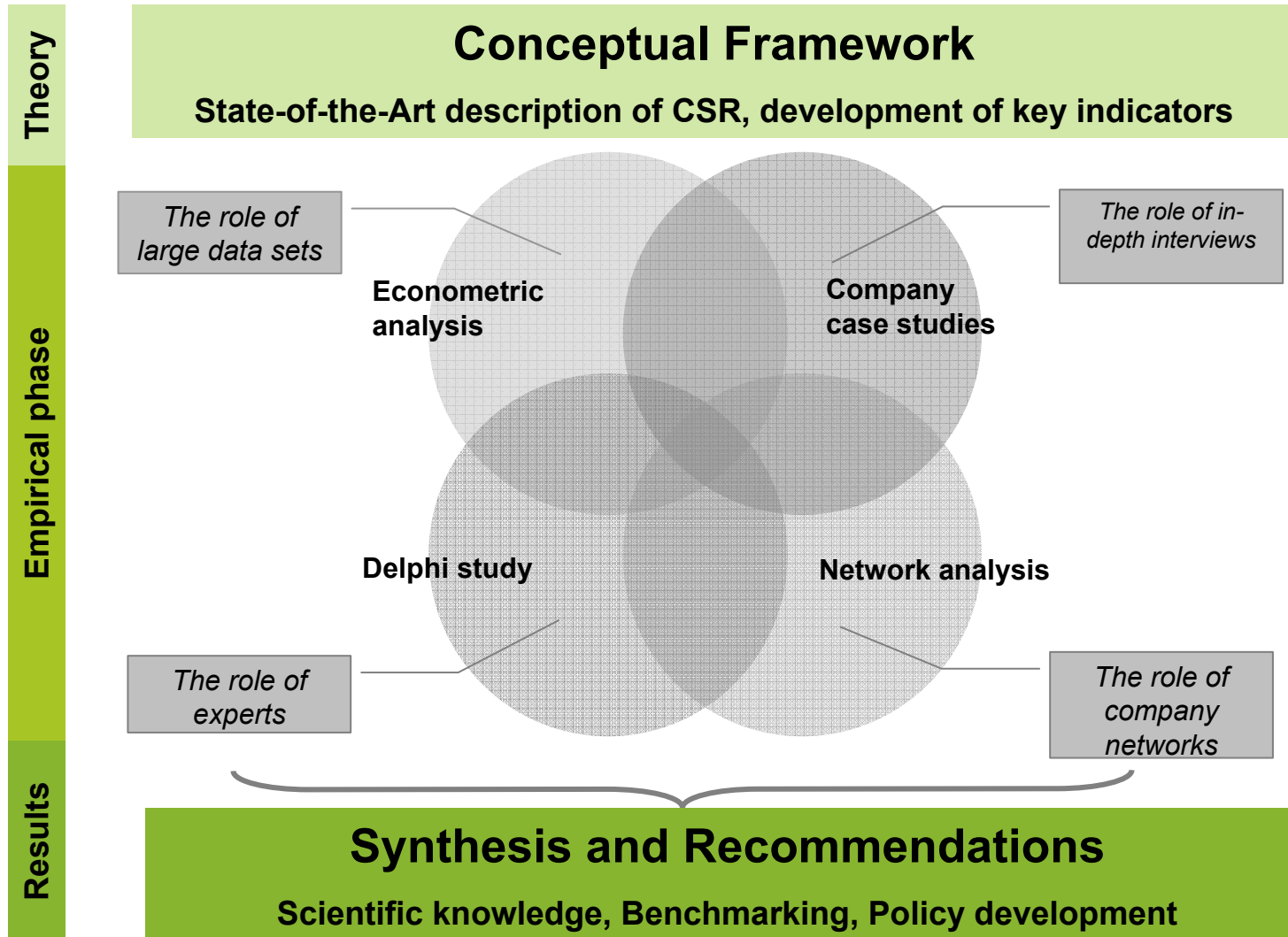
Main Research Questions

What are the impacts of CSR on the EU economy, society and environment?

- Is there any relation between CSR performance and impacts?
- What are internal / external motivational factors for CSR?
- Are there differences on sectoral / regional level?
- Is there any linkage between certain types of implementation and certain types of impact?
- **Can CSR contribute to policy goals?**
- **How can public policies improve CSR impact?**

IMPACT Products





Sectors to be analysed

Retail Sector

Automotive Industry

Information and Communication Technologies

Construction & Real Estate

Textile Industry

Key features

- **Includes partners involved in RARE, RESPONSE, CSR platform plus further top researchers**
- **Multi-disciplinary, involvement of stakeholders**
- **Has access to large existing data bases on CSR and on innovation**
- **Will include additional data in bases, especially on SMEs**
- **First coherent research approach on impacts on sustainability AND competitiveness**
- **First time to create methodology for ex-ante CSR impact assessment**
- **Wide and robust empirical basis due to combination of four methods**
- **Results will be relevant for policy makers, businesses, their stakeholders and societies at large**

Further Information

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