



The Danish policy for CSR: Partnerships and international business strategy

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About us...

- Danish Commerce and Companies Agency (DCCA) – part of the Danish Ministry of Economic and Business Affairs
- Centre for Corporate Responsibility supports Danish Business – in particular SME's – to use CSR as a business opportunity
- From inclusive labour market to international social and environmental challenges
- Interministerial coordination and involvement of the social partners through our National Council for CSR

Today's presentation

- CSR in Denmark and our tradition for partnerships
- The Danish Government's Action Plan for CSR
- Partnership initiatives in the Action Plan
- A new bill – the biggest companies must report on CSR
- The future?



Actual state of CSR in Denmark

- 6 out of 10 Danish companies meet demand from their customers about CSR
- Almost 7 out of 10 Danish companies work with CSR
- 6 out of 10 Danish consumers has bought sustainable products during the last week
- 75 percent of the Danish companies sees CSR as a more important part of their business today, than they did five years ago



Partnerships and business strategy

- Social progress through social dialogue
 - Partnerships between government, business, NGO's, research institutions and local authorities
- CSR is an important tool in the business strategy
 - Social and environmental responsibility, and economic growth and prosperity – two sides of the same coin
- 2008: Government Action Plan for CSR:
The result of a long learning process...



A long tradition for partnerships

- Social partnerships in Denmark since 1899
- The “Danish model” = social dialogue instead of legal regulation
- Tradition for partnerships has spread to the field of CSR



Examples of more recent partnerships...

- CSR-Compass: web-based tool about supply chain management
- The Danish Ethical Trading Initiative: a multi-stakeholder initiative
- Project: Virksom.nu – local partnerships finding jobs to unemployed immigrants
- Nordic Project: CSR-driven innovation



Danish experiences with partnerships

- A recent survey shows that partnerships are widespread among Danish companies – 50 percent of the consulted companies has been involved in partnerships with NGO's
- The partnerships concerns mostly health and environment – it is important that partnerships are strategic for both partners.
- But the potential is not fully exploited → seminars about partnerships

Inspiration from abroad – strategic CSR

- Michael Porter, Harvard: CSR as a natural part of the business strategy when combining responsibility and core business
 - Danish study by Harvard: Economic and competitive benefits - especially from innovation, but also from workforce development, environment and social investments
- = the ground pillars of the Danish Government's policy on business driven CSR





A policy for CSR is born....

- May 2008: The Danish Government's Action Plan for CSR
- What does 'responsible growth' mean'?
- Why is it important to be internationally known for responsible growth?
- Why do we believe it is possible to achieve the goal?



What's in the action Plan for CSR?

30 initiatives on four action areas:

- 1) Propagating business-driven social responsibility
- 2) Promoting businesses' social responsibility through Government activities
- 3) Corporate sector's climate responsibility
- 4) Marketing Denmark for responsible growth



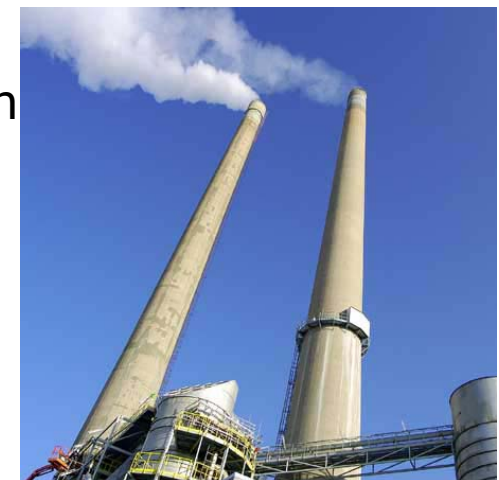
Some initiatives from the action plan

- *Knowledge network on global CSR*
- *Promoting the adoption of ISO 26 000*
- *Conference on responsible investments
– Princeton University*
- *Climate Compass Partnership*



Transparency in the field of CSR

- 1100 biggest companies, listed companies, state owned limited companies and investors must report on their voluntary work with CSR
- Why? More openness and transparency
- The report must appear in the annual report or on company's website
- Members of UN Global Compact can refer to their Communication on Progress (COP)



What information must the companies give?

- 1) Their policies for CSR
- 2) How are these policies implemented?
- 3) What has been achieved through these policies and expectations for the future?

Is there a role for Europe on the CSR-field?

- National policies without international cooperation will be ineffective
- An international focus is needed: UN Global Compact
- An active role is needed – the general principles leave room for implementation and interpretation at national and European level.



For further information

About the Danish Government Action Plan for CSR:

www.samfundsansvar.dk

About CSR-driven innovation:

www.csrinnovation.dk

About the conference at Princeton University:

www.thepromiseofsri.org