

PROJECT SCORE

CORPORATIVE SOCIAL
RESPONSABILITY (CSR)

PROPOSALS AND BEST
PRACTICES FOR DIALOGUE
AND TRADE UNION
PARTICIPATION IN CSR



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SCORE

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WHAT IS CORPORATE SOCIAL RESPONSIBILITY?

It is the *responsibility of enterprises for their impacts on society*¹.

It is an operational risk management model (labour, economic, environmental, etc.) that aims to safeguard corporate reputation by making the company’s business compatible with the society in which it is operating.

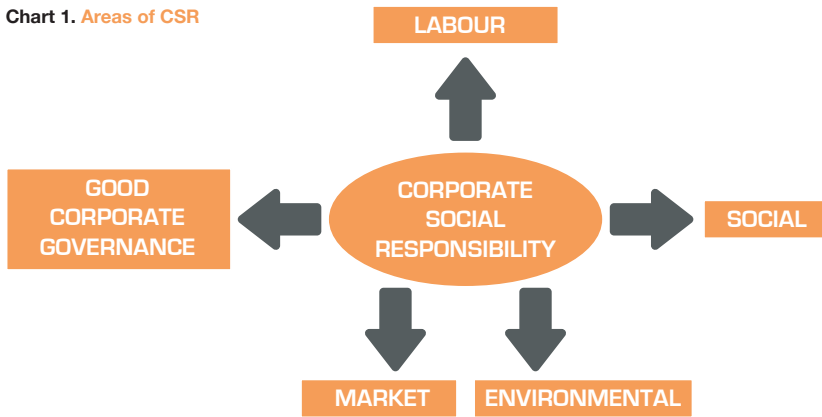
Corporate Social Responsibility (CSR) must be translated into a form of management by companies aimed at incorporating the concerns, needs and expectations of the society in which they operate, as part of their business strategy, assuming the commitment to paying due attention to their actions with adequate transparency.

To fully assume their social responsibility, companies must implement, in close collaboration with stakeholders, a process to integrate social, environmental and ethical concerns, respect for human rights and consumer concerns in their business operations and basic strategy.

The role of workers and their organisations within the company and outside, as an integral part of both spaces, is fundamental. Therefore, in addition to requesting the adoption of CSR policies and commitments to businesses, they must play a role in its implementation, follow-up, verification and communication. This aims at collaboration with the company in managing its impact on society and how to return benefits to it.

The role of workers and their representatives is to assist companies in improving the CSR system from within and from outside, as contacts with society, since the possibilities of dialogue are easier and more fluent.

Chart 1. Areas of CSR



¹ Definition of the European Commission (COM (2011) 681 final “A renewed EU strategy 2011-2014 for corporate social responsibility”)

OBJECTIVES OF TRADE UNION PARTICIPATION IN CSR

The objectives of trade union participation in CSR systems are:

1. Ensure economic, social and environmental sustainability as a guarantee of employment and working conditions.
2. Improve working conditions and labour relations.
3. Collaborate in the response the company should give to the needs and expectations of its stakeholders. In this context, stakeholders may demand or be interested in the opinion of the workers' legal representatives in relation to any matter affecting their interests.

One of the relevant stakeholders is the group of workers and their legal representatives, which calls for the inclusion of these issues in the social dialogue and, specifically, in collective bargaining.

Workers are direct stakeholders in these situations, by which they are affected at the workplace and, indirectly, as citizens, since they have the ability to represent and defend the general interests of society as a whole from within a company.

Typically, companies draw up a matrix of relevance, where stakeholders' needs and expectations and their relevance are determined. Therefore, it is important to state our priorities, needs and expectations.

AREAS AND SUBJECTS OF CSR

- **LABOUR:**
 - Child labour, non-discrimination (race, ethnicity, gender, sexual orientation, etc.), freedom of association, work-life balance, recruitment, health and safety, etc.
- **SOCIAL:**
 - Impact on the environment and relations with society, social and gender equality.
- **ENVIRONMENTAL:**
 - Environmental impacts, resource consumption, etc.
- **MARKET:**
 - Consumers and users' rights, double standards of quality in products according to markets, value chain management, etc.
- **GOOD CORPORATE GOVERNANCE:**
 - Enterprise governance, transparency and information mainly towards shareholders and other stakeholders.

Chart 2. The framework in the European Union for trade union participation in the company's CSR policies

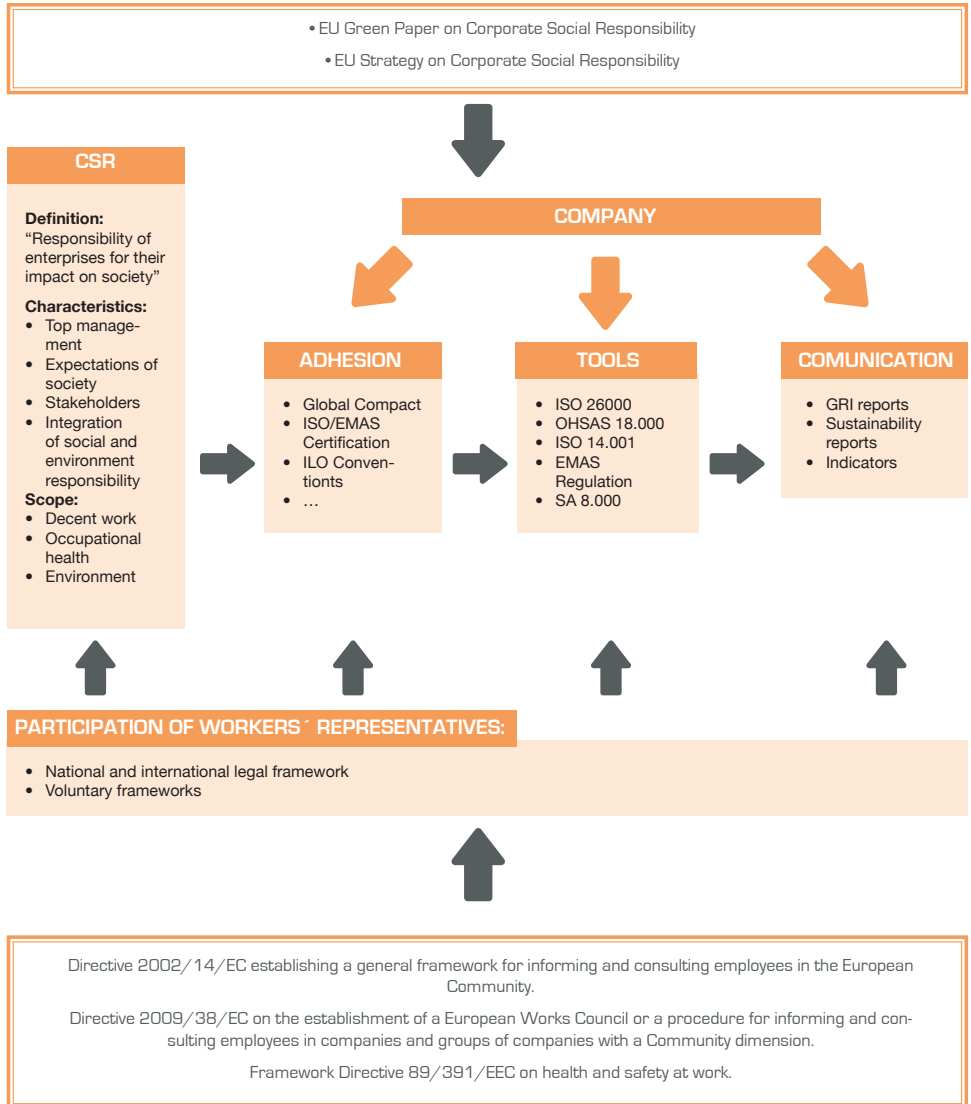
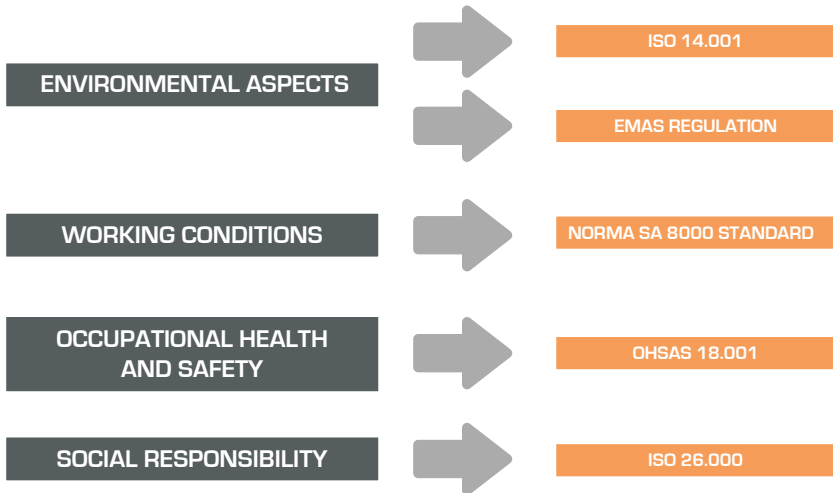


Chart 3. Correspondence between different areas and subjects of CSR and voluntary management standards.



PROPOSALS AND BEST PRACTICES FOR DIALOGUE AND TRADE UNION PARTICIPATION IN CSR

1. Inclusion of CSR clauses through collective bargaining and/or voluntary agreements

In order to consolidate the participation of workers' legal representatives and strengthen the channels for communicating information on CSR, it is important to incorporate specific clauses in collective agreements or voluntary agreements that record the relevance of such union participation.

I GENERAL AGREEMENT FOR OFFICES IN THE GAMESA GROUP

Chapter XV: Corporate Social Responsibility

Section 45. Corporate Social Responsibility

The Company's contribution to sustainable development is implemented through social responsibility principles and practices that address the needs and expectations of its stakeholders.

True to the business objective of generating wealth and welfare for society, the Company adopts responsible corporate ethics set out in its Corporate Social Responsibility Policy.

In this framework, the company recognises workers' representatives as an important stakeholder group and opens the commitments made in its CSR policy to the frameworks for social dialogue established in this agreement.

2. Establishment of specific spaces for dialogue

It is important to establish specific forums for dialogue on CSR at companies where union participation is made possible, especially at those in which such policies are published.

It is possible to take advantage of the existence of joint bodies of participation, such as the Committee on Health and Safety or the Environment Committee, or request the establishment of a specific joint body in this area, which could have the name of Corporate Social Responsibility Committee.

It is also possible to request recognition of powers in this area for members of the Works Council, staff representatives, prevention representatives, environment delegates or consider the recognition of the delegate for corporate social responsibility.

3. Knowledge of CSR tools in place at the company.

One main aim must be the training and education required to make an independent assessment of the company's social responsibility and be able to participate, monitor and verify the policies and commitments the company has assumed to address this responsibility. It is essential to be familiar with and use the various instruments and tools in place at the company that enable the intervention of workers' legal representatives

Identification matrix of CSR tools in place in a group of companies

	ISO 14001	EMAS	GRI	OHSAS 18001	SA 8000	SUSTAINABILITY REPORT
REPSOL	YES	NO	YES	YES	NO	YES
INDITEX	YES	NO	YES	YES	NO	YES
GAMESA	YES	NO	YES	YES	NO	YES
MSD	YES	NO	YES	YES	NO	YES
MICHELIN	YES	NO	YES	YES	NO	YES

4. List of the company's stakeholders

It is essential to meet information requirements to understand the company's value chain and the impact of its responsibility in the said chain. It is therefore important for workers' representatives to know who the company's stakeholders are and their opinions and demands.

After consolidating participation in this area, it is important for workers' legal representatives to take part in the process of identifying stakeholders and in assessing the relevance of their needs and expectations as considered by the company.

5. Participation and collaboration in the preparation of draft reports or sustainability reports

One goal must be to ensure participation and validation by union representatives regarding the information generated and published by the company on corporate social responsibility. In particular, access must be

provided, at an early stage, to the draft reports or sustainability reports in order to check the accuracy of the information and incorporate the union's point of view. It must also be possible to participate in the design of it and negotiate the inclusion of appropriate indicators in relation to the business of the company in question.

6. Education and training in CSR

The company must be asked for training on issues related to CSR. To do this, it may be suggested to include such training in the annual training programme designed by the company. Union representatives must form part of its design and implementation.

7. Preparation of the trade union CSR Report

Trade union participation in CSR must focus, ultimately, on making an independent assessment of compliance with commitments assumed by the company in CSR and, in particular, on issuing a union report.

The starting point for this union report should be the union assessment of the report or sustainability report issued by the company.

8. Request to the company for resources to publish the trade union assessment of corporate CSR.

Workers' legal representatives must apply to the management of the company for the resources needed to provide workers with the relevant information on these matters in order to collaborate with the company on the development and implementation of its CSR policies and the communication of said policies to society.

This request can take the form of:

- A specific space on the company intranet
- The insertion of union news and assessments in newsletters or internal company publications

9. Dialogue and relationship with other corporate stakeholders

Consideration must also be given to the possibility of addressing the dialogue and relationship with other social players interested in the company's social responsibility.

TRADE UNION EXPERIENCES OF PARTICIPATION IN CORPORATE SOCIAL RESPONSIBILITY POLICIES: THE EUROPEAN PROJECT SCORE

ISTAS and CCOO de Industria, jointly and in cooperation with the Finnish Union PRO, developed the European Project SCORE 2014-2016, funded by the European Union through the Call for support for European social dialogue.

Its main purpose was to develop proposals to promote and foster the training and participation of workers and their legal representatives in the corporate social responsibility policies (CSR) implemented and developed in enterprise.

Accordingly, a training schedule was implemented in CSR, overseeing an experience of participation in this matter with representatives of the works councils at the selected companies.

