

2013 European CSR Award Scheme Boosts CSR Excellence in 30 Countries

BRUSSELS, Sep. 09 /CSRwire/ - This week marks the successful conclusion of the 2013 European CSR Award Scheme collaboration between the European Commission and the awards consortium led by Business in the Community UK and CSR Europe.

The first ever European CSR Awards Scheme for 'Corporate Social Responsibility: Partnership, Innovation and Impact' brought together CSR networks from 30 European countries to reward collaborative partnerships between business and non-business organisations which have developed innovative solutions for sustainability.

In 2012, only seven countries ran CSR awards that included key elements of a high quality CSR award scheme. With the work of the consortium this number increased from seven to thirty countries, whereby each participating country that ran a National CSR Award Scheme could include additional award criteria on top of the key elements set by the European Commission.



749 applications were received, 259 in from SMEs and 490 from large companies. The 63 winners were celebrated at the European CSR Award Ceremony on 25 June 2013. Importantly, the Award Scheme outcomes demonstrated:

- **SOCIAL IMPACT:** Partnerships tend to tackle multiple social issues. 71.5% of projects focussed on community development and 45% on environment as key sustainability issues.
- **BUSINESS IMPACT:** Collaboration enables business to strike a balance between minimising risks through accountability, good governance and transparency while at the same time, maximise opportunities through social innovation, delivering new products and services.
- **INNOVATIVE PARTNERSHIPS:** Innovation was found to be key for successful partnerships. The winning partnerships demonstrated the adoption of innovative ideas in the approach to the project, choosing appropriate partners and addressing existing social issues.

Having identified and celebrated the Award winners, the consortium of Award partners has now moved to the next phase to ensure the long term impact and legacy of the European CSR Award Scheme throughout Europe.

In addition to the [Golden Book](#), a compendium of award winning projects which serves as a source of "know-how" and inspiration for CSR leaders, as well as an [Award Guide](#), which provides guidelines for developing a national awards programme, a "[European CSR Award Best Practice Exchange Forum](#)" hosted by Alliance Boots will take place on 16 October in London. European CSR Awards ambassadors will also continue to share the outcomes of the Awards with a broad audience at key events throughout Europe during 2013.

Business in the Community and CSR Europe look forward to continued collaboration and the possibility of developing a successive European CSR Award Scheme in the near future.

View the [European CSR Award website](#) for all materials relating to the awards.

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