



EUROPEAN UNION

Delegation of the European Union

CHECK AGAINST DELIVERY

Skopje, 17 January 2013

**Launch of the European
Corporate Social Responsibility Award Scheme**

**18 January 2013, Friday, 11.00 h
[Press conference at the Ministry of Economy]**

Speaking points
Ambassador Aivo Orav
Head of the EU Delegation

Dear Minister Sarachini,

Dear representatives of civil society and media,

Ladies and gentlemen,

I am pleased to be here today at the launch of the European corporate social responsibility award competition.

At the beginning please allow me to congratulate the organisers, the NGO Zenith and the National coordinative body for corporate social responsibility, for joining this initiative of the European Commission, and for opening opportunities for local companies to participate in this pan-European event.

Namely, in October 2011 the European Commission published a new policy on corporate social responsibility as part of a package of measures on responsible business. Its aim is to help enterprises achieve their full potential in terms of creating wealth, jobs and innovative solutions to the many challenges facing Europe's society. The new policy puts forward an action agenda for the period 2011-2014 covering 8 areas, one being *Enhancing the visibility of corporate social responsibility and disseminating good practices*.

This includes the creation of an European award, and the establishment of sector-based platforms for enterprises and stakeholders to make commitments and jointly monitor progress.

The competition for the European Corporate Social Responsibility Award Scheme urges enterprises to fully meet their social responsibility.

Corporate social responsibility concerns actions by companies over and above their legal obligations towards society and the environment. By addressing their social responsibility, enterprises can build long-term employee, consumer and citizen trust as a basis for sustainable business models. This in turn helps to create an environment in which enterprises can innovate and grow.

The details about this year award scheme will be presented by the project representatives.

Thank you very much for your attention.