



A Mark of Good Business Behaviour in Providing Services of General Interest

A Project co-funded by the European Commission



Today, more than ever, citizens are looking for providers of services of general interest that take their social responsibility seriously and can demonstrate their actions. CEEP is determined to help providers of Services of General Interest in Europe demonstrate their own Corporate Social Responsibility and to actively promote them and their initiatives through the CEEP-CSR Label. The Label is a guarantee of responsible behaviour that reassures citizens, public authorities and other stakeholders about the behaviour and attitudes of the companies that they are dealing with.

I am delighted that the label has achieved a high level of recognition in only three years and look forward to seeing its increased impact at our awards ceremony this year and beyond.

I would like to thank everyone who has achieved the label to date and to all those who have supported this important initiative.

Ralf Resch
General Secretary



ABOUT CEEP

The European Centre of Employers and Enterprises providing Public Services, (CEEP), was established in 1961 under the auspices of the European Commission and represents enterprises and employers' organisations with public participation, as well as those carrying out activities of general interest, whatever their legal ownership or status. It is one of three general cross-industry social partners recognised by the EU Commission and represents public employers in the European Social Dialogue.

It fosters solidarity between national public enterprises' federations and works to maintain regular consultation with official institutions and consultative bodies. It analyses problems and contributes to European draft regulations, directives and other legislation of interest to its members.

Providers of public services employ 64 million people in Europe today, contributing over 26% of the EU's GDP¹. They are 'key to business and citizens in Europe' according to Ralf Resch, General Secretary of CEEP.

ABOUT CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is an approach to sustainable development where enterprises integrate economic, social and environmental concerns into their values, culture, strategy and actions; going beyond legal obligations and in a transparent way. It is voluntarily integrated into their relationships with all of their stakeholders.

Customers, stakeholders and regulators increasingly demand that companies behave as responsible members of their communities – in their own industry, in their local and national community and as world citizens. Corporate Social Responsibility means adopting behaviours that benefit those communities and that also contribute towards the long term, sustainable success of the company.



WHY APPLY FOR THE CEEP-CSR LABEL?

The CEEP-CSR Label makes good business sense to stakeholders, customers, employees, national governments and suppliers.

CEEP-CSR Label - A Mark of Good Business Behaviour

The CEEP-CSR Label is a recognised European label for Public Services Providers complying best with CSR. It allows enterprises to reassure stakeholders about the practices, behaviours and ethics of the enterprise that they are dealing with.

The CEEP-CSR Label is based on a set of criteria that have their origins in international standards (ISO 9001, ISO 14001, EMAS, Global Compact, ISO26000, etc.) developed by the leading European organisation representing employers and enterprises providing public services (CEEP) and within the framework of a project supported by the European Commission.

The CEEP-CSR Label enhances the reputation and visibility of recipient companies and opens a new communications platform to reach influencers and promote their services to their stakeholders.

The CEEP-CSR Label motivates teams, as they work within a responsible organisation that looks beyond the balance sheet. Enterprises that employ CSR best practice attract higher calibre employees and are able to retain them in the organisation for longer.

The CEEP-CSR Label not only recognises enterprises employing best CSR practice, it brings them together. Enterprises that are part of the CEEP-CSR 'community' are able to exchange ideas, practice and success with other leading providers of services of general interest from across Europe and a wide range of activities.

The CEEP-CSR Label is recognised by procurement departments and other quality standard organisations, putting recipient businesses ahead.

Seven Reasons to Apply for the CEEP-CSR Label

1. Raise Corporate Image with a European label

The CEEP-CSR Label is awarded at European level to enterprises employing best CSR practices. This is a truly European label managed by a European organisation which represents employers and enterprises providing Public Services (CEEP). The label was created at European level with the co-funding of the European Commission.

2. Reputation-building

The CEEP-CSR Label allows organisations to showcase their achievements, enhancing their corporate image among local communities, stakeholders, customers and service users.

3. Employee Motivation

The CEEP-CSR Label celebrates the commitment and behaviour that have led to high CSR standards. This is also a great asset to attract and retain employees, demonstrating commitment to high values of social responsibility.

4. Going Beyond the Provision of Services

This label is the recognition of the quality of CSR activities. It shows that organisations go beyond the services they provide, giving importance to the relationships and actions with local communities, with customers, staff and other stakeholders.

5. Publicise Success

Enterprises show that they provide more than “just” services. The CEEP-CSR Label” increases awareness among stakeholder audiences at European level

6. Peer Exchange

Recipients of the CEEP-CSR Label exchange views and information with leaders of Providers of Services of General Interest from across Europe and diverse fields of activities.

7. Assess and Measure CSR Activities

Recipients of the CEEP-CSR Label are able to closely monitor, measure and therefore benchmark their CSR activities.



CEEP, THE EUROPEAN COMMISSION AND THE CSR LABEL



In 2005, CEEP began work with the support of the European Commission on a co-funded initiative which aimed to address the subject of Corporate Social Responsibility within European public SMEs. This project, Discerno (Dissemination of Corporate Ethics and Responsibility through Networks of public enterprises), supported companies offering services of general interest seeking to adopt socially and environmentally responsible investments, production and consumption. It provided training and sought to increase the impact of CSR actions by deepening guidelines for specific sectors and encouraging best practice using self-training and self assessment. These led to the development of a CEEP-CSR Label for enterprises that had successfully integrated CSR into their culture and operations.

Today the initiative has passed to CEEP's management, along with the task of increasing the adoption, recognition and award of the CEEP-CSR Label.

THE CEEP-CSR LABEL

How to Apply

The first step to apply for the CEEP-CSR Label is to take an online test to assess organisation's the strengths and weaknesses in the field of CSR. This self-assessment tool is available, free of charge, to companies seeking to know more about their compliance with CSR norms. The self assessment takes around 30 minutes and it can be undertaken online through the CEEP website: www.ceepcsrlabel.eu



The self -assessment tool covers:

- Corporate Governance;
- Socially responsible behaviour;
- Human resources;
- Inclusion of economic stakeholders (suppliers, shareholders, partners, etc.);
- Links with municipalities and other stakeholders (local consumer and utility associations);
- Links with t environmental initiatives;
- EU and International standards

At a second stage and depending on the results of the assessment tool, further analysis will be carried out by independent consultants. Finally, an independent jury will meet to assess outcome of independent consultants' work and award the label to those who are successful.

Recipient companies will then be invited to the award ceremony, an exclusive and very special event held in Brussels where they will have the opportunity to exchange CSR best practices and will be awarded the label.

The label has a total duration of two years from the time of its award and recipients are free to use it on all their communications, advertising and promotion throughout that time.

CEEP and its partners will support applicants and recipients in developing their expertise, improving their performance and exchanging knowledge on CSR issues with enterprises from all over Europe.

AWARDING THE CEEP-CSR LABEL

A jury of CSR experts from across Europe meets once a year to assess the label applications for that year. Using a set of common measures, these experts can review suitability of the label, celebrating and learning from examples of the very best practice in the business and highlighting areas for improvement and advance.

Following their decision, a ceremony is held for the recipients of the label for that year, who come together with current label-holders and other interested enterprises to exchange ideas and practice, and to celebrate their success as corporate citizens.



Over 60 CEEP-CSR Labels have been awarded since 2008:

2008

- A2A S.p.A Italy
- Abfallwirtschaftsbetrieb München Germany
- ACEA S.p.A Italy
- ACQUE Pisa Italy
- AGSM Verona S.p.A Italy
- AIMAG Mirandola Italy
- AZ Osped Poli S. Orsola Bologna Italy
- Ciliopée France
- CTP Napoli Italy
- Eigenbetrieb Abfallwirtschaft Rheingau-Taunus Kreis Germany
- Erdogas Südbayern Germany
- FCSR Reggio Emilia Italy
- Gruppo COGEME Italy
- Gruppo Enia Parma Italy
- GTT Torino Italy
- Hera Bologna Italy
- Intesa Siena Italy
- Kommunale Wasserwerke Leipzig Germany
- Livorno Italy
- LPA - Lyon Parc Auto France
- Miejskie Wodociągi i Oczyszczalnia Sp. z o.o. w Grudziądzu Poland
- N'PY Nouvelles Pyrénées France
- NGE - Nantes-Métropole Gestion Equipements France
- Pesaro ASPES Italy
- Przedsiębiorstwo Komunikacji Samochodowej w Białymstoku S.A. Poland
- "PWIK - Przedsiębiorstwo Wodociągów i Kanalizacji Sp. z o.o. Poland
- SEMAVIP: Société d'Economie Mixte d'Aménagement de la Ville de Paris France
- SEMIPER Société d'économie du Périgord France
- SEM-Tram de Brest France
- SMA Torino Italy
- Société Immobilière du Département de La Réunion France
- TRAMBUS S.p.A Italy
- Triselec Dunkerque France
- Wasser und Abwasserwirtschaft Wietzendorf Germany
- Zakład Wodociągów i Kanalizacji Sp. Z o.o. w Szczecinie Poland



2009

- A2A S.p.A Italy
- ACEA S.p.A Italy
- Companhia Carris de Ferro de Lisboa Portugal
- Dortmunder Energie und Wasserversorgung GmbH (DEW) Germany
- GEBALIS - Gestão dos Bairros Municipais de Lisboa Portugal
- ACQUE SpA, GRUPPO Italy
- Hera Italy
- HSE - Heag Südthessische Energie AG Germany
- Miejskie Przedsiębiorstwo Wodociągów i Kanalizacji Poland
- REN - Redes Energéticas Nacionais Portugal
- SETOMIP France
- SIC - Société immobilière de Nouvelle-Calédonie France
- SOGARIS France
- Stadtreinigung Hamburg A.ö.R. Germany

2010

- A2A SPA Italy
- Berlin StadtReinigung Germany
- Stadtwerke Mainz AG Germany
- Société Immobilière du Département de la Réunion (Reunion Island) France
- AOSP - Azienda Ospedaliero Universitaria di Bologna - Policlinico S. Orsola Malpighi Italy
- SEMAAD - Société d'Economie Mixte d'Aménagement de l'Agglomération Dijonnaise France
- Ciliopée France
- SEMAVIP - Société d'Economie Mixte d'Aménagement de la Ville de Paris France
- SIPEA France
- SEMAEST - Société d'Economie Mixte d'Aménagement de l'Est de Paris France
- LPA - Lyon Park Auto France
- NGE - Nantes Gestion Equipements France
- SEMISE - Société d'Economie Mixte Immobilière du Secteur Est Parisien France
- ARCAVI France
- INTESA Italy
- Berliner Wasserbetriebe Germany



Sole responsibility for this document and its content lies with CEEP. The European Commission is not responsible for any use that may be made of the information contained therein



For more information:

European Centre of Employers and Enterprises providing Public services

Rue des Deux Eglises, 26 boîte 5

BE-1000 Bruxelles

Belgium

Phone: +32 2 219 27 98

Fax: +32 2 218 12 13

e-mail: ceep@ceep.eu

www.ceep.eu

To apply for the CEEP-CSR Label:

www.ceepcsrlabel.eu

To see the CEEP-CSR Label Terms & Conditions

www.ceepcsrlabel.eu