

CEEP-CSR LABEL: SUMMARY FOR APPLICANTS 2015-2016

I. CEEP-CSR Label: what is it?

Since the creation of the label in 2008, we have noticed how essential it is for public service providers to be recognized for their activities in the field of Corporate Social Responsibility. The CEEP-CSR Label aims to meet this need!

With the CEEP-CSR Label you will:

- Raise the corporate image of your enterprise;
- Gain visibility and increase your chances in tendering procedures;
- Show that your enterprise does more than providing services, does it in a sustainable and environment-friendly way;
- Learn to improve your enterprise's compliance with CSR principles;
- Build a European network and exchange best practices;
- Contribute to the increase of visibility of good practices of local public enterprises towards the European institutions.

For new applicants there are **three steps** to obtain the label:

1. Online self-assessment

The self-assessment tool is an “open and free” instrument for every company willing to know more about their compliance with CSR. It can be managed online through the website: www.ceepcsrlabel.eu.

The online self-assessment tool is available in the following languages: English, French, Italian, Portuguese, Polish, German, Swedish, Dutch, Bulgarian.

2. Evaluation by external experts

After the green light in the self-assessment tool (70% or higher), enterprises will be asked to send proof and additional information for evaluation by independent external experts. Those enterprises that have already been awarded the label will follow a lighter procedure.

3. Selection by a jury

Based on the outcome of the evaluation by experts, a jury will select the label.

If you have been awarded the label before, you can renew the label using the procedure described in chapter III.

II. Procedure for new applicants

Below the detailed procedure to apply for the label is described. The information below applies to new applicants.

1. The online self-assessment

The assessment is based on a set of around 50-60 questions and criteria (depending on the size of the enterprise and the sector of activity) specifically made for public services and derived from international indications such as: ISO 26000, EMAS, GRI, etc. There are different sets of questions for enterprises with less than 250 employees and above 250 employees. There is an additional set of questions for enterprises in the following sectors: Transport, Social Housing, Urban renewal & Town planning, water & waste water, energy, tourism, and waste management.

When the self-assessment results in a green light (score of 70% or higher), enterprises will be asked to send proof and additional information for evaluation by independent external experts

2. Evaluation by external experts. For this evaluation additional information is needed.

The methodology of the CEEP-CSR Label was updated for the 2013 – 2014 evaluation process in order to streamline the work and ensure the benchmarking of applying enterprises. Please provide the documents for evaluation in English, French or German. For other languages, please contact your contact point for the special conditions and potential translation costs. The additional information that should be delivered includes:

A. The CSR Strategy of the enterprise / organization

The applicant should provide a short introduction document presenting the CSR strategy of the enterprise/organisation in line with their activities. This document should present the philosophy, the strategy, the goals and key achievements.

Maximum size: 2 A4 pages: if the document is longer only the first 2 pages will be used. The aim of the document is to provide general information on the enterprise's CSR activities for the experts.

Please use the form available under [Annex 1](#)

B. Proof of the answers in the self-assessment tool

Applicants need to provide proof for 16 answers to questions in the self-assessment. The self-assessment questions are divided into 8 dimensions. For every dimension proof has to be submitted for the answers to 2 questions. An overview of the different dimensions can be found in the table below.

Please use the form available under [Annex 2](#).

Dimension in the online self-assessment tool	What should applicants do?
Corporate Governance	Select two questions from the online self-assessment tool and proof the answers you have given. Please use the template you will find in annex 2.
Customers	Select two questions from the online self-assessment tool and proof the answers you have given. Please use the template you will find in annex 2.
Staff	Select two questions from the online self-assessment tool and proof the answers you have given. Please use the template you will find in annex 2.
Economic Stakeholders	Provide proof of the first question of this dimension and of the fourth question in this dimension.
Local public authorities	Select two questions from the online self-assessment tool and back up the answers you have given. Please use the template you will find in annex 2.
Environment	Select two questions from the online self-assessment tool and back up the answers you have given. Please use the template you will find in annex 2.
International indications	Select two questions from the online self-assessment tool and back up the answers you have given. Please use the template you will find in annex 2.
Sector specific	Select two questions from the online self-assessment tool and back up the answers you have given. Please use the template you will find in annex 2.

C. Answer the benchmark questions

Applicants need to provide answers for four benchmark questions. The questions are related to the CEEP priorities of 2016 and are listed below. The priorities should not be confused with the self-assessment dimensions. Some of the benchmark questions however do have a link with questions from the self-assessment. In the table below the benchmark questions are listed. Also (when applicable) the link with the self-assessment question(s) is indicated.

Please use the form available under [Annex 3](#).

CEEP 2016 priority	Question	Link with online self-assessment
1. CORPORATE GOVERNANCE	Is the CSR strategy of your organisation/enterprise an integral part of your corporate governance? If yes, give your best example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
2. CUSTOMERS	Did the CSR practices of your organisation/enterprise have a positive impact on customers' satisfaction and citizens' perception of the public service/s you provide? If yes, please give example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
3. STAFF	Does your organization/enterprise integrate an intergenerational approach, favouring entrance of the young in the labour market and retention of older workforce, in the (CSR) strategy? If yes, please give example/s.	DIMENSION OF THE SELF-ASSESSMENT TOOL
4. INVESTEMENT	Does your organisation/enterprise adopt practices that foster investment at local level? If yes, please give example(s) of recent investments in the development of the local society.	No link to self-assessment

D. Provide Best Practice

Enterprises will prepare a "Best Practice" Document" to share what the company considers as their best achievement in terms of CSR with all others public services' providers throughout Europe. How to provide your "Best Practice 2015-2016"?

Please use the form available under [Annex 4](#).

Your "best practice" is rated with regard to four aspects:

Four levels Score in points Best Practice	
Innovativeness	• Idea already exist
	• Newidea but not the newest idea
	• Newest idea, first in the market
Reproducibility	• One shot
	• More than one shot
	• Structural (an habit)
Impact (social and environnemental)	• Weak
	• Strong
	• Very strong
Transversal	• Intern
	• Intra (sector)
	• Inter (all markets)

E. Describe the CSR reputation of the enterprise

Provide a short overview of your CSR related achievements or activities which are published in the news. This means that you provide us news topics (national and international) you were involved in and that influenced your reputation and image (good or bad). This is used as background information by the experts and jury.

Please use the form available under [Annex 5](#)

3. Selection by the jury

Based on the result of the self-assessment and the result of the evaluation, the external experts' informs the jury about which enterprises will receive the label and which of them should be awarded for their "best practices".

The external experts will also benchmark the enterprises based on the additional information provided by them on demand.

The external experts produce an individual report with suggestions for improvement for each enterprise.

III. Procedure for existing applicants (awarded the CEEP-CSR Label in 2014) that want to renew the label

There is a special light procedure for enterprises that have already been awarded.

1. Enterprises are asked to provide the following information:

A. Explanation of the latest changes in terms of CSR

Please explain, in a short document, the main changes in terms of CSR in your enterprise since you have received the label.

Please use the form available under [Annex 6](#)

B. Answer the benchmark questions

Applicants need to provide answers for four benchmark questions. The questions are related to the CEEP priorities of 2016 and are listed below. The priorities should not be confused with the self-assessment dimensions. Some of the benchmark questions however do have a link with questions from the self-assessment. In the table below the benchmark questions are listed. Also (when applicable) the link with the self-assessment question(s) is indicated.

Please use the form available under [Annex 3](#).

CEEP 2016 priority	Question	Link with online self-assessment
1. CORPORATE GOVERNANCE	Is the CSR strategy of your organisation/enterprise an integral part of your corporate governance? If yes, give your best example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
2. CUSTOMERS	Did the CSR practices of your organisation/enterprise have a positive impact on customers' satisfaction and citizens' perception of the public service/s you provide? If yes, please give example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
3. STAFF	Does your organization/enterprise integrate an intergenerational approach, favouring entrance of the young in the labour market and retention of older workforce, in the (CSR) strategy? If yes, please give example/s.	DIMENSION OF THE SELF-ASSESSMENT TOOL
4. INVESTEMENT	Does your organisation/enterprise adopt practices that foster investment at local level? If yes, please give example(s) of recent investments in the development of the local society.	No link to self-assessment

C. Provide Best Practice

Enterprises will prepare "Best Practice' Documents" to share what the company considers as their best achievement in terms of CSR with all others public services' providers throughout Europe. How to provide your "Best Practice 2015-2016"?

Please use the form available under [Annex 4](#).

Your “best practice” is rated with regard to four aspects:

Four levels Score in points Best Practice	
Innovativeness	• Idea already exist
	• Newidea but not the newest idea
	• Newest idea, first in the market
Reproducibility	• One shot
	• More than one shot
	• Structural (an habit)
Impact (social and environnemental)	• Weak
	• Strong
	• Very strong
Transversal	• Intern
	• Intra (sector)
	• Inter (all markets)

D. Describe the CSR reputation of the enterprise

Provide a short overview of your CSR related achievements or activities which are published in the news. This means that you provide us news topics (national and international) you were involved in and that influenced your reputation and image (good or bad). This is used as background information by the experts and jury.

Please use the form available under Annex 5

2. Selection by the jury

Based on the result of the self-assessment and the result of the evaluation, the external experts' informs the jury about which enterprises will receive the label and which of them should be awarded for their “best practices”.

The external experts will also benchmark the enterprises based on the additional information provided by them on demand.

The external experts produce an individual report with suggestions for improvement for each enterprise.

IV. Timeframe:

Deadline to take the self-assessment in the online tool: April 16 2016

Deadline to send additional information for evaluation by the external experts: June 30 2016

Activity	2016												
	jan	feb	mrt	apr	mei	jun	jul	aug	sep	okt	nov	dec	
Take online self assessment	■				▲								
				Deadline: 16-4-2016									
Send additional information for Evaluation by external expert		■					▲						
						Deadline: 30-6-2016							
Evaluation by external expert (possibly questions are asked)						■							
Jury meeting									▲				
Awarding ceremony												▲	
												Date to be announced	

V. Cost for participation:

Costs		Awarded 2014	New applicants	
			Special price*	For everyone
SMEs	< 250 employees	€ 1.600	€ 2.600	€ 3.500
Large	Between 250–1000 employees	€ 2.600	€ 3.500	€ 4.500
Very large	>1000 employees	€ 4.600	€ 5.500	€ 6.500

*Limited to members of CEEP and members of the national sections of CEEP

ANNEXES

- 1. The CSR Strategy of the enterprise / organization**
- 2. Proof of the answers in the self-assessment tool**
- 3. Answers on the Benchmark questions**
- 4. Best Practice**
- 5. CSR reputation of the enterprise**
- 6. Explanation of the latest changes in terms of CSR**

Annex 1: Template for the CSR Strategy

Presentation of the Enterprise

Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	

Description General CSR Strategy

Short description	<p>In a short description you describe the CSR strategy of the enterprise/ organisation in line with their activities. This description includes the philosophy, the strategy, the goals and key achievements of CSR.</p> <p>The aim of the document is to provide general information on the enterprise's CSR activities for the experts.</p>
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Description of the Best Practices

Maximum size: 2 x A4 pages: if the document is longer only the first 2 pages will be used.

Annex 2: Template for the proof of Answers
(copy the box below for each of the 16 answers)

Presentation of the Enterprise	
Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	
Proof of Answer	
Dimension	0 – Corporate governance 0 – Customers 0 – Staff 0 – Economic Stakeholders 0 – Local public authorities 0 – Environment 0 – International indications 0 – Sector Specific
Question (free selection / 2 per dimension)	Q..
Question (required selection)	Q..
Score of question in the Self-Assessment	0 – Completely correct (5) 0 – Rather correct (4) 0 – Partly correct (3) 0 – Rather incorrect (2) 0 – Completely incorrect (1) 0 – Not applicable (0)

Proof of score	
Proof / Evidence	In the short description you demonstrate why you scored the answer (0 – 5). In the description you demonstrate that your answer of correct to incorrect is based on: structural practices, processes or methods versus incidental projects or approaches; a wide versus a small application in the enterprise; implementation and results versus plans and objectives; known versus unknown;

Description
<p>Max. 1 x A4</p>

In your description you can refer with links to websites and other publications. Be very specific in your source of information and mention chapter, page, etc. It is not allowed only to refer to relevant documents as a proof.

Annex 3: Template for the Benchmark questions
(copy the box below for each of the 4 answers)

Presentation of the Enterprise

Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	

The questions

CEEP 2016 priority	Question	Link with online self-assessment
1. CORPORATE GOVERNANCE	Is the CSR strategy of your organisation/enterprise an integral part of your corporate governance? If yes, give your best example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
2. CUSTOMERS	Did the CSR practices of your organisation/enterprise have a positive impact on customers' satisfaction and citizens' perception of the public service/s you provide? If yes, please give example(s).	DIMENSION OF THE SELF-ASSESSMENT TOOL
3. STAFF	Does your organization/enterprise integrate an intergenerational approach, favouring entrance of the young in the labour market and retention of older workforce, in the (CSR) strategy? If yes, please give example/s.	DIMENSION OF THE SELF-ASSESSMENT TOOL
4. INVESTEMENT	Does your organisation/enterprise adopt practices that foster investment at local level? If yes, please give example(s) of recent investments in the development of the local society.	No link to self-assessment

Proof of Answer

Proof / Evidence	Enterprises will describe their "Best Practice" to share what the company considers as their best achievement in terms of CSR with all others public services' providers throughout Europe. How to provide your "Best Practice 2015-2016"?
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Description

Max. 1 x A4

In your description you can refer with links to websites and other publications. Be very specific in your source of information and mention chapter, page, etc. It is not allowed only to refer to relevant documents as a proof.

Annex 4: Template for the Best Practice

Presentation of the Enterprise

Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	

Presentation of the Best Practice

Name of the project / activity	
Starting date	
Number of employees involved	
Investment (x €1.000)	

Description of the Best Practice

Short description	<p>In the short description you describe the following elements of the project/practice: What is/was the problem or challenge; who started the best practice, how is/was the practice developed and how long was the period from start to implementation? Give a short description/explanation of the content of the project/practice; What are/were the short and long-term goals you want(ed) to achieve with the project/practice? What is/was the impact of your best practice (financial/profit, social/people, environmental/planet) and how do you measure the impacts or results? Who are/were involved in the development of the practice (management, employees, stakeholders, etc.)? Is the project/activity/practice a one-shot activity or is it a structural process or method in the enterprise? What are the trade-off/reproducibility possibilities for your own enterprise, for enterprises in your sector and for enterprises in other sectors?</p>
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Lessons learned

Key success factors	
Traps, risks and restrictions	

Description of the Best Practices

Max. 1 x A4

In your description you can refer with links to websites and other publications. Be very specific in your source of information and mention chapter, page, etc. It is not allowed only to refer to relevant documents as a proof.

Annex 5: Template CSR reputation of the enterprise

Presentation of the Enterprise

Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	

Description General CSR Strategy

	CSR reputation of the enterprise
Short description	Provide a short overview of your CSR related achievements or activities which are published in the news. This means that you provide us news topics (national and international) you were involved in and that influenced your reputation and image (good or bad). This is used as background information by the experts and jury.

Description of the Best Practices

Max. 1 x A4

In your description you can refer with links to websites and other publications. Be very specific in your source of information and mention chapter, page, etc. It is not allowed only to refer to relevant documents as a proof.

Annex 6: Template Explanation of the latest changes in terms of CSR

Presentation of the Enterprise

Name / City / country	
Sector	
Headcount	
Turnover (x € 1.000)	
Balance Sheet Total (x €1.000)	

Description General CSR Strategy

Label	Received in
Short description	<p>Explanation of the latest changes in terms of CSR Please explain, the main changes in terms of CSR in your enterprise since you have received the label.</p>

Description of the Best Practices

Max. 1 x A4

In your description you can refer with links to websites and other publications. Be very specific in your source of information and mention chapter, page, etc. It is not allowed only to refer to relevant documents as a proof.