

Welcome Note

Dear participant,

Congratulations on your decision to take part in this event!

This study visit has been organized thinking of you and we hope that you fully enjoy it from the very beginning. In order to maximize the visit results, we invite you to read this welcome note.

WHAT IS CORPORATE SOCIAL RESPONSIBILITY (CSR)?

Corporate Social Responsibility (CSR) can be defined as “the voluntary integration of social and environment concerns in the enterprises’ daily business operations and in the interaction with their stakeholders”. (*European Commission, 2001*)

Modern analysts tend to evaluate companies from a “Triple Bottom Line” perspective: **financial** results, **social** and **environmental** impact. This fact is due to the recognition that poor performance in one of these aspects can jeopardize the company’s sustainability.

Today’s companies can no longer afford to ignore any of their **stakeholders** – which are all parts legitimately interested in its activity, such as shareholders, customers, staff and its representative organizations, suppliers, NGOs, government and the community in general – and must be able to establish a constructive dialogue with all of them.

Being a responsible company should no longer be considered as a mere option: its becoming more and more a question of survival.

WHY ARE WE VISITING THIS PARTICULAR COMPANY?

This company has been chosen because the visit organizers considered it an example of good CSR practices. This doesn’t mean it’s a perfect company. It only means that the management has decided to take CSR seriously and to integrate it in the company strategy and processes.

In some aspects, you may realise that your company is performing better than this one. If that’s the case, please remember to share your good practices with the rest of the group.

However, we are quite confident that, during the visit, you will be able to find some points of interest and learn from what you see, hear or read.

EVENT PROGRAMME

The event will consist mainly on a company presentation, a visit to the facilities and a Q&A period. For further details, please check the Visit Programme.

DOCUMENTATION

You have been given some documents that might be useful for your self evaluation and further CSR study. You may start by having a look at the “**Awareness-Raising Questionnaire**” (*European Commission, DG Enterprise, 2004*). Responding to it will give you an idea on how your company is performing in the main aspects of CSR: workplace, environment, marketplace, community and values.

We sincerely wish that this event will motivate you and your company to become more CSR aware, committed and active, starting... today!

VISIT EVALUATION

Your opinion is important to help us to improve. At the end of the visit, please fill in the “**Participants’ Feedback Questionnaire**” and give it to a member of the staff.

Thank you.