Projects and Products Portal for Leonardo da Vinci

Learning Boussole - Responsabilité sociale des entreprises

2009-1-BG1-LEO05-01650

http://www.adam-europe.eu/adam/project/view.htm?prj=6205

Information sur le projet

Titre: Learning Boussole - Responsabilité sociale des entreprises

Code Projet: 2009-1-BG1-LEO05-01650

Année: 2009

Type de Projet: Projets de transfert d'innovation

Statut: Clôturé

Pays: BG-Bulgarie

Accroche marketing: La crise économique impose aux PME de développer leurs compétences et connaissances pour maintenir et développer leur activité. Les modalités de formations classiques ne sont pas adaptées aux PME. Elles n'utilisent pas l'offre de formation mises à leur disposition. Le temps, le coût et les contenus standardisés sont les freins exprimés par les PME qui les empêchent de suivre les formations. La Responsabilité Sociale des Entreprises est choisie comme thème de formation parce que sa mise en œuvre démontre le rôle positif que les PME peuvent avoir pour la société, elle aide à construire la confiance dans l'entreprise , elle augmente la compétitivité, elle contribue à découvrir de nouvelles opportunités de marché et propose des réponses aux besoins écologiques, sociaux et économiques.

Résumé: Within the project Boussole CSR we transfer the methodology and the contents of a previous project Learning Boussole. The main objective of the project is to update this online tool using the Web 2.0 technologies and develop a European Multilanguage educational platform helping companies and entrepreneurs to get oriented within the Corporate Social Responsibility in different ways: Presentation of best practices in SMEs, which are based on the three fundamental pillars of sustainable development – economic, social and environmental. The best practices are selected in 4 axles corresponding to the directions of the compass: marketplace, workplace, local community, protection of the environment; Individual way: people could choose their desired level of information: operational, strategic, documentary; Guided way – participation in groups of interests - find the solution arising from the problem, orientate in the problematics of the Corporate Social Responsibility; Creation of a network which enables the exchange of experience with other enterprises.

Description: The project aims at raising the awareness of Responsible Entrepreneurship in very interactive and collaborative way – learning from the others, presentation of best practices, exchange of experience, groups of interests as well as to contribute to the development of informal learning communities, designing and realizing the Boussole CSR Platform.
There will be an awareness rising seminars at local and international level to widespread the results and promote the Responsible entrepreneurship and its advantages for the companies, the community and the society.
The project is issued from the fruitful collaboration of the European partners working more than 20 years with SMEs and micro-companies, local and territorial authorities on competences of employers and employees management, on CSR and sustainable development. The Chambers of Commerce of Dobrich (Bulgaria) and of Constanta (Romania), the consultancy companies from France, Italy and Spain as well as the inclusion of the social partners as associated partners will increase the expected impact.

Thèmes:
*** Développement durable
*** Formation tout au long de la vie
*** Dialogue social
*** Formation ouverte et à distance
*** Entreprise, TPE, PME
*** Écologie
** TIC
** Égalité des chances

Sectors:
*** Activités des Ménages en tant qu`Employeurs; Activités Indifférenciées des Ménages en tant que Producteurs de biens et Services pour Usage Propre
*** Commerce; Réparation d`Automobiles et de Motocycles

Information sur le projet

*** Industrie Manufacturière
*** Hébergement et Restauration
*** Autres Activités de Services
*** Enseignement
*** Agriculture, Sylviculture et Pêche

Types de Produit: Site Internet

Information sur le produit: - European Multilanguage Educational Platform for Corporate Social Responsibilty for SMEs; - Awareness rising seminars at local and international level to widespread the results and promote the Responsible entrepreneurship.

Page Web du projet: www.boussolecsr.eu

Contractant du projet

Nom:	Targovsko-promishlena palata - Dobrich / Chamber of Commerce and Industry - Dobrich
Ville:	Dobrich
Pays/Région:	Severoiztochen
Pays:	BG-Bulgarie
Type d'organisation:	Chambre
Site Internet:	http://www.cci.dobrich.net

Personne de contact

Nom:	Veselina Stoyanova
Adresse:	3, Bulgaria str.
Ville:	Dobrich
Pays:	BG-Bulgarie
Téléphone:	+ 359 58 601 435
Fax:	+ 359 58 601 434
E-mail:	vstoyanova@cci.dobrich.net
Site internet:	http://www.cci.dobrich.net

Coordinateur

Nom:	Targovsko-promishlena palata - Dobrich / Chamber of Commerce and Industry - Dobrich
Ville:	Dobrich
Pays/Région:	Severoiztochen
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Partenaire

Partner 1

Nom:	ANTARES S.R.L.
Ville:	Rome
Pays/Région:	Lazio
Pays:	IT-Italie
Type d'organisation:	Autres
Site Internet:	http://www.antareseuropa.it

Partner 2

Nom:	CENTRE RECURSOS D'INICIAITIVES I AUTOCUPACIO SL
Ville:	Barcelona
Pays/Région:	Cataluna
Pays:	ES-Espagne
Type d'organisation:	Autres
Site Internet:	http://www.cria.es

Partner 3

Nom:	Chamber of Commerce, Industry, Shipping and Agriculture Constanta
Ville:	Constanta
Pays/Région:	Sud Est
Pays:	RO-Roumanie
Type d'organisation:	Autres
Site Internet:	http://www.ccina.ro

Partner 4

Nom:	CEEFIA
Ville:	Paris
Pays/Région:	Ile De France
Pays:	FR-France
Type d'organisation:	Autres
Site Internet:	

Produits

1 Boussole CSR

Produit 'Boussole CSR'

Titre: Boussole CSR

Type de Produit: Site Internet

Texte marketing: La plate-forme en ligne Boussole RSE est une plate-forme européenne dédiée à la Responsabilité sociale des entreprises. Elle offre beaucoup d'information sur l'entreprenariat responsable ainsi que de bonnes pratiques des PME européennes qui mettent en place des solutions responsables. La technologie Web 2.0 permet aux entreprises d'apprendre d'autres PME, de partager de l'expérience, de recevoir des réponses à des questions quotidiennes et de trouver de nouvelles opportunités de business et d'emploi.

Description: Boussole CSR Platform is divided into 2 parts: static part which contains information about the project, definition of CSR and good practices from European SME's, organized in the 4 directions of CSR – Market place, Workplace, Local Community, Environment.
The interactive part of the platform requires registration for access to the social network of responsible enterprises. The groups of interests are also presented here, separated into 4 categories. Each Member can create group or can join discussion which is already created within a specific group, can share interesting documents or can communicate with other members by sending/receiving messages. There is a multilingual CSR library too.

Cible:
- SMEs from local business sectors;
- Chambers of commerce and other Business associations;
- Policy makers (with a special focus on local and regional authorities);
- Trade unions;
- VET centres and Agencies.

Résultat:
- Increased learning community about CSR registered in the platform;
- Increased awareness about the importance of implementation of CSR activities as a part of the company's strategy for achieving sustainable development;
- Increased awareness for the importance of the CSR into the local, national and international policy makers;
- Implementation of SMEs in lifelong learning showing that by the means of the new technologies applied in Boussole CSR platform they can find solutions to their problems and new opportunities for the sustainable development of their business as well;
- Boussole CSR project is included as a good practice by "Welfare and Social Security" Department of the Bulgarian Ministry of Labour and Social Policy.

Domaine d'application: The platform helps companies and other stakeholders to "know about", "learn how" and "implement" social responsible initiatives in the enterprise.
Let's bring a small example to picture the approach: A small company may need to know more about CSR as regards the staff. It could consult the platform and create groups in category "Work place" or refer to the "Best practices". But the same small company could use also the platform in an interactive way – by asking questions or contributively – by creating a new group; proposing other members to follow its group and find together solution of specific problem; posting/sharing interesting documents. The shared documents are automatically uploaded in the Library.

Adresse du site Internet: http://www.boussolecsr.eu/

Langues de produit:
anglais
bulgare
italien
français
espagnol
roumain

Événements

Séminaire européen sur la Responsabilité sociale des entreprises - Dobrich, Bulgaria

Date	11.03.2011
Description	Main objectives of the seminar are: to present the Boussole CSR educational platform; to exchange knowledge and experience in regards to CSR; to increase the project impact.
Cible	SMEs, representatives of the Ministry of Labour and Social Policy, regional government, local authorities, trade unions, NGOs, media.
Public	Événement public
Informations de contact	
Date et lieu	Park hotel Izida conference hall 10.00 h. Dobrich, Bulgaria

Séminaire européen sur la Responsabilité sociale des entreprises - Constanta, Roumanie

Date	15.10.2010
Description	The main objectives of the seminar are to promote the Boussole CSR project,to exchange knowledge and experience in regards to CSR; to increase the awareness of the Responsible entrepreneurship.
Cible	Companies, CCIs, public authorities, trade unions, media.
Public	Événement non public
Informations de contact	
Date et lieu	CCINA - Constanta, Romania Bd. Al. Lapusneanu 185 A

Événements

Séminaire européen sur la Responsabilité sociale des entreprises - Rome, Italie

Date	09.04.2010
Description	The aim of the seminar is to promote the Boussole CSR project; to exchange knowledge and experience in regards to CSR; to increase awareness of the Responsible entrepreneurship.
Cible	SMEs, local authorities, NGOs.
Public	Événement public
Informations de contact	
Date et lieu	CNR Piazzale Aldo Moro 7, Rome, Italy

Responsabilité sociale de l'entreprise et la formation tout au long de la vie - Barcelone, Espagne

Date	10.11.2009
Description	Aims of the seminar: - To promote the Boussole CSR project; - To exchange knowledge and experience in regards to CSR; - To inform and increase awareness of the vocational education and training (VET) and its importance for the development of the human resources in the enterprise; - To increase the project impact.
Cible	SMEs, local authorities,local economic Agents, training centres,project partners
Public	Événement public
Informations de contact	
Date et lieu	10.11.2009, 9.00 h. Sala Ma Aurelia Capmany – Pati Llimona – C/Regomir, 3, Barcelona, Spain