



Hamburg, 12th March, 2012

Outcomes

of the first discussion and agreement of the CSR curriculum
in **Gdańsk** on **27th February 2012**

1. Concept

- Number and composition of participants
 - ✓ 12 - 18 participants → sufficient number of participants
 - ✓ Following target group and their composition was discussed:
 - manager (employee) and student from the same company
→ all in all 2 people of each company would be the best. But since companies are very small that may be difficult
 - therefore manager as the main target group
 - companies should represent different economic sectors
 - ✓ Participation of students and managers at one time has positive effects: different contribution to the development of an enterprise and exchange of practical and theoretical knowledge
 - ✓ Participation of students in the training in Łódź is also possible
 - Timeframe
 - ✓ The timetable/target time for all three parts of training was accepted
 - ✓ In which days the training will take place will still be discussed in Łódź and in Hamburg:
 - University Hamburg can imagine to carry out the training in the middle of the week;
 - Łódź – either at the weekend → that will still be discussed and partly kept open by both partners; participants should take an influence on the time of the implementation.
 - It was also mentioned, that it could be interesting for companies to have a lunch-to-lunch training in a hotel, with an overnight stay to get the groups closer together.
 - ✓ Consensus to the type of the training: lunch-to-lunch seminar
 - Individual parts of the training
- Common consensus on division of the training into three parts
- ✓ Part I of the training (see paragraph 2. Modules)
 - ✓ Part II of the training
 - Individual coaching: proposal to make pair/group coaching of 2, 3, or 4 people → special learning process: learning from each other, coaching each other → more beneficial. That consolidates the group. Consolidation → essential in the learning process. Interesting could also be a pair group coaching, where companies exchange the information during the CSR process in their businesses.
Possible combinations of participants in pair coaching: managers + managers, students + students, students +



- managers. The decision to individual coaching or pair coaching should be made in the group.
- Internet platform was seen as important tool during the individual studies, to exchange opinions, experiences; to get further information, etc. An intranet section can be created for the participants to allow an exchange within a non-public area.
 - Internship: within this training, the time to go abroad is too short; in the opinion of Łódź the inserting and implementation of internship within the training may be difficult. International internship or promotion of international internship offers a subject for a new project. Nevertheless, internship should remain as an option.
- ✓ Part III of the training
- Additional to evaluation group discussion would secure further important outcomes. An individual feedback of the participants would be good before a public group feedback, in order to avoid group behavior, i.e. that everyone agrees to what has been already said.
 - Evaluation will be carried out from University Hamburg and Chamber of Łódź. It is important to consider cultural context/settings in the phase of development, of implementation of questionnaire and in the phase of interpretation of results.
 - Łódź also think about a survey at the beginning of training in order to identify the target group and the needs of enterprises.
 - Concrete description of modules will be formulated after the implementation of the second part of training in depending on the basis of the needs of participants.

2. Curriculum/Modules

The question arose to formulate modules according to outcomes for participants instead of contents for trainers. University Hamburg sees the necessity to develop modules along the contents in the first step. The information about contents, framework, etc. is essential for preparation of the training.

Chamber of Łódź will discuss the curriculum with the trainers in Poland in order to know how far it is possible to implement this curriculum in the same way also in Poland or are there modifications necessary. Reflections of discussion with trainers will be included in the curriculum. Two adjusted curricula to the needs of each country are thinkable.

Harry Bjerkenng elaborated that Corporate Social Responsibility activity can be divided into four main categories or pillars.

- Social: Community-based CSR
- Planet: Environment-based CSR
- Profit (Customers): Marketplace - based CSR
- People (recruitment): Workplace-based CSR

In particular the last one is more and more of interest, since it is the employees that provide the know-how, productivity, customer service and innovativeness necessary for a successful business. Consequently, the continued good performance of a SME



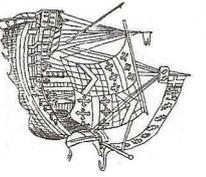
relies on the commitment of its staff. To keep the employees happy is more and more important. Employers should seek to put in place policies that promote the retention and development of their staff and nurture workplace environments that will attract high potentials. This is in particular true at the current times, where there is a big lack of qualified work force all over Europe. CSR projects concentrating on the workplace can affect many different areas such as health and safety, the work-life balance of employees, staff diversity and cultural awareness.

Flyer

CSR is not just a good business. It represents especially ethical or basic values and principles in the society. The flyer should get this association across.

Here the main comments:

- A group of people (young woman and men) should represent the principles of CSR because the social responsibility means to work, to operate in a team, to cooperate with other.
- The blue color on the first page was considered as too dark
- People in this clothing on pictures don't represent the usual look of entrepreneur in SMEs. Casual look would be more attractive.



Hanse-Parlament



Education and Culture DG
Lifelong Learning Programme

Working Meeting „CSR for SMEs“
on 27.02.2012 in Gdańsk/Poland

List of participants

Name /Surname	Organisation	Signature
Max Högstr	Hanse Parlament	
Henriette Risthenis	Siebe Riemerlure is coach	
Tobias SARR	— — —	
SCHAMMANN/WWE	BERUFSKAMMER HAMBURG	
Harry Brückeng	North Sea of Craft Enterprises	
Per Odenrich	Lund University	
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