



SUPPLY CHAIN MANAGEMENT FOR EFFICIENT CONSUMER RESPONSE SYMPOSIUM

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TARGOVISTE

**SCM 4 ECR
SYMPOSIUM**

**Corporate Social Responsibility in
Colaborative Supply Chain of Consumer
Good (Industry and Retail)**

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OVERVIEW

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- III. Corporate Social Responsibility in
Supply Chain of Consumer Goods
- IV. CSR implementation in Romania

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I. Introduction

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- **Social responsibility** is an ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society at large.

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- *Corporate social responsibility* (CSR), as a corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model.

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- CSR policies can be genuine cross-organizational commitments that ensure a company's policies and practices seek to maximize benefits from their operations.

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II. Global and European Initiative

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OECD GUIDELINS FOR MULTINATIONAL ENTERPRISES

- **The OECD** for Multinational Enterprises Guidelines aim to ensure that the operations of these enterprises are in harmony with government policies, to strengthen the basis of mutual confidence between enterprises and the societies in which they operate, to help improve the foreign investment climate and to enhance the contribution to sustainable development made by multinational enterprises.

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- In this regard, enterprises should:
 1. Contribute to economic, social and environmental progress with a view to achieving sustainable development.
 2. Respect the human rights of those affected by their activities consistent with the host government's international obligations and commitments.

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The International Organization for Standardization (ISO)

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The International Organization for Standardization (ISO)

- The ISO 26000 scope clearly states „This International Standard is not a management system standard. It is not intended or appropriate for certification purposes or regulatory or contractual use”.

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The Principles of Corporate Social Responsibility (ISO 26000)

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The Principles of Corporate Social Responsibility

■ **Accountability**

The principle is: an organization should be accountable for its impacts on society and the environment.

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The Principles of Corporate Social Responsibility

■ Transparency

The principle is: an organization should be transparent in its decisions and activities that impact on society and the environment.

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The Principles of Corporate Social Responsibility

■ Ethical behaviour

The principle is: an organization should behave ethically at all times.

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The Principles of Corporate Social Responsibility

- **Respect for stakeholder interests**

The principle is: an organization should respect, consider and respond to the interests of its stakeholders.

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The Principles of Corporate Social Responsibility

- **Respect for the rule of law**

The principle is: an organization should accept that respect for the rule of law is mandatory.

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The Principles of Corporate Social Responsibility

- **Respect for international norms of behaviour**

The principle is: an organization should respect international norms of behaviour, while adhering to the principle of respect for the rule of law.

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The Principles of Corporate Social Responsibility

- **Respect for human rights**

The principle is: an organization should respect human rights and recognize both their importance and their universality

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III. Corporate Social Responsibility in Supply Chain of Consumer Goods

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- *Green paper on Corporate Social Responsibility in July 2001 –
- the European Commission*

is now seeking to encourage the spread of doing business in a socially responsible way as an important part of its wider efforts to promote sustainable economic growth and reduce social exclusion.

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- *EuroCommerce* view positively Commission efforts to raise awareness and encourage the development of business practices, which embrace the idea of Corporate Social Responsibility.

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Global Social Compliance Programme

– Draft Reference Environmental Framework Requirements - CIES The Food Business Forum

- A best practice tool for production sites across the whole supply chain.

The requirements reflect a common understanding of good environmental practice and are applicable to all raw material processing, agricultural, and manufacturing and logistics sites in the supply chain.

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- Consumers International (CI) is the global federation of consumer organizations, representing over 220 groups in 115 countries.

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- Recent examples of increasing recognition of *abuses of supermarket buyer power in Europe*:
 - **In France**, the Secretariat of State for Commerce announced in October 2009 that French retailers were being summoned before commercial courts for improper practices with suppliers;
 - **At EU level**, supplier relations are being considered by the European Economic and Social Committee, Parliament and the Directorate Generals responsible for Enterprise, Agriculture, Internal Market and Competition and Parliament;
 - In January 2010, following three investigations into the food retail sector by **the UK Competition Commission** in eight years, the UK Government accepted the recommendation that a supermarket ombudsman be established to protect the rights of farmers, producers and consumers against abuse by larger supermarket chains;
 - The introduction of a statutory code of conduct for grocery retailers and suppliers was announced by the **Irish Government in January 2010**.

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IV. CSR implementation in Romania

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- *Quality and food safety* is based on the efforts of all those involved in the food chain, consisting of agricultural production, processing, transportation and consumption.

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- **Law 150/2004** on food safety which partially implement EC Regulation 178/2002, also called general food law focuses on Community's aq with direct consequences on life, health or consumer safety and environmental protection

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The main objectives of food law are:

- Protecting public health (people, animals and plants);
- Providing information to consumers to protect them and to make decisions in an informed manner;
- Ensuring free trade and competitive conditions for operators of food;
- There is an official control of foodstuff.

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- Provisions of the Codex Alimentarius and national regulations (EC Regulation 852/2004 on the hygiene, transposed by GD 924/2005, EC Regulation 853/2004 on the hygiene of food of animal origin, transposed by GD 954/2005, EC Regulation 882/2004 on official control of foodstuffs and fodder, transposed by GD 925/2005) establishing the general principles and modes of action for generation, transmission and marketing of safe food for public health.

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*THANK YOU FOR
YOUR ATTENTION !!*

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