



EUROPEAN PARLIAMENT

2009 – 2014

Committee on Culture and Education

2012/2098(INI)

19.12.2012

OPINION

of the Committee on Culture and Education

for the Committee on Legal Affairs

on Corporate Social Responsibility: accountable, transparent and responsible
business behaviour and sustainable growth
(2012/2098(INI))

Rapporteur: Morten Løkkegaard

PA_NonLeg

SUGGESTIONS

The Committee on Culture and Education calls on the Committee on Employment and Social Affairs, as the committee responsible, to incorporate the following suggestions in its motion for a resolution:

1. Encourages the EU to play an active role in raising awareness of the contribution enterprises can give to society through Corporate Social Responsibility (CSR) in the field of culture, education, sport and youth;
2. Encourages the EU as well as the Member States to provide concrete information on, and education and training in CSR, in order for enterprises to take full advantage of CSR and be able to implement it in their organisational culture;
3. Calls on the Member States to introduce tax exemptions for firms that fund voluntary work and non-profit initiatives;
4. Draws attention to the need for CSR to be incorporated into the curricula of educational establishments at all levels, including business schools, and into training programmes for managers and employees of small and medium-sized enterprises;
5. Encourages Member States to integrate CSR into relevant education curricula;
6. Underlines the importance of the link between enterprises and schools providing upper secondary education and, in particular, at higher education levels, and points to the role CSR can play in giving students practical experience during their studies, either on a paid part-time basis or in paid internships at the enterprises;
7. Encourages enterprises to provide quality internships, with a strong learning component, that ease the transition between education and employment, facilitate the development of skills relevant to the labour market and support the autonomy of young people;
8. Encourages enterprises to promote creativity and cultural projects within their CSR policies, in the context of civic commitment, and to stimulate sustainable growth and job creation;
9. Points to the importance of involving small and medium-sized enterprises in CSR and recognising their achievements in this area;
10. Encourages enterprises, in collaboration between management and labour, to inform employees about, and train and involve them in, the major social challenges affecting Europe, particularly as regards the economy, society, the environment and internationally;
11. Calls for the idea of sponsorship to be promoted among employers;
12. Points to the important contribution CSR can make in creating opportunities for learning and growth and in shaping and promoting social attitudes, civic commitment, professional ethics and social integration by way of high-level of interaction with society, as well as through intergenerational activities such as mutual mentoring and know-how transfer between old and young; stresses, in particular, the contribution CSR can make in creating

opportunities for young people and developing their talents;

13. Stresses the importance of upholding human rights in relations with non-EU countries;
14. Welcomes the European award scheme for CSR partnerships between enterprises and others stakeholders, including educational institutions and sports organisations, as an important step in raising the visibility of CSR;
15. Stresses that Socially Responsible Investment (SRI), as part of the implementation process of CRS in investment decisions, combine investors' financial and economic objectives with social, environmental, ethical, cultural and educational considerations;
16. Encourages the Member States and the Union to take into consideration for their CSR agenda that cultural and creative SMEs can have a significant impact on social and environmental change by integrating social considerations and inducing long-term solutions to combat poverty by giving new impulses to the labour market;
17. Calls for research to be conducted into the reasons for the effectiveness or ineffectiveness of the various CSR strategies implemented;
18. Calls on the Member States to support and enhance the status of employee volunteering and employer-supported volunteering also in the context of CSR, as stated in the resolution of 12 June 2012 on recognising and promoting cross-border voluntary activities in the EU¹; emphasises that volunteering should not in any way affect employees' pay or work and that voluntary activities and paid work should complement one another;
19. Believes cultural content and media companies have a corporate social responsibility in ensuring that the fundamental rights of users are protected, and believes that self-regulation and deep packet inspection raise the risk of outsourcing police and law enforcement to the private sector;
20. Encourages media companies to include transparent journalism standards in their CSR policies, including guarantees of source protection and the rights of whistle blowers.

¹ Texts adopted, P7_TA(2012)0236.

RESULT OF FINAL VOTE IN COMMITTEE

Date adopted	18.12.2012						
Result of final vote	<table><tr><td>+: </td><td>23</td></tr><tr><td>–: </td><td>0</td></tr><tr><td>0: </td><td>0</td></tr></table>	+:	23	–:	0	0:	0
+:	23						
–:	0						
0:	0						
Members present for the final vote	Piotr Borys, Jean-Marie Cavada, Silvia Costa, Santiago Fisas Ayxela, Lorenzo Fontana, Mary Honeyball, Petra Kammerevert, Morten Løkkegaard, Emma McClarkin, Emilio Menéndez del Valle, Katarína Neved'álová, Doris Pack, Marie-Thérèse Sanchez-Schmid, Marietje Schaake, Marco Scurria, Hannu Takkula, Helga Trüpel, Milan Zver						
Substitute(s) present for the final vote	Nadja Hirsch, Stephen Hughes, Iosif Matula, Raimon Obiols, Rui Tavares						
Substitute(s) under Rule 187(2) present for the final vote	Leonardo Domenici						