



Mid-term activity plan

D4.3

DESIGN-MTS: *DE*fining Social responsibility Interventions for Grounded Networking in Machine Tool Sector

Project title	DEfining Social responsibility Interventions for Grounded Networking in Machine Tool Sector
Project acronym	DESIGN-MTS
Contract No	333720
Call identifier	41/G/ENT/CIP/12/E/N02S001
Start of project	1 July 2013
Duration	18 months
Deliverable no	D4.3
Deliverable name	Midterm Activity Plan
Work package	WP4: Assessment of results and further planning
Authors	Emir Demircan
Task leader	CECIMO
Dissemination¹	PU
Due date of deliverable	31 December 2014
Revision	23 December (revised and updated final version)

¹ **PU=** Public; **CO=** Confidential, only for members of the consortium (including the Commission Services)

General objectives

This deliverable provides an executive mid-term activity plan for CSR platform on MTS in order to guarantee the framework and the basis for a continuous cooperation among the involved stakeholders and for a coordinated planning of the activities that the platform plan to carry out after the end of the project. The deliverable is based on the analysis by the results of 3 working groups. The deliverable is detailed with concrete actions to be implemented, (new support measures for SMEs of the MT, targeted awareness-raising and communication activities) specific instruments, financial and human resources needed, time plan. The deliverable is based on the analysis by the results of WP2 working groups as well as analysis of WP4 deliverables.

Specific priorities

In line with the scope of the project goals and findings, and in consistence with the issues highlighted in the final sector-wide joint set of commitments (D4.1.b) in the networking strategy (D4.2.a), and in the policy position paper/recommendations (D4.2.b), the deliverable aims the following:

- Raising awareness on CSR in MTS
- Facilitating the implementation of a strategic approach to CSR in MTS
- Supporting a coordinated management of a CSR platform in MTS

Main findings of the DESIGN-MTS project from the industry point of view as the basis for actions recommended

1. There are comprehensive individual and sectoral CSR initiatives in the machine tool sector and companies generate highly innovative and sustainable solutions to meet customers' increasing demands.
2. Due to the SME nature of the sector, machine tool companies lack the resources to report and communicate their CSR activities.
3. In the machine tool sector, a B2B industry, the issue of CSR/sustainability is shaped by companies' willingness to meet customers' highly sophisticated demands, for instance in energy-efficiency.
4. CSR practices and sustainable solutions in the sector vary from one company to another depending on customers' sectors and technical requirements.
5. Rather than SMEs with limited financial and organizational resources, larger machine tool companies take the leading role in meeting customers' sustainability demands and their practices are of exemplary nature for smaller companies.
6. Due to stakeholder pressure, requirements, legislations at national and EU levels, CSR related demands on the supply chain are likely to grow. Compliance with customer requirements is likely to become an important criterion for machine tool SMEs to win contracts.
7. Machine tool companies are likely to have increased responsibilities for complying with customer requirements and to make more efforts to communicate their CSR practices and sustainability.

8. Activities aiming at building and improving the CSR capacity of machine tool SMEs may be useful to increase the competitiveness of the sector through CSR.

Mid-Term Activity Plan

The mid-term activity (3-5 years) plan lists five different actions aiming at reaching the specific objectives above based on the main project findings. Each action is supported by specific instruments, stakeholders involved, resources needed and a timetable on the basis of partners' and stakeholders volition.

Action	Specific Instruments	Stakeholders Involved	Resources Needed	Time Plan
Awareness raising in B2B and SME-oriented sectors	<ul style="list-style-type: none"> • Raise CSR awareness in B2B sectors and SMEs (not only machine tools) • Create and publish a database of CSR practices from B2B and SME-oriented sectors • Provide financial and economic instruments to SMEs: loans, grants, subsidies, etc. for CSR-oriented SMEs with limited financial and organizational capacity • Organize workshops gathering players along the supply chain of the machine tool industry and develop a common understanding • Based on the Networking Strategy, start brainstorming with potential stakeholders • Monitor EU-level opportunities and exploit opportunities 	<ul style="list-style-type: none"> • EU level associations representing B2B and SME sectors • EU level associations representing the value chain of the machine tool industry (automotive, aerospace, energy, construction equipment, etc.) • CECIMO • Education Institutions (focus on CSR) • European Commission • Companies with good practices (larger companies) 	<p>Human resources:</p> <ul style="list-style-type: none"> • CSR experts with experience in B2B and SME-dominated sectors • Purchasing and procurement experts from end-user companies/sectors • General and mid-level managers of MT companies <p>Financial resources:</p> <ul style="list-style-type: none"> • Co-funding opportunities at EU level • Public-private partnership 	Continuous

<p>Ensure the DESIGN-MTS platform is disseminated and exploited by the European Machine Tool Industry represented by CECIMO</p>	<ul style="list-style-type: none"> • Based on the internal discussions, CECIMO to take the control of the platform (website, help-desk, training, etc.) and track and improve its exploitation by machine tool companies • Ensure the project is used for new co-funded projects in the future/new projects are based on the results of DESIGN-MTS • Update and re-disseminate the existing deliverables in line with the developments in MTS and end-user sectors 	<ul style="list-style-type: none"> • DESIGN-MTS partners • National MT associations • Machine tool companies (large and SME) 	<p>Human resources:</p> <ul style="list-style-type: none"> • Staff members of CECIMO (leadership) • Staff members of DESIGN-MTS partners <p>Financial resources:</p> <ul style="list-style-type: none"> • Partners' own resources (as CSR and sustainability is a topical issue for the MTS) 	<p>Continuous</p>
<p>Improve the CSR communication capacity of SMEs in MTS</p>	<ul style="list-style-type: none"> • Based on the findings (lack of resources and organizational capacity to communicate CSR), organize specific seminars and workshops in trade fairs for MT SMEs on why and how to communicate/report CSR (rather than MOOCs, traditional & face-to-face learning) • Show the added-value of 	<ul style="list-style-type: none"> • Education institutions with specific CSR expertise • MT companies 	<p>Human Resources:</p> <ul style="list-style-type: none"> • Business school professors • CSR experts with experience in B2B and SME-dominated sectors • Purchasing and procurement experts from end-user companies/sectors • General and mid-level managers of machine 	<p>Mid-term (3-5 years)</p>

	CSR for businesses, rather than addressing it as an isolated topic. Ex: CSR and competitiveness, CSR and innovation, CSR and market access...		<p>tool companies</p> <p>Financial resources:</p> <ul style="list-style-type: none"> • Co-funding opportunities at EU level • Public-private partnership 	
Collaboration and developing a mutual understanding with user industries	<ul style="list-style-type: none"> • Organize workshops and seminars bringing together machine tool builders and users • Develop a mutual understanding 	<ul style="list-style-type: none"> • EU level associations representing the value chain of the machine tool industry (automotive, aerospace, energy, construction equipment, etc.) • CECIMO • CSR Europe (facilitator) • Large end-user companies from the automotive, energy, etc. sectors. • Large MT companies • S&M MT companies 	<p>Human Resources:</p> <ul style="list-style-type: none"> • Representatives from user industries (associations and companies) • Communication experts from user sectors • Representatives from MT companies • CECIMO staff members • CSR Europe staff members <p>Financial resources:</p> <ul style="list-style-type: none"> • Co-funding opportunities at EU level • Public-private partnership 	Short Term (1-3 years)
Disseminate good examples from larger companies towards SMEs in MTS	<ul style="list-style-type: none"> • Based on the fact that, smaller MT companies need to learn from larger peers, bring together 	<ul style="list-style-type: none"> • Large machine tool companies • Small machine tool 	<p>Human Resources:</p> <ul style="list-style-type: none"> • Mid-level managers of larger MT companies 	Mid-term (3-5 years)

	<p>larger and small companies</p> <ul style="list-style-type: none"> • Show small companies how to develop a CSR strategy and to communicate CSR • Provide incentives to larger companies for their efforts 	<p>companies</p> <ul style="list-style-type: none"> • CECIMO and National Associations 	<ul style="list-style-type: none"> • General and mid-level manager of smaller MT companies • CECIMO and National Associations staff members <p>Financial Resources:</p> <ul style="list-style-type: none"> • Co-funding opportunities at EU level • Public-private partnership 	
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