



Guidelines for information and awareness raising on CSR

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DESIGN-MTS: *DEfining Social responsibility Interventions for Grounded Networking in Machine Tools Sector*

ABSTRACT

Raising awareness is one of the most difficult and time-demanding task to be performed in the business arena. An entrepreneur, a manager a worker can be overwhelmed by information, without increasing minimally his awareness, as well as a targeted message may be sufficient to turn a deep awareness. Consequently, every awareness raising strategy, to be effective, need to be properly built on a scientific and target-tailored process.

The Working Group 1, moving from the previous studies performed in the *Design MTS project* (the Best Practices and the Existing Situation Analysis) and a wide literature review, produced a SWOT Analysis. The research pointed out a clear “informal” approach of SMEs in relation to CSR policy. On the basis of the SWOT it has been then identified a vision to “create an EU MT competitive community that will be distinctive from the rest of MT companies of the world to have created excellent workplace characteristics, employability, active aging conditions and environmental friendly processes”. To spread the vision and to activate a raising awareness process in the sector, it has been proposed to create a web platform to share information about CSR excellent experience that has been adopted in EU MTS. Rasing awareness by using the web platform is certainly not new in Eu policies. The special feature of this strategy is the “storytelling” as core method of sharing the experiences, especially the informal ones. As a matter of fact, storytelling can be a powerful method to disseminate the EU MTS CSR values and good practices and to progressively “create and enhance the sense of belonging to the European MT network” as well as to disseminate the long-term vision needed for strategic development of formal approaches towards CSR.