

DESIGN-MTS: DEfining Social responsibility Interventions for a Grounded Networking in Machine Tool Sector

Results of the project and CSR multistakeholder platform in Machine Tool Sector

BI-MU Exhibition,

PROGETTI DI RICERCA E IMPRESE:

UN CONNUBIO PERFETTO

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DESIGN-MTS background and framework: What is CSR?

- **Corporate Social Responsibility (CSR)** is “the responsibility of enterprises for their impacts on society” (EC, 2011)
- CSR concerns the integration of **social, environmental, ethical, health and safety** concerns into a company’s business operations and core strategy
- DESIGN-MTS Reference framework: 2011-2014 EC strategy and agenda for action on CSR and especially Action 1: Enhancing visibility



DESIGN-MTS background and framework: Why CSR?

- CSR helps highlight strengths in supplying products that perform well in terms of **health, safety** and **environment** and helps better meet **customer demands**
- CSR can bring **benefits** in terms of risk management, cost savings, access to capital, customer relationships and loyalty, and innovation capacity
- CSR can bring **advantages** in terms of human resources management, staff retention and recruitment, staff development and motivation



DESIGN-MTS background and framework: Why CSR?

- CSR can build **long-term** employees, customers and citizens trust
- CSR helps to effectively address **workplace challenges** and have higher quality and more productive jobs
- CSR fosters employability of skilled labour force and increases the capacity to cope with **demographic change**

DESIGN-MTS background and framework

A **strategic** approach to CSR can create **shared value**, improve **competitiveness** and **public image**



DESIGN-MTS Project Partnership

- University of Macerata (LP)
- CECIMO – The European Association of the Machine Tools Industry
- University of Nottingham
- CSR-Europe
- CEI – Central European Initiative
- IRES

Project Duration:

18 months, from July 2013 to December 2014



DESIGN-MTS overall objectives

- Encourage and enable a growing number of EU enterprises of Machine Tools Sector (MTS) to take a strategic approach to CSR in cooperation with relevant stakeholders (plus multiplying impact on supply chain).
- Launch and build up a permanent multi-stakeholder platform on CSR in MTS, involving 29 EIP participating States.

DESIGN-MTS Target groups

- MTS Enterprises, especially SMEs
- Enterprises of the supply chain
- Sector-based business associations
- Public authorities and policy-makers
- Civil society organizations
- Workforce and work representatives
- Academia and educational/training institutions

Areas covered by DESIGN-MTS

DESIGN-MTS :

- covers the core area of CSR (identified in ISO 26000)
- focuses on CSR aspects which are particularly relevant to the needs of MTS enterprises
 - Employability
 - Demographic change and active ageing
 - Workplace challenges
 - Environmental challenges

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Results

- Existing Situation Analysis
- Identification of EU Best Practices
- Definition of a first draft of a sector-wide joint set of commitments
- Information and awareness raising strategy and tools
- Guidelines for the implementation of a strategic approach to CSR in MTS enterprises
- Strategies and measures for a coordinated management of the CSR platform in MTS



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Results and further activities



- Launch of the platform www.designmts.eu and sharing of best practices
- Presentation of intermediate results at LAMIERA fair (Bologna, May 2014)
- On-line [training modules](#)
- Technical assistance (help desk)
- Case studies
- Networking activity and elaboration of policy recommendations
- Elaboration of a mid-term activity plan for the CSR platform in MTS



CSR Platform in MTS

Overall goals

- Facilitate **stakeholder dialogue**
- Facilitate the adoption of **sector-wide joint commitments**
- Encourage a **strategic approach** to CSR and enhance **competitiveness**
- Enhance the **visibility** of CSR initiatives and share **best practices**
- Enhance **capacity building** and provide **multi-lateral support** to CSR in MTS and the **supply chain**

CSR Platform in MTS

Main benefits of getting involved

- Learn how to develop and realise a **strategic approach** to CSR
- Benefit from **training modules** and **technical assistance** (help desk)
- Benefit from **tools, guidelines** and **guidance**
- Benefit from a **network of experts** in CSR
- Enhance the **visibility** of CSR initiatives
- Exchange **best practices** and learn from peers

CSR Platform in MTS

Main benefits of getting involved

Benefit from useful guidelines and tools to effectively implement CSR in **machine tool enterprises, the supply chain and SMEs** and thus **increase competitiveness!**

Benefit from the opportunity to engage in **multi-stakeholder dialogue**

Thank you!

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