

## Benefits of getting involved in the platform

If you join the platform you will...

- learn how to develop and realise a **strategic approach** to CSR in your company
- benefit from **training modules** and **technical assistance** (help desk), to facilitate the adoption of CSR in your company
- benefit from **tools, guidelines** and **guidance**
- benefit from a **network of experts** in CSR
- enhance and expand the **visibility** of your CSR initiatives
- exchange **best practices** and learn from peers

The Platform is launched in the framework of the project **DESIGN-MTS - Defining Social responsibility Interventions for a Grounded Networking in Machine Tools Sector.**

The project is led by the **UNIVERSITY OF MACERATA** in partnership with:

**CECIMO** The European Association of the Machine Tool industries

**CSR-Europe**

**CEI** Central European Initiative

**IRES** Istituto di Ricerche Economiche e Sociali

The **University of Nottingham**

*The duration of the project is 18 months, from July 2013 to December 2014.*

DESIGN-MTS project and the CSR Platform in MTS are endorsed and partly funded by the European Commission.



### CONTACTS

For further information, please visit the platform's website [www.designmts.eu](http://www.designmts.eu) or contact us at [getinvolved@designmts.eu](mailto:getinvolved@designmts.eu)

# CORPORATE SOCIAL RESPONSIBILITY PLATFORM IN MACHINE TOOLS SECTOR



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Attend our final dissemination conference at BI-MU Exhibition

Fieramilano, Milan (Italy)  
1 October 2014 / 14,00 - 17,00  
HALL 13 - PIANETA GIOVANI Area -  
Quality Bridge Initiative

# CORPORATE SOCIAL RESPONSIBILITY PLATFORM IN MACHINE TOOLS SECTOR

## What is corporate social responsibility?

Corporate social responsibility (CSR) is the enterprises' responsibility for their impact on society and environment. It concerns actions of companies that go beyond their legal obligations so as to integrate social, environmental, ethical, health and safety concerns into their business operations and core strategy. A strategic and

## About the platform

The aim of the platform is to encourage and enable the European machine tool industry and its supply chain to take a strategic and integrated approach to corporate social responsibility in cooperation with customers, suppliers and relevant stakeholders.

integrated approach to CSR implies the alignment of such actions with corporate goals and using them to create business and social value. Socially responsible business practices can help companies create a unique value proposition for their customers and for the society, improving their competitiveness and their public image.

## What are the benefits of CSR for machine tool companies?

A strategic and integrated approach to CSR:

- can help highlight strengths of your company in supplying products which perform well in terms of **health, safety and environment** and help better meet customer expectations;
- can bring **benefits** in terms of risk management, cost savings, access to capital, customer relationships and loyalty, and innovation capacity;
- can bring **advantages** in terms of human resource management, staff retention and recruitment, staff development and motivation;
- can build **long-term** employees, customers and citizens trust, generating a positive corporate image;
- enables you to better anticipate fast changing societal expectations and operating conditions, helping to create **new markets and opportunities for growth**;
- helps your enterprise to effectively address **workplace challenges** and have higher quality and more productive jobs;
- streamlines your investments in skills and training, fostering **employability** of skilled labour force and increasing your capacity to cope with **demographic change...**

**... and thus can, in the long term, help shift competition to non-price factors and increase the competitiveness of European enterprises amidst increasing competition from low-cost countries!**

## Platform stakeholders

- Machine tool enterprises, including SMEs
- Enterprises of the supply chain
- European, national and regional machine tool associations
- Public authorities and policy-makers
- Workforce representatives
- Educational institutions
- Civil society organisations

## Platform overall goals

- Facilitate **stakeholder dialogue** and provide an opportunity to discuss and identify the current and future CSR-related challenges in the machine tools sector;
- Facilitate the adoption of **sector-wide joint commitments** to address those challenges and

a common position to CSR throughout the supply chain;

- Encourage a larger number of Machine tool enterprises (especially SMEs) to take a **strategic approach** to social responsibility to increase their competitiveness;
- Enhance the **visibility** of CSR activities of enterprises in the machine tool industry;
- Provide a **multi-lateral support** to CSR in the machine tool sector and the supply chain.