

Site category	Corporate Social Responsibility
Project title	"Development of Corporate Social Responsibility among enterprises in the Municipality of Thessalonica"
Operational Programme	Employment and Vocational Training: "Actions for enhancing of employment with active participation of NGO's"
Fund source	ESF: 75 % National budget: 25 % (Ministry of Employment and Social Protection)
Total project budget	30,000 €
Leader partner	KMOP
Target groups	Enterprises in the Municipality of Thessalonica
Year / Duration	2007-2008 (12 months)
Brief description	<p>The project activities, mainly trainings customized to the needs of enterprises of the same branch (focus groups), are aimed at</p> <ul style="list-style-type: none"> ○ Promotion of the idea of Corporate Social Responsibility (CSR) ○ Introduction of good practices reflecting both international and Greek experiences ○ Assistance in adoption and implementation of good practices by targeted enterprises in the Municipality of Thessalonica
KMOP role in the project	<p>KMOP is tasked with the promotion of the concept of social responsibility to Greek enterprises and to introduce best practices, as well as assist in their adoption and implementation by targeted companies.</p> <p>KMOP will produce a guide on CSR, through which well analysed presentations of good practices developed abroad will illustrate how a profit can be made out of CSR. The guides will also include sections on good practices in the promotion of equal opportunities for vulnerable population groups. The distribution of these guides to targeted enterprises will be carried out in connection with seminars organised for relevant company staff, during which the guide will be presented. This will be followed up by the provision of support for the implementation of these good practices by enterprises. Such support will take the shape of training, provided on a management level of those companies with more than 10 members of staff.</p> <p>In order to bring greater publicity to this initiative of CSR, which is rather new in Greece, informative leaflets and posters will, moreover, accompany the publication of the guide.</p>
KMOP budget	30,000 €