



This Project is implemented by CSR-Turkey in partnership with CSR-Europe and with the coordination of EUGS.



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## ACCELERATING CORPORATE SOCIAL RESPONSIBILITY IN TURKEY PROJECT

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### *CSR Training Seminar;* SMEs and CORPORATE SOCIAL RESPONSIBILITY IN TURKEY 27 MARCH 2009, ISTANBUL

The concept of CSR is still a new topic for Turkey, yet stands as a high priority on the agenda. Through the implementation of activities for a better understanding and application of Corporate Social Responsibility, the whole society will benefit by drawing its way for a sustainable development based upon EU standards.

This will help Turkey improving competitiveness, social cohesion and grasping a better understanding of EU policies and values for an improved and consistent society during the accession process of Turkey to the European Union.

#### **CSR Training Seminar for SMEs**

CSR appears as an out of reach theme for the SMEs that constructs the majority of entrepreneurship in Turkey. SMEs approach the theme of CSR and their social impact with a softer corporate structure. SMEs also do not correlate their business strategies with the CSR practices.

However, many of the SMEs conduct socially and environmentally responsible actions without the knowledge of CSR concepts. These actions usually perceived and described as responsible entrepreneurship. In order to enable SMEs to implement responsible entrepreneurship practices it is required to approach CSR as a risk management tool and awareness raising on economic benefits of CSR is needed.

CSR Training Seminar will be organized on 27 March 2009 at İstanbul Kadir Has University and will target to reach 40-50 SME owners or professionals. The content of the training was prepared to include local issues and sector priorities. SME Guidelines and surveys for CSR will be utilized during the training to enhance the impact of the training.



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### Outcomes

CSR conference aims the following outcomes;

- Enable participants to strategically discuss on responsible entrepreneurship with a CSR focus
- Enable SMEs to describe their responsible actions which may be accepted as CSR yet SMEs are not aware.

### Participant Profile

- SME Owners, professionals, sector NGOs

### Training Programme: 27 March 2009

13.00-13.30 Welcoming Speeches and Project Presentation

#### 13.30-14.00 CSR – Europe

CSR Literature  
CSR and SMEs Relation  
European Practices of and for SMEs in Europe

#### 14.00- 14.30 RespACT Austria (CSR-Europe National Partner Organization - Austria)

Austrian Good Practices and Tools of CSR for SMEs  
How CSR is adding value for SMEs in Austria?

#### 14.30 – 15.00 Hellenic Network on CSR (CSR-Europe National Partner Organization-Greece)

Greek Good Practices and Tools of CSR for SMEs  
How CSR is adding value for SMEs in Greece?

15.00-15.30 Coffea- Break

#### 15.30-16.00 CSR Association of Turkey

Turkish Good Practices and Tools of CSR for SMEs  
How CSR is adding value for SMEs in Turkey?

#### 16.00-16.30 European Union CSR Guideline for SMEs

Presentation of CSR areas of the Survey  
Conduct of CSR Survey by CSR – Europe and CSR – Association of Turkey

16:30-17:15 Discussion and Closing Remarks

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