



SOCIALSME NEWSLETTER

Sustainability and social responsibility through learning in SME

Contents:

- ☀ IV meeting in Barcelona
- ☀ Testing of SOCIALSME product
- ☀ Leaflets of the project
- ☀ Learning companies
- ☀ Consultants on SOCIALSME product
- ☀ Feedback from peer review and SME facilitators

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☀ IV meeting in Barcelona

Fourth partnership meeting in Barcelona, Spain, was hosted by partner Pau Casals in April 2010. Topics of the meeting included were Socialsme product testing and development.

A substantial part of the meeting was devoted to the presentation of the interim testing results in 5 SME and peer review results. Partners have presented results of peer review that have been made by 5-10 training provider, university or relevant individuals in every partner country.

It concluded that, in general the product is valued very positively in all partners' countries. Partners have discussed all possible dissemination and valorization activities that should be accomplished during the last five months. Cyprus, Lithuanian, Latvian and Polish partners have decided to integrate the product in studies process, other partners have concluded that more efforts should be attached to communication with business associations.

It has also concluded that basing on evaluation of the interim report all activities have done on time and as planned.

☀ Testing of SOCIALSME product

Strengths:

- Detailed and clear methodology. Very thorough explanation of not only steps but also of purposes, methods, templates, etc. It is not a theoretical but a practical tool. Very clear explanation and shift from standard BSC to CSR BSC.
- The methodology stimulates the need for improvement for companies and to turn the bigger attention to various stakeholders.
- A lot of material is systemized; good questions for seminars; the system created (algorithm) that allows to relate the separate parts of the material.

Points for improvement:

- Not enough arguments and information on why implementation of BSR strategy in SME through learning (and with facilitation) is better, easier and more beneficial than with other methods of BSR implementation. There is a lack of highlighting the advantages and weaknesses of this method, i.e. why the SME should choose this way?
- (2 seminar) - the need of more theoretical material and explanation about estimation of indicators of BSR activities, measurement of activities. In many cases it is a very problematic area for companies.

Testing of SOCIALSME product

Strengths:

- Attempt to link BSR activity (learning), BSC and strategic planning in small companies.
- Structured, clear, methodically consequent, process is well visualized and supported with additional information. 6 meetings will allow to keep topic of "social responsibility" in the active use longer comparing to alternative of having two day sessions in a row. The longer it is in use, the higher probability that it will stay in use in the future as well. For small and medium size companies methodology needs to be simple and 6x3 workshop concept is like that.
- Etc.

Points for improvement:

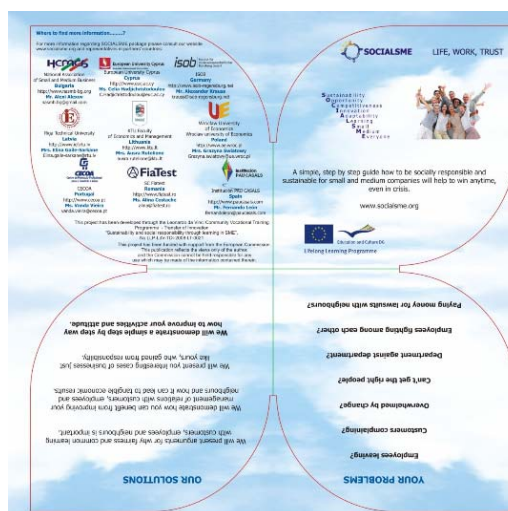
- Methodology could be supplemented with information about monitoring, observation process while implementing BSR in company according to the offered way: responsibilities, periodicity, actions, success, etc.
- More attention should be given to analysis of learning needs and facilitator role.
- There is a need for separate explanation how to use the methodology (instructions).
- The simple explanation for SME about what are the benefits for company of using the proposed methodology, is required.
- It would be better if from the first seminar while defining SR, the social - internal responsibility would be distinguished, emphasizing learning as one of social responsible activities.
- Etc.

Leaflets of the project

Socialsme project leaflets in English, Lithuanian, Latvian, Bulgarian, Romanian, Polish, Spanish, Portuguese, Cypriot Greek languages.

You can find them:

<http://www.socialsme.org/index.php/en/project-leaflets>



Learning companies

Poland:

Elcar Sp. z o.o. (Trade and Service; Automotive) www.elcar.pl

Impel Accounting Sp. z o.o. (Service; Accountancy, Consulting, Outsourcing): www.impel.pl

ECONERGIA(Service; Ecology, Alternative Energy Sources): www.econergia.org

MED-ORTH (Trade and Service, Health Protection): www.med-orth.wroc.pl

AM-Petro (Service; Logistic supply)

Lithuania:

UAB Empreki (consulting): www.empreki.lt

UAB Veroloda (services): www.veroloda.lt

UAB Danvita (baked products production): www.danvita.lt

UAB „Spektramed“ (Pharmacy): www.spektramed.lt

UAB „Kedainių grūdai“ (grain production): www.kedainiugrudai.lt and

UAB „Mažasis salonas“ (sewing industry)

 **Learning companies**

Spain:

Duro Sanchis (Financial services): www.thesauro.com/duroysanchis
Ferrer Servicios Medicos S.L (Medical services): www.doctoralia.es/medico/
Consulting AM. S.L. (legal services): www.amerino.org
CICADI (IT: design and services) and AEMUSMI (IT services)

Portugal:

Colprinter – Indústria Gráfica, Lda (Printing): <http://www.colprinter.com/home.html>
Eurostand – Stands e Decorações de Interiores, Lda., www.eurostand.pt/
Gelpeixe – Alimentos Congelados, S.A. (Food industry): www.gelpeixe.pt/gelpeixe.aspx
Labelec-Estudios, Desenvolvimentos e Actividades Laboratoriais, s.a (Engineering):
Monofásica-Estudios, Montagens e Indústria de Instalações Eléctricas (Electronic sector):
www.monofasica.pt/
Nestlé Waters Direct Portugal, S.A. (Food industry): <http://www.nestle-waters-direct.com.pt/>

Cyprus:

Sigma Television Ltd (Television): <http://www.sigmatv.com/>
Elmasco Ltd (Electrical components and parts)
L. Papettas & Sons Ltd (hot water heaters, heater electric)
P.T. Hadjigeorgiou CO Ltd (Pharmaceutical company.)
Renos and Demetres DIY & Constructions Materials Ltd (DIY & Constructions)

Romania:

SC Expert Contabil Mihailescu srl (Consultancy in the fiscal domain, accounting activities):
www.contabilitate-consultanta.ro
SC Consulting Safety Expert srl (Consultancy): www.e-cse.ro
SC ABC Solutii Informatice srl (IT): www.e-abc.ro
SC Counsuel A&A srl (Management Consultancy): www.evaluari-consultanta.ro
SC Horiba gmbh Tulln srl (Trade and services): www.horiba.com
SC METAL IMPEX ROMANIA SRL (Sorting and Valorisation Recycled material):
www.metalimpex.org
SC Sudorom confort srl (Metallic structures and heating and sanitary installations)

Latvia:

Reklamdruka JSC (Business gifts and manufacturing): www.reklamdruka.lv
Rīgas Zīmogu fabrika Ltd (Stamp factory): www.rzf.lv
SIA ALVA auto (Repair of vehicles)
SIA Rigatur (Tourism): www.rigatur.com
Talsu vēstis SIA (Publishing): www.talsuvestis.lv
Kurzemes sēklas SIA (Trade): www.kurzemesseklas.lv

Bulgaria:

BORYA 88 Sole Ltd. & VLADIMIROVI Ltd. (Accounting and tax consulting)
DAMARK Ltd. (Manufacturing, assembling and mounting of aluminium)
MAKE TRANS Ltd (Transportation of passengers)
PERSONAL CONSULT (training)
DOCTORS Ltd. & DOCTORS GROUP Ltd (Production of alcoholic beverages)

 **Consultants on SOCIALSME product**

Consultants who could introduce and acknowledge how to work with SOCIALSME product in every country are presented will be presented in <http://www.socialsme.org/index.php/en/consultants-info> in May, 2010

Feedback from peer review and SME facilitators



Mrs. Rita Kotsapa
Administrative Assistant of ExxonMobil Cyprus Ltd
 Responsible for the integrated strategy of Corporate Social Responsibility programmes for the company and has successfully implemented to-date actions on road safety and health prevention.
Member of Advisory Board in Cyprus

It has been noted that corporate learning should not only be just another policy for the companies but it should govern all of its policies. In order for a company to be corporate responsible it should educate its employees constantly.

A suggestion for improving the learning material was that the workshops should be more focused in terms of the content on CSR issues and short otherwise the managers will not be motivated to participate in this training and will not be contributing in delivering useful results.

It would help to understand better that realization of SR is not additional load for company but everyday of modern company management that will not require a lot of additional costs. It is the possibility to show the benefits for the company. It will give the understanding about training of personnel, methods for needs evaluation and planning of activities..."

The strong point is that such methodology has been prepared. Manual, worksheets, facilitation style, interactive communication with client, etc. The best part, to my opinion, is about learning at workplace.

She is lecturing "Corporate communication", participated in project "CSR tendencies among SME in Baltic countries" as expert, carried on the research "Analysis of social incentives in business: benefits, costs, impact on business" in Lithuania, projects related with sustainable business, CRS, etc.

Facilitator: dr. Vilija Gudonienė (Lithuania)



Facilitator Ms. Simona GITU (Romania)
HR Consultant and Trainer, Fiatest

Simona GITU is consultant in HR field for Romanian companies and, therewith, is trainer for Managerial skills

Communication, Conflict management, Teambuilding, Coaching and mentoring, Human Resources Manager, Employees appraisal and Train the trainers.

From my point of view, a strategy building on BSR and personnel development can foster BSR and workplace learning because, this experience will help both employee and organization to develop. And this because, on the one hand, organization will conduct and promote good practices by involving employees in applying the strategy and, on the other hand, through application of this strategy within the organization, both employees and organization will discover together what are the best practices for organization, best practices resulted from applying the strategy.

*Applying a personal development plan according with a training need analyses (based on **socialsme methodology**) could be considered a best practice if the organization starts from the vision and real needs related with future objectives. In this way, investment in training is correlated with the real needs of the organization and also, the employees could understand easily why they are following a course or another, how objectives of a training could help them to achieve performance in their activities.*

This project has been developed through the Leonardo da Vinci Community Vocational Training Programme - Transfer of Innovation

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