



SOCIALSME NEWSLETTER

Sustainability and social responsibility through learning in SME

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☀ Testing of SOCIALSME product

The concept and guideline of SOCIALSME has been tested by a broad sample of managers, field-test facilitators and peer experts (peer-facilitators) Feedback from 31 field-testing facilitators 41 managers of companies involved in the testing and 81 peer experts/peer facilitators is documented in the database of the online survey.

This means that extensive feedback from 153 individual responses is documented.

The testing of SOCIALSME concept and material was highly successful.

Feedback has been **very positive and we substantially surpassed** the aim of 75% of target groups rating the material as at least "generally useful". Best feedback comes from managers (97% find the methodology at **very or generally useful and inspiring**), but also peer facilitators and field facilitators are positive.

All respondents highlighted as strong points of the concept and the supporting guideline and material that it was clear and systematic, therefore yielding practical benefits and filling the gap between the abundance of theoretical papers on the subject and practical material, appropriate for the concrete introduction of BSR in SME.

The report on testing of SOCIALSME product can be found in project website.

☀ International conference "Fair and Learning Business"

International conference „Fair and Learning Business“, the final event of Project in Lithuania, took place in Kaunas on 23rd of September, 2010.

There were participants from SME, consultancy companies, chambers of commerce, industry and crafts, universities, colleges, Leonardo da Vinci agency participated in the event.

Experts on CSR in Lithuania dr. R. Pučetaitė and dr. V. Gudonienė have talked about SR in Lithuanian companies from the viewpoint of integrity and motives for CSR in the Lithuanian SMEs from non-manufacturing industries.





Alexander Krauss from institute for socio-economic sciences ISOB (Germany) has explained the essence and need SOCIALSME product.

Partners from Poland, Latvia, Portugal, Spain, Bulgaria, Romania and Cyprus have presented CSR situation in SME in their countries.

Dissemination events in other countries

The last dissemination event of the project took place in **Cyprus**, Nicosia in September, 2010.

Prof. Kostas Gouliamos, Vice-Rector of Research and External Affairs, European University Cyprus, has welcomed all participants about 40 participants).

Then Assoc. Prof. Athanasios Hadjimanolis, Chair of Management and Marketing Department, European University Cyprus, has presented about the importance of CSR for SMEs in Cyprus.

The project manager Ms. Celia Hadjichristodoulou has presented main project results.



On 16 of September 2010 – SOCIALSME Final Conference (1 day) and 3 Workshops have been organized by CECOA and City Hall of Loures in **Portugal**. Vanda Vieira has invited City Hall into the project and that determined the additional value for the project because this organization has good relations with SME, can disseminate the project wider.

For dissemination of the project results 3 seminars were announced and organized in **Latvia**. Prof. Elina Gaile-Sarkane from Riga Technical University is presenting the methodology developed by partners and explaining the steps of development of socially responsible life long learning in SMEs.



Within **International conference of Economics and Management ICEM 2010** organized by Riga Technical University in partnership with Kaunas University of Technology and other institutions, the section of Corporate Social Responsibility were organized. The SOCIALSME project results and methodology were presented to the conference participants.



Wroclaw University of Economics in **Poland** organized the final dissemination event in 13th September 2010. All participants were welcomed by Prof. Jarosław Witkowski. The project manager Prof. Grażyna Światowy presented the CSR issues in European Union's policy as well in researches of international partners of the project. Then was presented the methodology "6 x 3" by consultant dr Doroa Teneta-Skwiercz and main results of field test in polish SMEs announced by dr Krzysztof Kuźniak and Eugeniusz Gosiewski. Later begun workshop for participants interested in getting to know how to use project's CD.

Other partners have also presented project results in at least one seminar per country.

Final SOCIALSME product

The final product "**The 6x3 Concept for Socially Responsible Learning SME**" are in Lithuanian, Latvian, Bulgarian, Romanian, Polish, Spanish, Portuguese, Cypriot Greek languages.

You can find them:

<http://www.socialsme.org/index.php/en/presentation-of-the-innovation> or contact project partners representatives

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