



DANISH COMMERCE AND COMPANIES AGENCY

The Danish Government's Plan of Action for CSR

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15. maj 2009

About us...

- Danish Commerce and Companies Agency (DCCA) – part of the Danish Ministry of Economic and Business Affairs
- Centre for Corporate Responsibility supports Danish Business – in particular SME's – to use SR as a business opportunity
- Tools, inspiration, policies, training, etc



Actual state of SR in Denmark

- 6 out of 10 Danish companies meet demand from their customers about SR
- Almost 7 out of 10 Danish companies work with SR
- 6 out of 10 Danish consumers has bought sustainable products during the last week
- 75 percent of the Danish companies sees SR as a more important part of their business today, than they did five years ago





Financial crisis and CSR in Denmark

- 20 % expect to increase their SR efforts during the financial crisis
- 61 % expect to continue as before the crisis





Inspiration from abroad – strategic SR

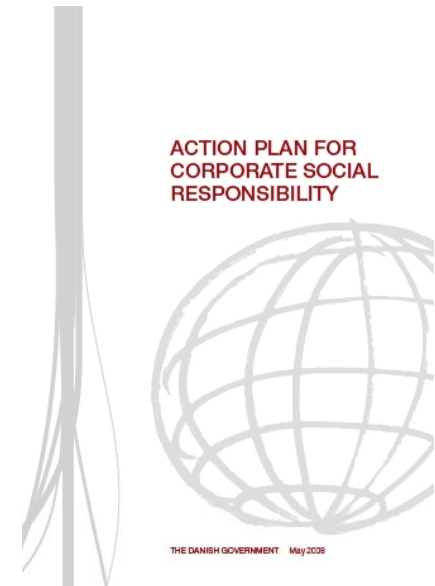
- Michael Porter, Harvard: SR as a natural part of the business strategy when combining responsibility and core business
 - Danish study by Harvard: Economic and competitive benefits
- = the ground pillars of the Danish Government's policy on business-driven SR



What's in the action Plan for CSR?

30 initiatives on four action areas:

- 1) Propagating business-driven social responsibility
- 2) Promoting businesses' social responsibility through Government activities
- 3) Corporate sector's climate responsibility
- 4) Marketing Denmark for responsible growth





Transparency in the field of SR

- 1100 biggest companies, listed companies, state owned limited companies and investors must report on their voluntary work with SR
- Why? More openness and transparency
- The report must appear in the annual report or on the company's website
- Members of UN Global Compact can refer to their Communication on Progress (COP)



What information must the companies give?

- 1) Their policies for SR
- 2) How are these policies implemented?
- 3) What has been achieved through these policies and expectations for the future?



For further information

About the Danish Government Action Plan for CSR:

www.samfundsansvar.dk

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