

How can small and medium size enterprises benefit from establishing and maintaining partnerships?

Béla Kocsy - Board Member

EMVFE - First Hungarian CSR Association



Introduction

Probably you wish to know what the reasons were behind founding the First Hungarian CSR Association (Első Magyar CSR Egyesület).

It might not be easy to answer why we have launched it, although for us founders (economists, managers, CEOs, PR and marketing communication experts, CSR consultants and experts) it is obvious: we think the establishment of an organization is nearly always generated by a professional gap or a problem to be solved.



Our keywords

Community – because as enterprises we wish to be valuable members of our local communities, who respect and contribute to the shared (economic, social and environmental) values of our communities.

Cooperation – we are open to all national and international cooperation which is characterized by reciprocity, honesty and respect for each other's work and ideas.

Locality – CSR (and also sustainable development) will remain a theory unless it is implemented locally.



Our sections

C(s)R management (topics: monitoring, environment, community, HR, developing a national c(s)r policy, a framework for converting responsible operation into a business asset, and the synergy of various fields)

Communication (c(s)r and the organization; the national and international communication of the projects of the organization, establishing an in-company knowledge base)

Education and training (members-only: professional further training; public: c(s)r training for other stakeholders)



Our partners

- TÜV Rheinland InterCert Kft.
- OTP Bank Nyrt.
- Legrand Zrt
- Nyírségvíz Zrt.
- InterContinental Budapest
- Electrolux Lehel Kft.
- Polimer Sz. Kft. (Wanhua – BorsodChem Group)
- Abbott Magyarország
- FKI (Communication Institute for Disability)
- ...



Our SME partners

- Hotel Panda Kft.



- Homo Regius Tanácsadó Iroda Kft.



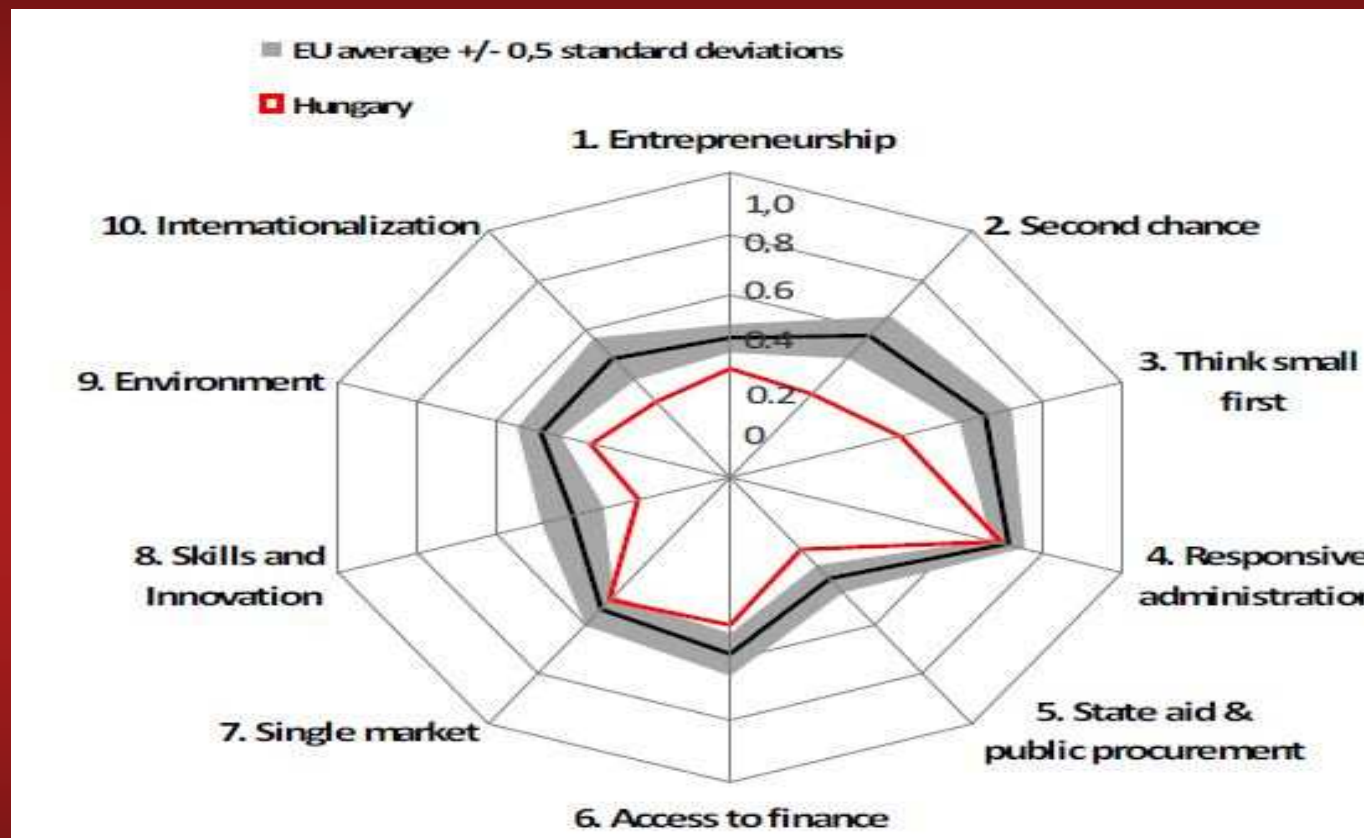
- KIRÁLYUTCA-DESIGNUTCA Klaszter



- Pannon Profession Bt.



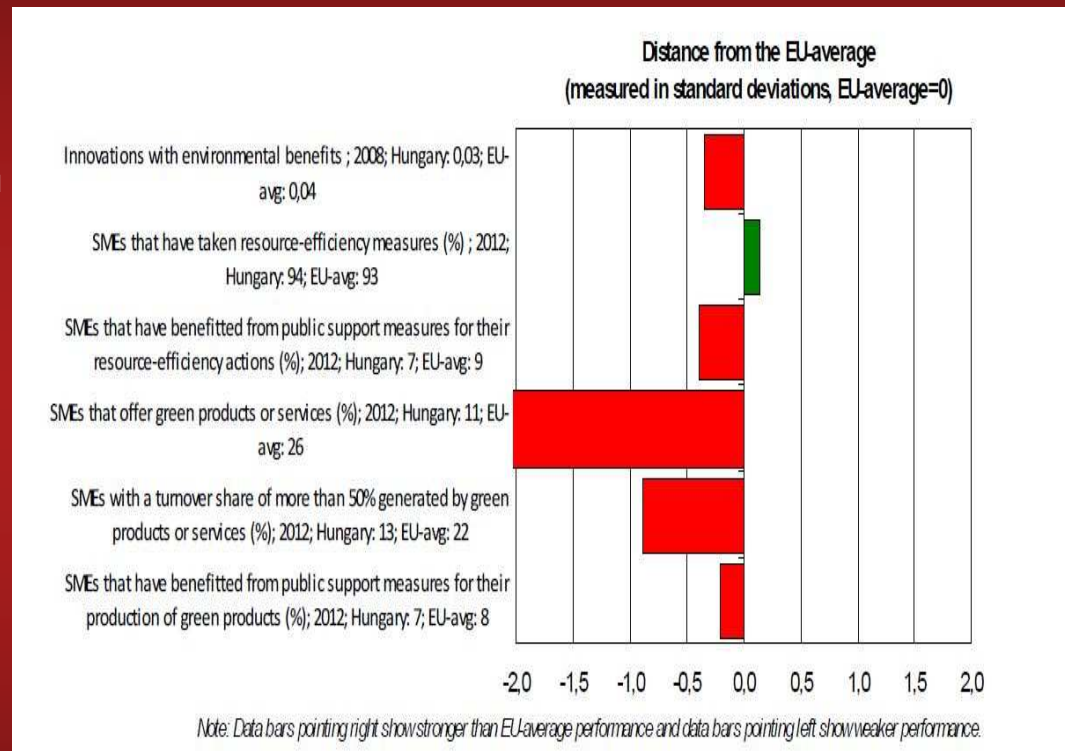
SME Sector in Hungary (SBA)



SME Environment

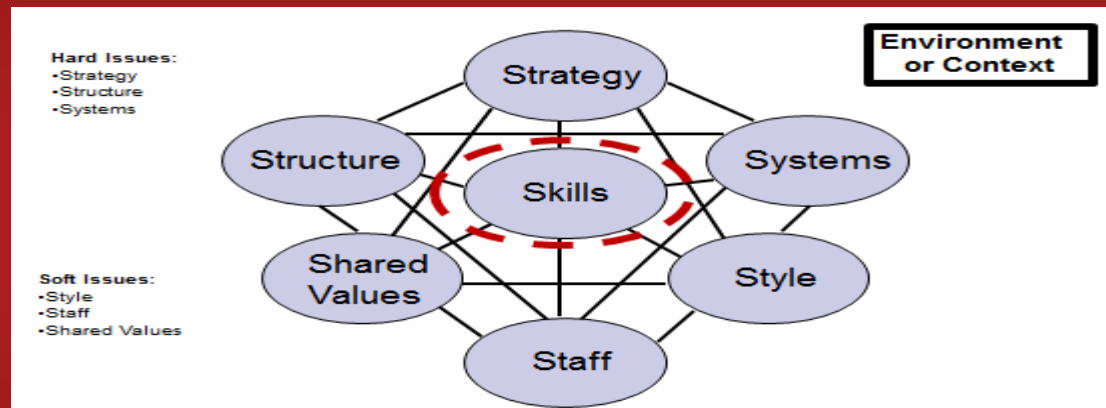
The following subjects can be tendered:

- Development of conventional and renewable energy sources;
- Production of electricity, switched heat and electricity, and biomethane based on renewable energy sources;
- Satisfaction of local heating and cooling needs with renewable energy sources;
- Regional development based on renewable energy sources;
- Increased use of renewable energy sources in the center of Hungary;
- Support for the preparation and development of projects in the field of geothermic heat and electricity production; and
- Energy efficiency with green energy source and modern lighting technology.



Establishing partnership

The 7 S modell for EMVFE:



SME – EMVFE - PARTNERS



Maintaining our partnerships

- Business breakfast (Face to
- CSR Academy
- CSR Road Show
- CSR Online Media Center
- News letter
- Facebook, twitter
- CSR Clubcard



Mutual Benefit

- ISO 26000
- CSR Hungary Awards
- Publicity
- Conference (City Hungary)



The aim of the conference “More sustainable communities for more livable towns and villages” is to establish a common platform for local governments and the business sector. In the current economic and social climate, Hungary especially needs such attitudes of social responsibility and the practical implementation of its principles, since a prospering economy requires prospering local go



CSR

Thank you for your attention!
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