

COGITA 10 steps to promote CSR

1 Learn about the COGITA integrated approach and position your region in terms of the 3 dimensions to promote CSR in SMEs: policy themes, SMEs fields of action and CSR instruments

2 Use a structured SWOT approach and a mapping of the CSR environment in your region: identify and involve your stakeholders, identify your region's strengths, weaknesses and potential in terms of policy, public support and enterprises' CSR performance

3 Identify and prioritise the main challenges to supporting CSR in your region: where do these challenges come from? What is hindering your attempts to implement solutions?

4 Build on your strengths and make use of good practices and solutions already implemented elsewhere: select those that have the potential to respond to your main challenges

5 Draft an implementation plan with proposed measures inspired by the selected good practices and solutions to address each of your main challenges

6 Make contact with providers of the selected good practices: gather details to adapt the initiative to your regional framework and include these details in your implementation plan

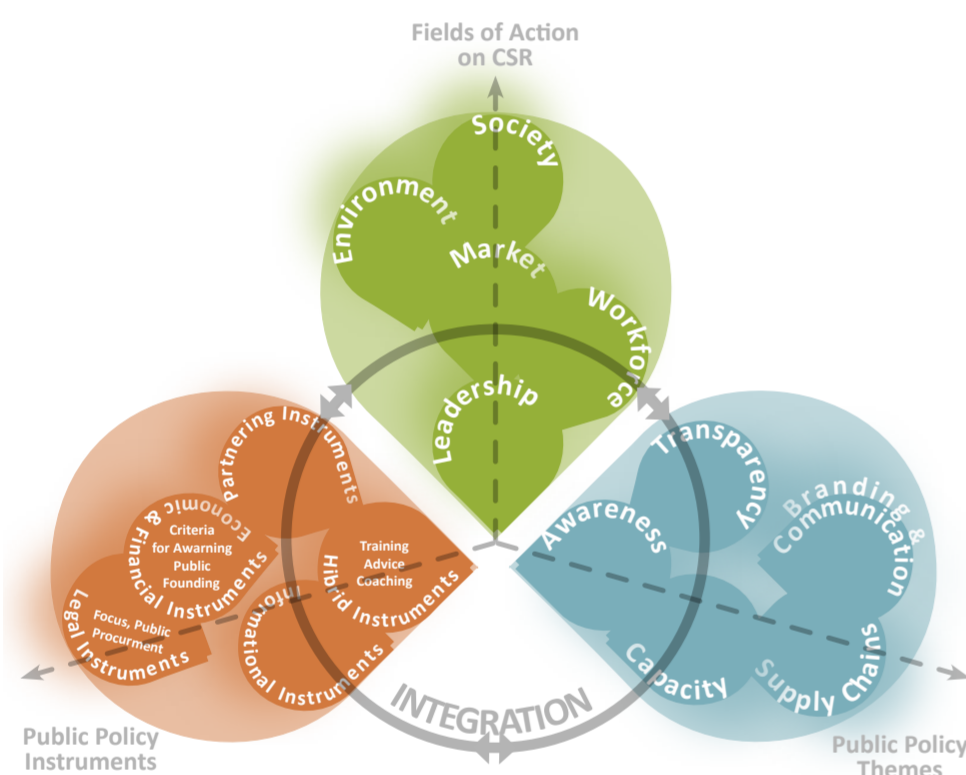
7 Ensure the reliability of the measures included in your implementation plan by undertaking a feasibility check in collaboration with stakeholders and carrying out a pilot action

8 Complete your implementation plan with details on the measures. Include tasks and responsibilities, indicators, budget, financial sources and schedule. This plan requires political approval: this is the moment to get it!

9 Implement your plan according to schedule. Make sure that there is flexibility to adapt to changing internal or external frameworks

10 Monitor the implementation of the plan, measuring indicators and targets defined in your plan on a regular basis to gauge the impact of the measures and effect any necessary changes

The COGITA MATRIX



Good Practices

The COGITA Good Practices are available on www.cogitaproject.eu:

- 24 successful examples of regional / local policy measures of benefit for SMEs
- Actual impact in terms of company competitiveness
- Ready for transfer to your local area!

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- General Council of the Catalan Chambers of Commerce (ES)
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RESULTS

COGITA has led to:

- Identification of 24 Good practices, merged with factsheets on CHALLENGES and SOLUTIONS
- Implementation Plans for CSR measures developed in 13 European Regions and tested through a Feasibility Check
- Increased awareness and capacity among 280 people (partner staff and stakeholders, including SMEs)
- 1 online survey on CSR policy for SMES with 241 respondents
- 17 policies identified for improvement through COGITA CSR measure



COGITA
www.cogitaproject.eu



COGITA

Corporate Social and Environmental Responsibility through Public policy



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COGITA used interregional cooperation to help public authorities to promote an integrated CSR concept (combining social and environmental aspects) among SMEs.

COGITA focused on improving CSR policy and tools in the fields of:

- awareness raising, incentives and capacity building;
- responsible public procurement;
- inter-firm collaboration and responsible supply chain management;
- communication, branding and marketing
- CSR criteria in public funding

AIMS