

BUSINESSEUROPE



THE DIRECTOR GENERAL

Mr Michel Barnier
European Commissioner Internal Market
and Services
European Commission
200 rue de la Loi
B-1049 Brussels

10 January 2012

Dear Commissioner Barnier,

Please find attached BUSINESSEUROPE's position paper on the Commission's Renewed EU Strategy 2011-2014 for Corporate Social Responsibility (CSR).

As highlighted in the Strategy, progress has been made in the development of CSR at company level, with a growing number of companies integrating CSR into their business strategies, aware of the benefits of doing so. This is a positive development.

The role of the EU should be to support and promote this growing engagement of companies, by focusing on how CSR can help improve business performance.

We are concerned that the strategy seems to be based on the assumption that the European business community at large is responsible for the current crisis, putting the onus on enterprises to mitigate the social impacts of the crisis.

By contrast, any initiative in the field of CSR should be based on the positive role of business in society, in providing jobs and growth, and responding to the challenges, needs and desires of society and consumers in the services and products they provide.

We will closely follow the delivery of the strategy, to ensure that it supports companies in their CSR efforts. We hope that you are able to take into account our comments during this process.

Yours sincerely,

Philippe de Buck