

## **SIMON Paul (SG)**

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**From:** ZAFFIRO Massimo (MARKT-EXT)  
**Sent:** Tuesday 14 May 2013 11:33  
**To:** VELUSCEK Andreja (MARKT)  
**Subject:** FW: Meeting with BDA on CSR

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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**From:** ZAFFIRO Massimo (MARKT)  
**Sent:** Monday, November 14, 2011 5:22 PM  
**To:** BURY Claire (MARKT); BERNIER ABAD Nicolas (MARKT); LANGLOIS Delphine (MARKT); MAJEWSKA Karolina (MARKT)  
**Cc:** HOOIJER Johannes Jeroen (MARKT)  
**Subject:** Meeting with BDA on CSR

Dear all,

Today Jeroen and myself met with BDA (Antje Gerstein) and BusinessEurope (Rebekah Smith). Same messages as usual:

- CSR is a voluntary concept by nature, and should remain so.
- Some companies performing very well on CSR may still have an interest in not reporting, in order not to attract the attention of NGOs on their weaknesses...
- BtoB companies (both large and SMEs) already have to deal with multiple internal compliance mechanisms/questionnaires submitted by their customers. If any legal requirement were to be adopted, this should at least make sure that duplication is avoided (via e.g. a sort of "mutual recognition" principle)
- Verification would be too costly
- The recently approved German sustainability codex is considered too detailed. Too early to assess its applicability

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