

# The CSR-MATRIX E-NEWSLETTER

## Does Corporate Responsibility pay off?

A 2010 study by the Vienna University of Economics and Business tried to determine a link between effective CSR strategies and their impact on industrial competitiveness.

The study carried out by Professors André Martinuzzi, Sabine Gisch-Boie and Adele Wiman highlighted interesting outcomes:

- CSR strategies and competitiveness links depend on sector and sub-sector specific conditions;
- CSR strategies and action plans need to be broadly disseminated and acknowledge at all organizational levels;
- At Industry level, transversal stakeholder involvement is crucial to ensure involvement of multiple organizational layers (i.e. business associations, NGOs, trade unions)

The study provides an interesting overview for organizations seeking to implement effective CSR strategies that can have a meaningful internal impact.

The report will be an interesting tool to be considered by the CSR-MATRIX partnership!

[For the full study, please click here](#)

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## Upcoming CSR Events

8th IRDO International Conference—"Social Responsibility and current challenges 2013", Maribor (SI) 7-9 March 2013 [More info](#)

CSR-MATRIX Austrian National Workshop, 20th March [More info](#)

CSR-Matrix Slovenian National Workshop, May 2013 [More info](#)

## CSR-MATRIX National Workshops

The project partners are actively working towards ensuring that CSR-Matrix results, namely the organization of the national pilot courses, are implemented in their own countries.

National Workshops have been organized in Cyprus, Romania and Slovenia to national audiences interested in becoming involved in CSR activities.

In Romania and Cyprus, the workshops were held on December 13. They allowed for an active engagement of stakeholders and neighboring communities of the University of Nicosia and University of Sibiu, in Cyprus and Romania respectively. In Slovenia, the Workshop was held on January 24 2013, in Ljubljana.

All were opportunities for participants to understand the CSR-MATRIX training course and its potential applicability towards their own internal CSR strategies. As one participant pointed out: *"Regarding the CSR-Matrix, it is very important to note that it can guide organisations in CSR implementation as it provides a basis for much more structure approach."*

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