

Project Partners

The Responsible Med project brings together 9 multi-disciplinary partners (public authorities, development agencies, universities and chambers of commerce) from 6 countries in the Med area:



Regional Government of Tuscany – Project Coordinator



Regione Umbria
Regional Government of Umbria



Cyprus University of Technology – Leader of Component 5 (Capitalisation)



Chamber of Commerce and Industry of Marseille Provence – Leader of Component 3
(Context Analysis and Comparison)



Chamber of Commerce and Industry of Terrassa



University of Girona – Leader of Component 4 (Pilot: Common Methodology and Tool)



ADRAL S.A. – Regional Development Agency of Alentejo



Region of Thessaly



Athens University of Economics and Business - Research Centre



Responsible Med

Regional Policies for Responsible Development: evaluation of CSR and economic performance in the MED area

Project co-funded by the European Programme MED 2007-2013

For more information on the Responsible Med project:

responsible-med@regione.toscana.it

<http://www.fabricaethica.it/fsets/progettomed/intro.html>

For more information on the Med Programme:

www.programmemed.eu

For more information of EU policy for CSR:

http://ec.europa.eu/enterprise/policies/sustainable-business/corporate-social-responsibility/index_en.htm



Responsible Med

“Responsible Med is a 2-year European project, running from July 2010 until June 2012, and co-funded by the MED Programme for territorial cooperation”.

What is CSR? What is Competitiveness?

The EU defines Corporate Social Responsibility (CSR) as a concept whereby companies integrate social and environmental concerns in business



operations and in interaction with stakeholders on a voluntary basis. A growing body of literature and practices supports the idea that

CSR has not only social benefits, but also economic ones. The links are difficult to measure, but it is essential to do so, especially in times of economic crisis where new business models must be adopted.

Competitiveness of a Small or Medium Enterprise (SME) concerns its ability to survive and thrive in the market economy. The 2008 Competitiveness Report of the European Commission identifies the following 6 key determinants:



cost structure, human resource performance, customer

perspective, innovation, risk and reputation management, and financial performance. All of these are considered within the Responsible Med project.

Cooperation for responsible competitiveness

The Responsible Med project fits into the context of CSR as a tool for increased competitiveness and the 9 project partners address a number of key research questions, such as:

- **How can we evaluate the link between responsible behaviour and competitiveness in Small and medium enterprises?**
- **How can public policy to promote responsible practices in SMEs be monitored and improved?**
- **How can SMEs use responsible practices to promote their competitiveness?**
- **How can transnational cooperation promote understanding of these issues?**
- **How can transnational cooperation lead to the development of new methodologies and tools to address these issues?**

During the two years of project activities, partners undertake regional analyses and comparison through intensive exchange, including interactive workshops, study visits and stakeholder involvement. This exchange forms the basis of the methodology development, testing and capitalisation phases.

What will Responsible Med do in Practice?

Responsible Med will develop an evaluation tool to be used by SMEs to measure and verify the economic impact of CSR approaches in their business and by public authorities to better ensure that their CSR policies promote company competitiveness.

This type of tool is extremely significant, as thus far research has shown that CSR in Europe does not necessarily follow a strategic plan, nor make the best use of funds. This tool should help to improve this situation, thus adding to competitiveness.

What does Responsible Med offer to regional stakeholders?

Responsible Med is of particular added value to Public Authorities and Enterprises.

To Public Authorities Responsible Med offers increased awareness of CSR related initiatives in their territory and in other areas of the Med. It provides input to policy planning and development, thus supporting and improving public policy evaluation and consultation tools.

To Enterprises Responsible Med helps to make the most of opportunities offered by CSR to promote



their competitive advantage. By verifying behaviour, choices and performance in CSR practices, the project allows for an in-depth evaluation and subsequent action

plan for more competitive and responsible initiatives. Furthermore, Responsible Med facilitates access to dialogue with Public Authorities and offers significant potential for marketing and collaboration.