

# Corporate Social Responsibility

'Balancing people, planet and profit'



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Fact sheet from the portfolio of the Department of Trade and Industry version January 2007

### Status

Towards the end of 2006: improved and extended sustainability scan and CSR toolkits for Brasil, China, India, Indonesia, Russia and South Africa are available.

### Facts and figures

- In the last three years around 135 companies signed up for participating in the CSR incentive awards.
- The CSR incentive award has been awarded three times. The third and last CSR incentive award and the CSR publication *MVO in bedrijf* (CSR at work) were presented 30 October 2005.
- Starting in 2006 the Ministry participates in *Het Ei van Columbus*, the biennial interdepartmental award for innovation and sustainability.

### Period

2001-2006

### Parties involved

Trade and Industry, other departments, the Ministries of EZ, BUZA/OS, VROM, SZW, CSR Netherlands, LEI, Federation of the Dutch Food Industry (FNLI), companies

### More information

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agriculture, nature  
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*Corporate social responsibility (CSR) means doing business with due regard for people, planet and profit ('the three Ps'). This approach generates long-term gain for businesses and society. Because there is no legislation that regulates corporate social responsibility, a stimulation programme has been launched.*

### Context

In 2000 the Social and Economic Council (SER) issued a set of recommendations on social enterprise and the role of the public and private sectors and civil society organisations. These recommendations served as an impulse to the national corporate social responsibility policy coordinated by the Ministry of Economic Affairs. The Ministry of Agriculture, Nature and Food Quality (LNV) promotes CSR for the agro sector. Among other things, the Ministry stimulated CSR with conferences, publications and incentive awards, in order to put the spotlights on early adapters. This programme ended in 2005. In 2006 a movement was made from the theoretical concept of CSR towards offering practical instruments.

### Effects

The emphasis on CSR has ensured that the soundness of the three-P principle is increasingly regarded as self-evident. An increasing number of companies now integrate CSR in their operational management, which means that responsible interaction with the environment is a logical part of all aspects of their business.

### Particular aspects

In order to help companies to implement CSR in their management, the Agricultural Economics Research Institute (LEI) developed a digital sustainability scan. By completing the sustainability scan the entrepreneur will get a list of possible improvements.

### Challenges

The international aspect of CSR deserves more attention. Amongst others, the Ministry assigned the development of CSR toolkits for emerging markets. The CSR toolkits offer some guidelines to the Dutch business sector with business relations in Brazil, China, India, Indonesia, Russia and South-Africa. In the toolkits experiences and examples are presented. Specific CSR issues in these countries get special attention and the entrepreneur is offered possible solutions.

### Compatibility with Ministry policy

The Ministry makes a powerful contribution to sustainable development via the policy theme of corporate social responsibility. The sustainable use of natural resources (planet), human welfare (people) and a lively economy (profit) is a priority.

### Benefits

CSR enhances the competitive position of the Dutch agro sector and contributes to a sustainable society.