

**The European Network for Corporate Social Responsibility & Disability**  
**Contribution to the**  
**DRAFT OF THE INTERNATIONAL <IR> FRAMEWORK**

July 2013

## **INTRODUCTION**

The ‘European Network for Corporate Social Responsibility & Disability’<sup>1</sup> (hereafter CSR+D) is a project led by Fundación ONCE and co-funded by the European Social Fund (ESF) operating in connection with the most significant milestones within this field (such as the UNCRPD<sup>2</sup>, Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth, the European Disability Strategy 2010-2020). It is worth to refer, among CSR+D Network’s achievements, that the EC’s 2011 Communication on CSR has explicitly recognized, for the first time, the integration of people with disabilities as part of the European CSR agenda. The CSR+D Network is part of the European initiative Enterprise 2020.

The CSR+D Network aims to mainstream the disability issue in the political and corporate CSR agendas. The ultimate aim is to enhance social inclusion and employment of people with disabilities in Europe, contributing at the same time to the development of responsible competitiveness.

People with disabilities are the world’s largest minority (more than 1 billion worldwide and 80 million in the EU, 16% of the population) and a relevant stakeholder group. Their participation in society and the workplace is a matter of rights at the individual level, of diversity, talent and business opportunities and benefits at the company level, of social economic development at the country level and of global social cohesion and social inclusion.

Through a broader and standardized coverage of disability issues in CSR and sustainability reports organizations can be accountable for their contribution to disability-inclusive initiatives, and also for meeting and overcoming the increasing legislation on non-discrimination, equal opportunities and human rights.

In order to advance on CSR and Disability reporting the European CSR+D Network has undertaken, among others, the following activities:

- › Development of specific **CSR and Disability Indicators**<sup>3</sup> to help organizations in standardizing their disability reporting on the performance of all the initiatives under the different disability relevant issues: Employment, Accessibility, Supply Chain, Employees and Customers, Social Action and Strategy.

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<sup>1</sup> <http://www.csr-d.eu/en>

<sup>2</sup> United Nations Convention on the Rights of People with Disabilities (2006).  
<http://www.un.org/disabilities/convention/conventionfull.shtml>

<sup>3</sup> [http://www.csr-d.eu/static/attached/CSR\\_Disability\\_Indicators\\_EN.pdf](http://www.csr-d.eu/static/attached/CSR_Disability_Indicators_EN.pdf)

- › **Analysis of Disability Disclosure in CSR Reports<sup>4</sup>.** The study identifies gaps and best practices that may be used as references by organizations looking to expand and improve their disability mainstreaming in CSR & strategy, monitoring and reporting.
- › **Contributions and proposals for advancing in the mainstreaming of disability in relevant reporting frameworks:** Global Reporting Initiative (GRI), which has identified disability as a priority issue for future work, Global Compact and to other initiatives such as the recent Discussion Paper ‘Developing Global Standards for the Reporting and Assurance of Company Alignment with the UN Guiding Principles on Business and Human Rights’ officially supported by the UN Working Group on Business and Human Rights and the Institute of Human Rights and Business (IHRB) consults on how the Guiding Principles should apply in the Employment & Recruitment Agencies and Information and Communication Technologies sectors. The CSR+D Network has recently shared with the European Parliament rapporteurs on the disclosure of non-financial and diversity information by certain large companies and groups, the interest in including the disability dimension and disability specific indicators in their reports.

## KEY POINTS

The CSR+D Network recognize the relevance of the International Integrated Reporting (hereafter <IR>) Framework as a new reporting model needed to help businesses making corporate communications on reporting as effective as possible and supporting decisions that secure financial stability and sustainable business practice. The CSR+D Network welcomes the IIRC’s launch of the Consultation Draft of the International <IR> Framework.

**Sustainable commitment to value creation**, understood as a business approach that creates long-term shareholder value, **is related** to value, opportunities and risk management, not only linked to economic or environmental issues, but **also to a key social dimension that must consider relevant aspects: diversity, social inclusion, equal opportunities and non discrimination.**

Integrated reporting, as an enabler of a broader representation of the organization’s sustainable commitment to value creation, would help to understand and influence on how the organization assures its compliance with the regulations related to equal opportunities, non discrimination and human rights, and even go further through CSR.

- › In such context, **the CSR+D Network stresses that the inclusion of disability, as a material topic to be considered in a sustainable oriented strategy and in the integrated reporting**, is important for the following reasons:
  - **It involves the recognition of people with disabilities that comprise a large population group: over 1 billion worldwide<sup>5</sup> and in Europe 80 million** (16% of the population). People with disabilities, as different type of organization’s stakeholders (employees, customers, partners or investors), could play an important role contributing to its success. **Disability is part of diversity, which is increasingly seen as a source of talent, creativity and innovation.**

<sup>4</sup> [http://www.csr-d.eu/static/attached/Analysis\\_of\\_Disability\\_Disclosure\\_in\\_Sustainability\\_Etiquetado.pdf](http://www.csr-d.eu/static/attached/Analysis_of_Disability_Disclosure_in_Sustainability_Etiquetado.pdf)

<sup>5</sup> World report on Disability, World Health Organization & World Bank 2011.  
[http://www.who.int/disabilities/world\\_report/2011/en/index.html](http://www.who.int/disabilities/world_report/2011/en/index.html)

- It helps to meet and overcome Human Rights considerations; at international level, **the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) should be a guiding framework.** The UNCRPD <sup>2</sup>, signed in 2006 and ratified so far by over 130 countries worldwide and the EU (the first time in history the EU has become a party to an international human rights treaty) considers non-discrimination, equal opportunities and social inclusion of people with disabilities a matter of human rights and mentions several fields in particular, including, employment, accessibility and education.
- It **helps in organization's risk management**, that could range from legal compliance (such as the coverage of hiring quotas for people with disabilities, mandatory in some countries) to potential impacts on customers (that could be affected by how the organization serves or ignores identifiable relevant consumer's rights and needs, such as those of people with disabilities).
- It is critical that **disability is not viewed by business and financial capital in isolation from mainstream market, but as a part of the broader consumer and employee marketplace. The innovations and insights derived from taking disability into account are applicable to goods and services, and if implemented effectively drive ROI <sup>6</sup> benefits.** Technology, goods and services that benefit people with disabilities, can and will evolve into technology, goods and services that benefit the entire population, particularly in an increasingly ageing society, such as the European.
- The **compliance and overcome of disability related topics could assist organizations to be better positioned in accessing to financial capitals**, that would be the case when public procurement favors organizations that achieve better performance on the design for all environments, goods and services or the employment of people with disabilities. There is increasing legislation in this regard in public procurement.

The CSR+D remains at your disposal to discuss any aspects of this submission with you. For inquiries please contact [secretariat@csr-d.eu](mailto:secretariat@csr-d.eu).

July 2013. **Proposals by the CSR+D European Network**

**Founding partners**



L'ORÉAL




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<sup>6</sup> ROI= Return On Investment

## PRESENTATION



### Founding Partners



L'ORÉAL



### Project co-financed by



## 1. INTRODUCTION

### 1.1. Fundación ONCE, the leader of the initiative

The Fundación ONCE, based in Madrid, Spain, was founded in 1988 by the ONCE (the National Organization of Spanish Blind) as an instrument of cooperation and solidarity from the Spanish blind towards other people with disabilities.

The mission of Fundación ONCE is to implement programmes in the field of training and employment for people with disabilities, as well as universal accessibility, promoting the creation of universally accessible environments, products and services. With all these actions Fundación ONCE seeks to improve the rights and quality of life of people with disabilities and their families.

Fundación ONCE, within the framework of the **Operational Programme of Fight against Discrimination 2007-2013 X Talento**, and with the financial endorsement of the European Social Fund, launches the **European Network for Corporate Social Responsibility and Disability (CSR+D)**, with a time horizon until 2015.

### 1.2. The Context of the European Network on CSR and Disability

The CSR+D Network operates in connection with the most significant milestones within this field at the European level, such as:

- **Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth.**
- **The renewed EU strategy 2011-2014 for Corporate Social Responsibility, which recognizes Disability as part of the CSR European agenda.**
- **The United Nations Convention on the rights of persons with disabilities. ratified by the EU.**
- **The European disability Strategy 2010-2020.**

### 1.3. The CSR+D European Network in Enterprise 2020 initiative

Since February 2012, **the European Network for CSR+D is part of Enterprise 2020 initiative**, promoted by CSR Europe and supported by the European Commission.

The CSR+D European Network has been particularly valued for its multi-stakeholder approach and for addressing both the integration of people with disabilities in employment and promoting **social innovation** as key factors in CSR policies.

## 2. WHY A EUROPEAN NETWORK FOR CSR+D?

There are **80 million European citizens with disabilities representing 16% of the European population**, experiencing multiple disadvantages in various fields. Disability issues therefore need to be integrated in CSR, taking into account people with disabilities and the organizations that represent them as legitimate and relevant stakeholders from different points of view (workers, clients, consumers, users, employers, investors, suppliers, local community members, etc.).

The link between CSR and Disability enhances the potential for a new responsible competitiveness by:

- Promoting diversity, in this case integrating persons with disabilities and their talents in employment.
- Contributing to create new market opportunities related to products and services that are accessible and designed for all. This is especially significant in an aging Europe which is aiming to implement new models of growth.
- In short, promoting a more inclusive society –in which labour integration is a key factor- based on a "multi-stakeholder" perspective that views social innovation as a key component.

## 3. MISSION AND VISION

**Mission:** To raise awareness and to promote the integration of disability into CSR policy and business agendas, under a collaborative and multi-stakeholder approach. The ultimate aim is to enhance social inclusion and employment of people with disabilities in Europe, contributing at the same time to the development of responsible competitiveness of business and public administrations.

**Vision:** To be a driving force and benchmark in Europe in developing the integration of disability into CSR.

## 4. TIME FRAME

The preparatory work for constituting the European Network on CSR+D started in mid 2009.

During 2010, the Network was formed with the partners' participation.

The Network will run until 2015, always with the co-funding of the European Social Fund.

## 5. FOUNDING PARTNERS

Four Founding Partners constitute the European Network for CSR+D, all relevant organizations in the field of CSR, Diversity and Disability, also representing different stakeholders: private companies, public administration and civil society.

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| <ul style="list-style-type: none"><li>• <b>Fundación ONCE, Spain</b></li><li>• <b>Telefónica, Spain</b></li><li>• <b>L'Oréal, France</b></li><li>• <b>Ministry of Labour and Social Policies, Italy</b></li></ul> |
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## 6. MAIN ACTIVITIES

- **Exchange of good practice:** provide the members of the Network with a platform where agents with common interests and priorities regarding CSR+D can meet and debate with a view to promoting the analysis, exchange and development of specific good practices.
- **Networking:** Generate a national and European networking to influence the CSR policies and strategies of both companies and public-sector about the need to incorporate the disability dimension.
- **Multistakeholder dialogue:** To make a significant contribution to the rapprochement and consensus among the various stakeholders– civil society, corporate and governmental arenas – relevant to CSR+D.
- **Information and dissemination:** Spreading information about the Network's activities and progress in the integration of CSR+D guidelines into the business world as well as in public policies.
- **Social innovation:** Social innovation is the basis of the European Network for CSR+D. The Network also promotes the creation of new projects involving partnerships between business and other social actors to meet the challenges in the field labour and social inclusion people with disabilities.

## 7. WORKING GROUPS

The CSR European Network is focused on three main areas, structured in three main working groups led by the different Founding Partners and counting with the participation of different Associated Members:

**WG1: Disclosure and ISR:** Inclusion of disability in CSR disclosure and in socially responsible investment, through the development of indicators:

*Led by Fundación ONCE and Telefónica*

**WG2: Employment and Accesibility:** To promote the effective integration of people with disabilities and their talents in companies and drive the production of accessible goods and services, taking into account their impact on social inclusion as well as potential business opportunities, in the framework of sustainable and inclusive models.

*Led by L'Oréal*

**WG3: Public Administrations and CSR:** To encourage the role of public administrations as CSR promoters, including their capacity to influence via socially responsible public contracting

*Led by the Italian Ministry of Labour and Social Affairs*

## 8. ASSOCIATED MEMBERS

In addition to the Founding Partners, other entities act as Associated Members, coordinated by the formers and working in the different work groups. Current Associated Members are:

- **Forética, Fundación Ecología y Desarrollo, Capgemini** and **Sanofi**(in Spain, linked to Axis 1).
- **Sodexo, Adecco** and **Association Française des Managers de la Diversité** (in France, linked to Axis 2).
- **Federazione Italiana per il Superamento dell'Handicap (Fish), Federazione tra le Associazioni Nazionali dei Disabili (Fand)** and **ICSR Fondazione** (in Italy, linked to Axis 3).

**New Associated Members are in the process of getting involved in the project.**

The role of Associated Members is supporting and promoting, within the framework of its activity and means, the key messages, main objective and results of the European Network for CSR+D. At the same time, the Network acts as a visibility and exchange platform where they can share their experiences and best practices on CSR+D.

## 9. MAIN CSR+D NETWORK ACTIONS

- **July 2009- October 2010:** definition of network objectives and structure, thematic approach, search of partners, establishment of the Network Secretariat.
- **December 2010-June 2011:** formal commitment by main partners Telefónica, L'Oréal and the Italian Ministry of Labour and Social Affairs, all organizations of reference at European level in the field of CSR, Diversity and Disability.
- **1 July 2011:** Partners formal kick-off meeting in Madrid.
- **July 2011- Present:**
  - Transversal activities:
    - Joint position paper to highlight the necessary inclusion of the disability issue in the 2011 CSR Communication (sent to Commissioner Tajani). The objective has been achieved with the first reference to disability as part of the CSR European agenda.
    - Inclusion of the European Network for CSR+D in Enterprise 2020 initiative, promoted by CSR Europe (February 2012).
    - CSR+D Website launch (February 2012): [www.csr-d.eu](http://www.csr-d.eu)



- Institutional Presentation of the European Network for CSR&Disability in Madrid. The event took place on April 23 2012 and counted on the participation of all partners and more than 230 attendees.
- Participation in EC and other European institutions consultations.
- Incorporation of new Associated Members.
- Launch of the CSR+D Twitter profile (January 2013): @csrd\_eu
- Setting up of working groups led by the partners:
  - Meetings, development of activities and deliverables of the work groups.
  - WG1: Workshop on CSR, Disability and Reporting (23/09/2011) and CSR&D Indicators generated; CSR+D webinar together with CSR Europe (October 2012); study of sustainability and disability reports of European companies (December 2012), dissemination of CSR&D indicators among the most relevant standards, such as GRI.
  - WG2: Constitution of a committee to work on disability issues in the frame of the Association Française des Managers de la Diversité, meetings, development of toolkits on employment of persons with disabilities and accessibility of products and services (in progress).
  - WG3: Meetings, development of public procurement and disability guidelines (in progress).

## **NEXT STEPS**

- Implementation of work plans by the different work groups and incorporation of new Associated Members in the CSR+D European Network.
- Finalisation of deliverables.
- Promotion of synergies among the different work groups.
- Promotion of the CSR+D Network visibility and dissemination; joint influence actions.
- Partners meetings.
- Promotion of social innovation by means of the CSR+D Lab.

**The European Network on CSR+D will run until 2015**

## CSR AND DISABILITY INDICATORS

Here below is a proposal of a set of **Disability indicators to be included in CSR Reporting**. This proposal is an output of the *Workshop on CSR, Disability and Reporting* held in Madrid on 23 September 2011 in the framework of the European Network for CSR and Disability, co-funded by the European Social Fund. The workshop was promoted and organized by *Fundación ONCE* and *Telefónica* as Network partners and co-leaders of Network Axis 1 on indicators and reporting. The *IE Business School* acted as host and collaborator of the activity. The indicators have been developed on the basis of the contributions by de Guide on CSR and Disability by Fundación ONCE published in 2009.

	TOPIC	REPORTING INDICATOR
1	Leadership and Strategy	<p>1.1 Mention top management's commitment to persons with disabilities in the corporate strategy.</p> <p>1.2 Indicate and describe the inclusion of persons with disabilities and the organisations representing them in the roadmap and strategy for relations with stakeholders.</p>
2	Employment	<p>2.1. Number and percentage of people with disabilities in the workforce, specifying other information such as gender and age, type of contract.</p> <p>2.2. Point out the company's human resources procedures that take into account the issue of people disabilities (in areas such as recruitment, selection, contracting, promotion, training, adaptation of jobs, reasonable adjustments, health and safety etc.). Describe what the measures taken consist in.</p>
3	Accessibility	<p>3.1 State the actions carried out to improve accessibility to company's facilities and workplaces, including the website (specifying the accessibility level).</p> <p>3.2 Indicate the products and services that include "design for all" and universal accessibility principles, highlighting the progress made and the future commitments on this field. Products or services <i>specifically</i> targeted at people with disabilities will also be mentioned.</p>

	TOPIC	REPORTING INDICATOR
4	<b>Clients (&amp; Employees)</b>	<b>4.1 Highlight training / awareness raising actions on disability, addressed to employees, both for general staff, and specifically for staff related to customer services.</b>
5	<b>Suppliers</b>	<b>5.1 Mention the specific policy and criteria adopted in the contracting processes with suppliers and subcontractors, concerning disability (in invitations to tenders, evaluation criteria, contract terms and conditions, etc.)</b>  <b>5.2 Mention the percentage of contracts signed with sheltered workshops, compared with the total number and volume of contracts (other than as required by the Law if such existed).</b>
6	<b>Social action</b>	<b>6. Highlight persons with disabilities benefiting from social action initiatives and the budget allocated to them, in relation to the overall budget.</b>

*Produced by CSR+D Network partners:*



With the support in the Workshop of:

