

CAHIERS DU LAB.RII

– DOCUMENTS DE TRAVAIL –

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CSR in small and medium sized companies –
current status and future trends

Comparative survey conducted in
Germany, France and Poland

Survey methodology in France, Poland and Germany

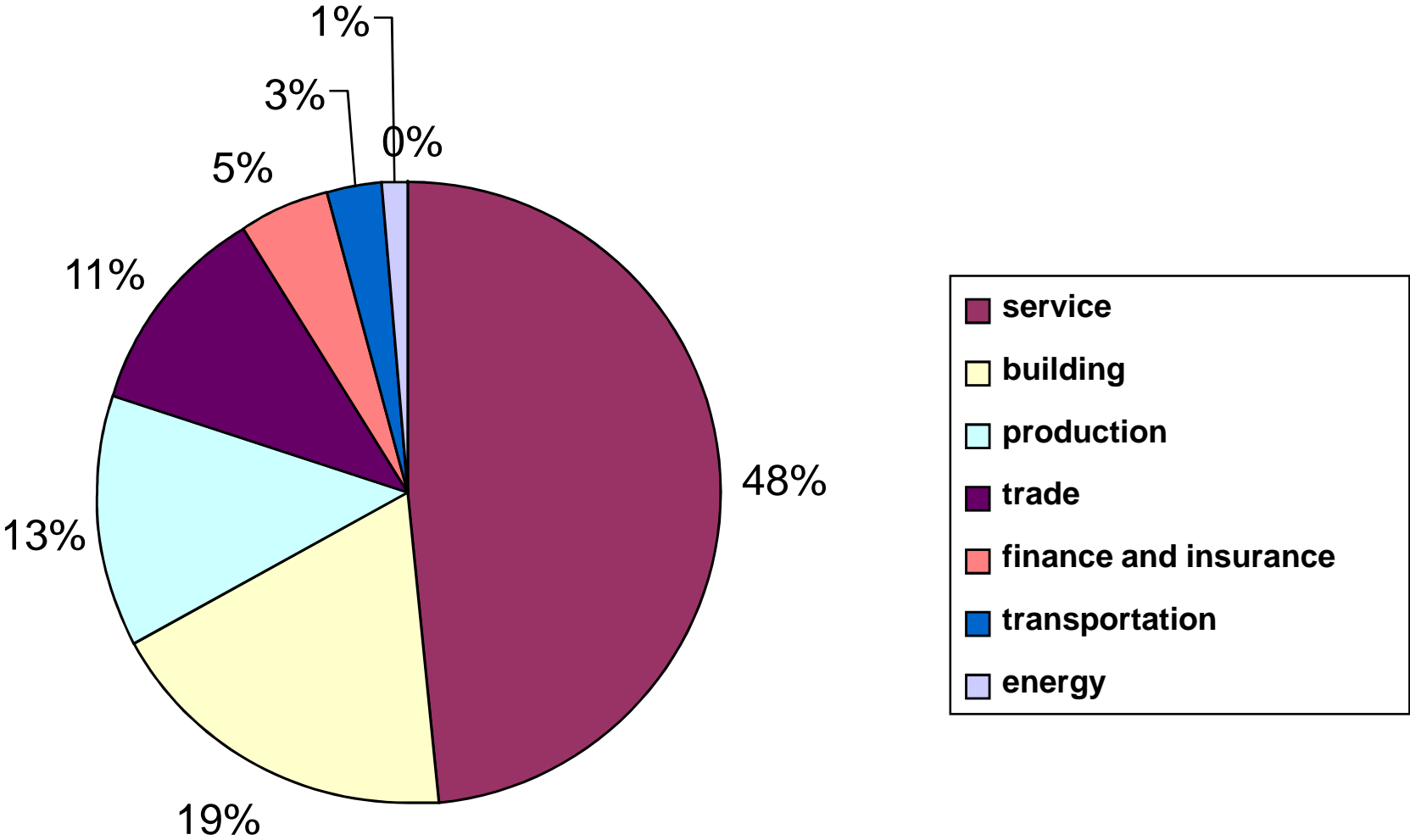
In France 561 companies were contacted by phone as part of a random sample survey. Of these businesses, 116 companies said they were willing to take part in the survey. However, at the analysis stage only 81 companies were taken into consideration, which have between 50 and 249 employees.

In Poland 28 businesses were surveyed by phone, which have between 1 and 500 employees.

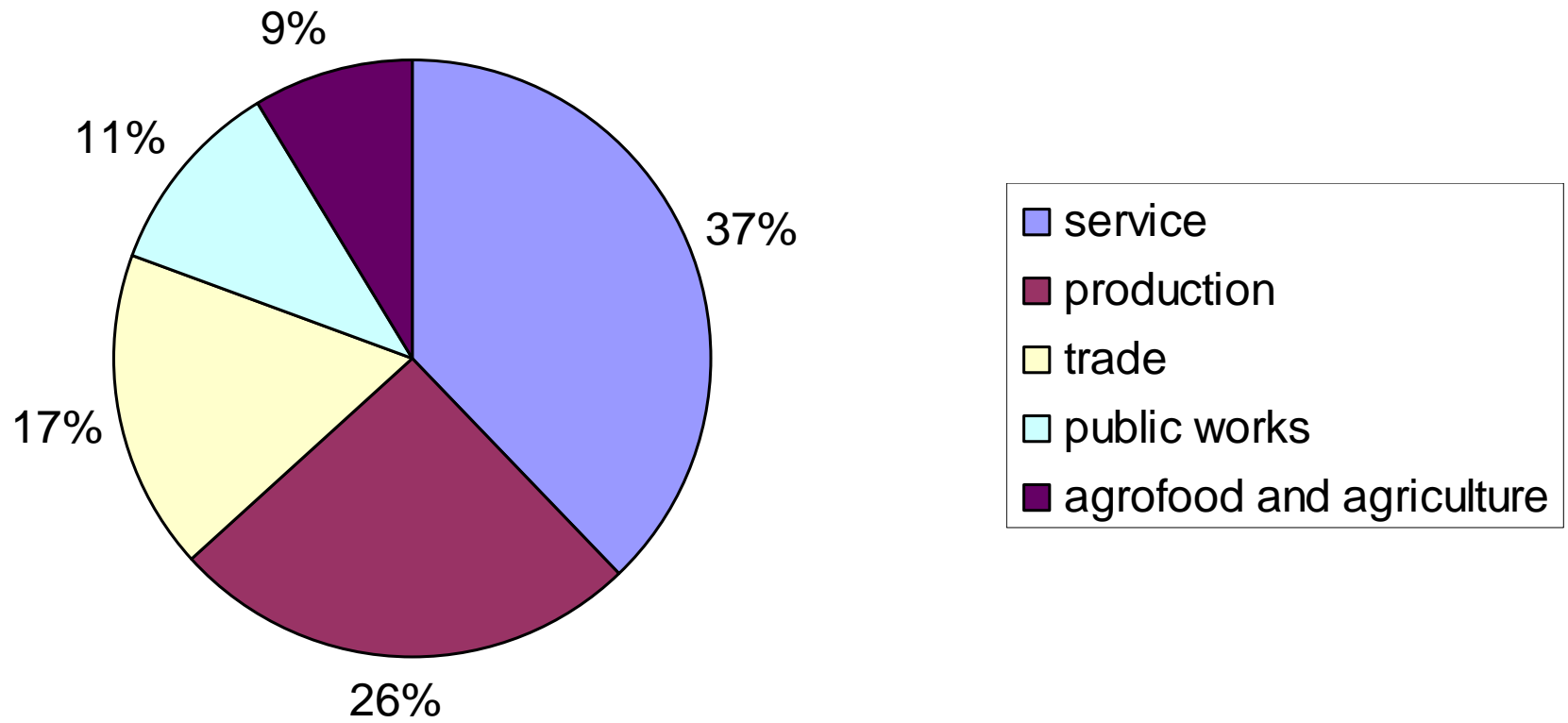
In Germany the online questionnaire was sent to owners and managerial staff of small and medium sized companies with up to 500 employees via the *Wirtschaftsjunioren Deutschland* (WJD) (“Young Entrepreneurs”) and the *Markplatz Mittelstand* (“Mid-sized business network”). 949 companies responded after being contacted by clicking on the link to the questionnaire in the newsletter. Of these, 145 companies completed the questionnaire anonymously.

When comparing the national findings the different panel structures of the three samples should be taken into account.

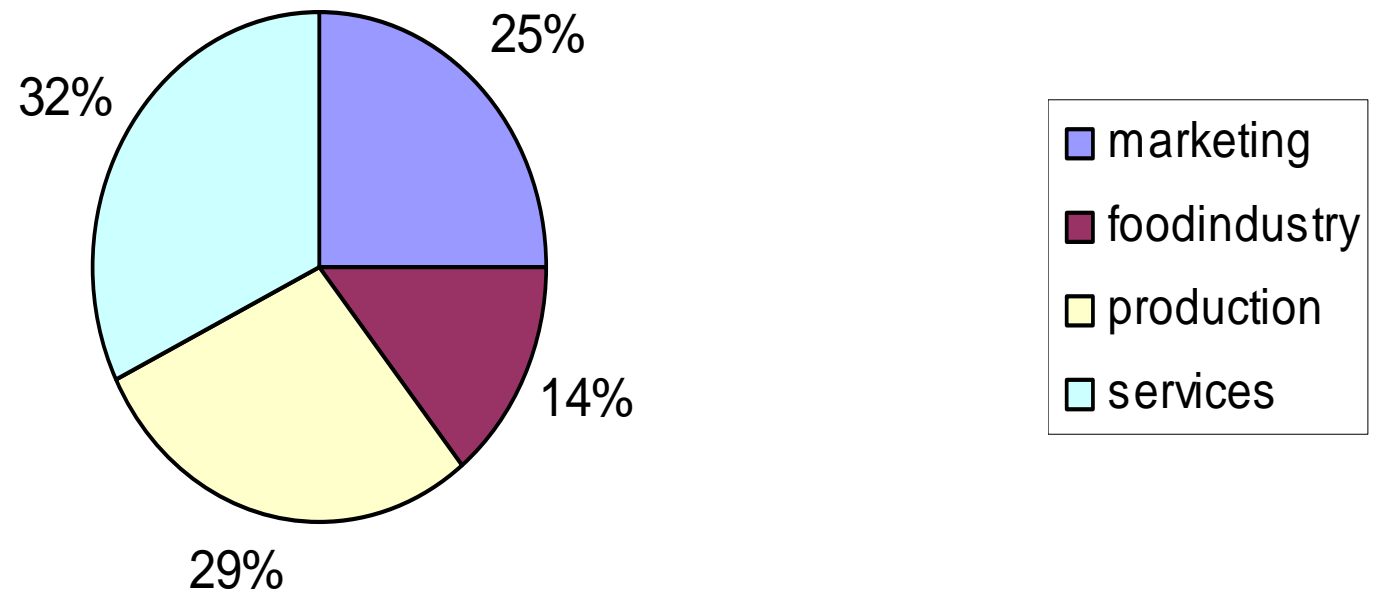
(In Germany): Companies by branch



(In France): Companies by branch



(In Poland): Companies by branch



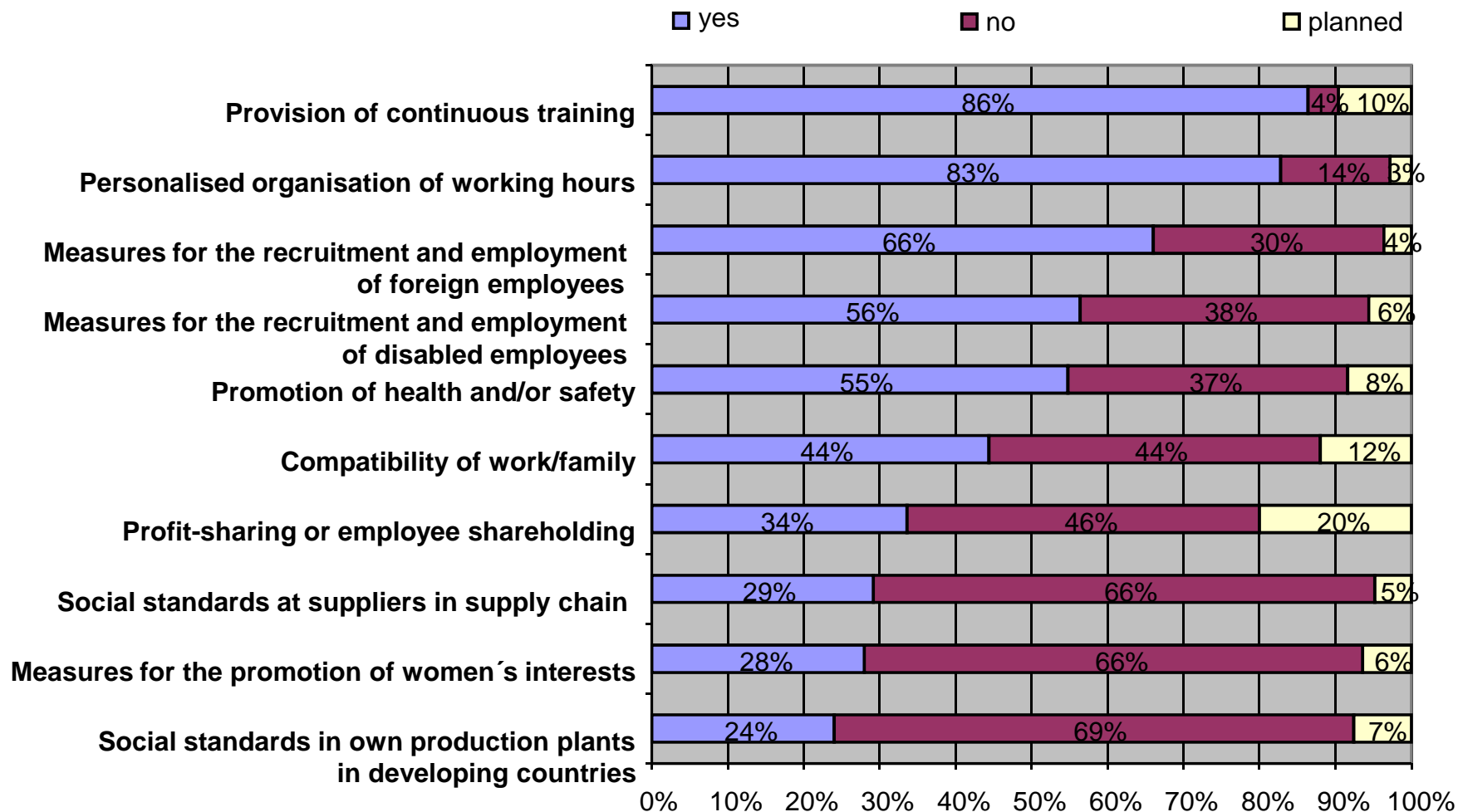
Comparison of businesses by branch

In all three countries most of the businesses involved are in service industries.

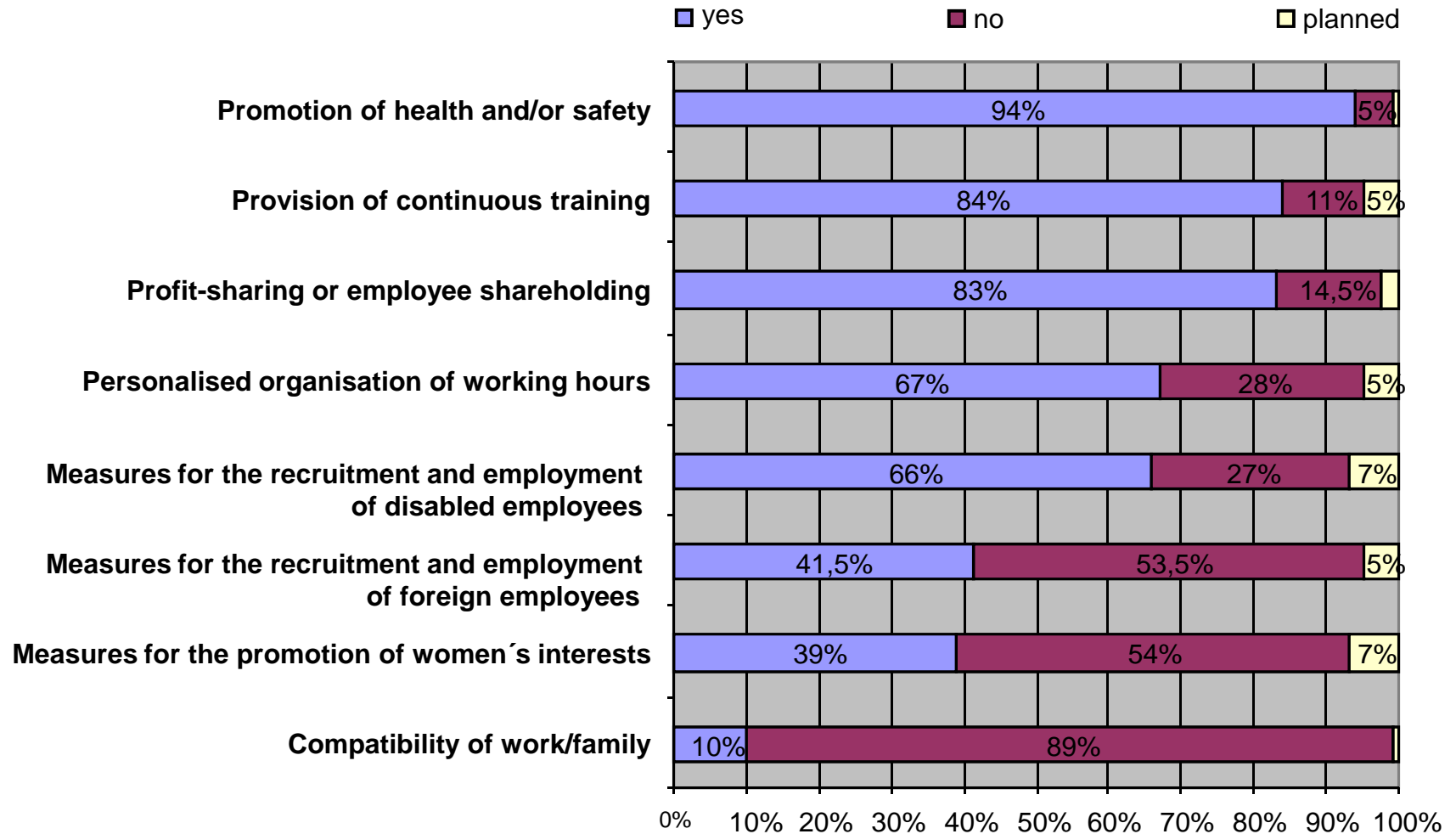
These are followed by many businesses in manufacturing industries.

As the industry categorisation system varies between countries, no direct comparison between them is provided.

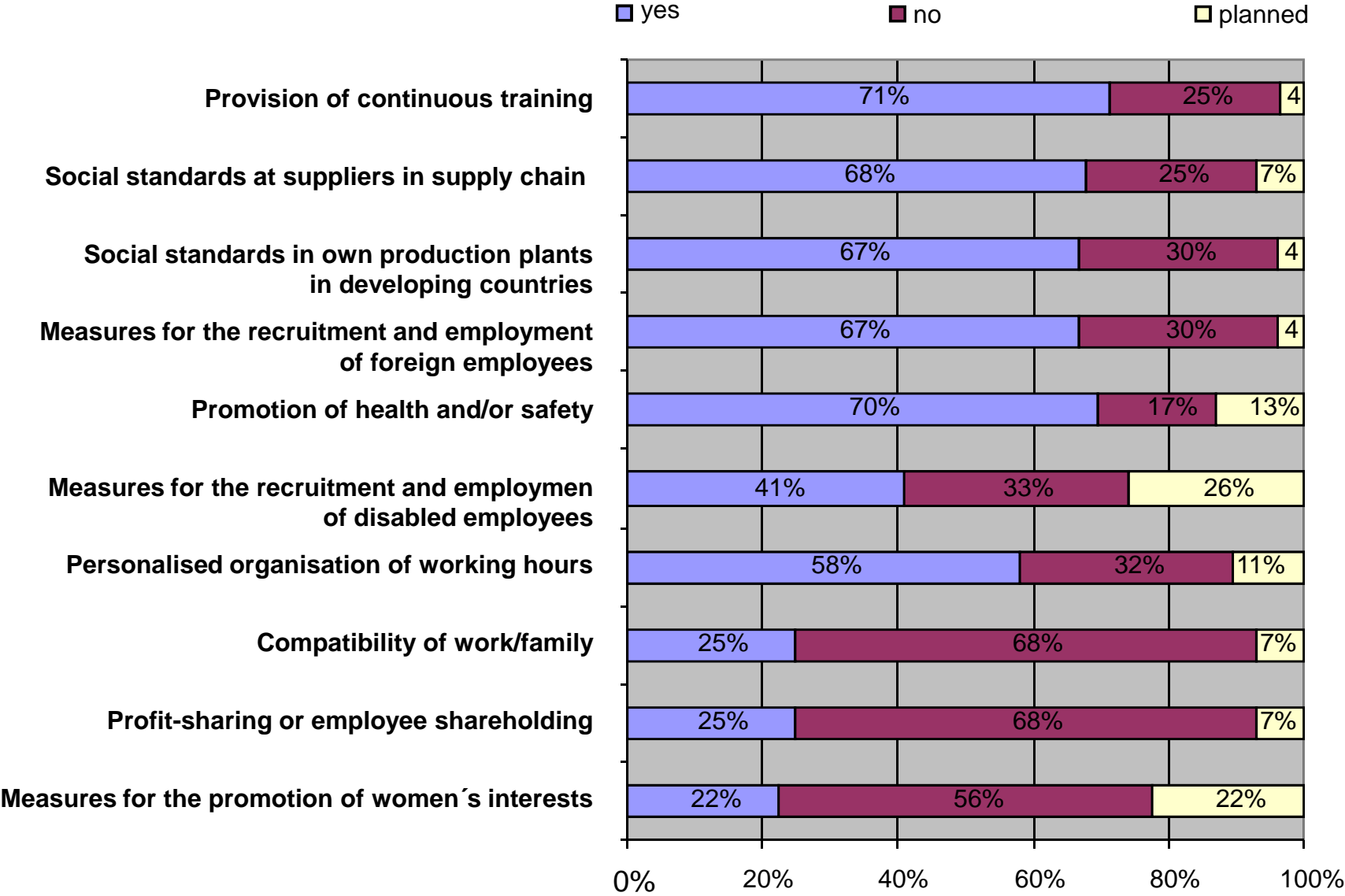
Commitment to employees in Germany



Commitment to employees in France



Commitment to employees in Poland



Comparison of commitment to employees

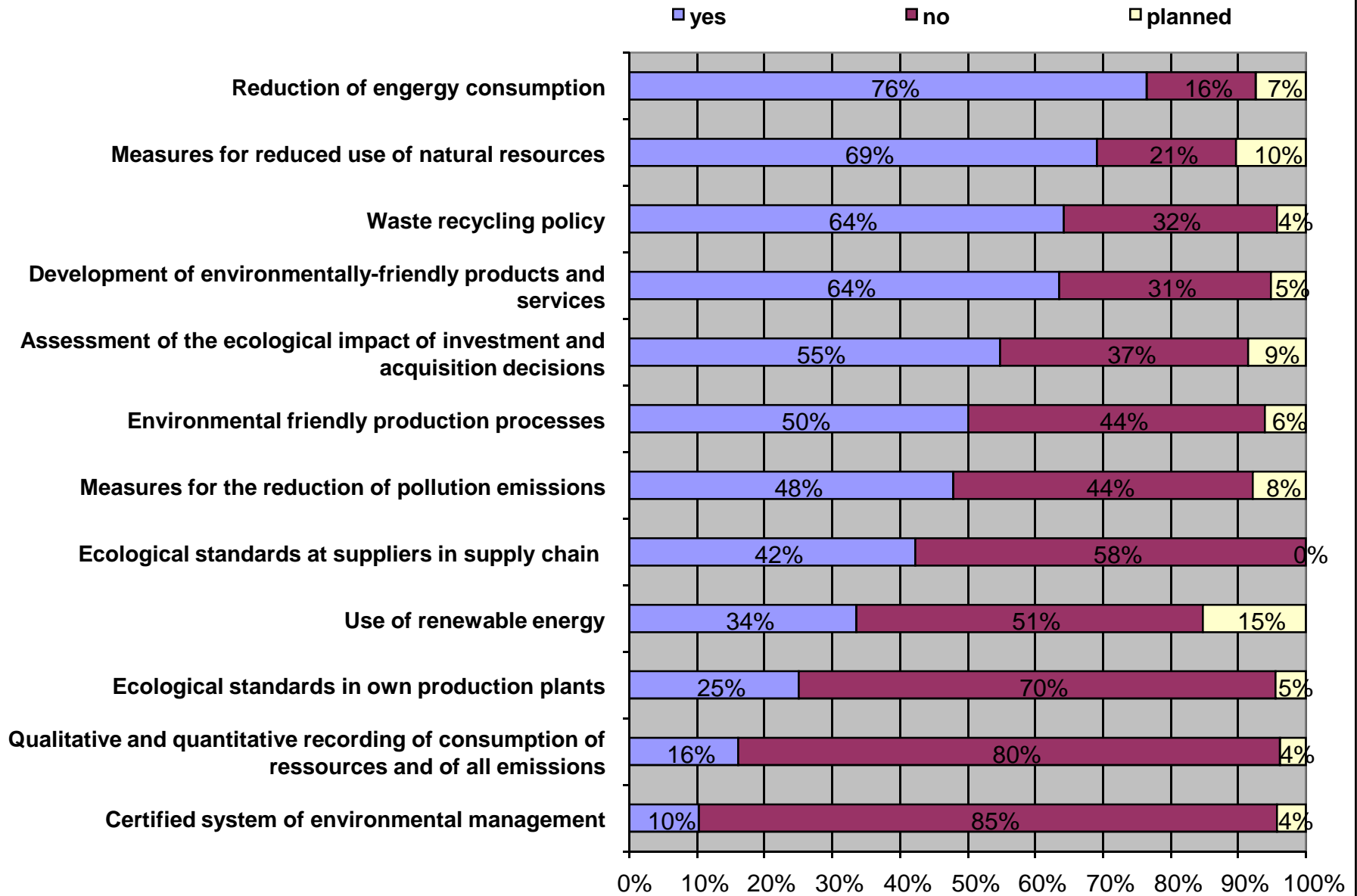
In Germany and Poland training and further education of employees has the top priority. In France it is the promotion of health and/or safety.

In Poland equal treatment of physically handicapped employees and job applicants will be the most important issue in the future.

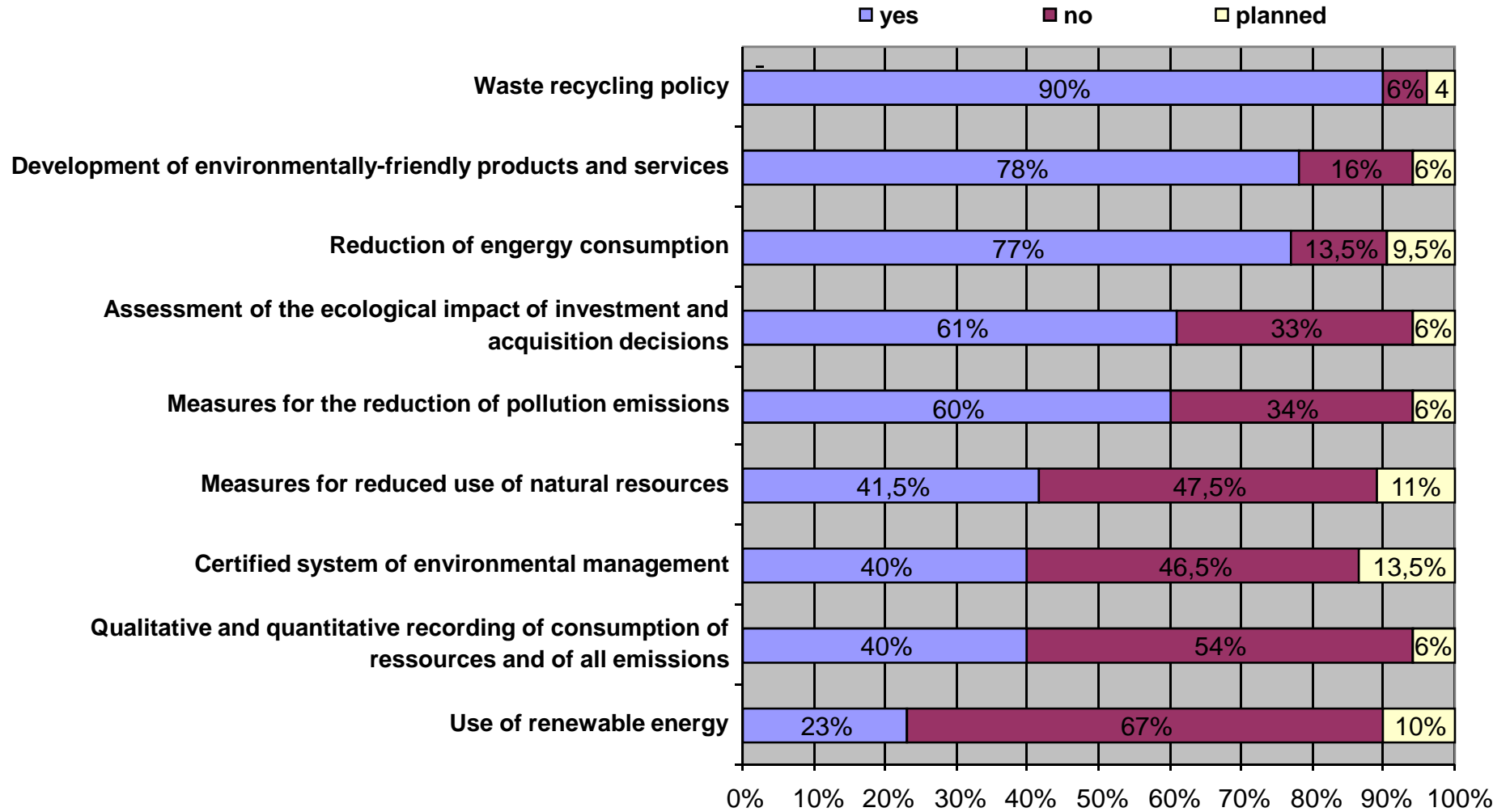
In France this issue will be most frequently planned for alongside the advancement of women.

In Germany participation of employees in the business will be most important.

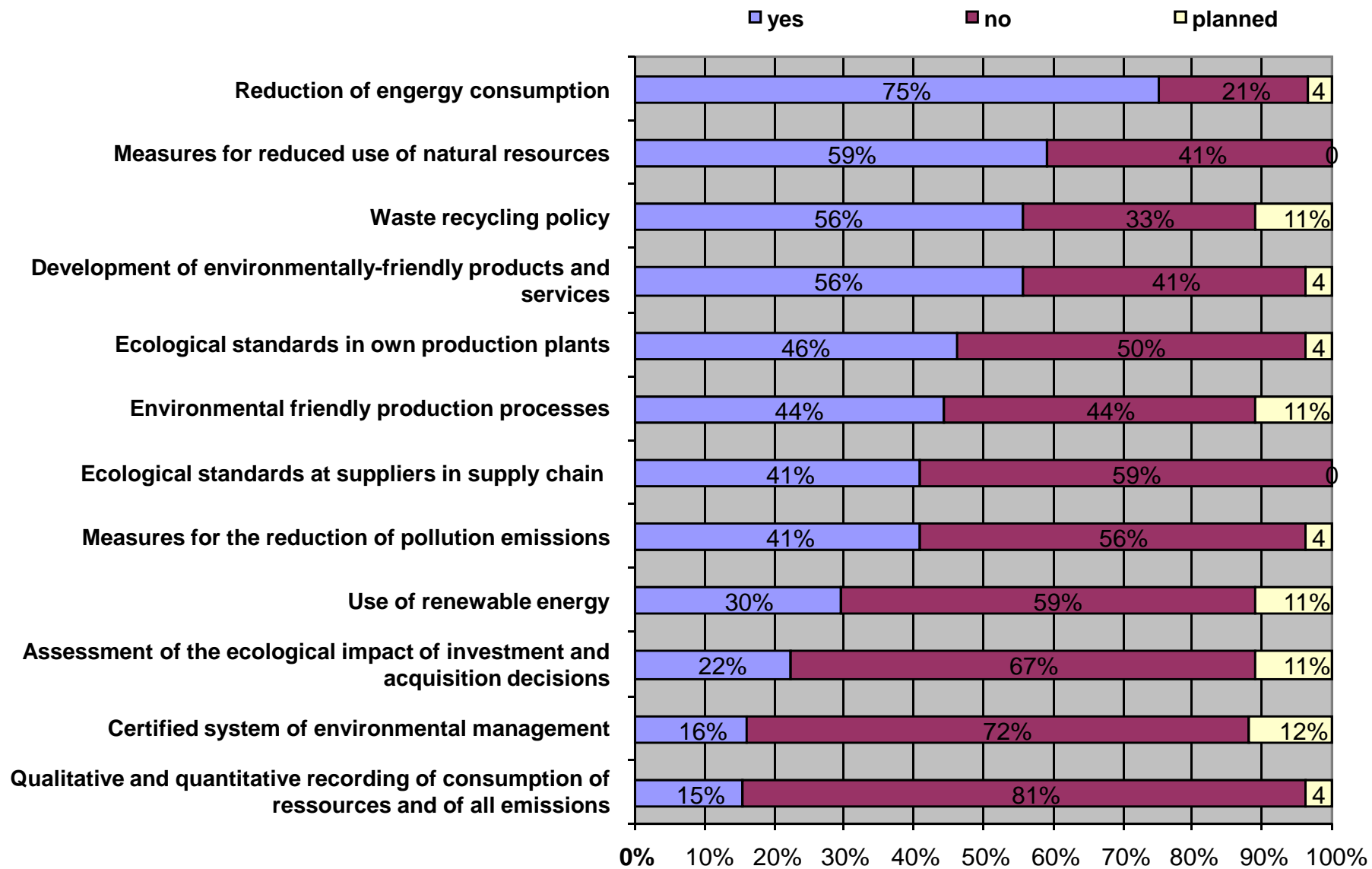
Commitment to the environment in Germany



Commitment to the environment in France



Commitment to the environment in Poland

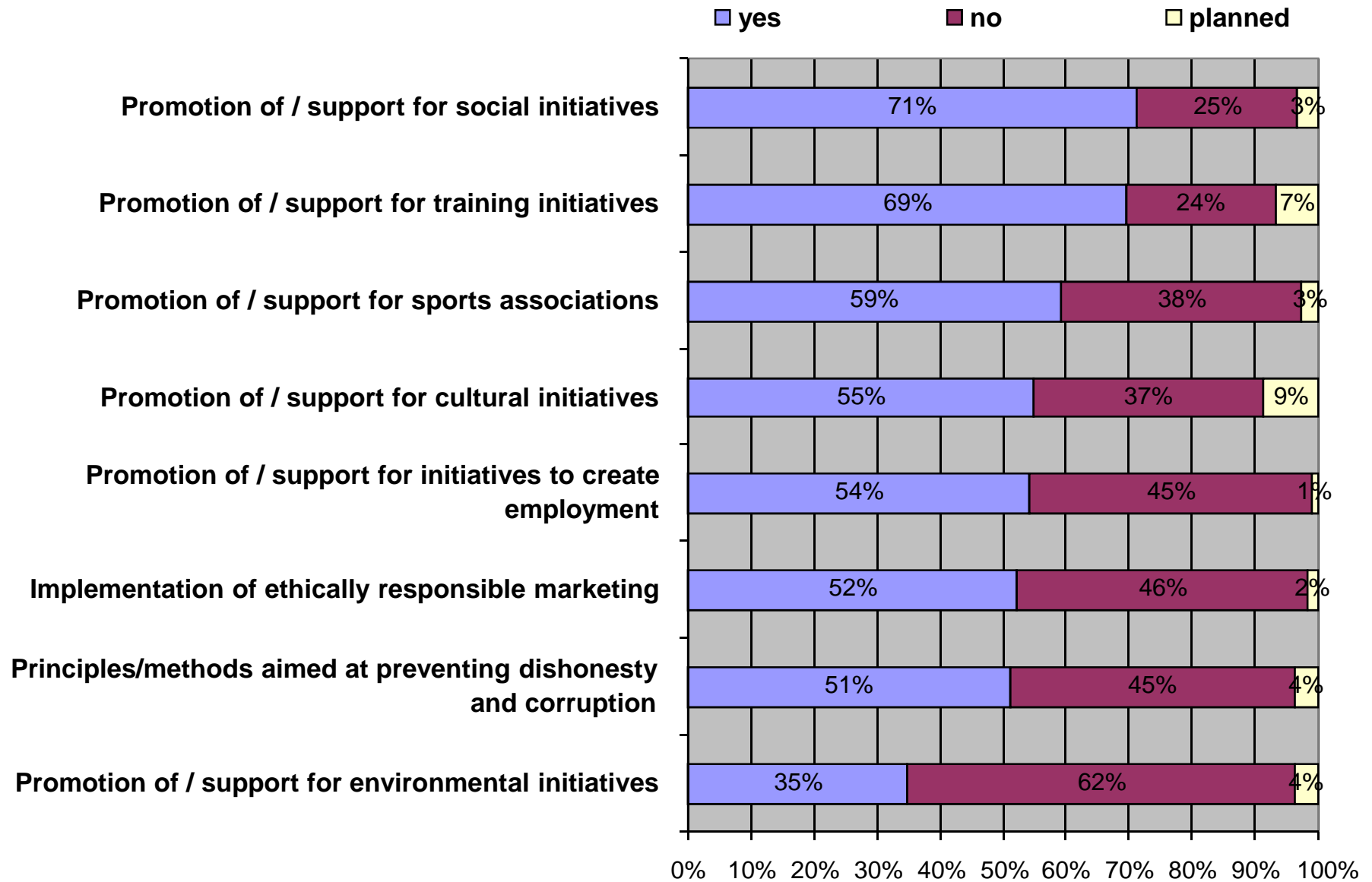


Comparison of commitment to the environment

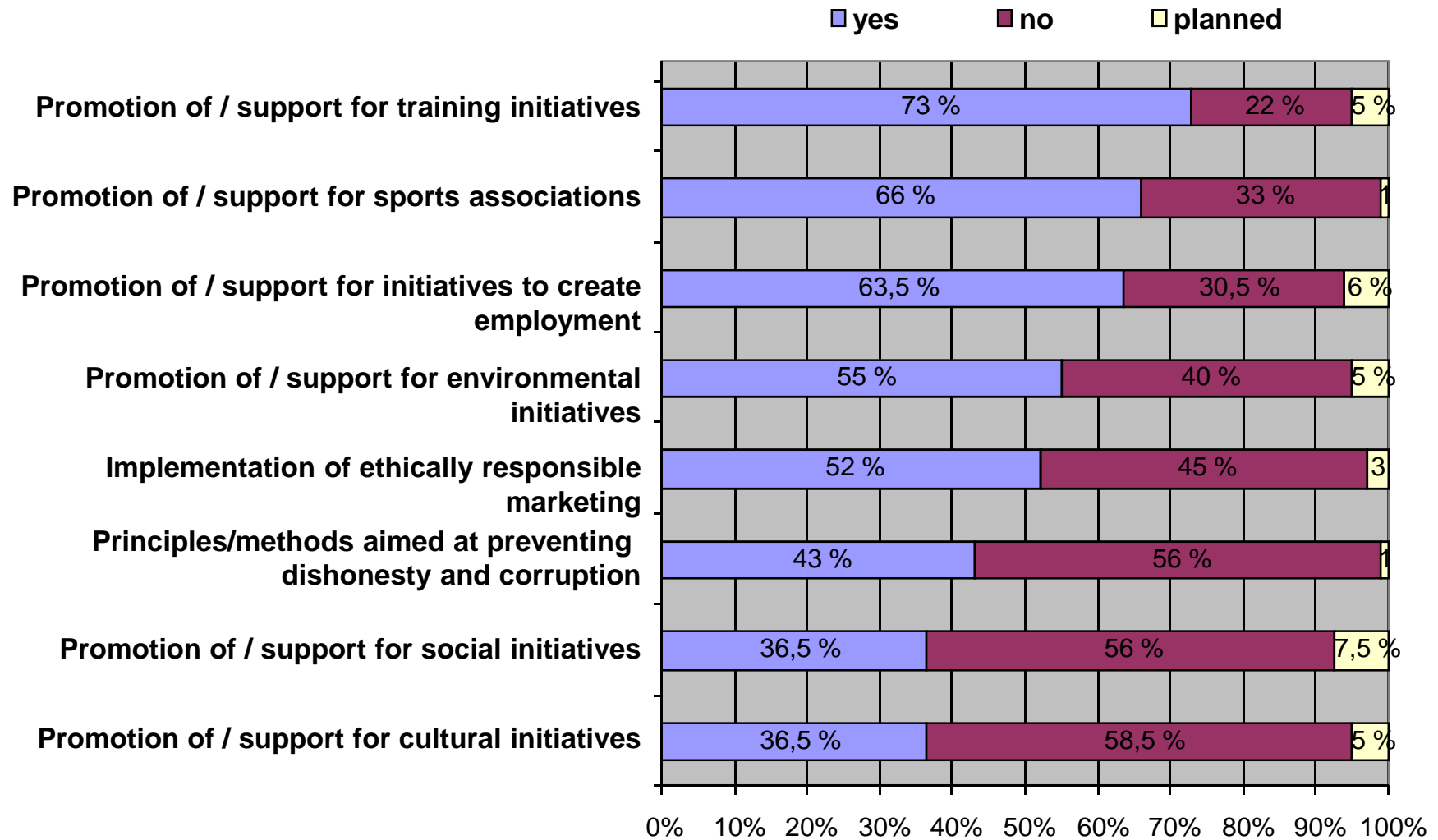
In all three countries the reduction of energy consumption and recycling are ranked among the top three issues. In Poland and Germany measures are also mentioned regarding lowering consumption of resources, while in France the primary issue is the development of environmentally friendly products / services.

In Poland and France most businesses plan to introduce environmental accreditation in future. In Germany the use of renewable energy resources is planned.

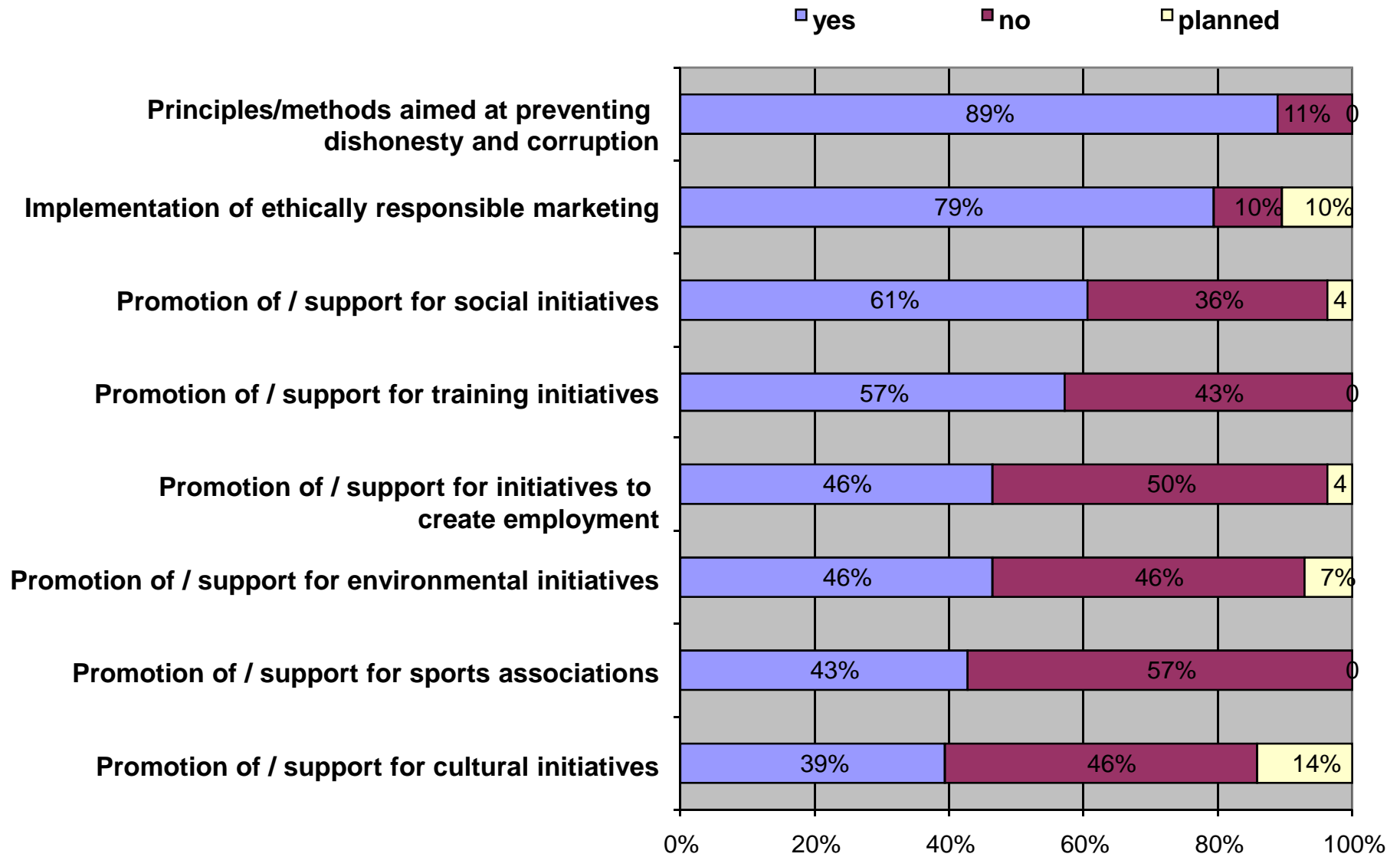
Commitment to civil society in Germany



Commitment to civil society in France



Commitment to the civil society in Poland

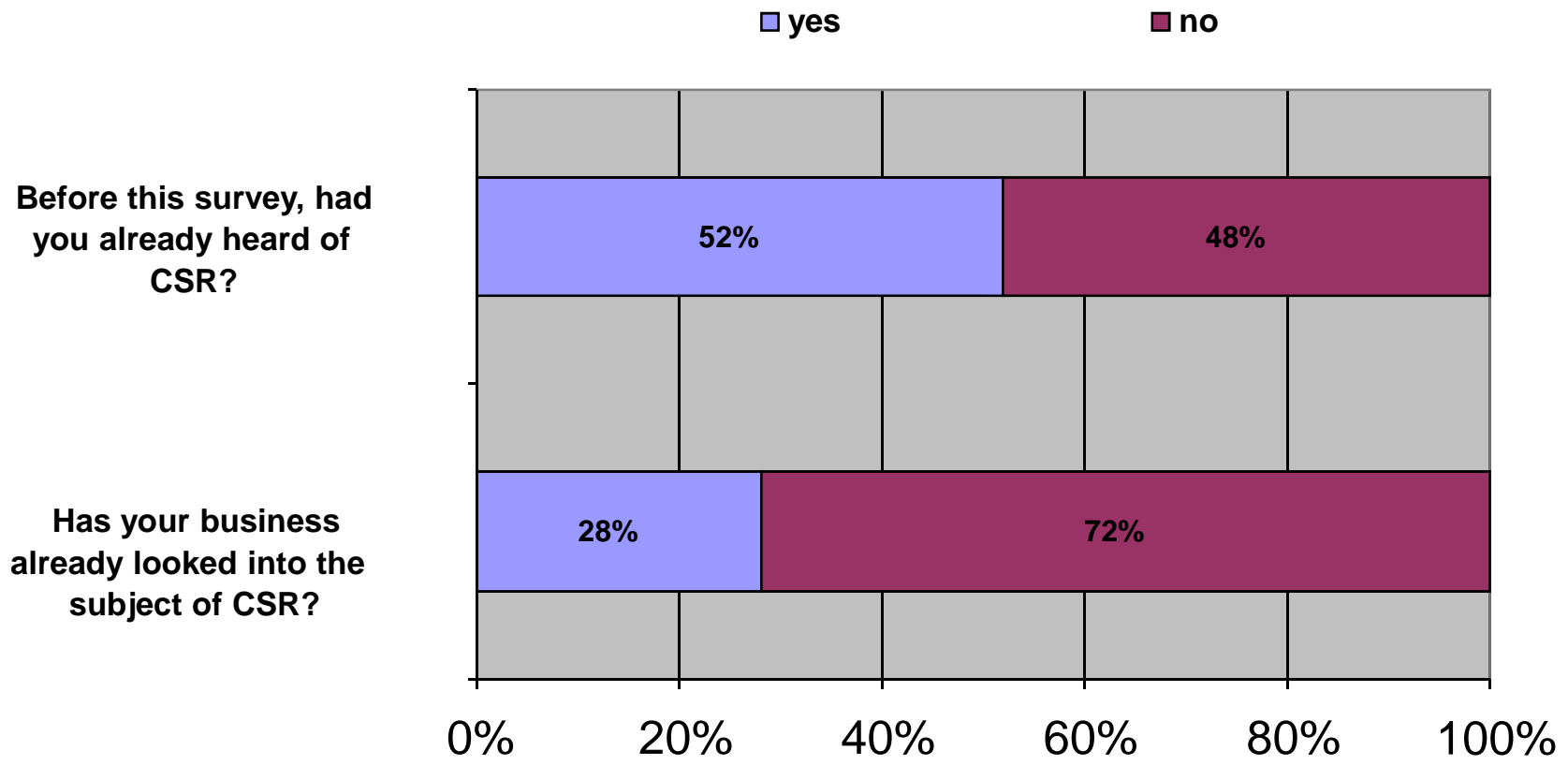


Comparison of commitment to society

In comparing these countries France, Poland and Germany demonstrate very different types of commitment to society. While in France support for education and sport is top of the list, in Poland it is the avoidance of bribery and corruption and establishing basic principles for ethically responsible marketing of products and services. In Germany social institutions and educational initiatives are supported most often.

In Poland and Germany cultural initiatives will be supported most frequently in future. In France it will be social institutions.

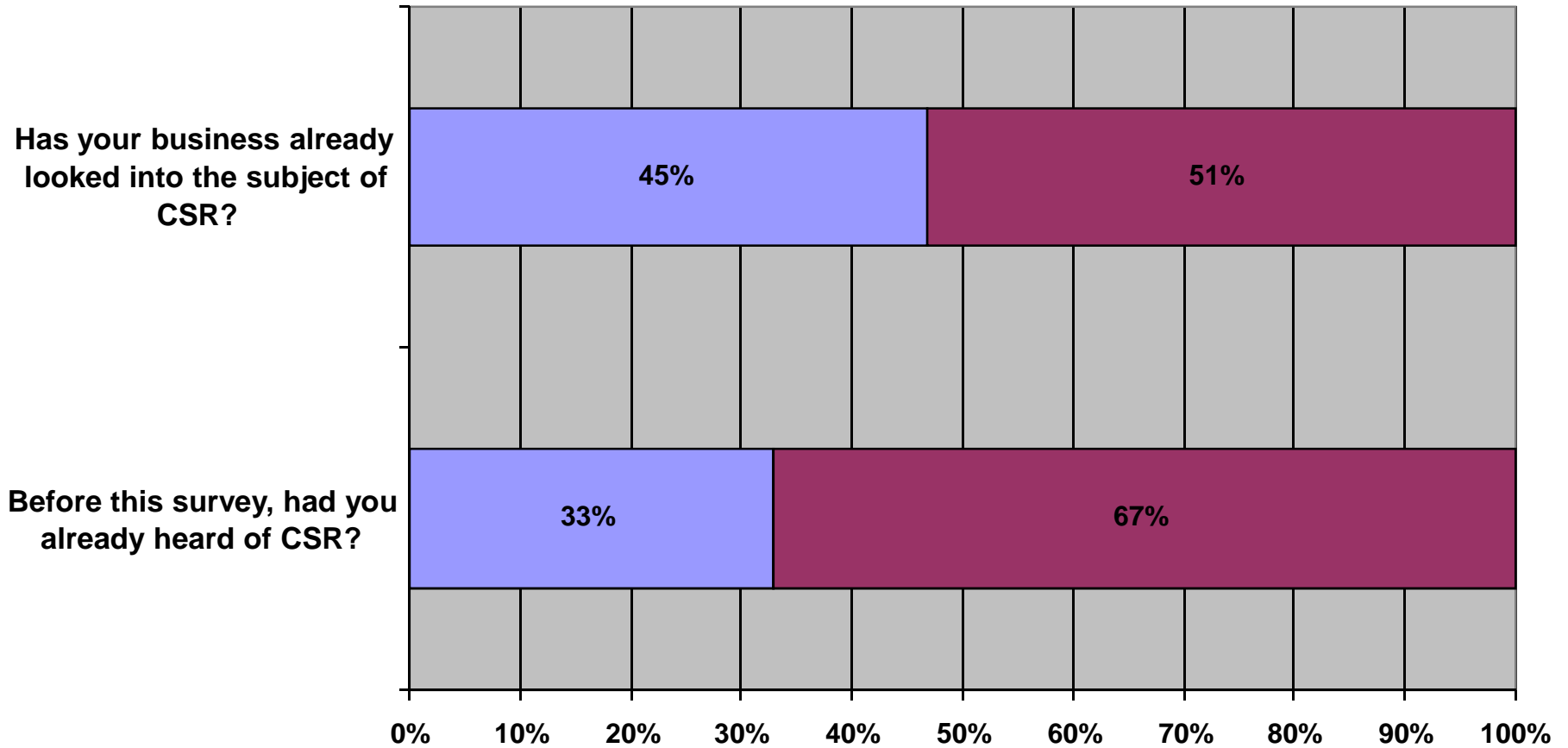
Awareness of CSR in Germany



Awareness of CSR in France

■ yes

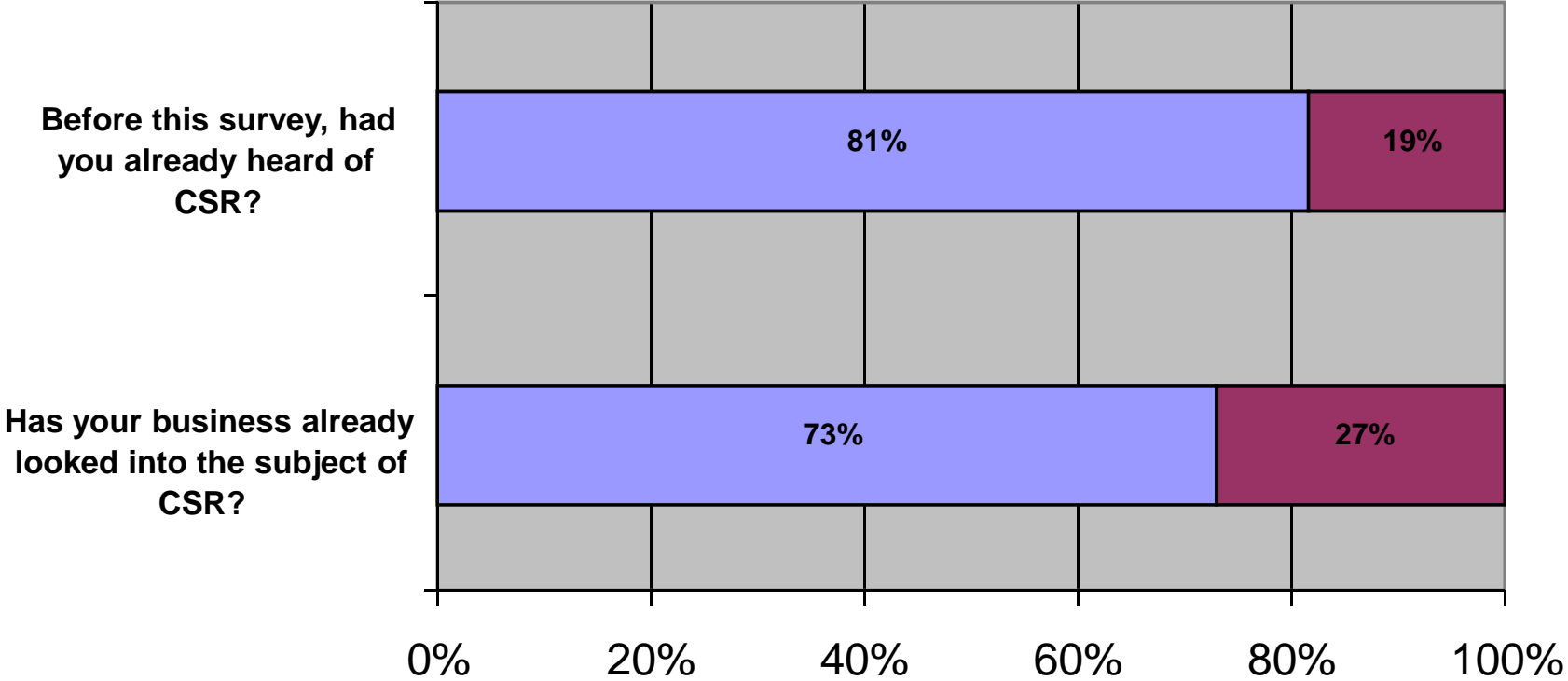
■ no



Awareness of CSR in Poland

yes

no



Comparison of awareness of CSR between countries

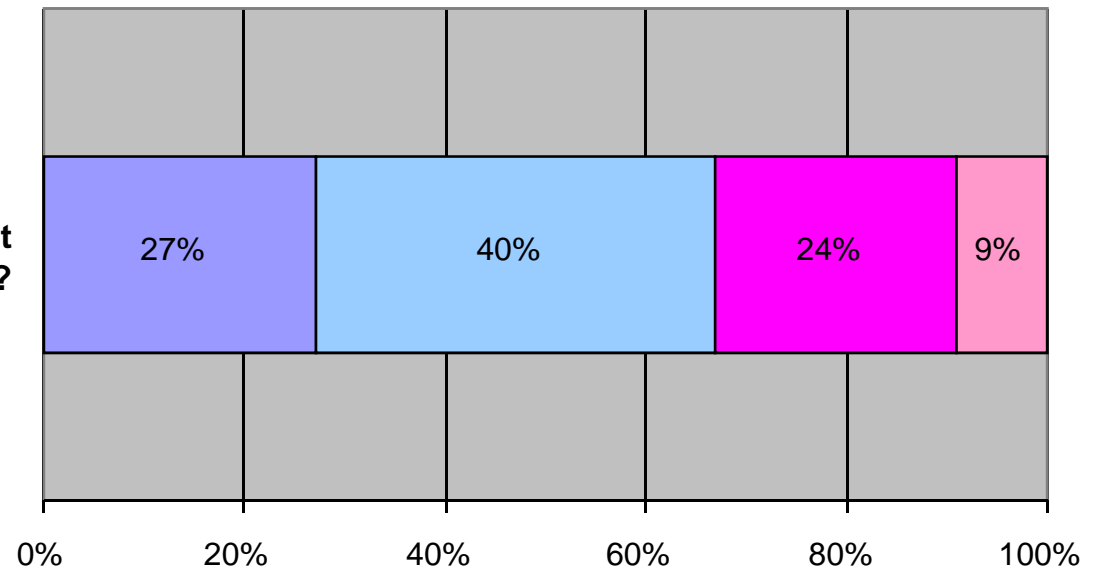
In Poland 81 percent of small and medium sized businesses have heard of CSR and awareness is therefore the highest of these three countries. It is followed by Germany, where about half (52%) the sample have heard about it before and then France where only a third of them know what CSR stands for.

When it comes to actually discussing the issue in business Poland takes the lead with 73%. This is followed by France with 45 percent and finally Germany where less than a third of small and medium sized companies have discussed applying CSR in their businesses.

(In Germany): Relevance of CSR in SME

■ major ■ relatively major ■ relatively minor ■ insignificant

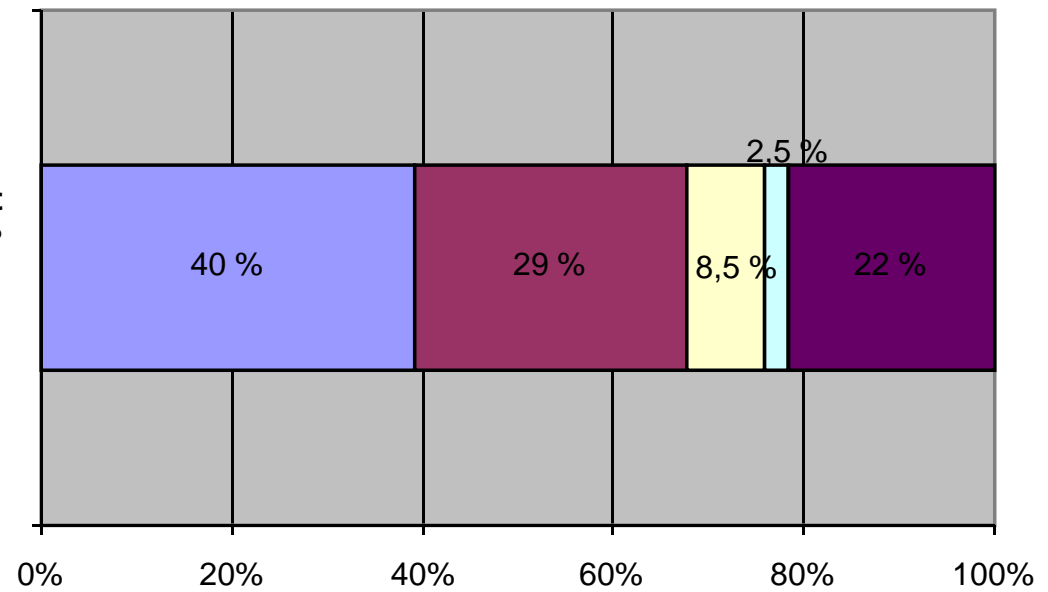
In your view, what is the current impact of CSR in your business?



(In France): Relevance of CSR for SME

■ major ■ relatively major ■ relatively minor ■ insignificant ■ no opinion

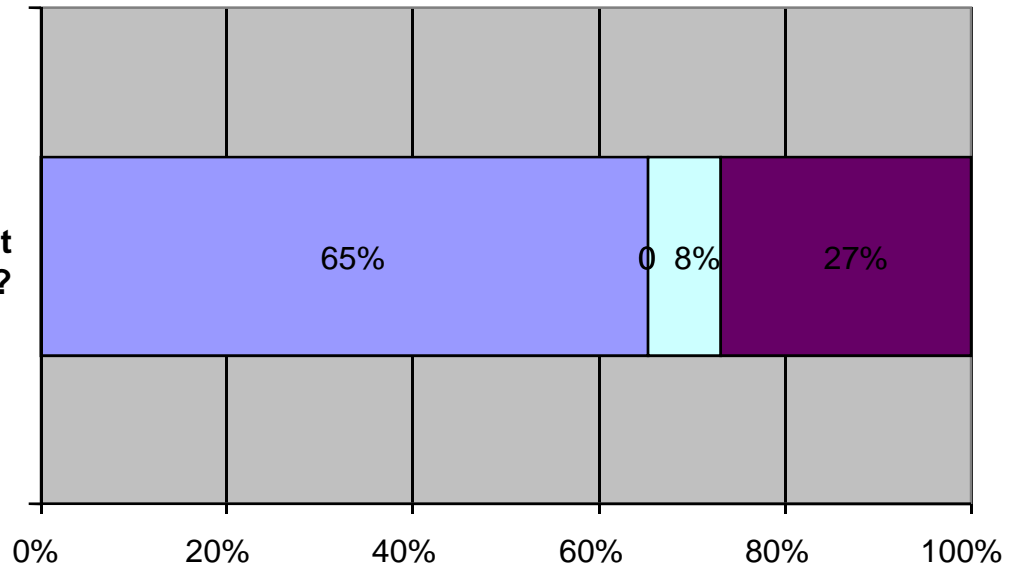
In your view, what is the current impact of CSR in your business?



(In Poland): Relevance of CSR for SME

■ major ■ relatively major ■ relatively minor ■ insignificant ■ no opinion

In your view, what is the current impact of CSR in your business?



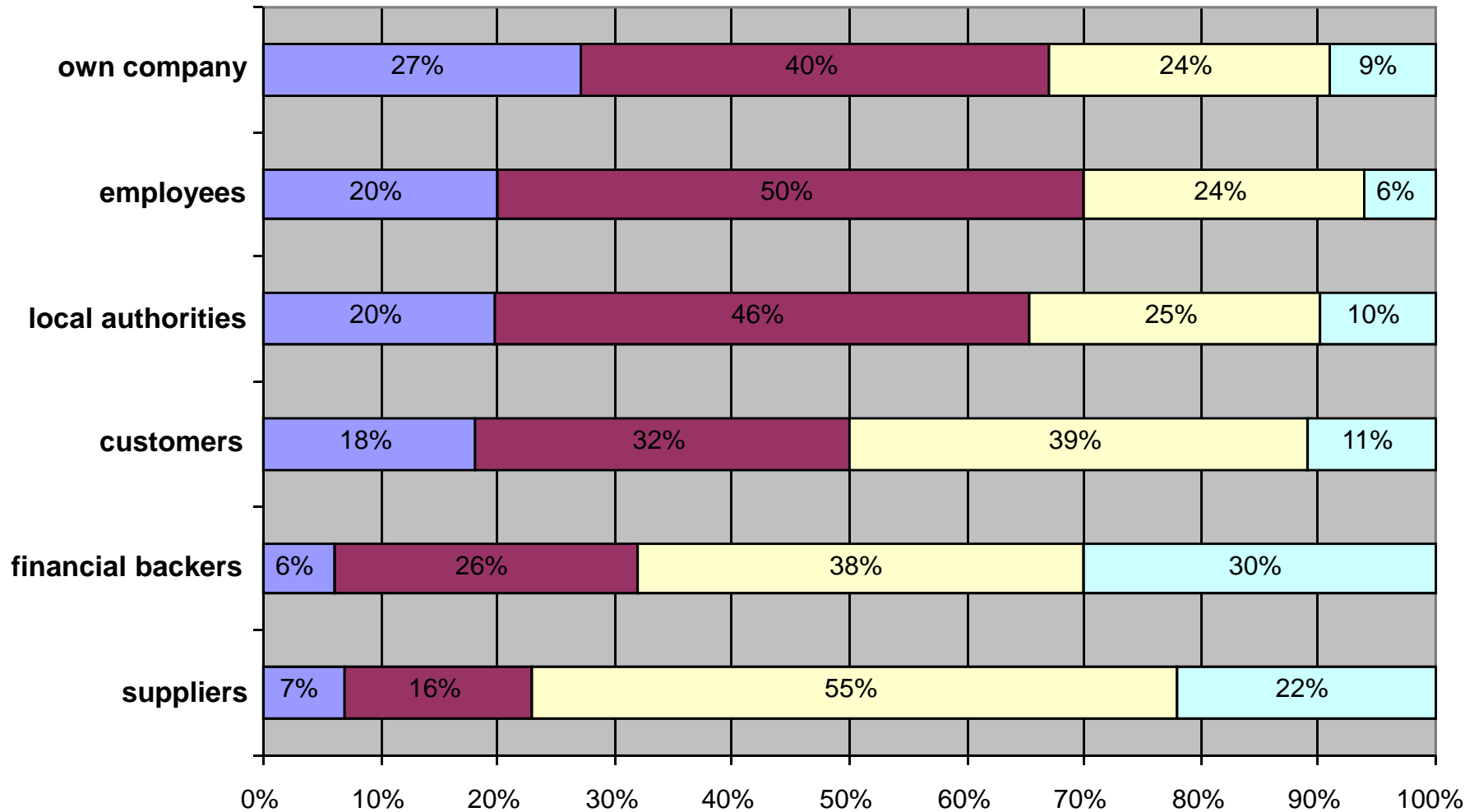
Comparison of the relevance of CSR in SMEs

In all three countries most companies say that CSR is important to their businesses.

In Poland the figures are 65 percent, in Germany 67 percent and in France 69 percent.

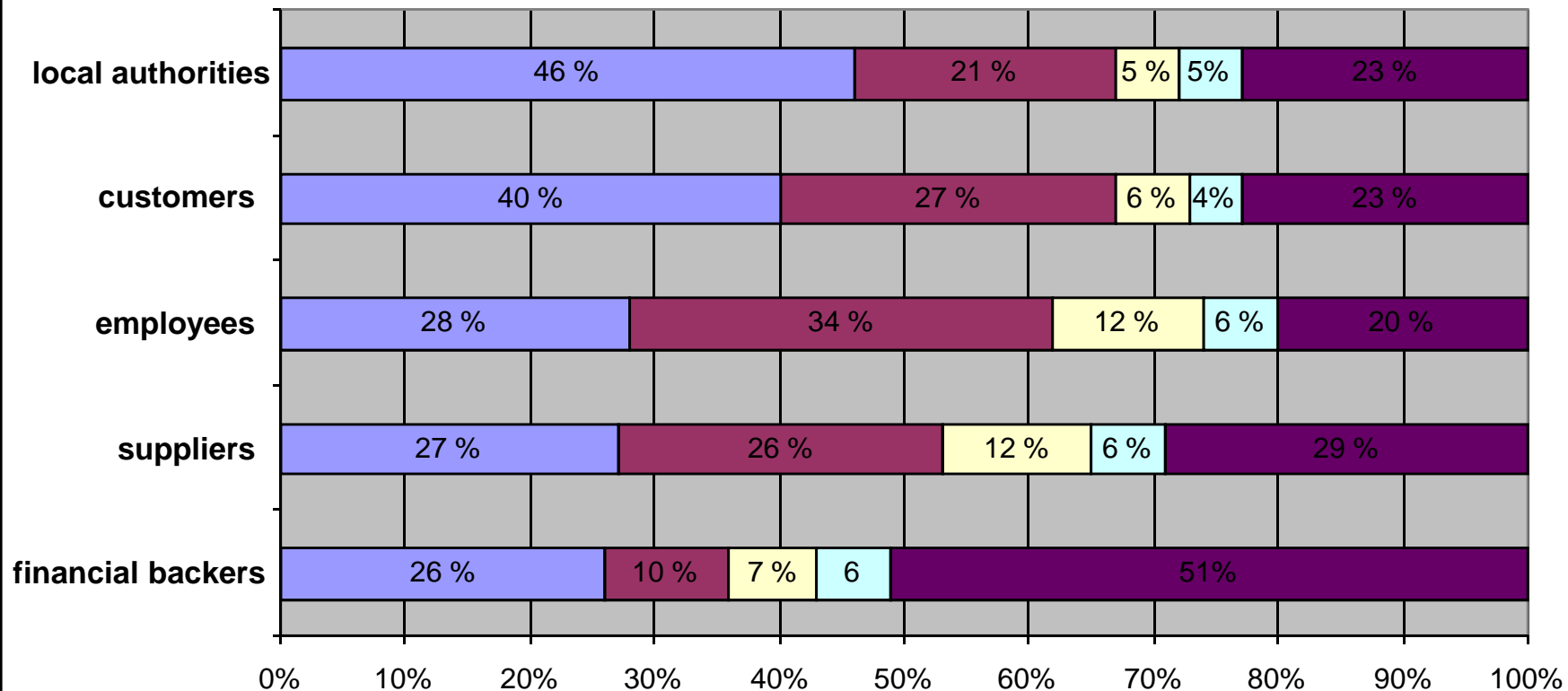
(In Germany:) In your view, what is the importance of CSR to your stakeholders like:

■ major ■ relatively major ■ relatively minor ■ insignificant

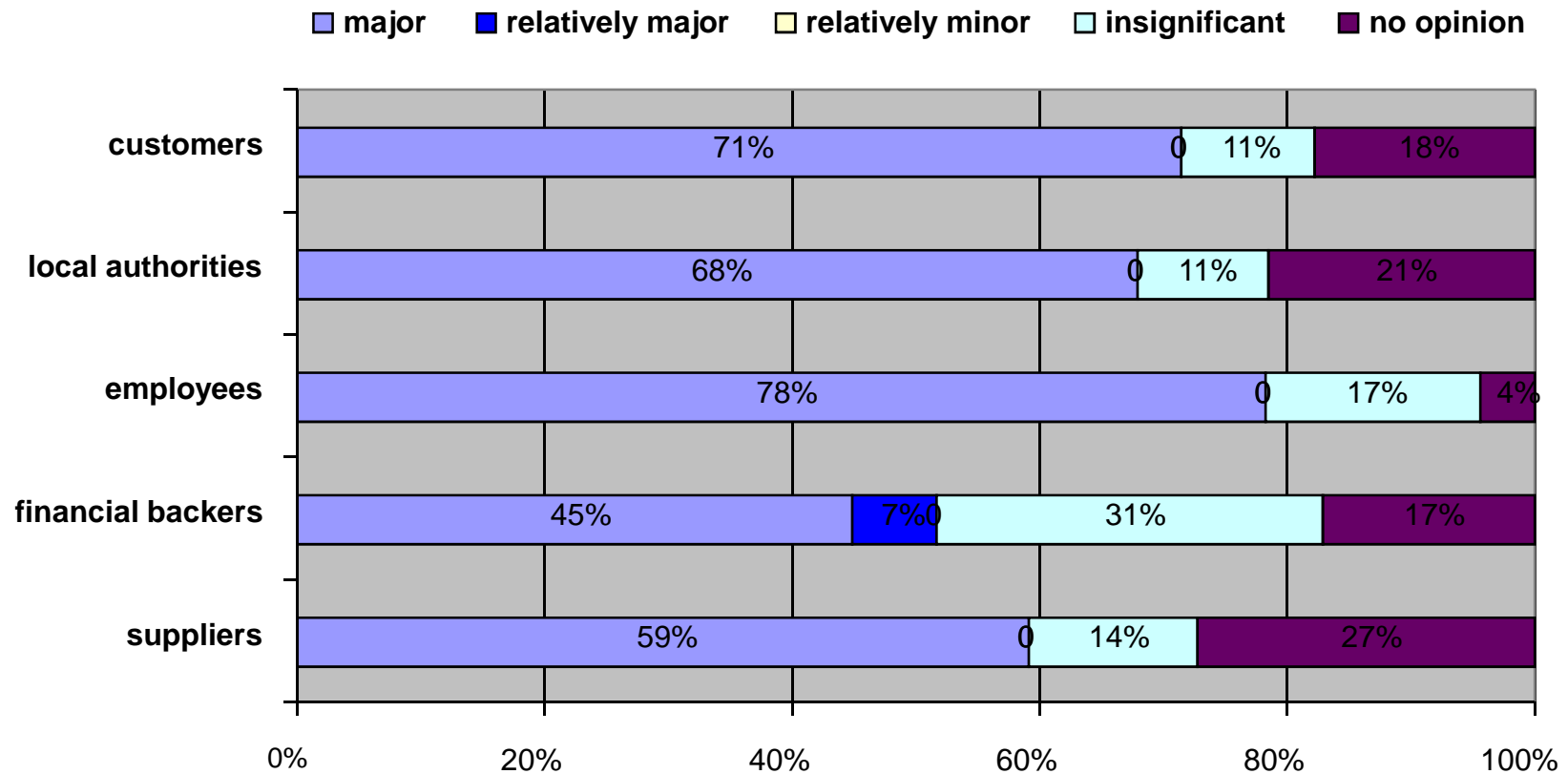


(In France): In your view, what is the importance of CSR to your stakeholders like:

■ major ■ relatively major ■ relatively minor ■ insignificant ■ no opinion



(In Poland): In your view, what is the importance of CSR to your stakeholders like:

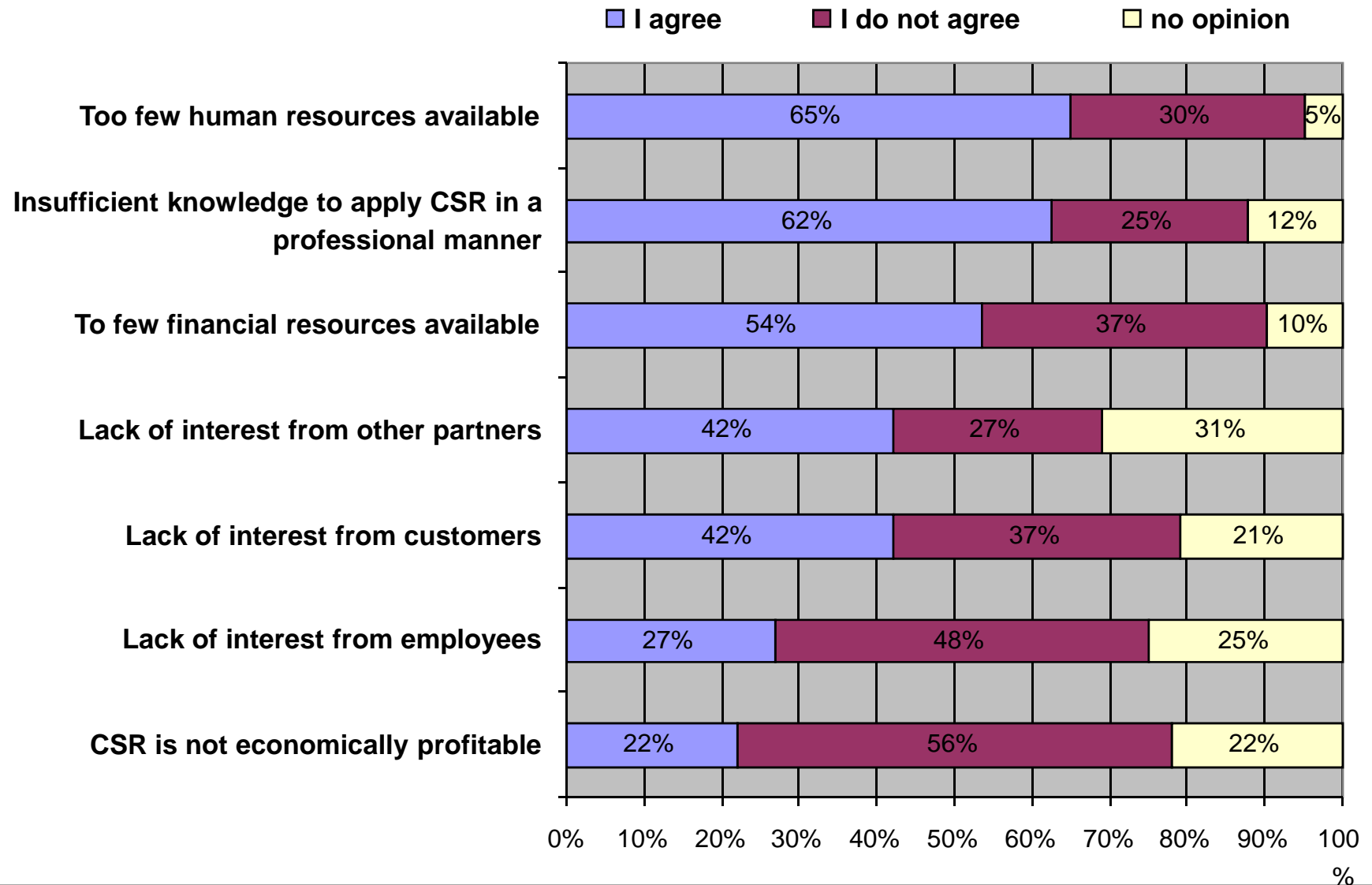


Comparison of the relevance of CSR to stakeholders

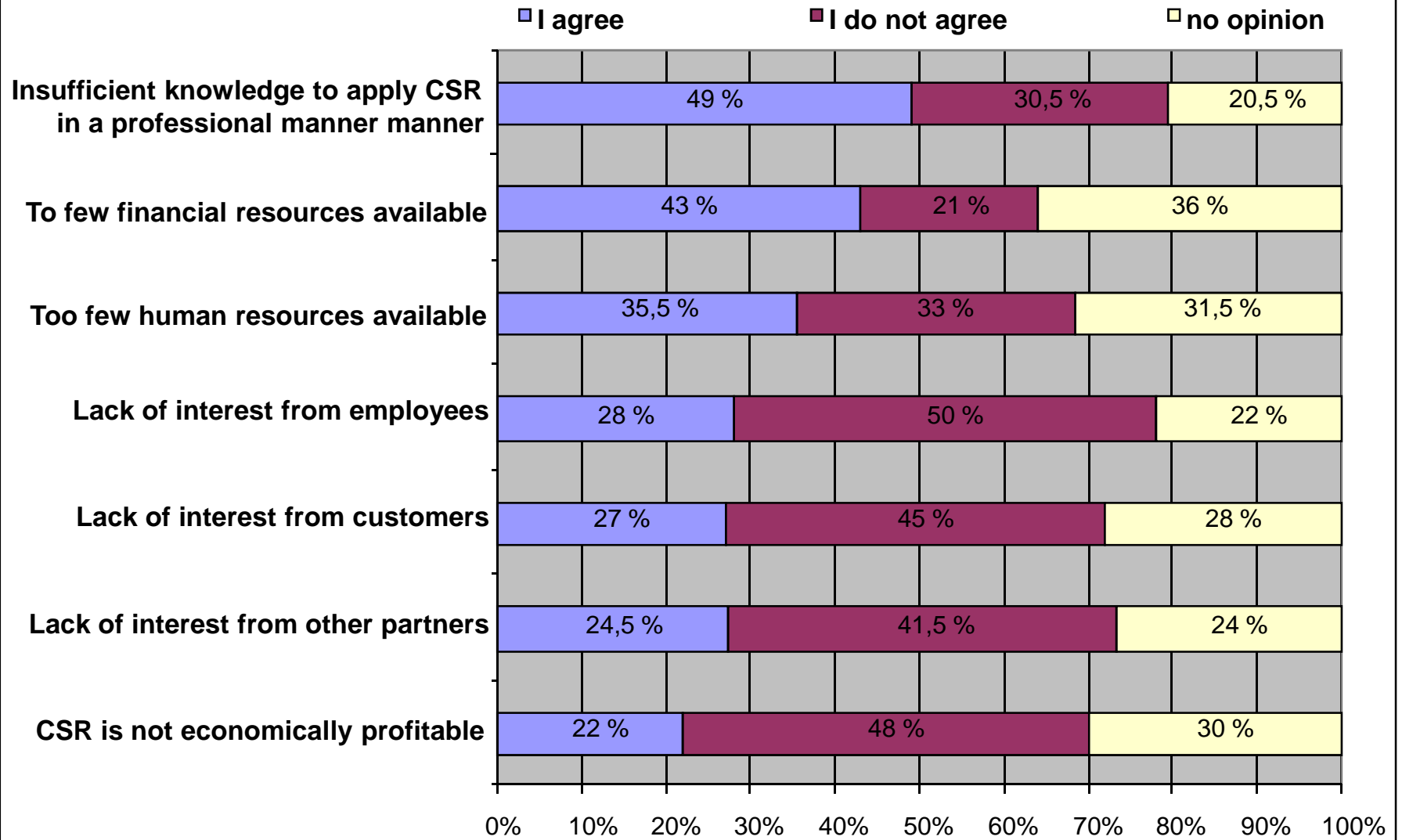
While in Poland and Germany businesses mention their own employees as the most important stakeholders for SMEs, in France it is customers.

In Poland and Germany suppliers are seen as the least important and in France it is the banks.

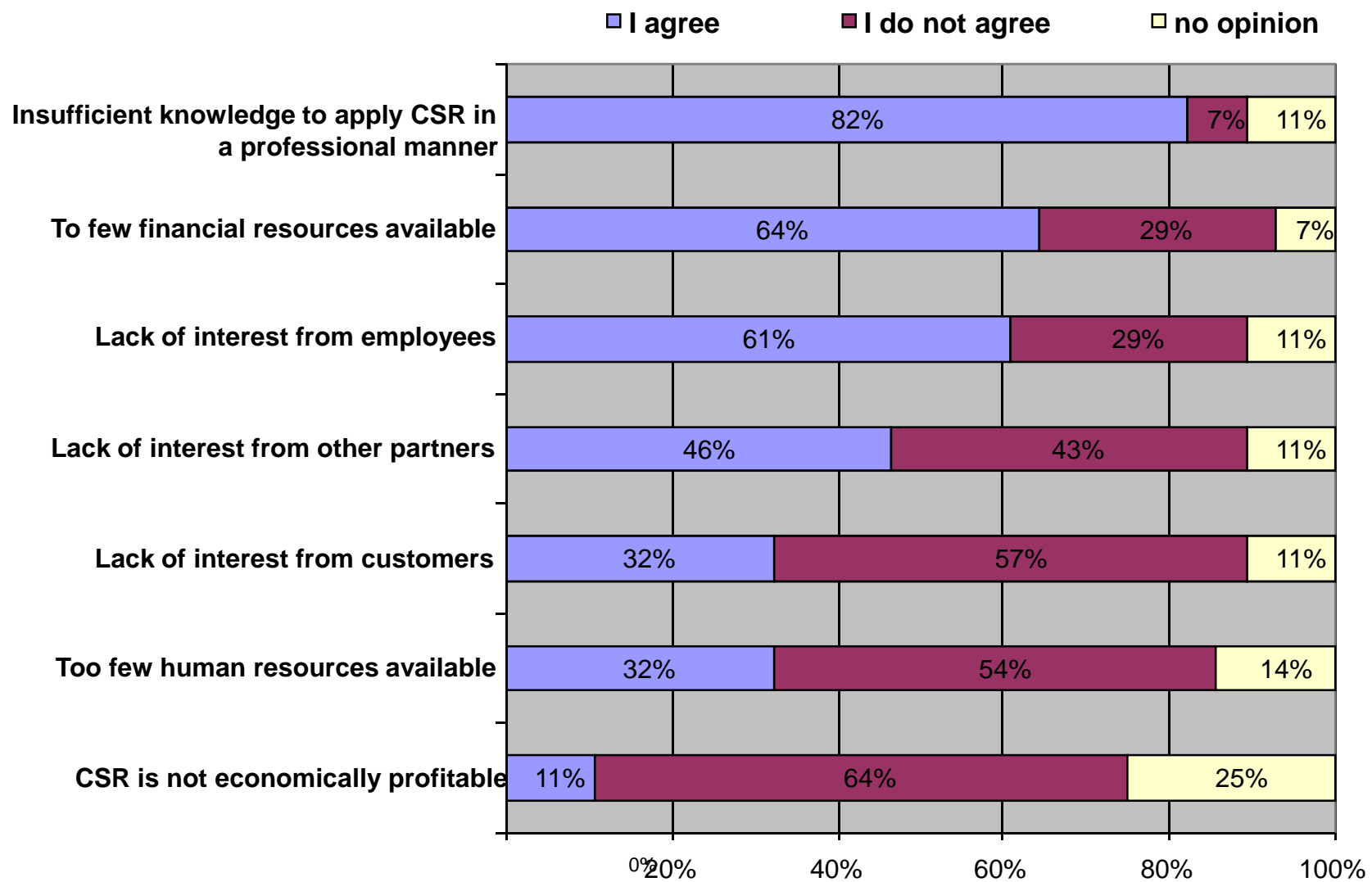
(In Germany:) What, in your view, are the obstacles that could hinder the implementation of CSR in your business?



(In France): What, in your view, are the obstacles that could hinder the implementation of CSR in your business?



(In Poland): What, in your view, are the obstacles that could hinder the implementation of CSR in your business?

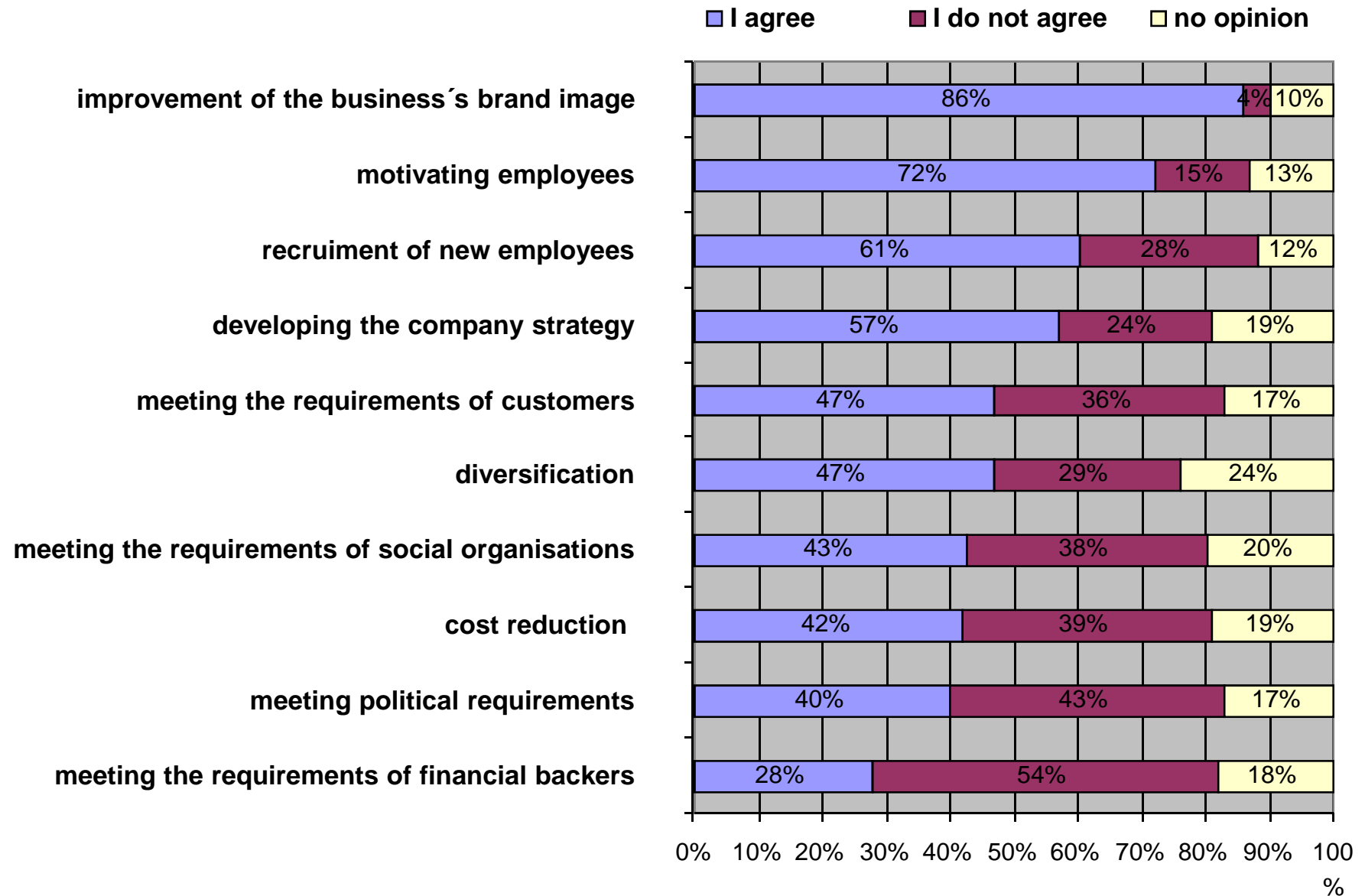


Comparison of obstacles to introducing CSR

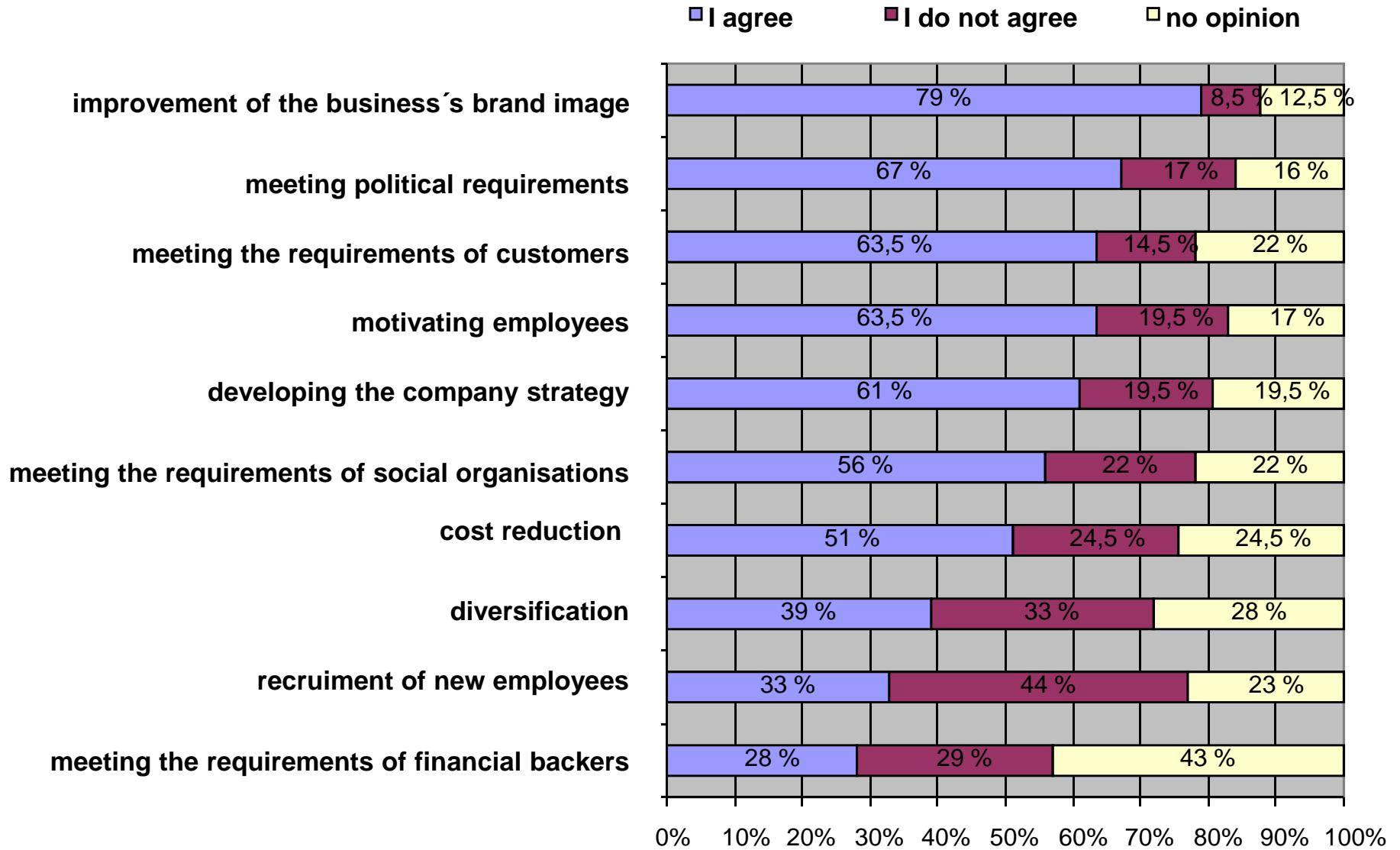
In France and Poland the main reason given for not introducing CSR is the lack of knowledge of how this concept can be implemented professionally. In Germany this argument is ranked second after the argument related to a lack of human resources. In France and Poland the lack of financial resources is ranked second.

In all three countries the companies agree into it that CSR is economically profitable.

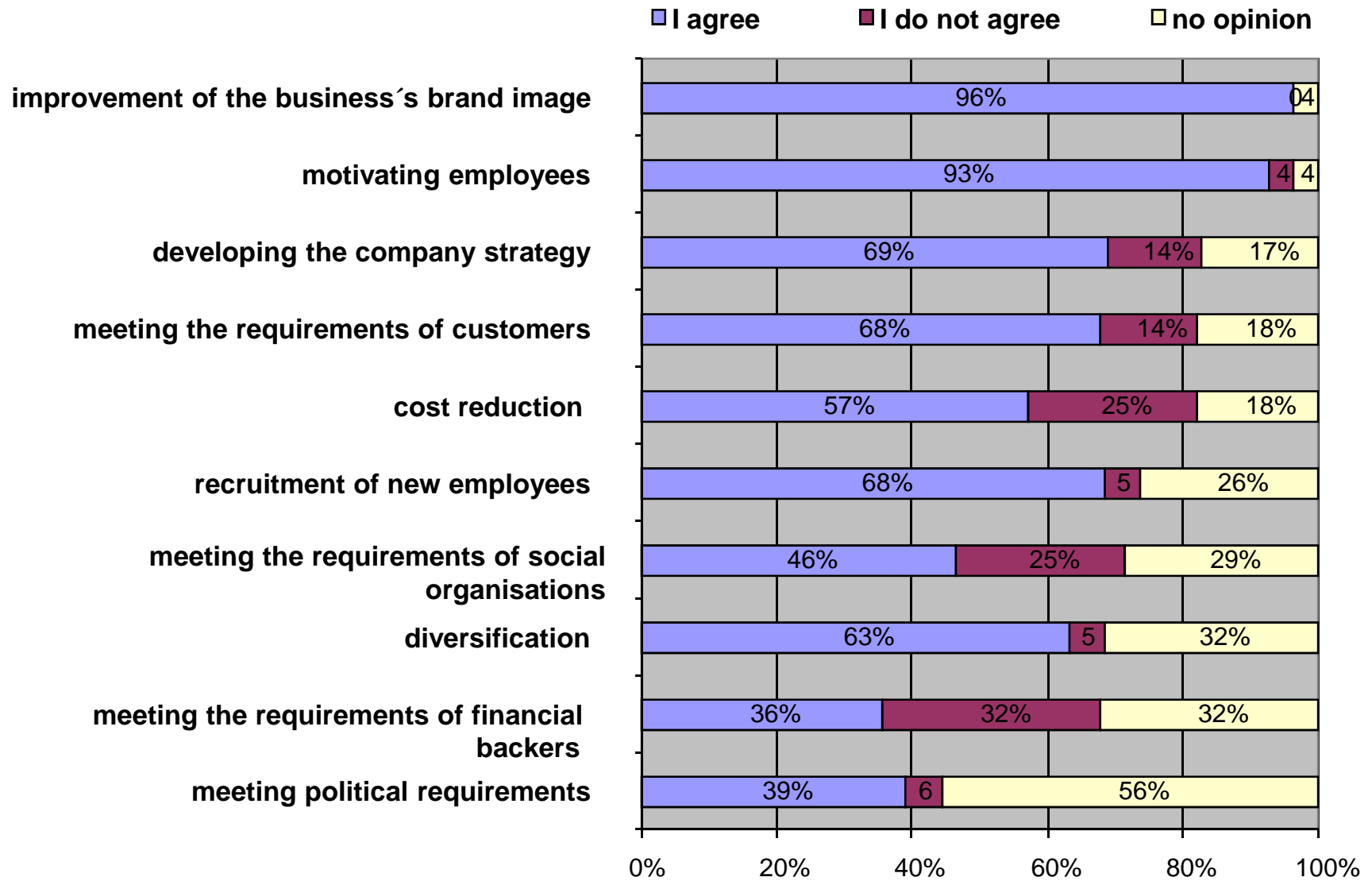
(In Germany:) What are the reasons for companies to introduce CSR?



(In France): What are the reasons for companies to introduce CSR?



(In Poland): What are the reasons for companies to introduce CSR?

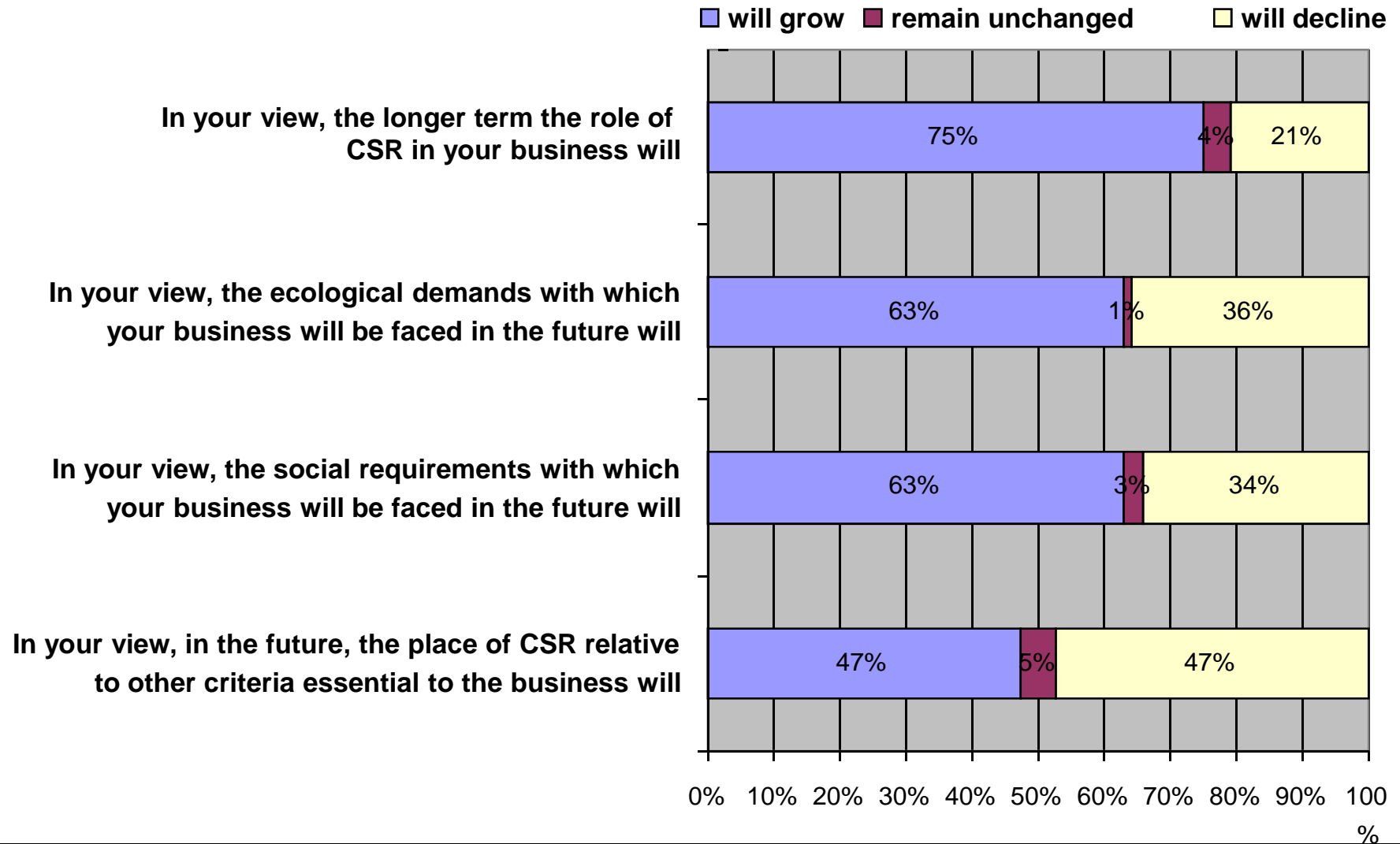


Comparison of reasons to introduce CSR

In all three countries image is mentioned as the main reason to introduce CSR. In Poland and Germany employee motivation is ranked second and in France it is political demands.

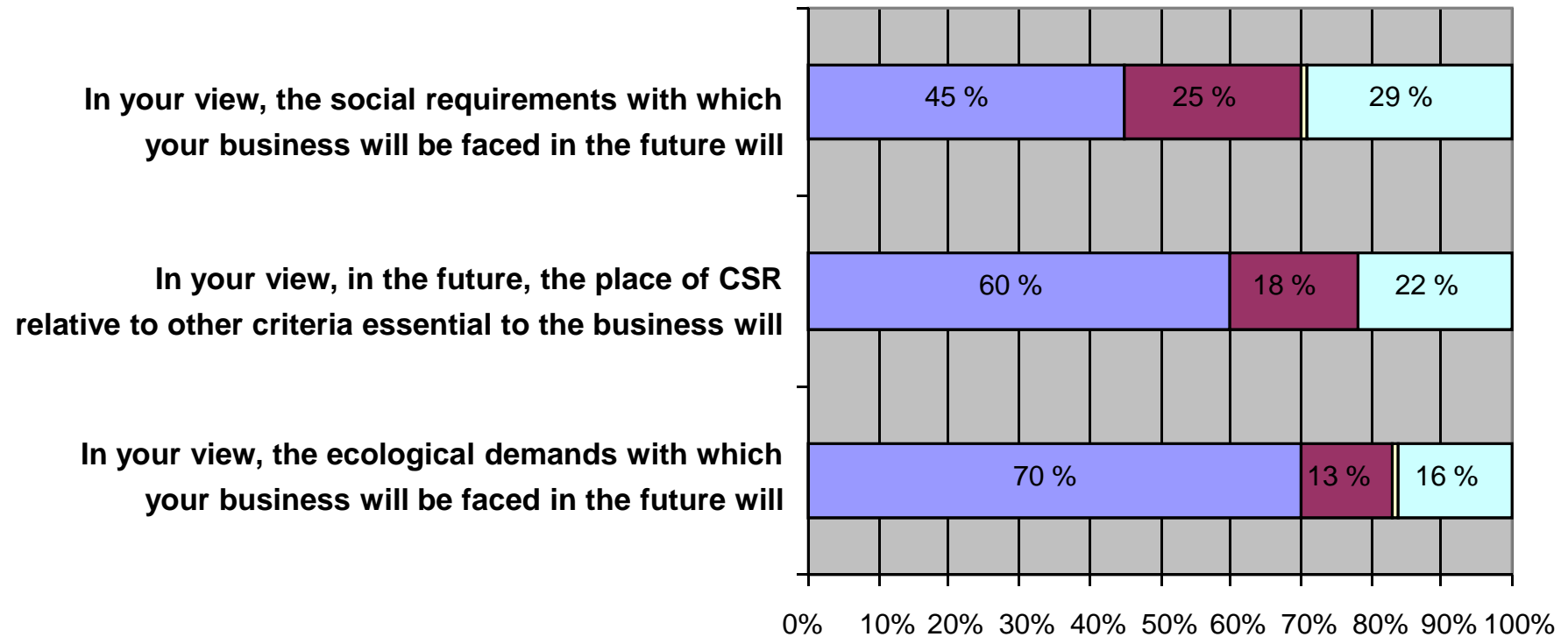
While the response to political demands is ranked second in France, this argument comes last in Poland and next to last in Germany.

Development of CSR in Germany



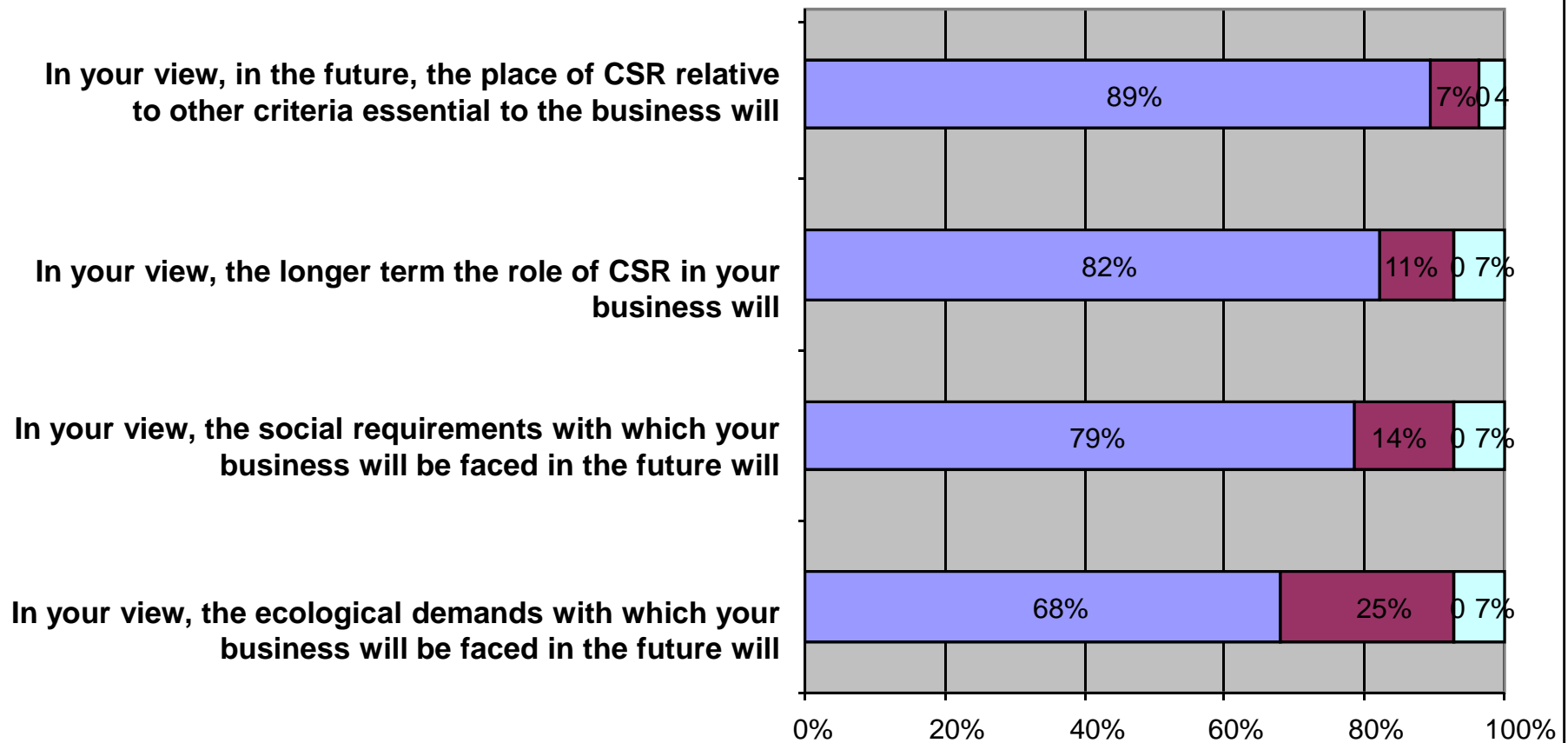
Development of CSR in France

■ grow ■ remain unchanged ■ decline ■ gave no opinion



Development of CSR in Poland

■ grow ■ remain unchanged ■ decline ■ gave no opinion



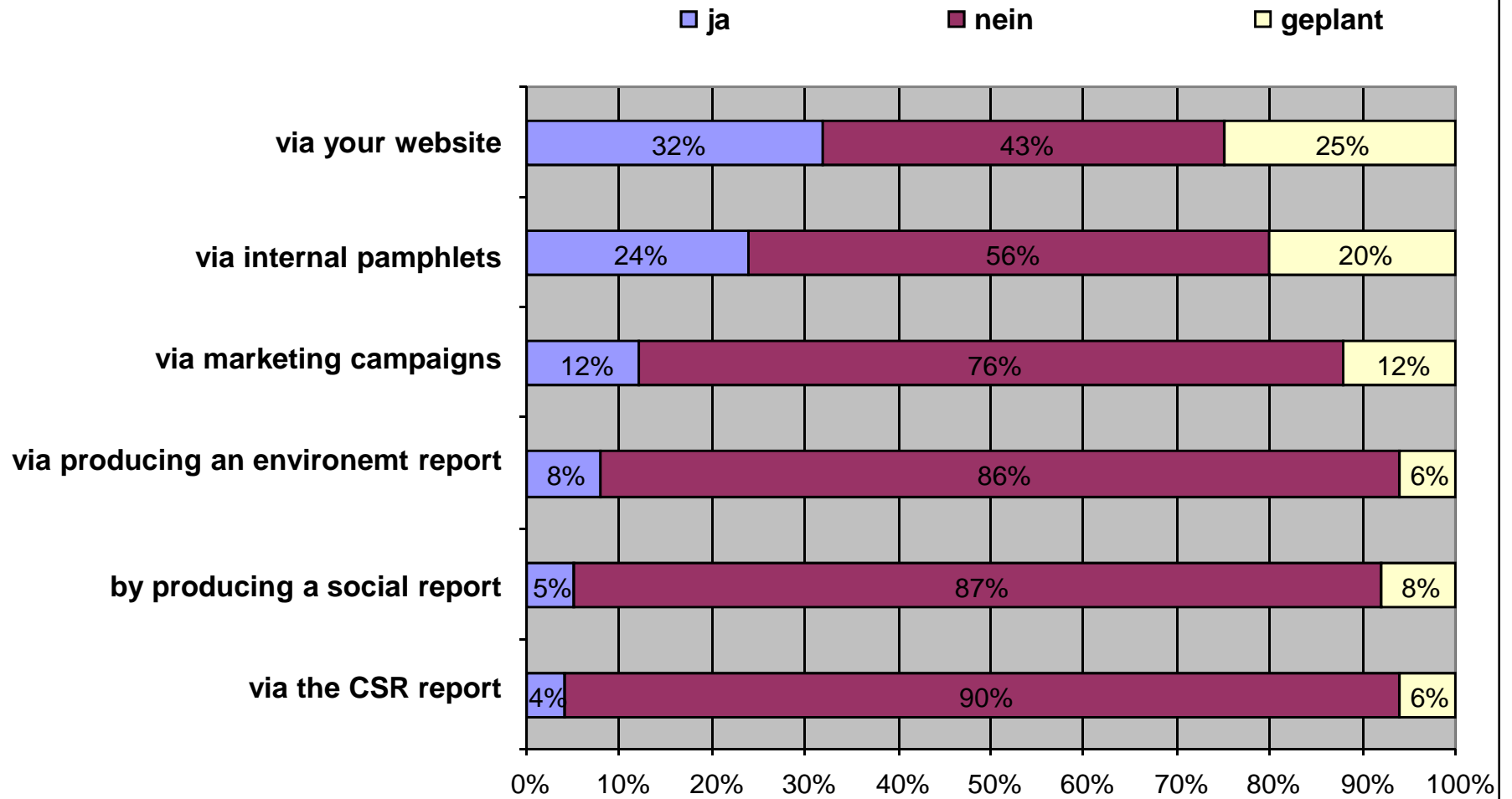
Future development of CSR

In Germany the SMEs estimate that the social and ecological requirements made of business enterprises will increase by equal amounts.

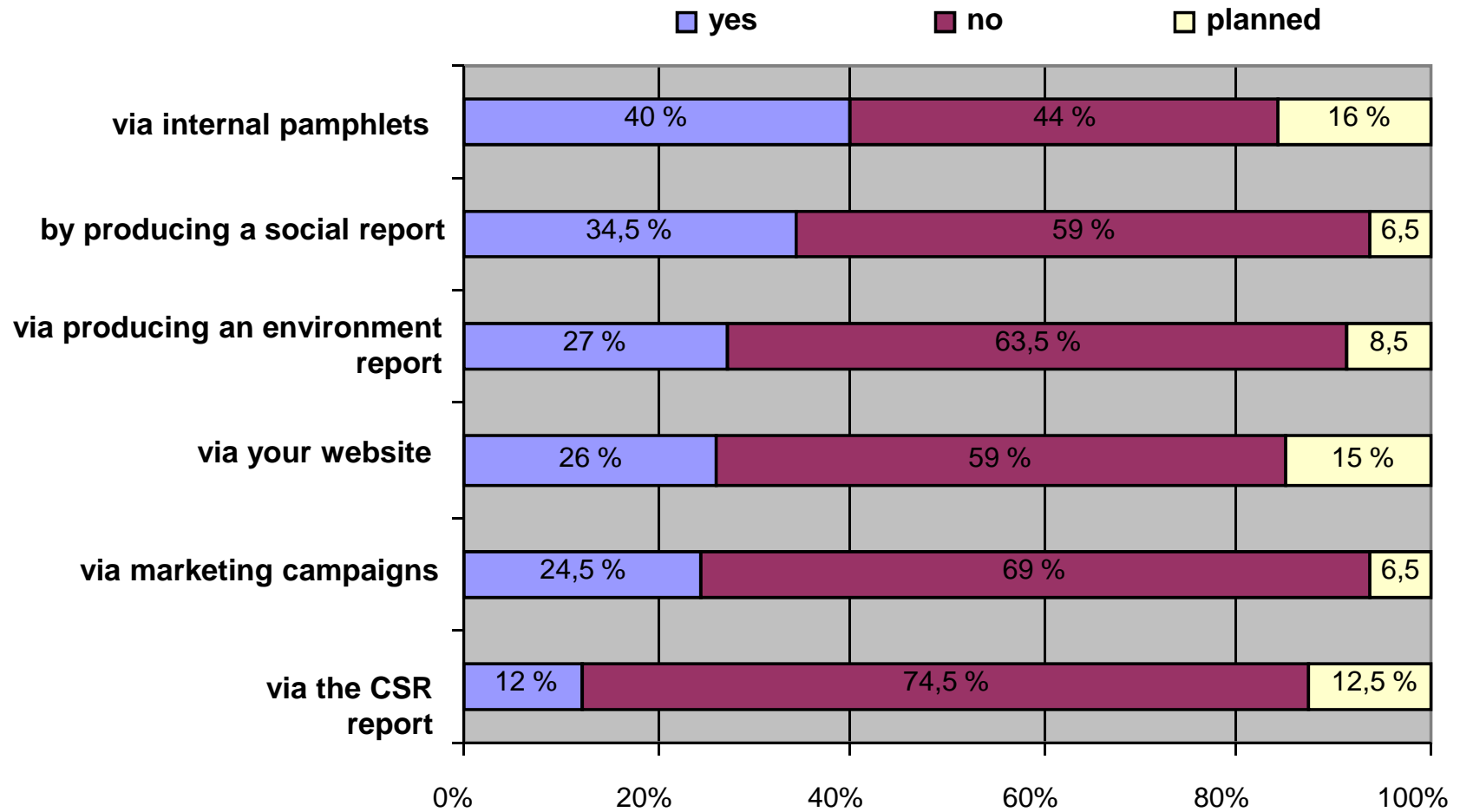
In Poland they estimate that the social demands will be greater compared with the ecological ones, whereas in France the ecological demands will be greater than the social ones.

In Poland almost all businesses (89%) say that CSR will become more important in comparison with other business-relevant factors. In France more than half the businesses say the same and in Germany almost half at 47 percent do as well.

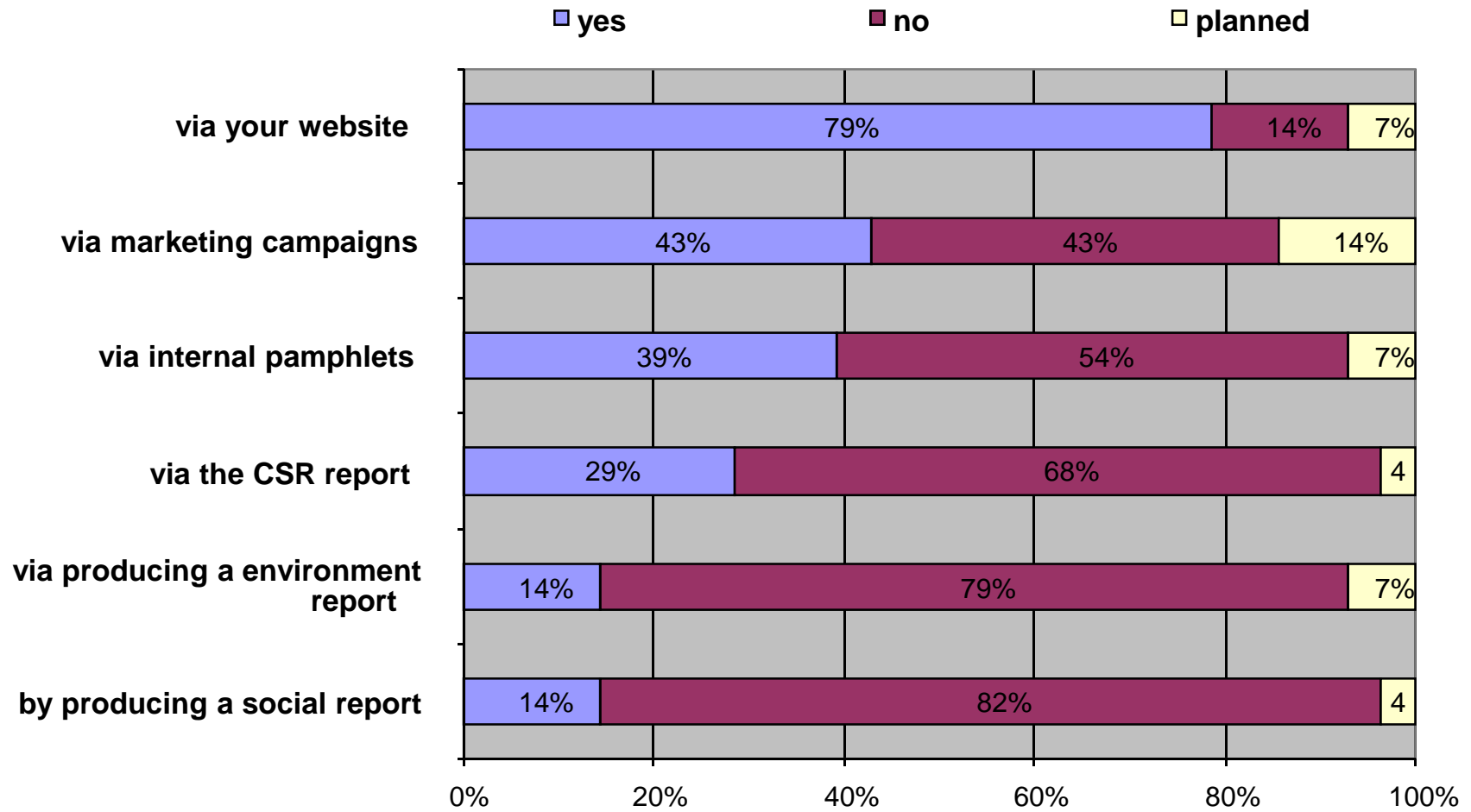
(In Germany:) How do you communicate your CSR?



(In France): How do you communicate your CSR?



(In Poland): How do you communicate your CSR?



Comparison of CSR communication

In a comparison of these countries the least communication about CSR is carried out in Germany. The most communication occurs in Poland, especially via the website but through all other media as well. What is also striking here is the relatively frequent communication about the environment, social and CSR reports, which still have limited distribution in France and Germany.

Contact:

For the results of Germany:

Violetta Eichholz
Gewerbe- und Innovationszentrum Lippe-Detmold GILDE GmbH
Bad Meinberger Straße 1
32760 Detmold
Tel.: 05231-954-220
eichholz@csr-mittelstand.de
www.csr-mittelstand.de
www.gildezentrum.de

For the results of France:

Blandine Laperche
MCF HDR en sciences économiques
Directrice adjointe du Laboratoire de Recherche
sur l'Industrie et l'Innovation -LABRII (EA3604)
21 quai de la Citadelle
59140 Dunkerque France
tel : 03-28-23-71-47
fax : 03-28-23-71-10
<http://rii.univ-littoral.fr>

For the results of Poland:

Ewa Warecka
Incubator of Enterprise Ltd
Szyb Walenty 32
Ruda Slaska / Poland

Phone: +48 (0)323409055
Fax: +48 (0)323409055
e.warecka@inkubatorrudzki.pl
www.inkubatorrudzki.pl