



The 60 winners of the inaugural European Corporate Social Responsibility (CSR) Award Scheme today celebrated their achievements at a special ceremony in Brussels. Responsible and sustainable business practices are increasingly important during this economic downturn.

As Europeans have less confidence in business than some years ago, it is crucial that the business community makes the restoration of trust and legitimacy a priority. Renewed focus on products and services that address environmental and social needs is a viable route back to growth and job creation. This pan-European award scheme aims to inspire CSR excellence in partnerships, with particular emphasis on collaborative programmes that tackle sustainability through innovation. Successful projects represent a variety of business sectors, ranging from banking to pharmaceuticals.

European Commission Vice President Antonio Tajani, Commissioner for Industry and Entrepreneurship, said: "The remarkable work of the winning partnerships highlights the best in corporate social responsibility practices in Europe today. It shows that a strategic approach to CSR is increasingly important to the competitiveness of SMEs and large companies. It also encourages more social and environmental responsibility from the corporate sector at a time when the crisis has damaged consumer confidence and the levels of trust in business."