

## ABSTRACT – PROJECT CSR4YOURCAREER

### Background

CSR4YourCareer is a project submission in response to **Call 272 – Transnationality type 4** of the European Social Fund. It involves the development of a **practical toolkit which will enable employers to tangibly maximise the positive impact of their corporate social responsibility (CSR) initiatives and activities on the working lives of their employees.**

Time4Society has gained a lot of practical **knowledge** on CSR. It knows that **attitudes** of employees change as a result of a high-quality CSR policy. Therefore it intends to develop a **practical** toolkit to help organisations to prolong these attitude benefits into long term positive effects for the companies and its employees. It can even help to enhance the career opportunities of employees.

For this project, Time4Society is looking for European partners with whom to **share knowledge** and **best practices**. The partners will be able to use the resulting methodology of CSR4YourCareer in their own countries.

### Submission Details

The project will last for a maximum period of 24 months and the maximum grant available for this project is €250,000. The submission deadline is 30 September 2013. The lead partner of the project will be Time4Society vzw, a Belgian non-profit organisation that facilitates corporate social responsibility and teambuilding projects.

Full details on Call 272 - Transnationality type 4: <http://www.esf-agentschap.be/nl/oproepen/transnationaliteit-type-4-17>

### Project Activities

The proposed project will involve:

1. Research to evidence that CSR has a positive impact on the attitudes, values and motivations of employees and ultimately **benefits their working life** (in addition to and separate from CSR having a positive impact on the performance of the employer's business).
2. Establishing a **system for the measurement of the impact** of CSR on the working lives of employees.
3. Development of a **practical toolkit which will enable employers to tangibly maximise/improve** the positive impact of their CSR initiatives and activities on the working lives of their employees and therefore facilitate **a happier, healthier, more fulfilled and more productive workforce with a higher degree of job security and more opportunities for individual career development.**
4. Testing the adaptability of this **practical toolkit** to the local needs of the country, region or industry in which the employees are based.
5. Evaluation, validation and dissemination of the **practical toolkit** for use in other countries or regions in the European Union.

### Transnational Partnerships

The project team are seeking transnational partners to work with on this project (1) to contribute know-how in the field and/or (2) to pilot test the **practical toolkit** in their **country/region**. The project will afford partners the opportunity to exchange know-how and be part of an exciting initiative in the field of CSR which they will be in a strategic position to implement in their own countries.

### Contact

**Breandán Kearney** (Account Manager)

[breandan.kearney@time4society.com](mailto:breandan.kearney@time4society.com)

Tel: +32(0)15285409

**Koen Vermeiren** (Account Manager)

[koen.vermeiren@time4society.com](mailto:koen.vermeiren@time4society.com)

Tel: +32(0)15285409