



# Collaborative Platforms

*Joining Forces to Solve Business Challenges and Contribute to the SDGs*

**OUR OFFER TO NPOs**





# Overview



**INTRODUCTION**



**NPOs  
BENEFITS**



**OUR  
COLLABORATIVE  
PLATFORMS**



**DISCOVERING  
PARTNERSHIPS  
OPPORTUNITIES**



**SOLVE  
YOUR SGD  
CHALLENGE**



**Businesses have a vital role to play in the sustainability transition.**

Over the last decades, both on a voluntary basis and spurred on by public authorities, an ever-growing number of companies have integrated **the Sustainable Development Goals (SDGs) in their competitiveness and growth strategy.** They have understood that responsible business can lead to more sustainable profits and growth, new market opportunities, and long-term value for shareholders.

However, **the SDGs pose complex, cross-boundary issues** that involve multiple actors, making it difficult for the single business to have an impact. **Our solution? Sector and cross-sector collaborative platforms** that boost expertise amongst businesses, industry federations, and policymakers allowing them to identify and scale up solutions to the challenges posed by the SDGs. In other words, **collaborative platforms make systemic change happen.**

**While sector and/or cross-sector collaboration might sound easy, it can be hard to achieve.** Different stakes and perspectives, as well as difficulties in building trust and aligning goals can be problematic to manage.



For years, **CSR Europe has been successfully supporting businesses and industry federations in building effective collaborative partnerships to scale-up solutions to complex SDG challenges:** in the automotive sector; biodiversity; digitalisation; logistics; Science, Technology, Engineering, Mathematics (STEM); tyre road wear.

The present document illustrates **how National Partner Organisations can engage in ongoing collaborative efforts and/or create new collaborative platforms with their member companies.**



**Collaborative platforms are partnerships between companies with a specific impact-oriented aim.** The partnerships can be facilitated by CSR Europe and/or a National Partner Organisation (NPO) in collaboration with CSR Europe.

**By promoting an existing collaborative platform,** as an NPO you will be able to **widen your service offer to your members with:**

## 1. ACCESS TO ACTIVITIES:

Your members will be able to attend webinars and workshops even if they are not CSR Europe's members. This offer is free in the incubation phase of a platform (step 1-4).

## 2. ACCESS TO SUSTAINABLE SOLUTIONS:

Your members will be able to discover practical sustainable solutions applicable to their own challenges at national and European level. To enter the implementation phase (step 5), companies - members and non-members of CSR Europe – contribute with the same fee.

If you, as NPO, want to initiate and develop with CSR Europe a new collaborative platform involving your members, you will additionally benefit from:

- 3. ADDITIONAL FINANCIAL INCOME** for the work you do in the delivery of the Collaborative Platform
- 4. ENHANCED VISIBILITY** at national and international level
- 5. ENHANCED LEADERSHIP** in the Sustainability Agenda

## STEPS FOR ENGAGEMENT:

### SCOPING & CONCEPT

#### 01 STEP

##### DEFINE THE CHALLENGE:

1. Input from companies
2. Gather facts for a Stakeholder Mapping
3. One-to-One Calls

### PARTNERS OUTREACH

#### 02 STEP

##### ENGAGE LEAD COMPANIES AND PARTNERS:

1. Develop first concept
2. One-to-one calls and webinar
3. Open Workshop to scope topic and approach

### PARTNERSHIP BUILDING

#### 03 STEP

##### ESTABLISH COMMON DIRECTION ON DELIVERABLES:

1. One-to-one calls and webinar
2. Project concept development and definition of the strategy
3. Closed workshop to finalise the concept

### PLATFORM CREATION

#### 04 STEP

##### DEVELOP OPERATIONAL PLAN & BUSINESS ENGAGEMENT:

1. Recruitment of companies and partners
2. Preparation of the Action Plan
3. Budget Plan

### LAUNCH OF THE PLATFORM

#### 05 STEP

##### IMPLEMENTATION OF THE STRATEGY AND ACTION PLAN:

1. Contractual Agreement
2. Systematic Interactions with Platform partners
3. Follow through of the Action Plan

# Our Collaborative Platforms



FROM IDEA TO PARTNERSHIP

## BIODIVERSITY & INDUSTRY



## STEM@HOME



## DRIVE SUSTAINABILITY



## TYRE & ROAD-WEAR



## RESPONSIBLE TRUCKING





## CHALLENGE

A car contains hundreds of materials that are all sourced from multiple tiers of suppliers. With such **complex supply chains** it is challenging to know exactly where materials come from and under what conditions they have been produced.



## SOLUTION

Create transparency in the supply chain, identify challenges and support suppliers to improve.



## SCOPE & TIMELINE

Drive sustainability was set up in 2012 with a focus on Europe, but is now active at global level.



## WHO CAN JOIN

Original equipment manufacturers (OEM) and their suppliers.



## HOW TO TACKLE THE SDGs?

Leading automotive manufacturers work together with key stakeholders to improve the **social, ethical and environmental performance of automotive supply chains**. They promote a **common approach within the industry** and integrate sustainability in the overall procurement process.



## OBJECTIVES

1. **Share experiences/information** on sustainability issues in the automotive supply chain;
2. **Develop and apply common tools** for supply chain due diligence and capacity building;
3. **Integrate sustainability** into the procurement process;
4. **Engage with relevant stakeholders** for long lasting sustainability impact.

If you would like to join, contact:  
Heike Schulze



**BMW GROUP**

DAIMLER



**FCA**  
FIAT CHRYSLER AUTOMOBILES

**HONDA**



**SCANIA**

**TOYOTA**

**VOLKSWAGEN**  
AKTIENGESELLSCHAFT

**VOLVO**  
Volvo Car Corporation

**VOLVO**  
VOLVO GROUP



# Responsible Trucking



## CHALLENGE

The logistics sector faces many challenges connected with **truck drivers**, including difficulties in finding workers, poor working conditions, human rights violations, non-compliance with law, major fraud issues and technical and road safety breaches.

These problems are all magnified in the context of **rising competition** in the sector and **complex cross-border legislations**.



## SOLUTION

**Improvement of the working conditions** of road transport workers and compliance with legislation.



## SCOPE & TIMELINE

The **Responsible Trucking platform** was launched in June 2019 and is **now expanding its group of partners**.



## WHO CAN JOIN

Carriers and shippers.



## HOW TO TACKLE THE SDGs?

**Carriers and shippers work together** to prepare for future policy developments and actively manage the social risks present in the sector.



## OBJECTIVES

1. Executing of Root Cause Analysis of social issues in European trucking;
2. Produce Truck Transport Social Guidelines (TTSG) for the industry;
3. Ensure Compliance through spot-check tool;
4. Increase Capacity through cross-sector actions and policy dialogue.

If you would like to join, contact:  
**Daniel Lissoni**



**BMW GROUP**

DAIMLER



**MAERSK**

postnord

**Raben**

**SCANIA**

VOLKSWAGEN  
AKTIENGESELLSCHAFT

**VOLVO**  
Volvo Car Corporation

**VOLVO**  
VOLVO GROUP

**XPOLogistics**





## CHALLENGE

There is a **shortage of people in Science, Technology, Engineering and Mathematics (STEM) studies and jobs**. The STEM industries are growing faster than others, yet the number of students in this field is stationary and remains too low, especially when it comes to women. This is causing **tension in the labour market and an extreme lack of diversity in STEM jobs** and companies.



## SOLUTION

**Inspire more young people to get interested in STEM;** remove barriers, especially for women, to thrive in STEM studies and jobs; provide communication and training materials on careers.



## SCOPE & TIMELINE

The **Together for STEM platform** was launched in May 2019 and is **now expanding its group of partners**.



## WHO CAN JOIN

Companies who are active and/or interested in fostering STEM education, talents, and jobs.



## HOW TO TACKLE THE SDGs?

Collaboration with leading companies is key in **making STEM more strategic** and provide a stronger offer to young people.



## OBJECTIVES

1. **Strengthen and scale corporate STEM programs** and collaborate at European level through peer learning;
2. **Connect local teams** and work together on the ground to inspire young people with a stronger offer;
3. **Engage in policy dialogue** at EU and local level to drive systemic change.

If you would like to join, contact:  
**Andrea Bittnerova**



**AMGEN**

**IBM**

*Johnson & Johnson*





# Tyre and Road-Wear Platform



## CHALLENGE

**Tyre and Road Wear Particles (TRWP) are tiny debris produced during normal tyre functioning on the road.** They are generated by the friction between tyres and the road surface and represent a **source of micro-plastics in the environment.**

The tyre tread abrasion rates do not only depend on tyre design, but are also affected by different external factors, such as driving behaviour, road and vehicle characteristics. To consider all these factors, solutions for TRWP require a **multi-stakeholder approach.**



## SOLUTION

The European Tyre and Rubber Manufacturers' Association (ETRMA) adopted a pro-active approach and launched a multi-stakeholder initiative to tackle this challenge: the European TRWP Platform, facilitated by CSR Europe.

### CLOSED PLATFORM

For more information, contact:  
**Elisa Casazza**



## SCOPE & TIMELINE

The European TRWP Platform was launched in July 2018 with an initial focus on Europe.



## HOW TO TACKLE THE SDGs?

The Platform aims at creating an **open and inclusive dialogue among all relevant stakeholders** to explore a balanced and holistic approach to address and better understand TRWP.



## OBJECTIVES

1. Share scientific knowledge;
2. Achieve a common understanding of the possible effects of particles generated during normal tyre use and wear;
3. Co-design mitigation options to reduce TRWP.



**6 CLEAN WATER AND SANITATION**



**14 LIFE BELOW WATER**



**15 LIFE ON LAND**



# Biodiversity & Industry



## CHALLENGE

In nature, all animals, plants and elements work together in an ecosystem to survive and thrive.

This balance, however, is currently disrupted by the rapid loss of biodiversity, caused by industrial activity, monoculture, loss of natural habitats and global warming.



## SOLUTION

Tackling biodiversity pressure points across the value chain.



## SCOPE & TIMELINE

The **Biodiversity & Industry Platform** is currently under development and will be **launched in 2020**.

If you would like to join, contact:  
**Soni Kanabar**



## WHO CAN JOIN

Companies interested in assessing their impact on biodiversity and applying countermeasures to minimise it.



## HOW TO TACKLE THE SDGs?

Companies can collectively enhance the **net positive biodiversity impacts** of their industrial sites and across their value chains.



## OBJECTIVES

1. Benchmark 2.0 with a confidential biodiversity rating
2. Standard Framework to assess the value chain impact
3. Methodology to tackle biodiversity pressure points through “Lighthouse Projects”
4. Blueprint on how to measure your company’s impact on biodiversity & how to implement countermeasures
5. Visibility in strategic EU discussions



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



# Discovering Partnerships Opportunities



In 2020, over 5.000 businesses and stakeholders from all over the world will gather online for the [European SDG Summit](#). Together, they will incubate action-oriented collaborations aimed at:

- Increasing the resilience of enterprises;
- Rebuilding societies and economies after COVID-19;
- Accelerating the implementation of the Sustainable Development Goals by 2030.

Highlight of the event are **40+ SDG Roundtables**, organised by CSR Europe and its network **to address specific SDGs challenges at European and National level**. As NPO you will have the opportunity to **choose your SDG topic of interest, and start incubating collaborations with a small and selected group of experienced stakeholders**. As a result of the Round-table discussions and the business connections developed during the event, NPO will be able to **kick-start new collaborative platforms** or enhance existing ones with the support of CSR Europe.

Each year, CSR Europe invites its NPOs to select key issues to stimulate sector and cross-sector collaboration in line with our [2030 Strategy](#):

- An economy with and for **PEOPLE**
- Sustainable raw **MATERIALS** & value chains
- Sustainable **MARKETS** and finance

The European SDG Summit 2020 is organised in the framework of the [European Pact for Sustainable Industry](#): a pan-European movement to invigorate leadership and engagement at local and international level towards a Sustainable Europe 2030.



2020

Stay Tuned for Our SDGs Roundtable Topics



**Every day you**, as a network of businesses that take the SDGs as a compass and want provide value to society and sustainable profitability, **are confronted with wide variety of sustainability challenges that could benefit from collaboration.**

If you have ever left a meeting thinking "I wish I could do more?" or "How can my organisation have a true impact?", then, CSR Europe is here to support you.

Whether you would like to join a collaborative platform or incubate a new one to tackle SDG-related challenges at European and/or national level, **we want to hear from you!**

Contact Hana Kreso at [hk@csreurope.org](mailto:hk@csreurope.org)



## RESPONSIBLE BUSINESS, BETTER FUTURE.

# About CSR Europe

CSR Europe is the leading **European business network for Corporate Sustainability and Responsibility**.

**We are for systemic change**; therefore, following the SDGs, we want to co-build with the European leaders and stakeholders an overarching strategy for a Sustainable Europe 2030.

For this reason, we are now inviting businesses, industry federations and policymakers across Europe to develop and implement a visionary and ambitious [European Pact for Sustainable Industry](#).

**With the Pact, we want to initiate a pan-European movement** to invigorate leadership and engagement at local and international level towards a Sustainable Europe 2030.

