циалізацією відносин у трудовій сфері, посиленням тінізації у сфері праці, втратами трудового потенціалу через виробничі ризики, високим рівнем бідності серед працюючих;

внести зміни та доповнення до Проекту Трудового кодексу України, що конкретизує обов’язки та відповідальність інститутів держави за стан розвитку трудової сфері, впровадження гідної праці та забезпечення якості трудового життя;

забезпечити модернізацію державного управління трудовою сферою на засадах соціальної відповідальності та активізації громадських об’єднань у сфері праці;

сприяти становленню соціально орієнтованої моделі розвитку суспільства на основі принципів безпеки, соціальної відповідальності, цінності гідної праці та трудового життя;

створити умови для запровадження культури безпеки та культури виробництва на засадах соціальної відповідальності;

підвищити роль держави як гаранта становлення соціального діалогу, досягнення соціальної стабільності та балансу інтересів держави, роботодавців і найманих працівників;

сприяти запобіганню виникнення трудових конфліктів через посередництво і переговори, підвищення ролі примирних органів і процедур;

реалізувати норми та вимоги соціальної відповідальності у відносинах між суб’єктами соціального партнерства.

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THE ANALYSIS OF IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES IN EUROPEAN REGIONS

The emphasis on the concept of CSR was put when the free market and globalisation had started to develop and rapid changes in technologies had occurred. According to [3], CSR concept has been analysed for quite a long time and has become a necessity for successfully operating companies. [6] argues that the values and their management are considered to be the most important issues in modern companies.
complement that the issues of social responsibility are perceived as relevant topics and are addressed by developing a variety of measures and methods of social responsibility.

It should be taken into account that despite a common European Union policy [1] to promote CSR and common priorities, the implementation of CSR differs among countries. Disparities in promotion of CSR exist in member states of the European Union, but there are some common priorities: to integrate, spread and shape global approaches to CSR through national policy frameworks; to focus more on business, human rights and responsible management of supply chain; to establish procedures and measures regarding promotion of CSR in small and medium-sized enterprises; to pay more attention to social and employment policies, particularly in countries most affected by economic crisis; to increase consumer awareness and to promote responsible business; to emphasize reporting and dissemination; to develop training programs for CSR; to implement sustainable public procurement; to strengthen policies of socially responsible investment. It should be noted that in all the EU countries (except Luxembourg, because in this country there is no National Action Plan to adopt CSR) the main ways to promote CSR are: raising consumer awareness and promoting responsible business, increase in CSR reporting and information dissemination, and awarding prizes for socially responsible practise. Most measures that promote CSR are provided in National Action Plans for CSR in Denmark, Sweden, the Netherlands, Germany, France and the United Kingdom. It is important to pay attention to the fact that National Action Plans for CSR in Central and Eastern European countries are focused on raising awareness and giving awards.

[2; 11; 12] assert that the on-going international economic and social changes and L&RED debates have raised the concept of CSR. These authors state that CSR represents a new instrument of L&RED strategies. [2] argue that adjustment to the expectations of stakeholder groups is an important element of CSR and L&RED. Businesses should make such decisions that would have a positive impact on all stakeholder groups [4; 7; 12]. According to [8; 11] in order to maintain and develop their activities in other regions or countries, companies must comply with the rules, social norms and values established by local stakeholder groups. [9] stress that success of a company depends on the local authorities and other conditions. Local consumers are crucial for competitiveness of regions. But it should be stressed that uniform definition of a region is still lacking. Definitions vary depending on the emphasized area and criteria of evaluation. Common-
ly, a region is understood as a territorial unit based on the chosen criteria of evaluation. In the paper, region is defined as a territorial unit of the EU, which differs according to the socio-economic ideology and CSR activities. [10] have identified ways showing how CSR policies differ in Europe. They have noted that the understanding of the term of "CSR", its actual interpretation and operationalization had changed over time and is different in different regions. They divided Europe countries in five socio-economic regions, according to CSR policies:

- Scandinavian — Sweden, Finland, Denmark, the Netherlands.
- Continental — Germany, Austria, France, Belgium, Luxembourg.
- Anglo-Saxon — UK, Ireland.
- Mediterranean — Spain, Portugal, Greece, Italy, Malta, Cyprus.
- Transitional — Lithuania, Latvia, Estonia, Poland, Czech Republic, Bulgaria, Romania, Slovenia and Slovakia.

The analysis of implementation of CSR initiatives in the European regions were conducted. The key initiatives of CSR in regions have been also analysed: ISO14001 standard, GRI guidelines, SA8000 standard, AA1000 standard, members of the UN Global Compact. Despite the fact that the ISO 26000 standard is specifically related to CSR, regional differences between the implementation of this standard have not been analysed due to the lack of data. To sum up the analysis of implementation of CSR initiatives in regions, it should be noted that significant differences do exist in regions. Mediterranean companies are the most active in implementing the SA8000 and ISO 14001 standards; they are also leaders in the membership of the UN Global Compact. This region is relatively active in the implementation of various CSR instruments in small and medium-sized enterprises, while in other regions large and international companies dominate.

It is also noteworthy that the companies operating in Eastern and Central European region lag behind general trends; the scale of implementation of CSR initiatives in this region is not large, but is has undergone the most rapid growth. The companies operating in Anglo-Saxon region are the least likely to implement the SA8000 standard, also there is a relatively small number of companies that are members of the UN Global Compact. It should be noted that despite the liberal nature of the concept of CSR and liberal socio-economic system of this region, Anglo-Saxon region lags behind the leading Continental, Scandinavian and Mediterranean regions regarding the speed of implementation of CSR initiatives. The companies operating in Continental region are active UN Global Compact members, leaders in GRI
reporting, but lag behind in adopting the SA8000 standard. Meanwhile, Scandinavian companies are quite active in GRI reporting.

Conclusions. Disparities in promotion of CSR exist in member states of the European Union and there are significant differences regarding implementation of CSR initiatives throughout regions.

References