

T4.4 – Preliminary workshop report

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Project Information

Project Title: **ALLVIEW - Alliance of Centres of Vocational Excellence in the Furniture and Wood Sector**

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Report information

Lead contractor for the Report: **CEIPES**

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1. Introduction

This report presents the structured approach and results of our project ALLVIEW - Alliance of Centres of Vocational Excellence in the Furniture and Wood Sector Project code: 621192-EPP-1-2020-1-ES-EPPKA3-VET-COVE, Work package 4 task 4 (Corporate and social responsibility) aimed at improving corporate social responsibility (CSR) practices in the wood and furniture sector. According to the guidelines provided by the project, it is crucial to monitor the project's impact through various key performance indicators (KPIs), with clearly defined short and long-term objectives.

Each partner involved in Task 4.4 conducted a preliminary national workshop to introduce the project and the associated workshop course. These workshops served as a fundamental platform for identifying interested participants and selecting one or two companies to participate in the coaching phase. Potential companies were identified through these workshops and through the partners' knowledge of the wood and furniture sector, particularly those companies already contemplating or engaging in CSR activities.

To support this process, WIC, the partner activity leader, prepared a cover letter that partners could use to approach potential companies. This letter provided essential information about the workshop and coaching phase of the project, facilitating the companies' involvement. Each partner then provided WIC with the names of one or two selected companies for participation in the coaching phase.

The target group for the whole process included small and medium-sized enterprises (SMEs) in the wood and furniture sector. The focus was on companies with little or no previous knowledge of CSR to maximize the project's educational impact.

Below are all the details of the workshops held in various countries and by various organizations, the results achieved, and the detailed methodology that will be used for the coaching phase. These sections provide a comprehensive overview of the work done and the progress made, illustrating how the partners implemented the project strategies and prepared the ground for the pilot test.



2. General information on the regional workshops

Organizer	Country	Time and Place	Level	Theme	Method	Participants
CEIPES	Italy	08.04.2024 Palermo	Regional	CSR and Shared Value	In presence	15 professionals from the W&F and social inclusion
FLA	Italy	24.05.2024, Milan	Regional	Environmental Sustainability – New ESPR regulation	Online	190 industry representatives W&F sector – _Event by invitation only to FLA Members
SITLiD	Poland	06.10.2023, Warsaw	Regional	CSR	In presence	3 industry representatives W&F sector
WIC	Slovenia	27.9.2023, Ljubljana	Regional	CSR	In presence	14 managers
AMBIT in collaboration with ACCIO, CICAT and R4S.	Spain	26.9.2023	Regional	CSR and Shared Value	Online	40 professionals from the furnishing sector
HDH	Germany	26.02.2024	Regional	CSR	Online	22
AMUEBLA	Spain	11.06.2024, Yecla (Murcia)	Regional	Implementing CSR practices for long-term success	In presence	14 professionals from the furnishing sector
EURADA	Belgium	08.07.2024	Regional	CSR	Online	8

3. Workshops in Italy

CEIPES



On April 8, 2024, CEIPES spearheaded an enlightening endeavor in the realm of Corporate Social Responsibility (CSR) through an international workshop hosted as part of the ALLVIEW project. This collaborative effort, held at the prestigious Italian Film School's White Room, convened an array of stakeholders, including prominent companies from the furniture and wood sector alongside advocates dedicated to fostering social inclusion within professional and educational spheres.

The workshop served as a pivotal juncture in examining the practical application of CSR principles within specific industries, while also serving as a platform for conducting a comprehensive survey of CSR practices among participating enterprises. Under the astute guidance of CEIPES's Project Manager, participants were afforded an insightful exploration of CSR's essence, elucidating its manifold advantages and potential for delivering enhanced value to businesses.

As the event unfolded, it became evident that this gathering laid the groundwork for a transformative journey, with two select companies poised to embark on a tailored coaching program designed to deepen their engagement with CSR principles. Anchored in qualitative benchmarks, this forthcoming initiative promises to equip these enterprises with the tools and insights necessary to cultivate a positive societal footprint within their operational frameworks.

With the workshop's agenda encompassing a spectrum of enlightening sessions—from illuminating presentations on European best practices to deliberations on voluntary participation in subsequent project phases—it underscored a collective commitment to advancing CSR as a cornerstone of responsible business conduct.

The workshop provided a rich experience of content and stimulating discussions.

The agenda was the follow:

- Opening greetings
- Brief introduction to the ALLVIEW project
- Presentation of the involved partners
- Description of the work carried out in WP4's CSR work package
- Review of some good practices at the European level
- In-depth discussion on the concept of CSR and voluntary participation in the second phase of work

Below are the specific details of the various phases of the event:

- Opening Greetings and Introduction to the ALLVIEW Project: The workshop commenced with warm welcoming remarks from the moderators, followed by a brief introduction to the ALLVIEW project. During this phase, the main project objectives and the importance of CSR within the initiative were presented. Additionally, the project website was showcased, featuring an overview of the various work packages, with particular emphasis on WP1 and WP2.

- Presentation of the Partners and Participating Companies: A detailed overview of the partners involved in the project and the participating companies was provided to the attendees. This moment offered an opportunity to better understand the context and the diverse experiences represented in the workshop. Significant importance was placed on describing the key actors comprising the partnership, their different expertise in both the wood and furniture sector and VET sector, as well as broader policy-related expertise.
- Description of the Work Done in WP4's CSR Work Package: The CEIPES Project Manager conducted an in-depth informative session on the work carried out in the fourth Work Package (WP4) concerning CSR. During this phase, past activities, challenges encountered, and future project perspectives were examined. In particular, various policies analyzed during the project's first year of work were reported, including a general mapping of laws applied both at the national and European levels.
- Viewing of Good Practices at the European Level: A session was dedicated to the viewing and analysis of good practices in CSR from various European realities. This moment allowed participants to draw inspiration from successful cases and gain new perspectives on how to implement CSR within their own organizations.
- Focus on CSR and Voluntary Participation in the Second Phase of Work: The final session of the workshop focused on deepening the concept of CSR and inviting companies to voluntarily participate in the second phase of work. During this phase, opportunities and benefits arising from joining the CSR coaching program were discussed. A Q&A session was dedicated to clarifying any doubts and opening a dialogue on the topic.



The workshop marked a significant milestone in our collective journey towards promoting sustainable and socially responsible practices. The event highlighted the remarkable efforts and unwavering dedication of all participants in promoting CSR principles within their respective organizations and industries.

Throughout the day, it was evident that participants were deeply engaged and enthusiastic about exploring the complexities of CSR and its potential impact on business operations and society at large. From the opening greetings to the final discussions, there was a palpable sense of energy and commitment to promoting positive change and making a meaningful difference in the world.

The high level of interest and active participation demonstrated by the attendees underscored the growing recognition of CSR as a fundamental aspect of modern business strategy. It was inspiring to see individuals from diverse backgrounds come together with a shared purpose, exchanging ideas, sharing best practices, and collectively seeking innovative solutions to complex challenges.

Moreover, the workshop served as a testament to the collaborative spirit and mutual support that characterize the ALLVIEW project. Partners and participating companies alike demonstrated a strong sense of solidarity and a willingness to collaborate, recognizing that by working together, we can achieve far greater impact than by acting individually.

As we reflect on the outcomes of the workshop, it is clear that the seeds of progress have been sown, and there is tangible energy for change. The insights gained, the close relationships formed, and the commitments made during this event will serve as catalysts for ongoing collaboration and action in the field of CSR. Moving forward, it is imperative that we continue to build upon the momentum generated by the workshop, translating ideas into action and achieving tangible results in our respective spheres of influence. By harnessing the collective efforts and enthusiasm of all participants, we can create a brighter and more sustainable future for generations to come.



Cosa non è la RSI?

La RSI non è filantropia. Spesso la RSI è confusa con la filantropia o il mecenatismo. Il "dare" a qualcuno è un aspetto nobile ma la beneficenza non ha implicazioni operative e di coinvolgimento innovativo all'interno delle varie funzioni di un'azienda.

La RSI non è paternalismo. Spesso la RSI è vista come forma di paternalismo aziendale. La RSI si fonda invece sull'indipendenza e il senso di responsabilità di ogni attore sociale e sulla distinzione di ruoli.

Vantaggi per imprese e stakeholder

Stakeholder	Vantaggi per l'impresa	Vantaggi per gli Stakeholder
Ciudadini	<ul style="list-style-type: none"> Migliore reputazione e percezione del marchio Migliore fidelizzazione Soddisfazione di nuovi bisogni e criteri qualitativi 	<ul style="list-style-type: none"> Maggiore innovazione e trasparenza percepita Maggiore sicurezza e sicurezza Maggiore consapevolezza sui prodotti/processi/profilo d'impresa
Dipendenti	<ul style="list-style-type: none"> Migliore fidelizzazione Migliore condivisione di valori, obiettivi e progetti Migliore motivazione ed efficienza Migliore clima di lavoro 	<ul style="list-style-type: none"> Migliore gestione delle risorse umane Migliore ambiente di lavoro Maggiori opportunità di crescita professionale Maggiore orgoglio Maggiore coinvolgimento
Fornitori	<ul style="list-style-type: none"> Migliore condivisione e coerenza di approcci, valori e qualità Crescita e rafforzamento collaborazioni Co-apprendimento 	<ul style="list-style-type: none"> Migliori relazioni Maggiori garanzie di continuità commerciale

Cos'è la Responsabilità Sociale d'Impresa?

Innovazione, competitività e sostenibilità

La Responsabilità Sociale d'Impresa (RSI) o Corporate Social Responsibility (CSR) è definita in senso generale dall'Unione Europea:

"Integrazione volontaria da parte delle imprese delle preoccupazioni sociali e ambientali nelle operazioni commerciali, nei processi decisionali e nei rapporti con i propri interlocutori/portatori di interesse (stakeholder)".

La RSI è l'applicazione di diversi principi:

- Sostenibilità:** uso consapevole ed efficiente delle risorse ambientali in quanto beni comuni, capacità di valorizzare le risorse umane e contribuire allo sviluppo della comunità locale in cui l'azienda opera, capacità di mantenere uno sviluppo economico d'impresa nel tempo.
- Volontarismo:** come azioni svolte oltre gli obblighi di legge.
- Trasparenza:** ascolto e dialogo con i vari portatori di interesse diretti e indiretti d'impresa.
- Qualità:** in termini di prodotti e processi produttivi.
- Integrazione:** azione e azione coordinate delle varie attività di ogni direzione e reparto, a livello orizzontale e verticale, su obiettivi e valori condivisi.

Perché adottare approcci di RSI?

- Crescente domanda di qualità, in termini di processi, prodotti, servizi, relazioni, da parte di consumatori - clienti dipendenti, fornitori, enti locali.
- Nuovi standard internazionali (ONU, ILO, ICC) e comunitari (UE), network d'impresa, che richiedono sempre più una integrazione della sostenibilità ambientale e sociale.
- Necessità di innovazione trasversale nelle imprese per mantenere la competitività nel tempo.
- Necessità di distinguere e valorizzare il marchio non più solo in termini di prodotto, ma di cultura e reputazione d'impresa.
- Necessità di distinguersi strategicamente dai concorrenti per una migliore reputazione.
- Fattori intangibili come la crescita intellettuale, professionale, relazionale di dipendenti e collaboratori (Capitale Sociale d'Impresa), considerati elementi determinanti per il successo d'impresa nel tempo.

Attività pratica

Identificare secondo la vostra realtà 4 settori, quali sono i vantaggi per la vostra attività e quelli per i vostri stakeholder

N. settori	Vantaggi attività	Vantaggi stakeholder
1		
2		
3		
4		

Chi sono gli interlocutori coinvolti nella RSI?

Di seguito sono elencati i portatori di interesse diretti e indiretti nell'ambito della RSI, che possono ovviamente variare in termini di rilevanza in base alle caratteristiche delle singole imprese:

- Ciudadini
- Dipendenti
- Azionisti
- Fornitori - Partner commerciali
- Comunità locale - vicinato
- Amministrazione pubblica
- Enti di controllo
- Università, Ricerca e Scuola
- Investitori - Comunità Finanziari
- Associazioni di volontariato sociale, culturale, sportivo, ambientale
- Amministratori

"Ognuno di questi attori si aspetta cose diverse dalla stessa impresa, e non tutti sono prioritari e rilevanti allo stesso modo e nello stesso periodo. Per questi motivi, l'ascolto e il periodico confronto con i vari interlocutori è essenziale in un approccio strutturato di RSI".

FEDERLEGNO ARREDO

FederlegnoArredo launched a comprehensive and systematic program in 2023 to support Italian wood-furniture companies in facing the sustainable and circular transition. This program was motivated by the growing demand from companies for adequate tools to address the regulatory complexity at regional, national, and European levels, which governs various areas concerning environmental sustainability. In the 2023-2024 biennium, FLA developed the FLA Plus digital platform, which includes a set of tools and aids to support the ecological transition of the sector. Additionally, a parallel program of digital initiatives was launched to delve into key issues for the sector, with a particular focus on compliance with relevant regulations.

In parallel, FLA developed the FurnCSR project, co-financed by the European Commission under the Social Dialogue program, to equip European wood-furniture companies with tools to self-assess their readiness in CSR and a guide to implement CSR strategies across all business areas.

Both tools developed by FurnCSR have been made available to Italian companies and communicated through an intensive launch campaign to promote the dissemination of CSR principles in the sector. Some companies participated in a pilot phase to test the proposed tools (self-assessment tool and CSR implementation Handbook), requesting a specific focus on environmental sustainability.

The survey developed with FurnCSR exemplifies different levels of maturity in the implementation of CSR strategies. The first level corresponds to compliance with current regulations. This is not always easy to achieve: the regulations that a company is required to comply with on a national, regional, and local basis increasingly stem from European directives, which often take several years to become effective national laws. The demand from companies is to know these measures as soon as they are released, so that they have time to adapt products, processes, internal procedures, and communication tools in a timely manner, with an appropriate investment of resources.

In this context, the webinar "How will the new Ecodesign Regulation influence corporate strategies? Analysis of potential requirements for companies" was organized.

The workshop served as a pivotal juncture in examining the practical application of ESPR regulation principles within wood and furniture industry and its impact on the development of corporate strategies for the coming four years.

The event aimed to address the following questions:

- How will the regulation's requirements impact the furniture sector?
- What requirements can be expected for furniture and mattresses?
- What is the DPP and how does it work?
- Will there be restrictions on the use of certain substances?
- What actions need to be implemented immediately to strategically prepare for the new ESPR regulation?
- What is the impact on the value chain, supplier selection, company procedures of the new ESPR regulation, and how does it integrate into the overall corporate CSR strategy?

The workshop, held on May 24, 2024, online and open to all FLA members, provided a rich experience of content and stimulating discussions.

The agenda unfolded as follows:

- Introduction of the webinar
- Brief introduction to the ALLVIEW project – launches of ALLVIEW Video



- Presentation of ESPR Regulation by EFIC / European Furniture Industries Confederation
- Implications for the Italian companies
- Impact on sustainability strategies and CSR compliance
- Call for action: bilateral meetings for defining corporate CSR and Circular strategies

Below are the specific details of the various phases of the event:

- Opening Greetings and Introduction to the ALLVIEW Project: The workshop commenced with warm welcoming remarks from the moderator – Mr. Omar Degoli FLA Environmental and Circular Economy Manager, followed by a brief introduction to the ALLVIEW project. The introduction highlights the need for companies to start familiarizing themselves with the new principles of the Directive, which will come into force in 2026, in order to adapt processes and products.
- Opening Greetings by Mr. Edi Snaidero – President of EFIC, who highlighted the relevance of the ESPR Directive and its impact on the corporate sustainability strategies for different companies' areas: product design, manufacturing process, value chain assessment.
- The detailed process of national adoption of the European regulation was presented, urging companies to identify critical product and process areas now, in order to intervene promptly (presentation by Gabriella Kemendi, General Secretary of EFIC). - Drawing from existing legislation in other sectors, the possible requirements for furniture and mattresses were presented, with a focus on the key-principles: durability, eco-design, design for circularity, product lifespan, right to repair proposal.
- An important emphasis was placed on supplier selection and the tool of the Digital Product Passport (DPP).

Next steps for achieving regulation compliance:

- Follow the evolution of the regulation and subsequent acts
 - Use the possible requirements for furniture as a guide when deciding on investments
 - Map your suppliers – understand how much information we would be able to retrieve, and identify areas that would need intervention
 - Measure compliance with current regulatory obligations (SVHC list) – how capable are we of ensuring compliance?
 - Follow the work of the technical standardization committees through FederlegnoArredo
- Viewing of Good Practices at the European Level: a session was dedicated to the viewing and analysis of good practices in environmental sustainability from various European realities. This moment allowed participants to draw inspiration from successful cases and gain new perspectives on how to implement it within their own organizations.
- Focus on CSR and Voluntary Participation in the Second Phase of Work: The final session of the workshop focused on deepening the concept of CSR and inviting companies to voluntarily participate in the second phase of work. During this phase, opportunities and benefits arising from joining the CSR coaching program were discussed. A Q&A session was dedicated to clarifying any doubts and opening a dialogue on the topic.
- The online webinar “How will the new Eco-design Regulation influence corporate strategies? Analysis of potential requirements for companies” marked a significant milestone in our collective journey towards promoting sustainable and socially responsible practices. The event, held on May 24, 2024, highlighted the remarkable efforts and unwavering dedication of all participants in promoting sustainability and circular economy within their respective organizations and industries.

The sector is aware that it is necessary to develop an organic CSR strategy that addresses not only environmental issues but also economic and organizational ones. The effort to comply with impending regulations should not overshadow the integration of corporate social responsibility into its various dimensions.

4. Workshop in Poland

SITLiD



The main goal of the actions taken by SITLiD (Association of Foresters and Wood Technologists) was presentation of information about the contents of the CSR deliveries. The actions taken were implemented as part of Work package 4, Task 4, i.e. Identification of potential enterprises and coaching.

The participants of T4.4 wanted to analyze and identify in their

region/companies some good practices related with the 3 CSR pillars:

- 1) circular economy,
- 2) inclusion of migrants and refugees,
- 3) accessibility of people with special needs.

The meeting was attended by representatives of two wood industry companies DLH GLOBAL S.A. and MARDOM PRO.

- Hubert Plichta is Product Manager in DLH GLOBAL S.A. DLH is one of the largest Polish suppliers of wood and wood-based products for furniture and wood sector. DLH began its operations in Poland in 1990 and for over 25 years has been focused on serving two market segments: industry and the market of professional contractors. In a short time, the company created a multi-point sales network located in the largest Polish agglomerations. Own sales network, own warehouses, warehouse stocks allowing immediate sale of all offered goods and a team of competent salespeople have made the company an absolute leader in the import and distribution of exotic wood and exotic wood products. DLH is a company with Scandinavian roots, but present all over the world. It respects and adapts to the different markets and cultures in which it operates.
- Joanna Groszkowska and Jakub Gazda represented MARDOM PRO. Joanna Groszkowska is HR Director, Jakub Gazda is CFO in MARDOM PRO company. Mardom is one of the largest manufacturers of wooden curtain rods in Poland. The company's offer includes a wide range of products tailored to any interior. Barbara and Jan Walaszek are people with

great enthusiasm. Over 30 years ago they decided to create a family business. The names of the founders' children, Marta and Dominik, created the company name - MARDOM. Over time, the small plant turned into a world-recognizable Polish family company with which giants cooperate - IKEA, Castorama, Leroy Merlin, Auchan, PSB and many others.



The meeting was attended by invited guests: D. Sc. Piotr Borysiuk, prof. WULS – Dean of the Faculty of Wood Technology of the Warsaw University of Life Sciences; prof. Heorhiy Hrynyk - Chair of Forest Inventory and Forest Management of Education and Sciences Institute of Forestry and Gardnery (ESIFG) of Ukrainian National Forestry University (UNFU), Lviv Ukraine; D. Sc. Marcin Zbieć; representatives of the SITLiD

(Association of Foresters and Wood Technologists): D. Sc. Agnieszka Jankowska; D. Sc. Paweł Kozakiewicz, prof. WULS. The invited guests enriched the workshop session with their experience and knowledge. Workshop was conducted by D.Sc. Agnieszka Laskowska.

During the first meeting with company representatives, issues related to CSR were discussed. The meeting was based on the following materials developed within WP4:

- T4.1. Identification of regional/national policies about CSR:
 - Report on the circular economy,
 - Report on migrants and refugees,
 - Report with people with special needs,
- T4.2. Development of a guide of good practices for CSR in the F&W sector,
- T4.3. Framework on Social Return of Investment.

Particular attention was paid to the analysis of good practices implemented in companies in Poland in the wood and furniture sectors. Companies DLH GLOBAL S.A. and MARDOM PRO representatives detailed the activities carried out in their own companies. The participants expressed their willingness to participate in the next part of the project - coaching session.

Thanks to workshop, companies DLH GLOBAL S.A. and MARDOM PRO can use their potential more fully. Coaching helps companies overcome barriers, expand their comfort zone, get to know the company and the needs of the environment better and respond to these needs. The data collected under WP4 from project partners is valuable.

5. Workshop in Slovenia

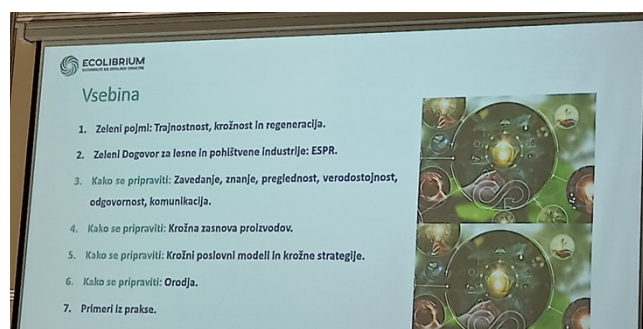
WIC

Wood Industry Cluster (WIC) has implemented Preliminary national workshop on 27th September 2023 in Ljubljana at Chamber of Commerce and Industry of Slovenia. The title of workshop was Circularity in the wood industry – goals, tools, examples from practices. 14 participants took part in the workshop.



Agenda of workshop:

- 1) Green concepts: Sustainability, Circularity and Regeneration
- 2) Green agreement for the wood and furniture industry: ESPR
- 3) How to prepare: Awareness, knowledge, transparency, credibility, responsibility, communication
- 4) How to prepare: Circular design of products
- 5) How to prepare: Circular business model and circular strategies
- 6) How to prepare: tools
- 7) Examples from practices (Best Practices)



The workshop was conducted with the help of a PPT presentation, it was conducted interactively using the Slido application via smartphones, use of flipchart and an example of a material that was prepared from recycled materials. Participants were divided into three groups (chair, cupboard, and window). A debate also developed on how to take the first

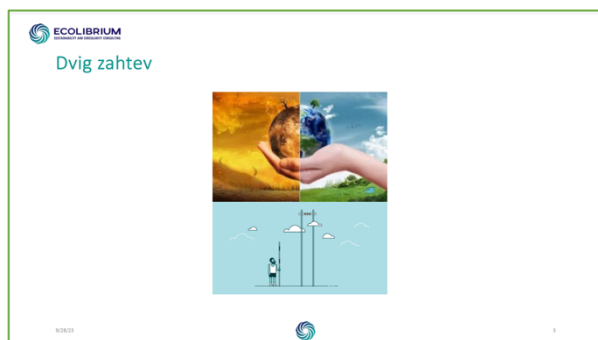
steps and approach to the production of circular products such as a wardrobe, a chair, and a window. The participants listed where they expect problems in achieving this goal, and how they would deal with the mentioned problems to reach the goal.

Overall, participants were satisfied with the content of the workshop, with the lecturer, with the material and the organisation of the workshop itself. The best remembered were the examples of good practice and the directives presented in detail.

The knowledge and information they have received will be transferred to their working environment, they will use it in the preparation of the company's strategy for projects and marketing, as well as in the preparation of new business models.

Some companies will be looking for opportunities to introduce/implement the circular economy into the different stages of the production of their products, and above all, the information given has stimulated greater interest among the participants in monitoring the directives and legislation foreseen in the Slovenian space.

After the workshop, we think we have identified 2 companies that will be willing for 20 hours of coaching - not 100% confirmed yet.



6. Workshop in Spain

AMBIT

AMBIT implemented this Preliminary regional online workshop on 26th of September 2023. The title of the workshop was “Launch of the CSR-Shared Value Training Program”. 40 participants took part in the workshop, the complete list of participants is in the Annexes.

The participants were professionals working in the companies from the furnishings sector. They have different profiles, all of them with medium or top managerial positions.

Agenda of the workshop:

- Welcome
- Information to AMBIT member companies about the key concepts of the program
- Presentation of objectives, work structure and benefits of the program
- Resolution of doubts regarding participation in the program

The day was articulated in the following way:

- The technicians from the R4S. company, a consultancy specialized in CSR and B Corp certification that supported the workshop and will partly support the following sessions, led the workshop and presented in details the content of the PPT presentation.
- They started with an introduction and contextualization of the project by ACCIÓ and the AMBIT Cluster.
- They presented the aims and the benefits of participating in such project and the related coaching sessions for the companies and their workers.
- They presented in detail the main concepts of sustainability in relation to all environmental, social and economic aspects and how these can facilitate and increase companies' innovation and competitiveness. They presented as well, the concept of Shared Value and its close relation with CSR.
- They presented the initiatives in CSR implemented by several regional and national companies and the benefits they could obtain.
- They also presented the B Corp certification, what it is and all the benefits it can bring to the companies on the medium and long term and also presented the Spanish B Corp community and how the companies involved support each other in all the related processes.
- They presented the project of the coaching sessions as part of the ALLVIEW project. There will be 8 sessions (6 online and 2 face to face) and then online support to define and implement their own CSR strategy.
- Following these sections, an open Questions and Answer session was implemented, this allowed us to provide more personalized clarifications about the doubt that participants had at the end of the different presentations. And it made clear that throughout the entire process, companies will receive constant support from AMBIT and the other supporting entities.

We can consider the workshop very satisfied with the results. Finally, we have 23 participants from 18 companies on board joining the coaching sessions, which will cover a total of around 25/30 hours among the joint ones and the personalized ones.

The plan is that following an initial phase of presentation and understanding of the key elements and aspects of CSR and shared value for companies, these will be guided in the preparation of a personalized CSR strategic plan and then in the implementation of the foreseen initial steps.

Participants appreciated the explanation about the benefits that these initiatives can bring to their companies, and they committed themselves to transfer the knowledge acquired to their colleagues relevant for a successful implementation of such strategy. Mainly, the ones working in the company's strategy for products, projects, and marketing, as well as in the preparation of new business models.



BENVIGUDES I BENVINGUTS.
Us volem conèixer!

Escriu al xat de la videotrucada:

1. Nom
2. Càrrec o departament
3. Empresa a qui representes
4. Què t'ha motivat a unir-te a la video trucada?
5. Què vol dir sostenibilitat per a tu?

Exemple:
 1.Fernanda/2.Cap Innovació/3.Empresa X/4.explorar noves oportunitats/5.Generar impacte positiu amb els nostres productes

ACCIO
 R4S
 CIPAT ambit

PER QUÈ PARTICIPAR AL PROJECTE?

AVUI DIA, TROBEM LA SOSTENIBILITAT A TOT ARREU

EL@MUNDO
 ENTORNEN A LAS EMPRESAS
Sociedades anónimas, limitadas... y Sociedades de Beneficio e Interés Común?

EXPANSIÓN
 Tres cuartas partes del Bex 35 afirman que la sostenibilidad les aporta ventajas competitivas

FINANCIAL TIMES
CAPITALISM. TIME FOR A RESET.

FORBES
 B Corp se consolida como el estándar global más prestigioso que reconoce a las empresas con propósito

FORBES
 Ser B: las empresas B Corp apelan a la conciencia ciudadana

WORLD'S BILLIONAIRES 2019
 La incorporación de empresas al movimiento B Corp en España crece un 45% durante la pandemia

THE ECONOMIST
 What are companies for?

REIMAGINING CAPITALISM
 Directiva sobre sostenibilidad corporativa: ¿Fin del 'greenwashing'?

R4S

AMBUEBLA



In the frame of WP4 – T4.4, the Cluster of Innovation for Furniture Manufactures in the Region of Murcia (AMUEBLA) implemented a preliminary workshop. The purpose of the workshop was to present to local furnishings companies the possibility to receive different coaching sessions and to start a process to design and implement a Corporate Social Responsibility strategy (hereinafter CSR) within their organizations. This will be done through different materials and resources including the results of the Allview project in the field of CSR. This workshop aimed as well to verify the concrete interest of companies in starting such a process with the support of AMUEBLA and other collaborating entities such as CETEM.

María Sánchez Melero, Project Manager at AMUEBLA and involved in the ALLVIEW project, conducted this in-person workshop on 11 June, thanks to her deep knowledge and understanding of sustainability and corporate responsibility management. The workshop was held at the CETEM facilities in Yecla due to the

good collaboration with AMUEBLA and proximity of the potential participating companies. The title of the workshop was “Implementing CSR practices for long-term success”.



14 participants took part in the workshop on behalf of different enterprises based in Yecla, participants represented 10 firms dedicated to upholstery, mattresses, raw material suppliers, geriatrics, hospital furniture, designers and marketing focused on different markets all of them on a Business-to-Business model, from domestic furniture to collectivises. They had different profiles, all of them with medium or top managerial positions.

Agenda of the workshop:

- Welcome
- Information to companies about ALLVIEW and the key concepts of the program
- Presentation of objectives, work structure and benefits of the program
- Resolution of doubts



AMUEBLA kicked-off the session with an introduction and contextualization of the ALLVIEW project, the expected coaching sessions and their potential benefits both for companies and workers. Subsequently, the cluster explained in detail the main concepts of sustainability in relation to all environmental, social, and governance (ESG) or Corporate Social Responsibility aspects and how these can facilitate and increase companies' innovation and competitiveness.

The coaching sessions as part of the ALLVIEW project are expected to take place in September 2024. The sessions will last 25 hours, and it could be online or face to face depending on the needs or availability of participants. The main goal is to define and implement their own CSR strategy so the coaching sessions will be seized to their specific needs. Companies will receive constant support and follow-up from AMUEBLA.

After the presentations, there were a fruitful debate and AMUEBLA provided participants with a brief survey in order to assess their level of knowledge and integration of CSR strategies into their companies. The survey included questions divided into different blocks: Commitment of the company to CSR, Employee management, Environmental impact, Community Relations, Ethics and transparency, Relations with suppliers and customers, The concept of CSR. The last question was: "Would you be interested in receiving training or advice on CSR practices for your company?". Thus, AMUEBLA will select those companies willing to learn in order to conduct the 25 hours of coaching in the coming months.

The workshop "Implementing CSR Practices for long-term success" yielded promising results and generated significant interest among the participating companies. Following the workshop, AMEUBLA successfully identified a concrete interest from several companies willing to engage in the coaching sessions aimed at developing and implementing their CSR strategies. The positive feedback and interest in further training underscore the importance and relevance of CSR for these companies.

Followed by this workshop, the next steps will be selecting those companies that have shown interest in receiving CSR training to participate in the coaching sessions. These sessions will be tailored to meet the specific needs of each company, ensuring a personalized approach to developing their CSR strategies. AMUEBLA is committed to supporting these companies in their journey towards sustainability and long-term success through the implementation of effective CSR strategies.

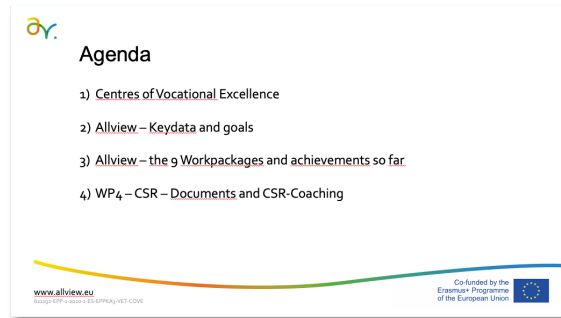
7. Workshop in Germany

HDH

The main goal of the actions taken by HDH (Main Association of the German Wood Industry) was the presentation of information about various sustainability topics in the context of the HDH-working group sustainability. Since one pillar of the Allview WP 4 is circular economy the contents of this work package could be well integrated into the session of this working group and the actions taken were implemented as part of Work package 4, Task 4, i.e. Identification of potential enterprises and coaching. The contents created of the CSR work package were presented and the coaching and its possibilities of individualizing the content according to the needs of the participating companies were outlined and free participation was offered.

The meeting was titled: AK Nachhaltigkeit (working group Sustainability) which included the workshop on the Allview CSR-Coaching among other topics which are dealt with by the working group. The meeting took place on 26th of February 2024, as an online MS Teams meeting. The meeting took place from 10:00 to 12:00 (2 hours).

The meeting was attended by various company representatives and associations from the German wood and furniture industry. The agenda from the Allview CSR-Coaching is the follow:



After a short introduction about what CoVE's (Centres of Vocational Excellence) are and the call for funding for CoVE platforms of the European Union, the Allview project with its 22 Partners from 8 different countries was introduced. After describing the key data and objectives of the Allview project, the 9 different work packages and their achievements to date were presented. Finally, work package 4 was examined in detail and the materials developed within WP4 were discussed.

- T4.1. Identification of regional/national policies about CSR:
 - Report on the circular economy,
 - Report on migrants and refugees,
 - Report with people with special needs,
- T4.2. Development of a guide of good practices for CSR in the F&W sector,
- T4.3. Framework on Social Return of Investment.

The participants were introduced to the upcoming task in WP4, CSR coaching, and the framework conditions were explained.

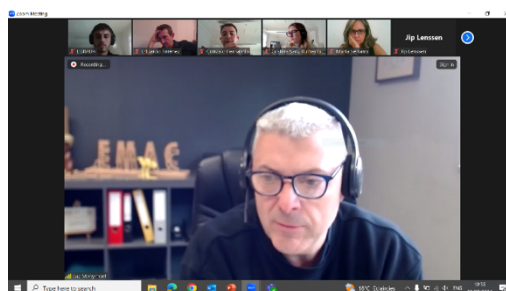
Thanks to the workshop, the participants were made aware of the Allview project, which deals with the important topic of modernizing vocational training in the wood and furniture industry. The two companies STEICO SE and Oeseder Möbel-Industrie Mathias Wiemann GmbH & Co. KG were won over for CSR coaching and are looking forward to the next steps. It was agreed that the main focus of the coaching will contain the topics of circular economy, sustainability and occupational health and safety.

8. Workshop in Brussels

EURADA

On July 8, 2024, EURADA in the frame of WP4 – T4.4, led an insightful initiative in Corporate Social Responsibility (CSR) by hosting a preliminary regional workshop as part of the ALLVIEW project.

The workshop was held online and mainly provided by Eduardo Jiménez from the HABIC cluster - Equipment, Design and Wood cluster of the Basque Country and Navarre, also led and moderated by EURADA staff.



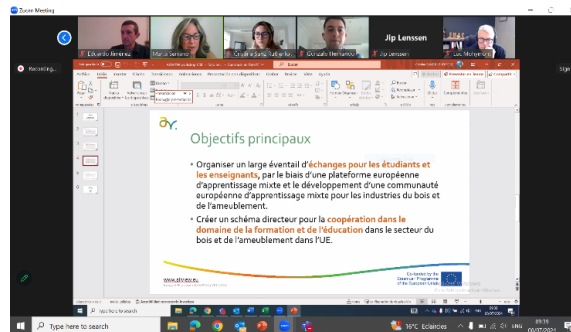
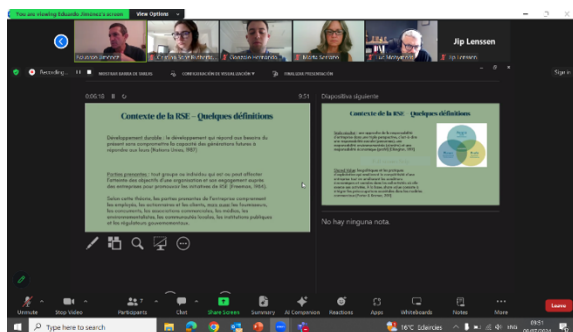
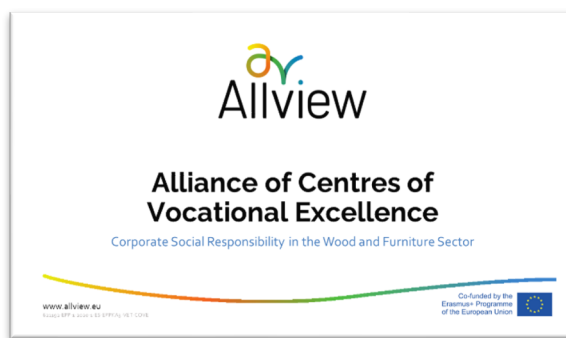
The main purpose of the workshop was to show the participants what the ALLVIEW project was about, what the objectives were and what has been achieved during this time. And, to make an introduction to Corporate Social Responsibility for small and medium-sized companies in the wood and furniture sector, thus advancing the course that is being organised on the same subject.

The workshop, held on July 8, 2024, was conducted online and in French because the main target group was small and medium-sized companies in the wood and furniture sector in Belgium.

Under the title “Un voyage vers une compétitivité durable dans les PME.” our expert on the subject made an introductory presentation but rich in knowledge on different points that cover the social responsibility of companies, focusing on the point of view of the wood and furniture sector.

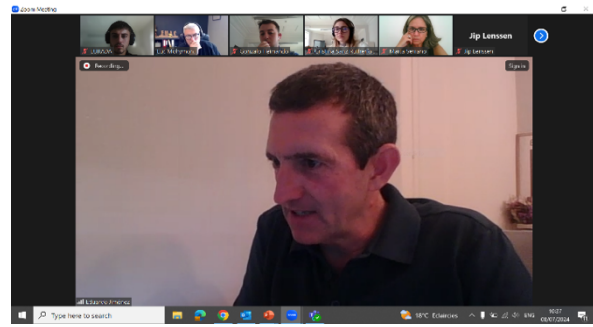
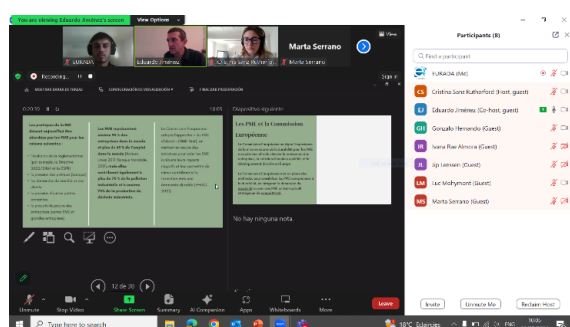
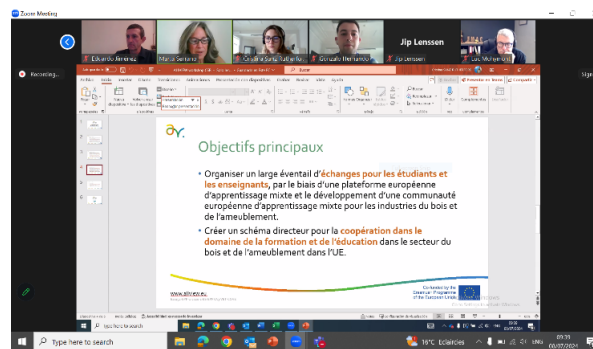
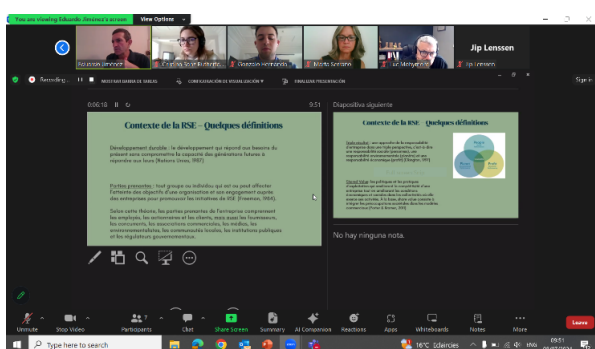
The agenda unfolded as follows:

- Opening greetings.
- Brief introduction to the ALLVIEW project.
- Description of the work carried out in WP4's CSR work package.
- CSR: Un voyage vers une compétitivité durable dans les PME.
- Questions and answers.



After a presentation on the development of the ALLVIEW project, explaining what it consisted of, the objectives, the achievements, all the initiatives carried out and the outlook for the future. The workshop focused on the corporate social responsibility part through the following points:

- The context of CSR from its origin through its evolution during the last decades and its future perspective.
- The reasons why CSR practices need to be addressed by SMEs.
- SMEs and the European Commission.
- Why SMEs encounter more difficulties than large companies in implementing CSR.
- Benefits of sustainability practices in SMEs.
- Key European sustainability regulations.
- Sustainable development reporting framework
- Why sustainability is here to stay, and companies (including SMEs) will have to be sustainable, or they won't be.



The online workshop on Corporate Social Responsibility (CSR) for small and medium-sized companies in the wood and furniture sector has concluded with a very positive outcome. The active participation of the company and the fruitful discussion between the CSR expert and the other attendees stood out as key points of the event, reflecting a genuine interest in integrating responsible and sustainable practices into their operations.

From the beginning of the workshop, the interest of the participants was evident. Although the dates of the workshop coincided with a holiday period for many companies, making it difficult for some to participate fully, the CSR expert's presentation, which ranged from theoretical fundamentals to practical examples of implementation in the wood and furniture industry, captured the attention of the attendees. The attendees demonstrated a high degree of engagement, asking questions and contributing their own experiences that enriched the discussion.



The highlight of the workshop was undoubtedly the final discussion. During this session, the CSR expert answered a variety of questions, clarified specific doubts and offered personalised advice for the implementation of CSR strategies. Participants took this opportunity to discuss the particular challenges faced by their companies and explore viable solutions. This exchange not only allowed for a deeper understanding of CSR, but also fostered a supportive network among companies in the sector.

In addition, this workshop has had a significant impact on the promotion of the specialised course that is being prepared on the same subject.

The testimonials collected highlighted how the workshop has provided them with new perspectives and practical tools to improve their CSR practices. The business side commented that the practical approach of the workshop, combined with the expert's experience, has enabled them to identify areas for improvement within their own organisations and to plan concrete actions to implement positive changes.

In summary, the online workshop has not only served as a valuable space for learning and debate on corporate social responsibility but has also been a catalyst for future continuing education in this area. Companies in the wood and furniture sector are now better equipped and motivated to adopt more responsible practices, and the next course presents an excellent opportunity to move further in this direction.

9. Conclusions

In conclusion, the ALLVIEW project has successfully embarked on a transformative journey towards enhancing corporate social responsibility (CSR) practices within the wood and furniture sector. By meticulously executing Work Package 4, Task 4, the project has effectively laid the foundation for integrating CSR into small and medium-sized enterprises (SMEs) across multiple nations. The preliminary national workshops were pivotal in introducing the project and CSR concepts to the target group, engaging numerous SMEs, and identifying companies eager to participate further. This initial engagement provided a critical platform for disseminating information and gauging interest, enabling partners to select companies for the coaching phase.

The project's adaptability has been noteworthy, tailoring its strategies to meet the unique needs of each country. In Spain, workshops conducted by AMBIT attracted a diverse range of companies, many of which showed strong interest in advancing their CSR initiatives. Similarly, in Germany, HDH integrated the ALLVIEW CSR-coaching workshop into their sustainability working group, leading to the involvement of companies such as STEICO SE and Oeseder Möbel-Industrie Mathias Wiemann GmbH & Co. KG, who are particularly focused on the circular economy, sustainability, and occupational health and safety.

In Belgium, EURADA's workshop underscored the importance of CSR for SMEs, despite the challenges of conducting it during a holiday period. The active participation and fruitful discussions highlighted the genuine interest of attendees in integrating responsible and sustainable practices into their operations. The workshop also promoted an upcoming specialized course on CSR, further supporting companies' journeys towards sustainability.

The project's targeted approach has been especially impactful in regions where CSR concepts were previously less familiar. In Poland, targeting smaller workshops and family-run businesses with minimal exposure to CSR concepts proved effective in recruiting companies open to adopting these practices. This method maximized the educational impact of the project, ensuring that the companies most in need of CSR integration received the necessary support and resources.

The CEIPES workshop marked a significant milestone in our collective journey towards promoting sustainable and socially responsible practices. Participants were deeply engaged and enthusiastic about exploring the complexities of CSR and its potential impact on business operations and society at large. The high level of interest and active participation demonstrated by the attendees underscored the growing recognition of CSR as a fundamental aspect of modern business strategy. It was inspiring to see individuals from diverse backgrounds come together with a shared purpose, exchanging ideas, sharing best practices, and collectively seeking innovative solutions to complex challenges.

The FLA workshop provided a rich experience of content and stimulating discussions. The agenda included an introduction to the ALLVIEW project, presentations on the EPR Regulation by EFIC, and discussions on its implications for Italian companies and their sustainability strategies. The event highlighted the need for companies to familiarize themselves with the new principles of the Directive, which will come into force in 2026. The workshop emphasized supplier selection, the Digital Product Passport (DPP), and compliance with current regulatory obligations. Viewing good practices at the European level and focusing on CSR and voluntary participation in the second phase of work were key components of the workshop. The positive



engagement and interest from participants underscored the importance of developing an organic CSR strategy that addresses environmental, economic, and organizational issues.

The AMUEBLA workshop generated significant interest among participating companies. AMUEBLA successfully identified several companies willing to engage in coaching sessions aimed at developing and implementing their CSR strategies. The positive feedback and interest in further training underscore the importance and relevance of CSR for these companies.

As the project transitions into the coaching phase, maintaining the momentum gained from the preliminary workshops will be crucial. The coaching phase will provide selected companies with tailored guidance and support to integrate CSR practices effectively. Continuous monitoring of the impact through defined key performance indicators (KPIs) will ensure that both short- and long-term objectives are met. Encouraging knowledge sharing among participating companies will foster a collaborative environment, promoting collective growth in CSR practices.

Looking ahead, planning for scaling the project's impact and ensuring the sustainability of CSR practices beyond the project's duration will be essential. The ALLVIEW project has demonstrated significant potential to drive positive change in CSR practices within the wood and furniture sector. The groundwork laid during this phase promises a robust and impactful coaching phase, ultimately leading to a more socially responsible and sustainable industry. Through continued collaboration, structured support, and strategic planning, the project is poised to achieve lasting improvements in CSR practices, benefiting both the industry and society at large.

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