**COMPARATIVE STUDY OF PUBLIC CSR POLICIES IN EUROPEAN COUNTRIES**

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Last decades corporate social responsibility has become a public priority issue. This has changed governments’ capacity to impact on environmental and social decisions. In this article we analyze the CSR public policies in EU-15 countries.

Recently CSR has been defined as a voluntary framework concept. The voluntary approach to CSR has changed governments’ roles in relation to the promotion of business, environmental and social practices, emerged new public roles for CSR as mandatory, endorsing tools, facilitating, partnering [2, 3].

Another, soft policy approach to CSR explain the role of government as collaboration and facilitation using soft tools and means in collaboration with business. Through last decades European governments have developed a considerable number of policies and programs. These policies are intended to increase awareness of the business sector, promote, and facilitate capacity building, voluntary initiatives, international standards, stakeholder management, transparency and convergence, accountability and evaluation, tax and funding systems.

According to [1] it’s better to describe European governmental action on CSR as four-ideal typology model which include the partnership model, the “business in the community” model, the sustainability and citizenship model, the Agora model.

*The partnership model* is popular in such countries as Finland, Denmark, Sweden and the Netherlands, which developed an comprehensive and extensive welfare state. Social policies in these countries have been directed towards improving social standards and services. So, the initiatives in CSR mainly includes a change in attitude by social actors (trades unions, companies and social organizations) in terms of co-responsibility in the building of a dynamic employment market and a more inclusive society. For partnership model all participants are jointly committed to building CSR actions and policies.

*The ‘business in the community’ model* is used in United Kingdom and Ireland. This concept refers to how companies and governments interpret the role of business in society. Finally, government CSR actions focus on providing support to the business, base their application of CSR measures on ‘soft regulation’, facilitating economic and sustainable development with the collaboration and support of the private sector.

*The sustainability and citizenship model* tackles CSR from the view in which companies are considered as ‘good citizens’ (France, Austria, Germany, Belgium and Luxembourg). The concept of ‘corporate citizenship’ holds that companies must take their place as citizens in civil society and that they should go beyond this. So governments have promoted CSR through support for private sector and through specific political initiatives on awareness.

*The Agora model* refer to the approach used to implement CSR public policies in Mediterranean countries (Italy, Greece, Spain and Portugal) where political CSR applications appear as seeking a consensus, build on a series of discussion processes between governments, companies and society stakeholders.

**Literature:**

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