

*Social Responsibility Report Guidelines
for the Health and Social Sector
Creating and sharing values for a growing Europe*

The growing complexity that characterizes the productive activities in Europe encourages an increasing recognition of Corporate Social Responsibility (CSR).

The European community has needs, requirements, and expectations that affect the development of enterprise and its economic sustainability.

To maintain system competitiveness, companies need a broad and shared "social consensus" of all stakeholders in the communities in which they operate.

The European Confederation of Care Home Organisations (Echo) and its members, representing private elderly care sectors, recognize the need to adopt a model of Social Reporting (i.e. a comprehensive and authoritative managerial and financial communication) to ensure transparency and efficiency.

Echo proposes the Social Reporting Guidelines to support and develop CSR aware that the adoption of these guidelines could assist enterprises in achieving the high goals of the elderly care sector within a common framework of rules and values.

The guidelines aim to:

- Address the requirements for Corporate Social Responsibility;
- Harmonize procedures and methods of Social Reporting;
- Meet the information needs of stakeholders;
- Promote the involvement of enterprises in the definition and evaluation of results;
- Provide certainty via a third party audit.

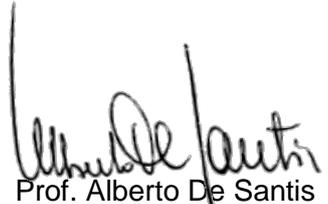
The guidelines are experimental but we aim to receive support from all stakeholders in order to better respond to the expectations of the market and the growing need for dialogue and communication.

Therefore, we would be happy to incorporate any ideas and suggestions and to continue this exciting journey together.

We would be delighted if you could attend the debate on **19 March 2014, from 4.30 to 6.00 p.m.** in room **ASP1G2 of the European Parliament** in order to participate and contribute to the discussions in this area.

Thank you in advance for the attention you will pay to our invitation.

Yours faithfully,



Prof. Alberto De Santis
Echo President