

# REAP

Responsible Entrepreneurs Achievement Programme

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**The UNIDO CSR Programme:**

**Reaching out to SMEs worldwide**

# UNIDO - Who We Are

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- UN specialized agency promoting sustainable industrial development
- Core SME expertise on:
  - business development
  - investment and technology promotion
  - cleaner production
  - quality management
  - energy-efficiency for
- Network of:
  - field offices
  - investment promotion services
  - global technology centers
  - national cleaner production centers
- 172 Member States



# SMEs in Industrial Development

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- **SMEs account for:**
  - 90-95%, or more, of industrial enterprises
  - 70-75% of industrial employment
  - 50-60% of industrial output



# SMEs and CSR

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- **Structural obstacles:**
  - Lack of time, financial and human resources to successfully implement CSR measures
  - No one-size fits it all approach feasible
  - Relevance for one-to-one assistance

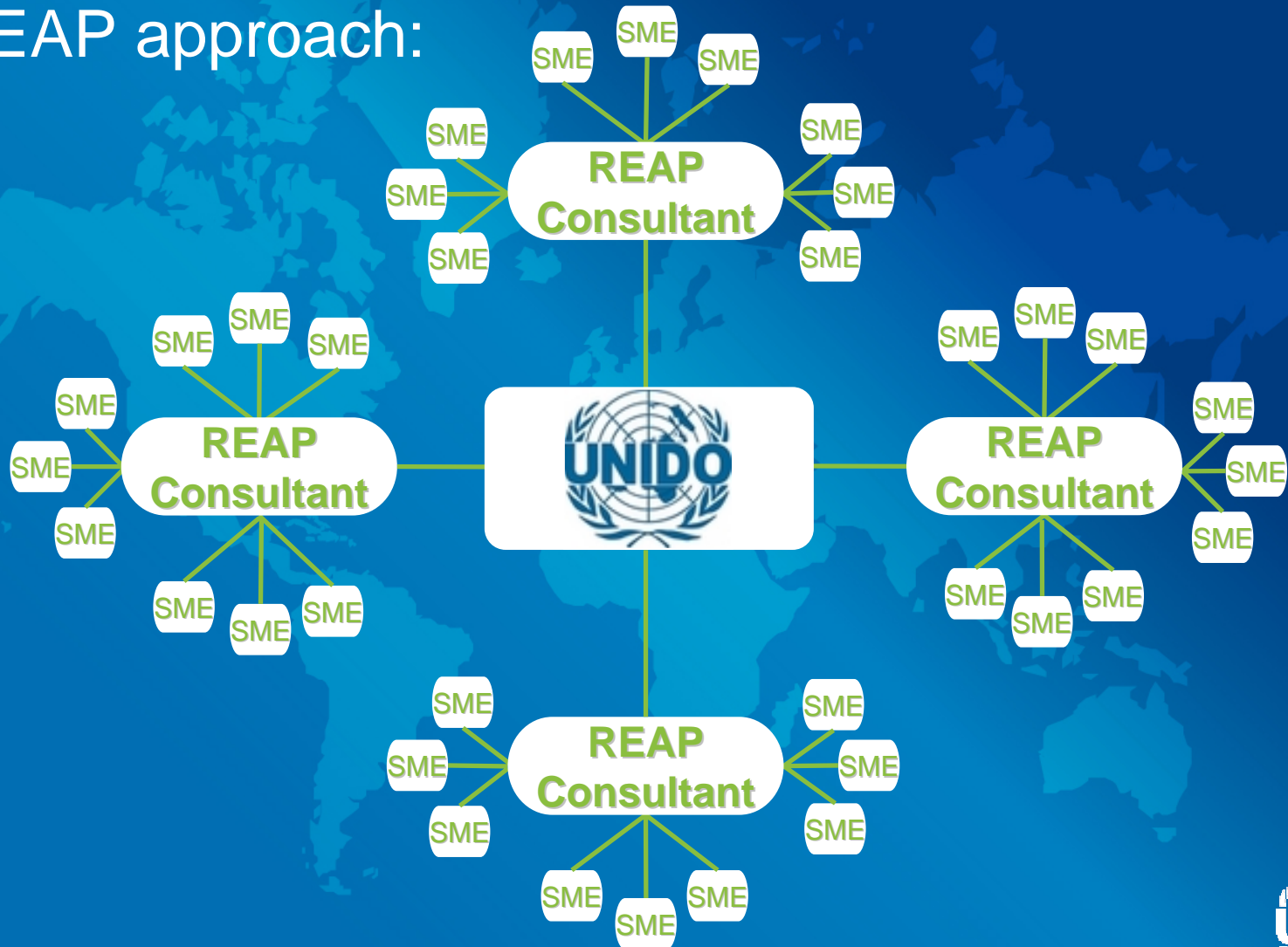
# Challenge: Reaching out to SMEs

Limited Outreach:

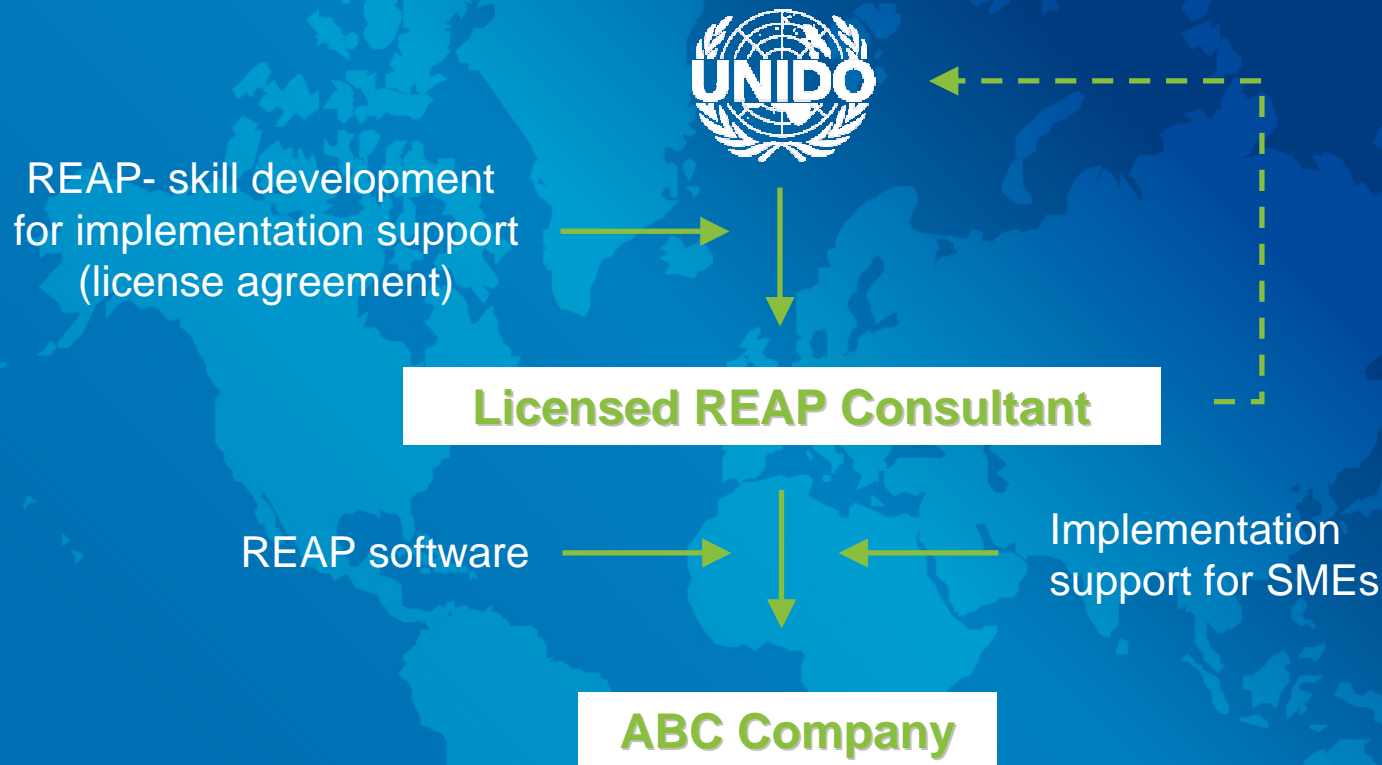


# Turning local by licensing Locals

REAP approach:



# Structure of REAP-License Model



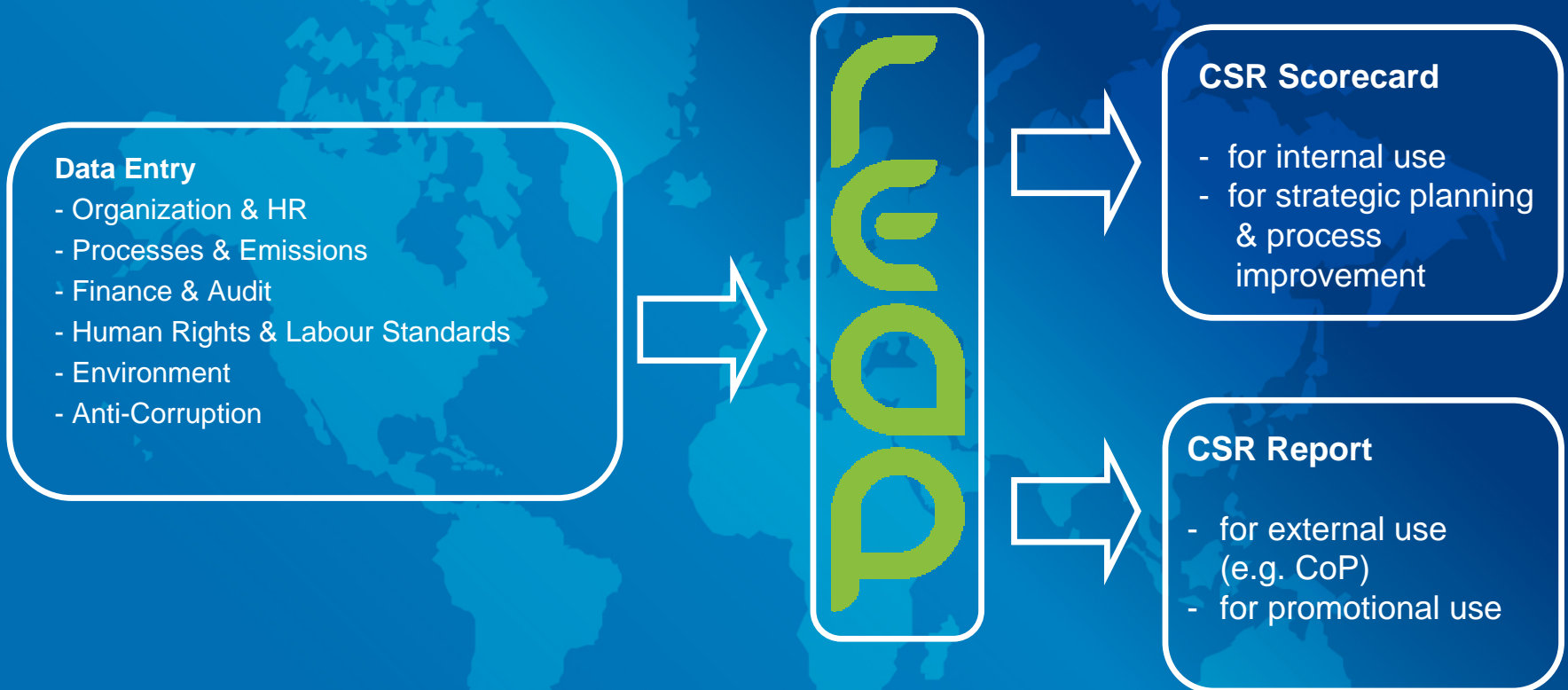
# Services by local REAP Consultants

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- Direct support through **Shop Floor Assistance**:
  1. Company performance assessment with CSR Reporting & Management Tool **REAP**
  2. Training of Basic Lean Management Tool **5S** based on **Total Employee Involvement (TEI)**
  3. Follow-Up CSR-Consultancy



# 1. The REAP assessment



## 2. Training of *TEI*-Method

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- **Major results:**
  - **Engagement of employees and managers in change groups, leads to:**
    - **Improved motivation**
    - **Change in mindset**
    - **Multi-skill development**
    - **Continuous engagement of employees as major stakeholder groups**

## 2. Training of 5S-Method

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- **What is 5S:**
  - Based on world-class process manufacturing techniques
  - Prepares workforce and workplace for continuous improvement processes
  - Leads to well-organized workplace, safe and efficient working environment
  - Portrays a highly professional and positive image to visiting customers



## 2. Training of 5S-Method

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- **The pillars of 5S:**
  - ***Seiri* (Sort):** Sort out all unneeded items in the workplace
  - ***Seiton* (Set in order):** Set all items that remain in proper place for quick retrieval
  - ***Seiso* (Shine):** Keep the workplace clean
  - ***Seiketsu* (Standardize):** Create rules and standard operating procedures for maintaining cleanliness
  - ***Shitsuke* (Sustain):** Maintain the system and continue to improve it

## 2. Training of 5S-Method

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- **Major results:**
  - Reduced needed shop floor space by 60%
  - Reduced in-process times by 25%
  - Increased inventory turns by 67%
  - Reduced security and health risks
  - Reduced use of materials, water and energy



# 3. Follow-Up CSR-Consultancy

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- Jointly with SME, determine areas of intervention
- Develops company specific intervention schedules
- Accompanies SME through CSR-based change process
- Monitors CSR implementation progress



# UNIDO support to REAP Consultants

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- Training and licensing
- Central data management / Internet support
- Benchmarking reports on CSR performance
- Annual REAP conferences



# Potential REAP Consultants

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- UN Global Compact Network
- CSR business advisory institutions
- Business, environmental and technology management consultants
- SME development agencies
- Private sector business associations



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**Contact:**

[www.unido.org/reap](http://www.unido.org/reap)

United Nations Industrial Development Organization

