



Juice CSR Platform - Digging into the implementation aspects of CSR improvement projects

Dear colleague,

Building on successes and ambitions from last year, the Juice CSR Platform has started this year at full speed. And this while welcoming a few new members. We are very pleased to have Fruit AG and San Miguel joining the Platform, and we are looking forward to their active involvement in Platform activities.



Platform members will meet later this month, on the 23rd of March in Brussels juicecsr.eu/events to make sure the 2018 priorities are well translated into concrete and implementable actions, both at the general management level, as in the country-crop working groups (Brazil-orange, Poland-apple, Thailand-pineapple). This plenary meeting will also feature a workshop on implementation aspects of CSR improvement projects. This interactive session will be focused on rolling out the pilot project of the working group 2 (Poland-apple), and on learnings to be applied to other working groups.

We are open to receiving additional cases of good practice to be featured on www.juicecsr.eu so feel free to send us your ideas via hello@juicecsr.eu. And a reminder, as always - do not forget to follow us via the Platform [LinkedIn](#) page, connecting CSR experts from around the world.

Looking forward to hearing from you and/or meeting you to discuss further opportunities to improve CSR performance of our sector through the Juice CSR Platform.

The Juice CSR Platform Management Team

