

NEWSLETTER

APRIL 2025



WHAT does CDM stand for?

Companies need communities, and communities need companies.

Companies can no longer afford to remain disconnected from their local environments; meaningful engagement creates valuable knowledge flows where both businesses and communities contribute and gain.

The mission of the **Community Development Manager (CDM)** is precisely to be this agent of connection between the company and the local communities.

AIM

Corporate Social Responsibility (CSR) and sustainability are key priorities for companies in Europe, driven by social requirements and regulatory frameworks such as the 2023 Corporate Sustainability Reporting Directive (CSRD). The CDM project addresses this gap by introducing a comprehensive training program focused on linking CSR to community development.

Aimed at graduates and company staff, the project emphasises the creation of a Community Development Manager (CDM) role to ensure CSR initiatives are aligned with business strategies, while promoting stronger links with local communities.

[Read More on our website](#)



HOW DID IT ALL BEGIN?

The kick-off meeting for the Community Development Manager (CDM) project took place in Sofia, Bulgaria on the 11 and 12th of November 2024.

The meeting was attended by the partners of the project: University Paris I Panthéon Sorbonne (France), Project School (Italy), die Berater Unternehmens Beratungs Gesellschaft MBH (Austria), CATRO (Bulgaria), AnciLab (Italy) and CARDET360 (Greece).



During the meeting, the project coordinator (Université Paris 1) outlined the key phases and introduced the tools set up to ensure smooth communication and effective project tracking. Project School, the co-coordinator, reminded everyone of the project's objectives and expected outcomes. CATRO, leading the research phase, provided an overview of the analysis of the needs and expectations of businesses and local actors.



Die Berater, tasked with designing the training program, highlighted the main features of the future CD Hub. AnciLab, responsible for evaluation, validation, and upscaling actions, raised several points of caution regarding these processes. Finally, CARDET360 shared the main aspects of the communication and dissemination strategy that will be put in place.

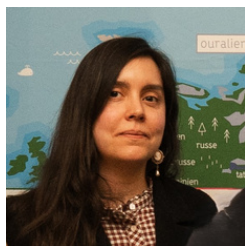


OUR WEB

Check our website for upcoming activities, resources and trainings!

cdmproject.eu/

Welcome the three new members of CDM team



Jenna Martin- University Paris I Panthéon Sorbonne



Michele De Luca- Project school



Roberta Bonacossa- Project school

Contribute to our study on the local engagement of companies!

To better understand the expectations of companies, their practices, and the challenges they face in their interactions with local stakeholders (associations, local authorities, citizens), we are launching a survey aimed at SMEs. Your insights are invaluable in helping us steer the CDM project to better reflect on-the-ground realities.

- The survey is anonymous and confidential.
- Responses will be used solely for research purposes.
- The survey will take approximately 10 minutes to complete.



Greece



Italy



France



Bulgaria



Austria

What's next? Stay tuned for the upcoming training-action program!



OUR SOCIAL MEDIA

Follow us on LinkedIn for upcoming activities, resources and trainings!

[Community Development Manager EU project- LinkedIn](#)



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