



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

The United Nations Industrial Development Organization (UNIDO) has the mandate to promote sustainable industrial development and international industrial cooperation. Its vision is to reduce poverty in developing countries and countries in transition through economic development and sustainable industrial growth. By enhancing business practices based on Corporate Social Responsibility (CSR), UNIDO has a unique role in advancing sustainable competitiveness and ultimately the sustainable industrial development.

Recognizing the need of meeting the specific requirements of SMEs with regard to CSR, UNIDO became the fifth core UN agency in the Global Compact in 2003. It is within this context that UNIDO has formulated its approach for the promotion of CSR as a means towards increased productivity and competitiveness of developing economies. For achieving this, the Organization's programme is built on three pillars: its participation in the UN Global Compact, the CSR Capacity-building Initiative and the Business Partnership Programme. The Organization's association with the SME sector is a result of the recognition awarded by the UN system to the Organization's prior operational efforts in developing partnerships through its Business Partnership Programme, Investment and Technology Promotion Network, SME Cluster Development Programme and the Subcontracting and Supply Chain Management Programme. In addition, UNIDO has a leading role within the UN system in terms of supporting environmentally and socially responsible entrepreneurship through its training capacities and support tools for enterprises and through the UNIDO/UNEP network of National Cleaner Production Centres (NCPCs).

In this context UNIDO developed a methodology called "**Responsible Entrepreneurs Achievement Programme (REAP)**", a comprehensive programme to support SMEs in implementing CSR. It is based on the ten principles of the UN Global Compact and lays a stable and solid ground for a broad implementation of responsible business practices, responsible supply chain management, and a national and local business-related policy framework, geared towards sustainable industrial development. One of the components of REAP is a software, which enables SMEs to implement CSR practices in a cost-effective manner through benchmarking, analyzing and improving company performance in the financial, environmental and social areas (Triple Bottom Line). It can be seen as an operative guide for businesses, for both the analysis of the baseline situation and the documentation of the changes and improvements achieved. UNIDO is right now in the process of developing a REAP training manual for institutions (implementation counselling) as well as for SMEs (performance improvement) that wish to work with this methodology. In addition, UNIDO will offer training workshops to make business support and advisory institutions familiar with the programme (including the software) and enhance the quality of their services.





EUROPEAN MANAGEMENT CENTRE (UN GLOBAL COMPACT MEMBER)

The European Management Centre was established in 1999 in Sofia on the recommendation of the European Union, with the objective of providing modern management skills for Bulgarian companies and to assist them in finding foreign partners. It offers training to Bulgarian entrepreneurs, managers and others who are responsible for business and other activities to increase overall management know-how, and to facilitate the adaptation to the standards and conditions of work, as well as an understanding of the requirements and challenges as a consequence of EU accession. Furthermore, the Centre pursues the transfer of know-how and experience from other EU countries. Up to the year 2007 managers from around 800 Bulgarian organisations have received training in a variety of programmes at the Centre.

The **aims** of the European Management Centre include the following:

- To train Bulgarian entrepreneurs, managers and others who are responsible for business activities.
- To educate Bulgarian managers, so that they can readily adapt to the standards and conditions of work, and an understanding of the requirements and challenges which are consequences of joining the EU.
- To pursue the transfer of know-how and experience from existing EU countries.
- To develop conditions for the creation of beneficial partnerships and working arrangements between Bulgarian and other European enterprises.
- To develop an understanding of the necessity to motivate employees by means of a supportive environment as part of the program to maximise profit.
- To develop programs for training and awareness of young people to the responsibilities and requirements of real life and business.
- To identify individuals with vision, creative skills and apparent high potential and to introduce them to people and organisations where their abilities can be developed to a high level and profitable application.
- To encourage the understanding of culture and ethics in business, as an important part of successful contemporary management.

EMC activities:

- **Training Programmes:** Trainings are devised and conducted by specialists with international experience and know-how. These programmes can be arranged for individuals or groups and conducted in-house or in our training centre in Sofia. The content of the training can be tailored to the specific needs of the client and can include English for business communication in addition to management topics.
- **Consultancy Operation:** The EMC offers a full range of services including market research, corporate planning from setting objectives to program implementation, introduction to potential partners, and support during implementation and follow-up.

The EMC works in strategic partnership with leading European institutions aiming at faster and more effective adherence to the rules and standards required for European organisations and modern personnel development.

The European Management Centre endorses the initiatives of the United Nations Global Compact in Bulgaria. By doing so, it supports what has become a rapidly growing movement to underpin global markets with universal principles on human rights, labour standards, environmental sustainability and anti-corruption practices.



UN GLOBAL COMPACT BULGARIA

The Global Compact is an UN international initiative aimed at promoting businesses' social responsibility. In Bulgaria, the UN Global Compact was officially launched under the auspices of President Parvanov in January 2003. The initiative unites on a voluntary basis a wide range of companies and organizations committed to the principles of responsible corporate citizenship. The Global Compact encourages active and socially responsible companies to adopt and implement in their operations ten universal principles in the areas of environment, labor standards, human rights, and fight against corruption. The Global Compact aims to engage business in the fight against major social and ecological challenges which growing globalization entails.

Four years after its launch in Bulgaria the UN Global Compact brings together more than 120 members in a semiformal network. In order to strengthen and enhance the role of the Global Compact Network in Bulgaria governance framework consisting of Advisory Board and Secretariat has been established in 2006. The Bulgarian Global Compact network includes representatives of the private business, non-governmental organizations and academia that share the principles of corporate social responsibility.

The latest initiative included the preparation of the first baseline survey on the understanding, attitudes, practice, problems and challenges in implementing Corporate Social Responsibility among the Bulgarian business: "Corporate Social Responsibility within the Bulgarian context" launched in February 2007. A number of social and environment projects have been implemented through Global Compact members active participation and financial support: "Unleashing Entrepreneurship", "Health – Shared Responsibility of Private Companies", "Love Bridge", National Forum Global Compact +3 "Business against corruption", Sharing Best Practices in Corporate Social Responsibility and others.

For more information, please visit the web site of the Global Compact Bulgaria at www.unglobalcompact.bg



UNITED NATIONS DEVELOPMENT PROGRAMME (UN Global Compact Focal Point)

ACCELERATING CSR PRACTICES IN THE NEW EU MEMBER STATES AND CANDIDATE COUNTRIES AS A VEHICLE FOR HARMONIZATION, COMPETITIVENESS AND SOCIAL COHESION IN THE EU

United Nations Development Programme (UNDP) launched at the beginning of 2007 the first regional project aiming to promote and support the integration of sustainability principles into the business strategies. The Project is expected to contribute to regional cohesion among old and new EU Member States and candidate countries.

Project description:

CSR is an important tool for private sector to actively contribute to the sustainable development, which is a long-term goal of EU. New EU Member States and candidate countries face a challenge to integrate sustainability principles on a country level in order to reach coherence with old EU countries. The Project aims to accelerate the implementation of CSR practices in the new EU Member States and candidate countries: Bulgaria, Croatia, Hungary, Lithuania, Macedonia, Poland, Slovak Republic and Turkey. Spain, UK and Germany will also be involved in the Project by contributing to exchange of experience and good CSR practices.

Objectives:

The main objective of the Project is to accelerate the implementation of CSR practices in new EU region, which is seen as a vehicle for EU harmonization, improving competitiveness and social cohesion. This is expected to be achieved by comprehensively mapping out the CSR activities and actors, identifying capacity gaps and areas where support to both business and the governments is needed, exchange of experience and good practices, awareness raising and supporting national stakeholders.

Project activities:

The Project activities fall under three components:

- Situational analysis of CSR status in each Project country by carrying out baseline surveys, which will result in European synthesis report to be presented in June 2007 at a Regional conference for discussions.
- Promotion of multi-stakeholder dialogue to enhance awareness and exchange good practices by a) organizing national and local forums in each of the target countries; Regional conference for all Project countries; b) establishing peer groups to work on National CSR agendas and c) developing a Project website.
- Developing and strengthening capacity of existing and future CSR stakeholders by a) organizing training sessions for peer groups and other active participants in CSR; b) taking peer groups on study trips to the UK, Germany and Spain; c) creating CSR tools database; and d) organizing discussion tables and a study visit in the UK.

Funded by the European Union, the Project is implemented by UNDP Offices in Project countries in cooperation with national and regional partners.

Project countries: Poland, Lithuania, Hungary, Slovakia, Bulgaria, Macedonia, Croatia and Turkey

Project partners: Great Britain, Spain and Germany, as well as UN Global Compact Office and National CSR/Global Compact Networks in Project countries.

Budget: 1 036 155 (775 636 Euro)

Donors: European Commission, United Nations Development Programme



BULGARIAN BUSINESS LEADERS FORUM

BBLF is the leading organization in Bulgaria devoted to promoting the principles of corporate social responsibility and the socially responsible business practices, which benefit business and society and help achieve social, economic and environmentally sustainable development.

BBLF was set up by 12 companies and inaugurated by former Bulgarian President Petar Stoyanov and HRH The Prince of Wales in 1998. The Forum is affiliated to The Prince of Wales International Business Leaders Forum. Over 220 Bulgarian and international companies and non-governmental organizations are part of the BBLF membership community.

BBLF develops significant educational projects such as the **Business Master Classes** for university students and the Business Hours for students from professional and other high schools. The Forum is also famous for its annual **Responsible Business Awards**, which give credit to companies with remarkable record in the field of corporate social responsibility and encourage other business leaders to start or further develop socially beneficial activities.

In 2001 BBLF created the **Business Ethics Standard**, which has become a model for ethical conduct of the responsible business community. Currently, more than 1500 companies in Bulgaria have adopted the Standard and have been using it as their primary code of corporate behaviour. The Forum also strives to create a platform for communication between the business community and the state authorities through various **networking events** on which burning social and business issues are discussed, such as – fight with corruption, ethical corporate behaviour, enhancement of education and etc.

BBLF has several publications among, which is the newspaper **Business Leader** and the **Responsible Business Directory**.



TANDEM Ltd

Tandem Ltd. is one of the most respected Bulgarian companies in its industry. The general manager and owner, Mr. Kiril Vatev, became member of the UN Global Compact Local Network in Bulgaria and is known across the country as a socially responsible businessmen.

How the Story of TANDEM Began

The story of TANDEM began when the two brothers Kiril and Todor Vatevi, concluding their active sports careers, decided to start their own business. Their sole experience up to then was what active sport had taught them – discipline, responsibility, a sense of belonging to the team and most importantly - their intolerance toward poor results.

Their strife toward real things, logically made them consider production. In 1993 they started making sandwiches, which were delivered to their customers by two Trabant cars. But they felt that something was missing. The deliveries were often delayed and they couldn't guarantee the quality of the sandwiches, because they couldn't guarantee the quality of the ingredients put into them. It was then that they came up with the idea to produce the sausages themselves and it was at that moment that the first and foremost principle of TANDEM production was set - absolutely no compromises with the quality of the meat products.

The beginning was set with two crates of minced meat, which they delivered to the stores, with the arrangement that these would be paid to them only if the customers were satisfied. Everything was sold by the next day and that's when orders started pouring in. They began producing larger quantities, gradually diversifying the product range and packaging pork chops, steaks, frankfurters, sausages, etc. Then there was another problem — the one with the meat deliveries. Despite the care and attention given to the production process, the brothers couldn't be certain at the quality of the raw meat ingredients put into the end product. And in a typically their style, they had set for themselves at the beginning - not to be satisfied by low standards, they decided to overcome this difficulty. They began buying livestock, bred in natural surroundings and later they bought a slaughterhouse because they believed, that their customers deserved only the best. They knew they couldn't compromise the customers' health, irrespective of the price.

In 2000, in order to respond to the increasing demand of TANDEM products, the influx of new technologies and the increased hygienic and sanitary standards, the brothers, started the construction of a new meat processing plant, in compliance with the EU requirements and standards. In 2002 the enterprise was completed. That gave them the opportunity to diversify the production range even more, by offering tasty and nourishing food for every member of the family, for every type of meal and occasion.

In this way the unique product TANDEM emerged on the Bulgarian market. Its name has become a symbol of an extremely high quality and has become a measure of standard for the rest of the Bulgarian meat producers. This is because TANDEM quality means pure, natural meat, contemporary technologies, tough control at all levels of production, carefully selected recipes, well-organized team work and precise care toward every single detail.