

Establishing Corporate Social Responsibility in South East Europe

Belgrade, 26/06/2007

Conference on Corporate Social Responsibility
for Small and Medium Businesses and Advisory Institutions
in Serbia

Programme partners (1)

Federal Ministry for Cooperation and Economic Development, Berlin

- Initiator and sponsor of the programme
- Strategy and general frame

InWEnt gGmbH, Cologne

- Programme coordination on behalf of the Federal Ministry for Economic Cooperation and Development, Germany
- Selection of eligible project ideas and project partners for realisation
- Supervision of the programme at the highest level

Programme partners (2)

ILTIS GmbH, Rottenburg

- General project coordinator responsible for project realisation
- Conceptual design, project management and project implementation of the entire programme
- Development of contents, tools and measures necessary for project implementation, training for project stakeholders

Programme partners (3)

South Eastern Europe Network (SEE Network):

- Network of chambers, business associations and consulting companies in SEE
- Project executing organisations on site:
 - Serbia: Serbian Chamber of Commerce, Belgrade
 - Albania: Regional Development Agency
 - Bosnia and Herzegovina: Chamber of Commerce and Industry of Republika Srpska, Banja Luka
 - Macedonia: BASME CT, Skopje in cooperation with BalkaNet
 - www.see-network.com

We are committed to CSR because...

- society requires from companies to take social responsibility. Enterprises should follow this demand in their own interest.
- we know, that following CSR principles means to have a significant competitive advantage. Clients and partners from Western Europe emphasize CSR principles and standards as their customers don't want to buy products and services produced under unfair conditions.
- only sustainable management will lead to long lasting business success in a global market.
- Thereby we refer to UN Global Compact, the recommendations of the European Commission and the OECD guidelines for Multinational Enterprises.

Project purpose

Purpose of the project is to introduce CSR area-wide in South East Europe. This means in particular that...

- as many actors as possible recognize, what CSR is, what it actually means to them or will mean in future
- companies in SEE know how CSR can contribute to their business succes
- entrepreneurs can derive the value of CSR with respect to their individual situation
- companies will be motivated to implement CSR as a basis of good management.

Project goals

During the project execution period (June 2007 – December 2008):

- 2.000 enterprises in South East Europe will be addressed to deal with CSR by specific programme activities and participate in one of the programme components.
- Economic key players and promoters of the topic will be actively involved in each country, for example ministries, chambers, business associations and media.
- CSR will be better known in the region through permanent public relation and continuous reporting about the purpose and results of the programme.
- In every country a point of contact will be established, where interested enterprises can fetch know-how and make use of training and consulting services while introducing CSR in their companies.

Main programme components (1)

1. CSR competence centre

- Point of contact providing training and consulting services to CSR related topics

2. CSR Award

- Collection, analysis and evaluation of the best ideas and activities that companies in SEE have already implemented
- Awarding of the best five companies in every participating country

3. CSR Index

- Development and publication of a state-wide ranking of CSR related activities and results

Main programme components (2)

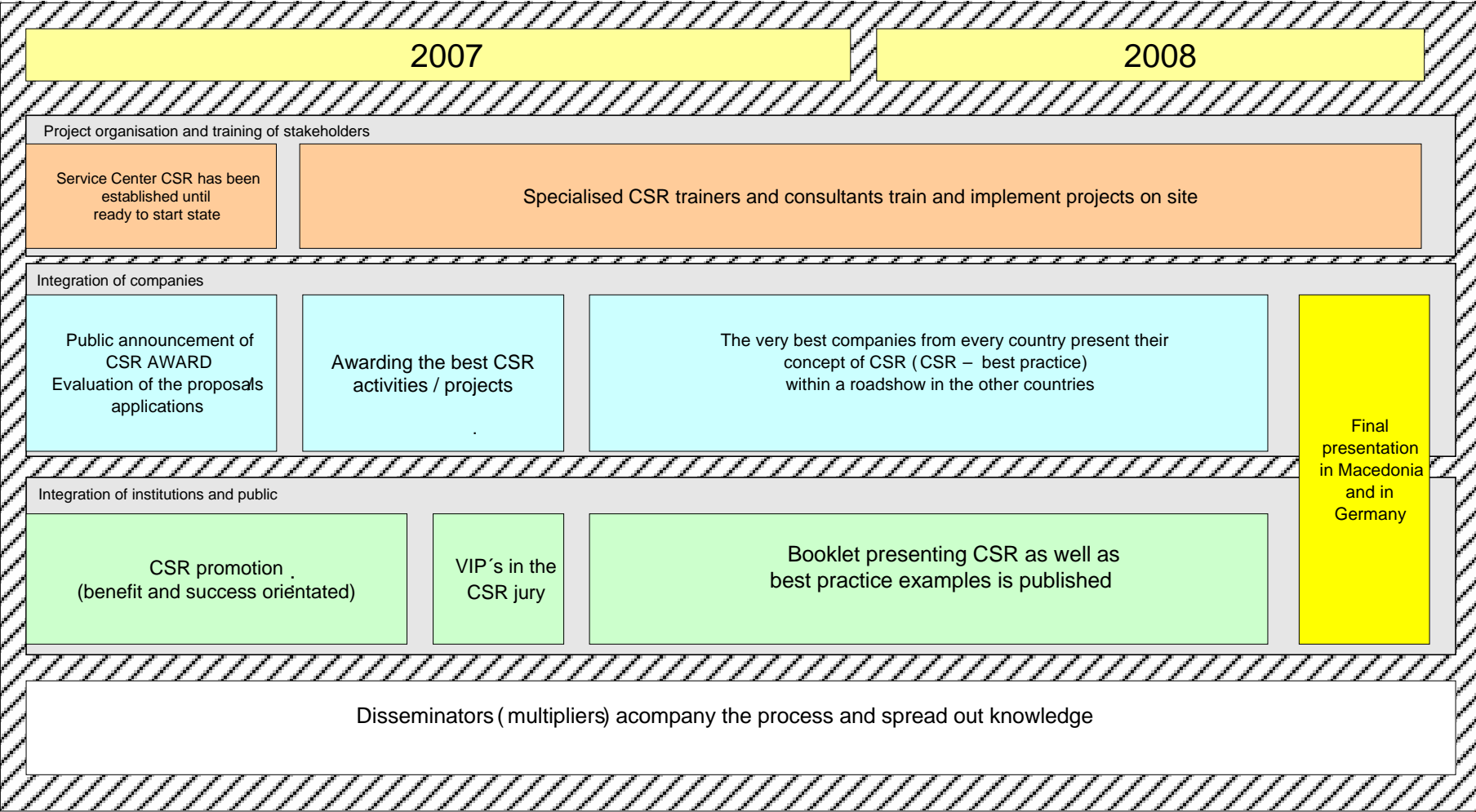
4. CSR Roadshows

- Public promotion of CSR success stories
- CSR best practice sharing

5. CSR Booklet

- CSR „pocket guide“ – all important issues about CSR
- Supplemented by case studies, recommendations, experiences and practice-orientated tools
- Appropriate to self-study or information about CSR related topics

Proceeding – Measures – Overview



The unique of our approach (1)

- **We tie in with already existing CSR success stories** and use them to create willingness of other entrepreneurs to create own CSR ideas and implement them in their companies.

Thus, CSR is not longer an abstract possibility in theory, but an approach with proven positive impact.

- **We carry out the project at the same time in the entire region.**

This allows direct comparison and a contemporary share of knowledge and experiences.

- **We utilise public relation measures as a catalyst in the programme.**

A positive image caused by successful CSR implementation creates a deep impact on sales activities of companies and leads to a personal commitment of entrepreneurs to implement CSR in practice.

The unique of our approach (2)

- During programme execution a lot of **stakeholders will be involved**, e.g. ministries, chambers, business associations and media. Thus, CSR will be better known on different levels of economy.
- **The CSR Index / ranking** will promote competition within companies and may also have impact on consumer demands and buyer habits

Thank you!

Serbian Chamber of Commerce

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