

# BETTER BUSINESS FOR BETTER SOCIETY

RESPONSIBLE BUSINESS FORUM MEMBERS'  
CONTRIBUTION TO THE SOCIETY IN 2014



RESPONSIBLE  
BUSINESS  
FORUM

BETTER BUSINESS  
FOR BETTER SOCIETY

# Measuring corporate investments in socially responsible activities

...measuring contributions  
and impacts that has  
been implementing  
successfully for the past  
**three years..**

Leading companies in Serbia enhance corporate social responsibility with their responsible behaviour toward local community, working environment, marketplace and environment, as well as with responsible communication, measuring and reporting on their activities.

In the year 2012, annual research on members' investment in socially responsible activities has been launched within the Forum. This is the first joint methodology in Serbia for measuring contributions and impacts that has been implementing successfully for the past three years. Companies' involvement in the research is voluntary and the results are communicated publicly and only in total.

The methodology has been adjusted in order for the results to give a more precise description of investment flow and trends. Innovation in the questionnaire, compared to previous years, is monitoring companies' emergency involvement after May's floods, and their direct support to those in need.

Data collection has been conducted in March and April 2015, and represents data on investment in the previous year. Analysis has been supported by the USAID.

In the 2014 survey, have participated 15 member companies of the Responsible Business Forum:

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# What do the results show?

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## SUPPORT TO THE LOCAL COMMUNITY DEVELOPMENT

**Top areas** that companies have supported in 2014

Top social groups supported

Most frequent **local community partners**

Value of **monetary and non monetary contributions**

## WORKING ENVIRONMENT

How much do companies invest in

**employee development**

Corporate volunteering programs

Practices of employing persons with disabilities

## ENVIRONMENTAL PROTECTION

How companies practice the **environmental protection**

How much has been invested in environment protection projects

The amount of waste **recycled**

Do companies calculate **carbon footprint**

## GOOD MARKET PRACTICES

**Responsible advertising and green supply chain practices**

How companies engage their **business partners**, and in which ways they inspire other relevant actors on social responsible actions

In 2014, in CSR activities has been invested

**1,241,004,139.81 RSD**

**430,054,761.48 RSD**

out of that, has been allocated to flood relief after catastrophic floods that hit Serbia in May.



**51%**

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**Local community contributions**  
**644,324,569.61 RSD**

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**32%**

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**Work environment improvement**  
**397,657,222.51 RSD**

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**17%**

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**Environmental protection**  
**174,482,347.69 RSD**

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# RESPONSIBLE BUSINESS FORUM

## Numbers and trends in companies' contributions to the local community

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**DONATIONS FOR FLOOD RELIEF HAVE MARKED 2014** – Floods that emerged in May last year showed that business was ready to actively engage and react. Member companies included in the research have provided 2.6 million euros for the flood relief. A 67% of total donation measured 644,324,569.61 RSD in 2014 were allocated to flood relief. In normal conditions, according to this research, education is an area that most companies engage in, followed by environment protection, promotion of healthy lifestyles, culture and art, social inclusion etc.

**STAKEHOLDER ENGAGEMENT IS AN EXPANDING PRACTICE** – the case of flood relief has accented the importance of stakeholder engagement through wider social actions in which companies included consumers, business partners and employees. In 2014, significant resources of 112,840,800.00 RSD or 17% of all donations were collected due to additional stakeholder actions.

**POTENTIAL OF IN-KIND DONATIONS** – Considering the current economic situation and rationalization of donation budgets, a good way to increase total community givings is to increase in-kind donation in products, services or other resources. Study shows that the value of in-kind donations increases with every year. In 2012 they valued around 34 million dinars, in 2013 around 38 million, and in 2014, again, having in mind specific circumstances of floods, 246 million dinars.

EMPLOYEES ARE AMBASSADORS OF COMPANY'S VALUES – One of the most valuable resources that companies can invest in the community development are skills and knowledge of its employees. Almost all Responsible Business Forum member companies implement some kind of volunteer engagement of employees. In 2014, employees have donated 25426 working hours, out of which many are related to engagement with the flood relief.

PARTNERSHIPS ARE THE KEY FOR SUCCESS – In 2014, 15 leaders of corporate social responsibility have cooperated with more than 1000 organizations. In the last three years, one socially responsible company has, on average, cooperated with 50 partners from civil and public sector and supported over 60 projects. Among most common partners are civil society organizations, while a little less than 1/3 are public institutions and local governments. More and more companies make long lasting partnerships and organizations are not only users of the programs but equal partners with expertize and specific knowledge in the implementation of joint projects.

# SUPPORT TO THE LOCAL COMMUNITY

RESPONSIBLE BUSINESS FORUM MEMBERS DEVELOP PROGRAMS OF CORPORATE PHILANTHROPY BY DONATING MONETARY RESOURCES, PRODUCTS AND SERVICES, TIME AND SKILLS OF THEIR EMPLOYEES.



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# CORPORATE PHILANTHROPY

represents more than the ad hoc response to the needs of the community – it is a strategic investment in the development of the community in which company operates and it is based on defining the areas of support which are priorities for both the company and the local community.

# Which topics companies support?

## 2013

1. Education / **94%**
2. Environmental protection / **76%**
3. Art and culture / **65%**
4. Humanitarian aid / **65%**
5. Sport\* / **59%**
6. Inclusion / **53%**
7. Employability / **53%**
8. Entrepreneurship / **53%**
9. Healthy lifestyles / **35%**
10. Active aging / **29%**
11. Human rights / **12%**
12. Other, closely related / **12%**  
with primary business

## 2014

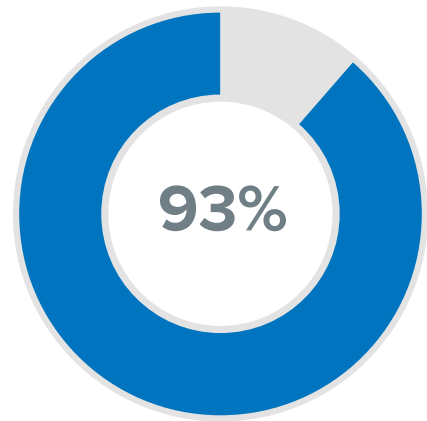
1. Humanitarian aid / **100%**
2. Education / **87%**
3. Inclusion / **80%**
4. Art and culture / **73%**
5. Environmental protection / **67%**
6. Employability / **67%**
7. Sport\* / **67%**
8. Entrepreneurship / **47%**
9. Human rights / **27%**
10. Healthy lifestyles / **27%**
11. Other, closely related / **27%**  
with primary business
12. Active aging / **20%**

All companies in 2014 have donated resources for humanitarian aid regarding the floods. Education was an area which, in both 2013 and 2014, the biggest number of companies have supported in different ways, while environment protection and social inclusion also rank high.

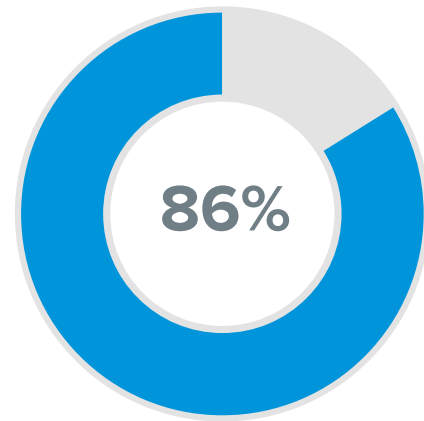
\* Amateur, youth and school sport and sport for people with disabilities

**67%** OF ALL DONATIONS  
IN 2014 WERE RELATED  
TO HUMANITARIAN AID  
REGARDING THE FLOOD  
RELIEF.

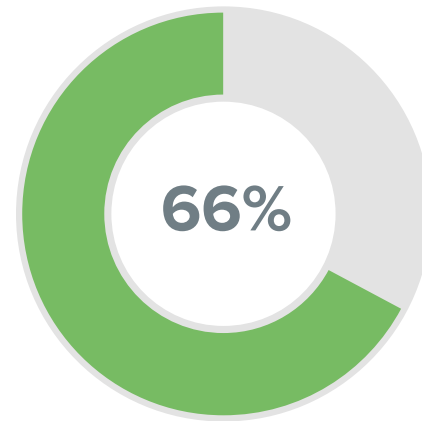
# Which social groups do companies support most often?



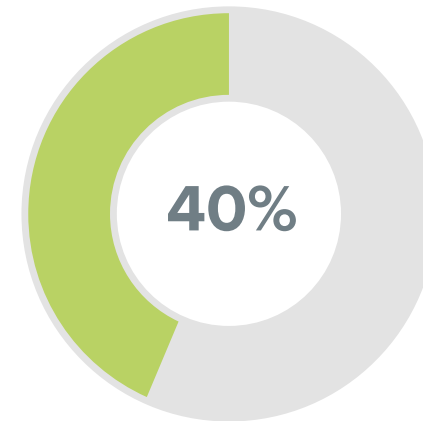
Children  
(up to 18 years old)



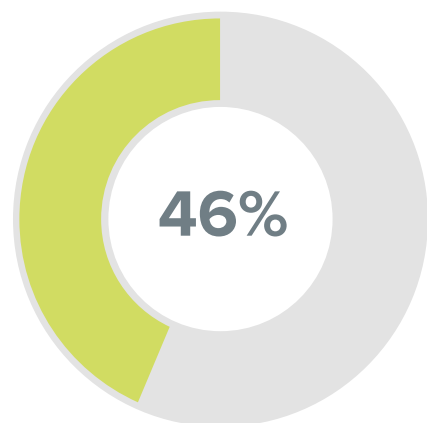
Youth  
(19-30)



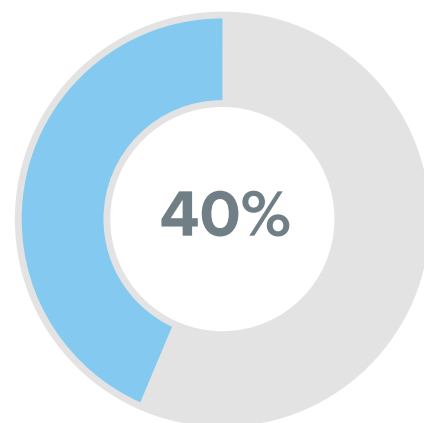
Persons with  
disabilities



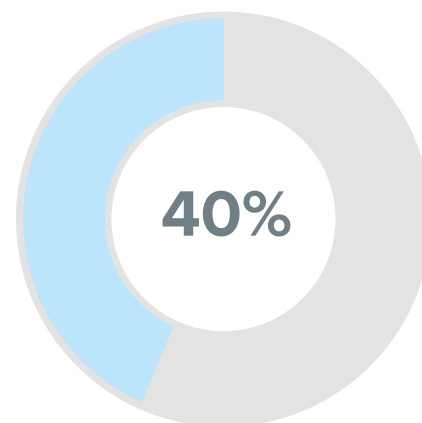
Women



Seniors



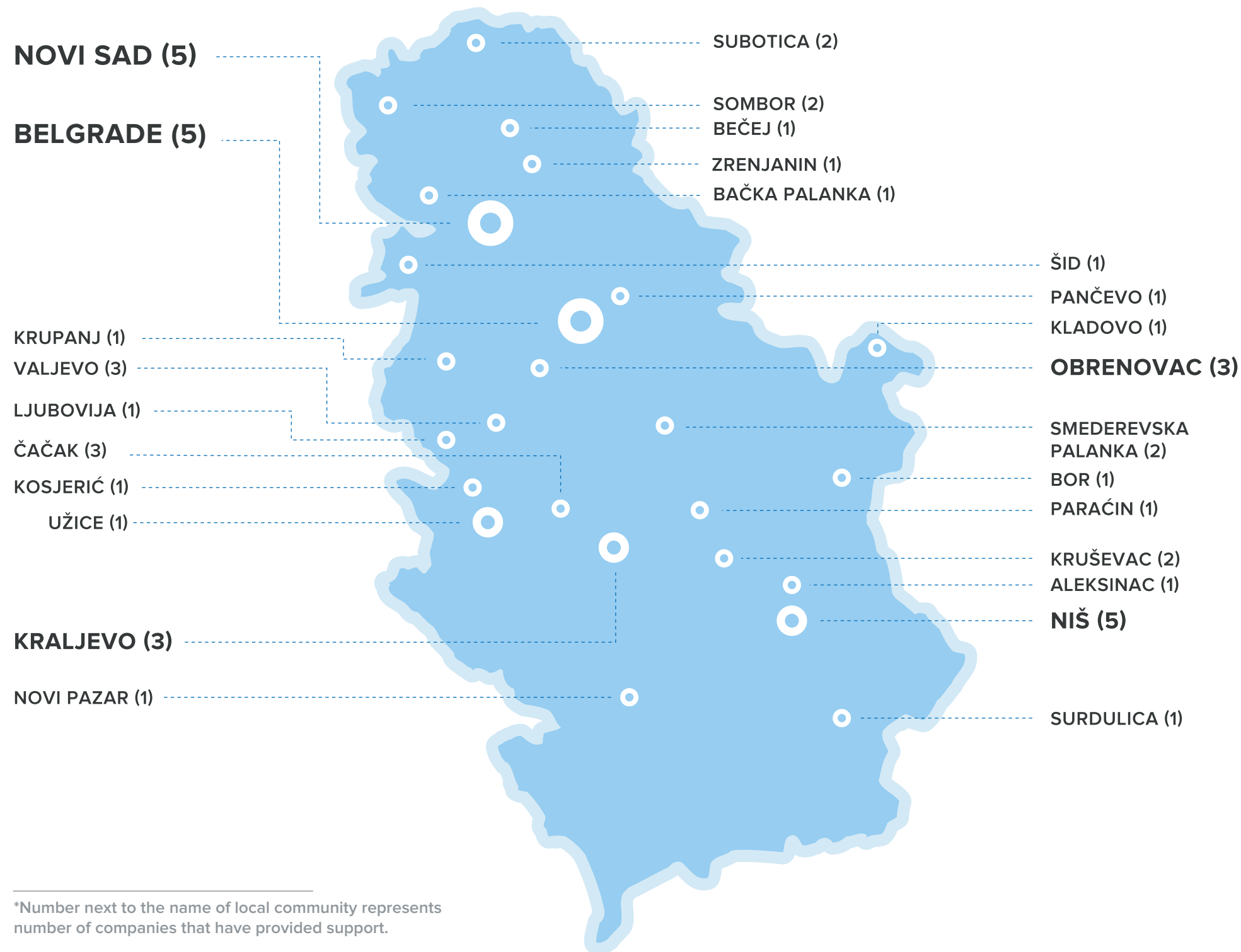
Roma



Other

Most companies in 2014 have dedicated its help to children up to 18 years and young people up to 30 years old. Supported social groups are in accordance with the most common areas of support, with remark that a high percentage also represents people who suffered due to the floods.

# On which local communities was support directed?



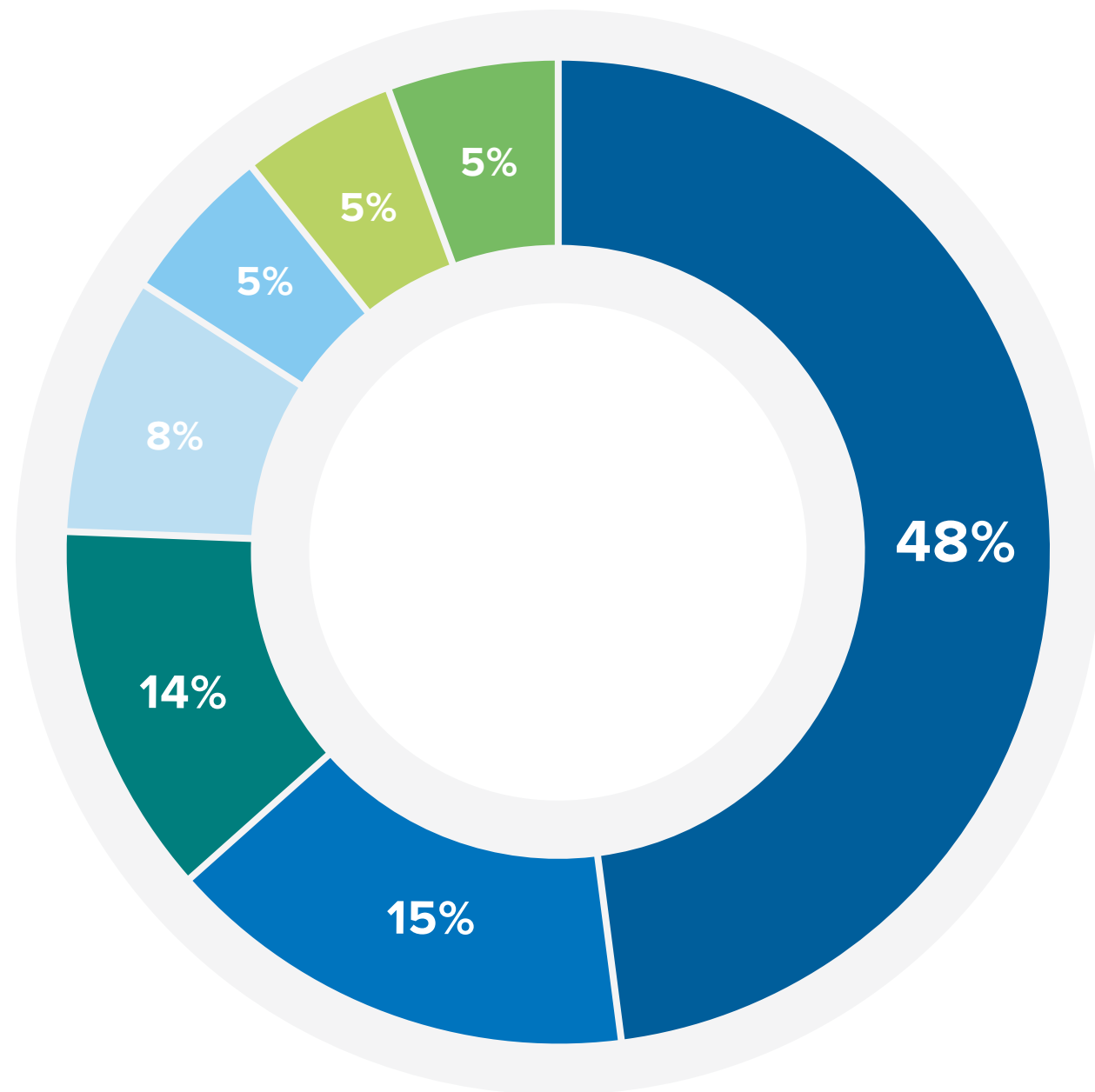
\*Number next to the name of local community represents number of companies that have provided support.

In 2014, companies have supported different local communities and most projects were realized in Belgrade, Novi Sad and Niš, as well as in the areas affected with the floods.

In 2014

**1037 organizations  
and 633 projects  
have been supported.**

# Who are the strategic partners of the companies' programs of engagement in the local communities?

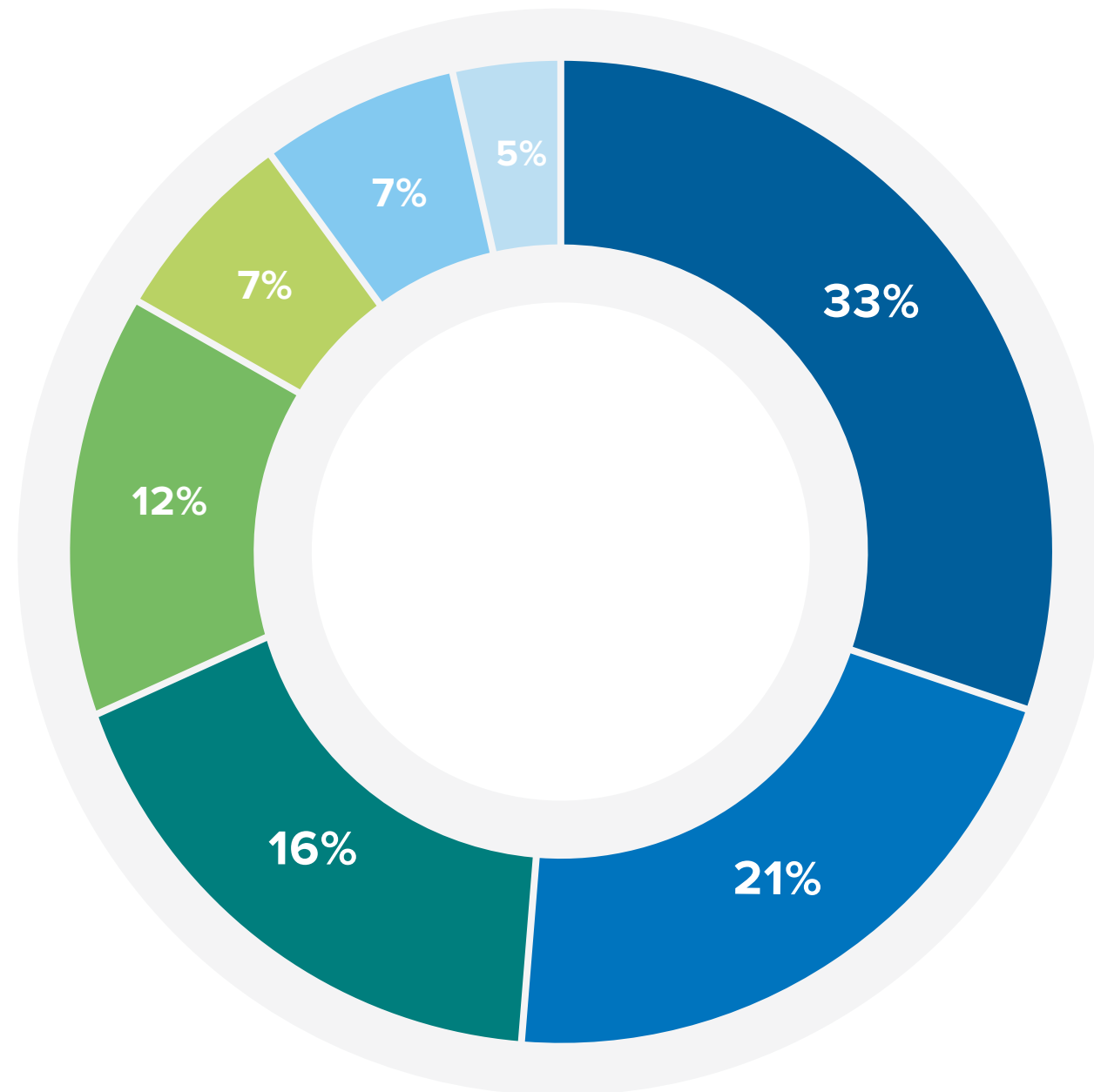


Civil society organizations are the most frequent partners in the implementation of the corporate philanthropy programs, accounting for 48% of partnerships. Foundations represent more and more important partners with which companies implement programs of local community support, and they have made the biggest increase in representation of partnerships in comparison to the last year. With 70% of partners in 2014 companies have continued cooperation from the previous years.

- 48% civil society organizations
- 15% state institutions
- 14% foundations
- 5% local governments
- 5% business sector
- 5% media
- 8% other

**Cooperation with civil society organizations is the most common. Importance of the foundations is on the rise as well.**

# Which are the most common ways of cooperation with strategic partners from the local community?



With regard to the specific cause of flood donations in 2014, most common way of cooperation was direct support with 33%, while joint projects were represented with 16%.

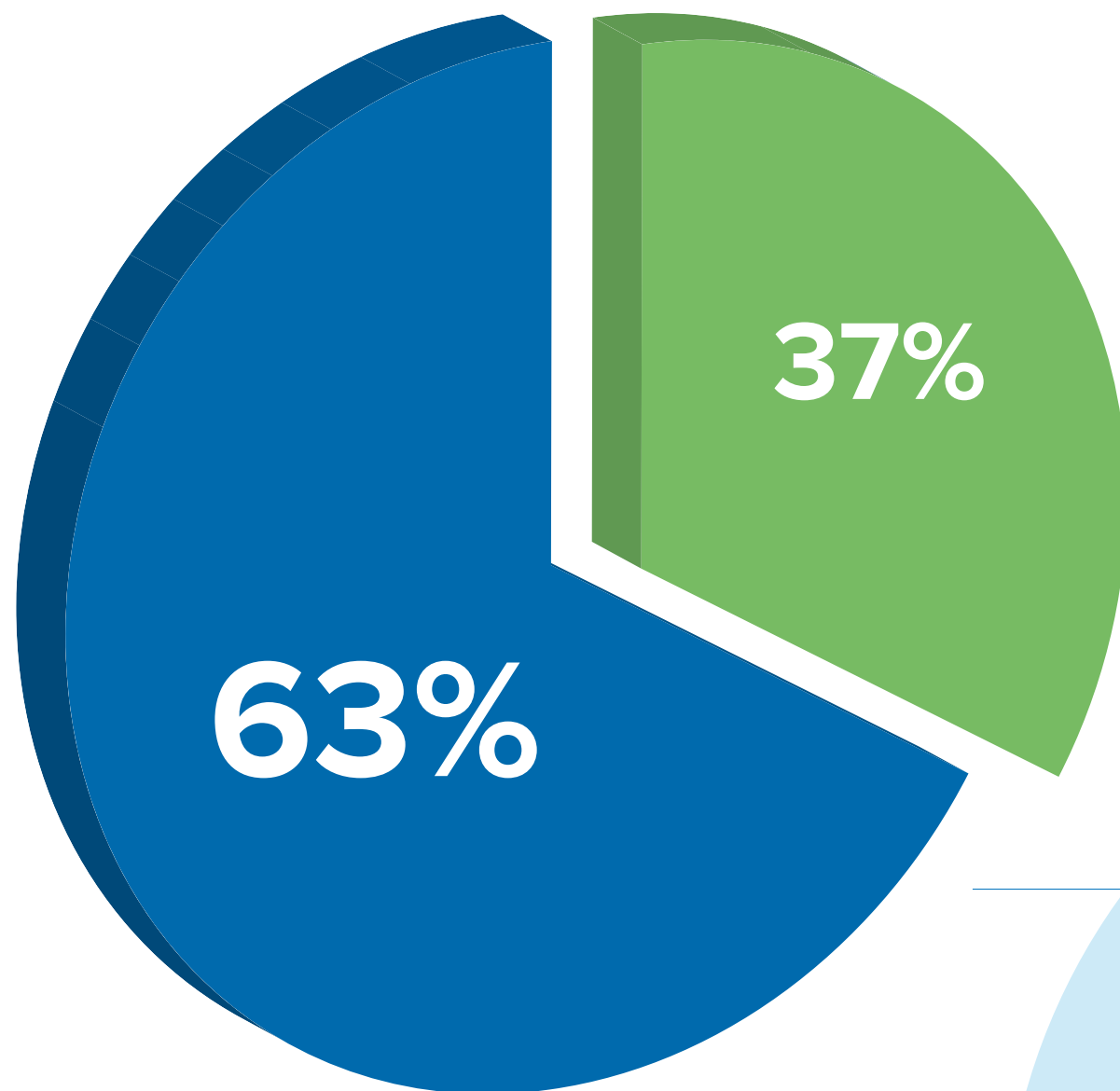
- 33% Direct support
- 21% Unnamed
- 16% Joint project
- 12% Development and promotion of certain topic
- 7% Volunteer program cooperation
- 7% Joint campaign
- 5% Project implementation



MOST COMMON WAYS  
OF COOPERATION ARE  
JOINT PROJECTS AND  
DIRECT SUPPORT.

## How much counted the total support to the community?

In total, support to the local communities was **644,324,569.61 RSD**. Out of total, 67% represent donations related to the floods and 33% were funds allocated to the regular programs.



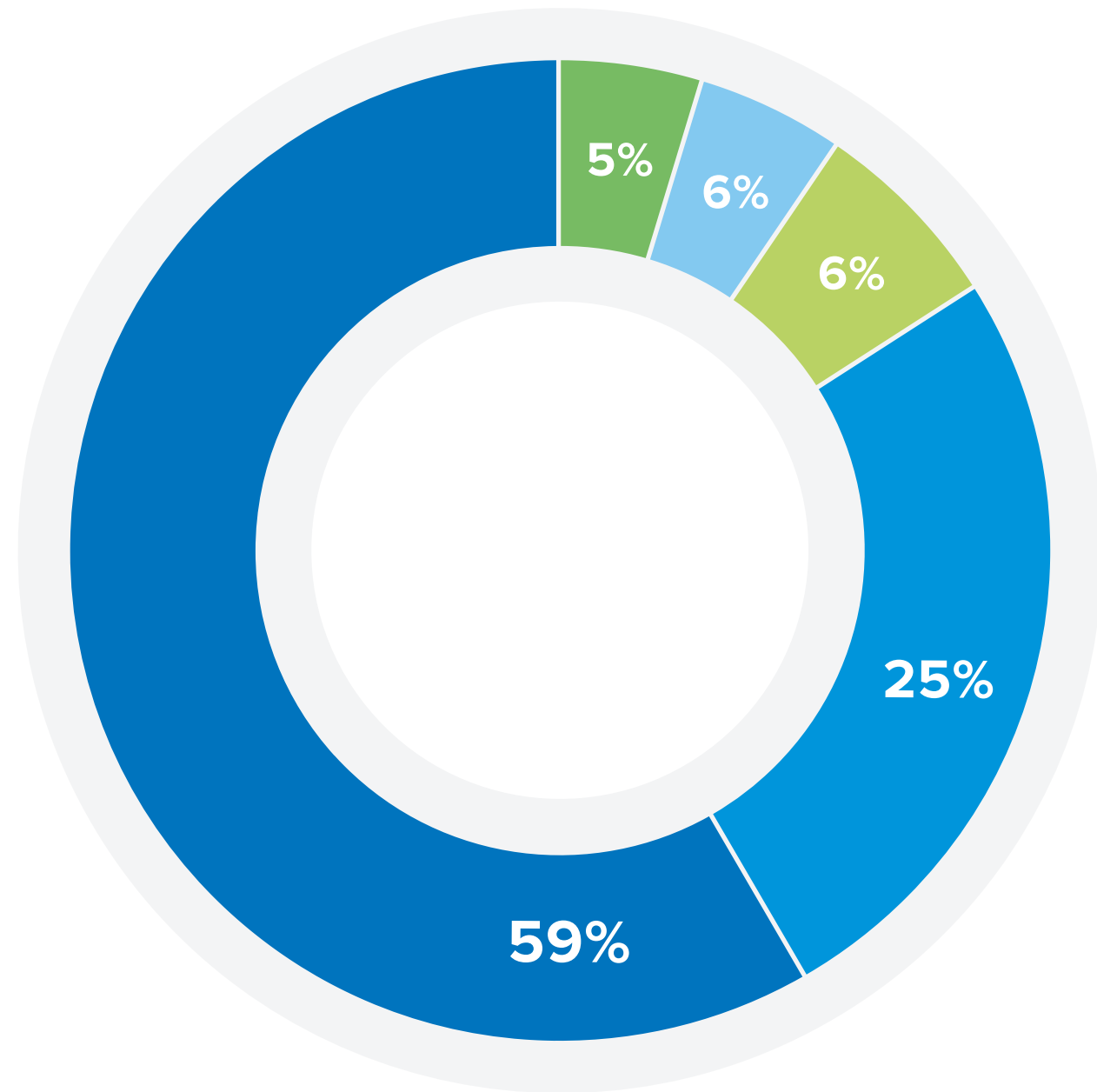
### In kind contributions 37%

- Product/service companys' donations
- Equipment donations
- Media space donations

### Monetary contributions 63%

- Corporate philanthropy programs
- Budget funds and funds fundraised from the employees and external sources
- Institutional support to the organizations and associations with strong social aims
- Cause-related marketing campaigns

# Value of financial contributions

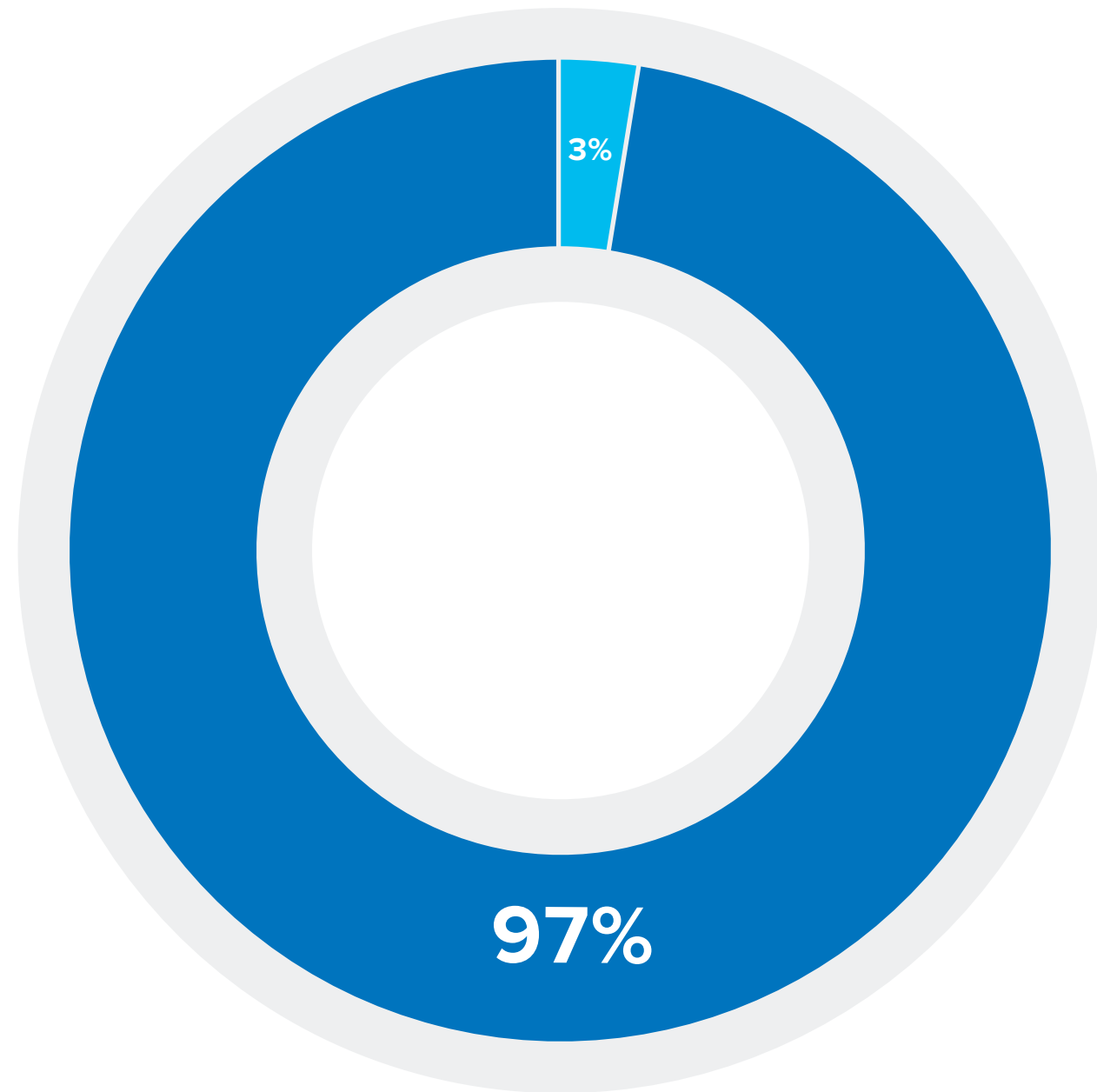


Type of financial contribution	Amount in RSD
Funds allocated for corporate philanthropy programs from the company's budget	246,890,142.43
Funds collected from other sources due to the company's activities*	103,071,630.00
Institutional support for organizations from local community through membership fees	20,282,171.00
Organizational costs of implementing philanthropic activities	25,698,000.00
Resourced raised through cause-related marketing campaigns	24,540,000.00
<b>Total:</b>	<b>395,941,943.43</b>

*\*In addition to allocations from the budget that are most common, companies encouraged and involved employees, customers or business partners to collect additional funds for specific social causes.*

- **Corporate philanthropy programs 59%**
- **Resources collected by engaging stakeholders 25%**
- **Memberships 5%**
- **Organizational costs 7%**
- **Cause-related campaigns 6%**

# Value of in kind contributions



Type of in kind contribution	Value (RSD)
Product/services donations	239,766,089.18
Equipment donations	6,937,787.00
Media space donations	77,500.00
Free of charge usage of premisses	1,601,250.00
<b>Total in kind contribution:</b>	<b>248,382,626.18</b>

Responsible Business Forum members supported the local community in various ways by using their internal resources - products, equipment, facilities and media space or providing services in the field of their expertise. This especially became evident during the emergency response to May floods, when donations of products were the most needed. Almost 90% of total donated products, were donations related to the flood relief.

- **Product and services donations 96%**
- **equipment donations 3%**

THERE IS A RISING IMPORTANCE  
OF ENGAGING CONSUMERS  
AND BUSINESS PARTNERS IN  
LOCAL COMMUNITIES' SUPPORT  
INITIATIVES.

# EMPLOYEE ENGAGEMENT

in the corporate philanthropy programs is directly related to the building of corporate social responsibility culture. Engaged employees contribute directly to the creation of and fostering corporate values that bring benefits to both, the company and the community.

# How much have employees contributed to corporate philanthropy programs?

**8,534,010.84 RSD**

is the total amount of employees' donations

**3,153 employees**

were engaged in some kind of volunteer activities.

**25,426h or 3,178.25 days**

employees have dedicated to social goals

**8,873,674.00 RSD**

would be the monetary value of volunteer work, calculated based on average wage in 2014.\*

*\*Calculation based on average annual income in Republic of Serbia in 2014, which is 61,426.00 RSD monthly, or 349.00 RSD per hour.*

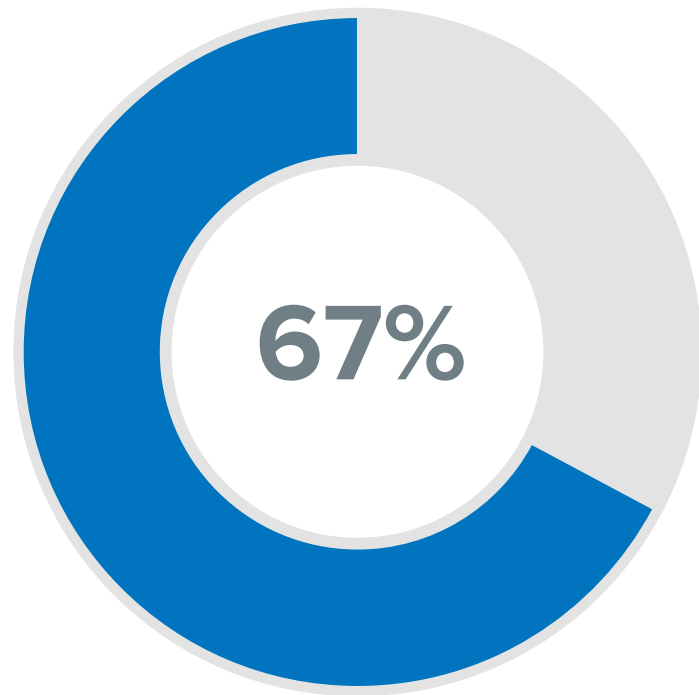
# CORPORATE VOLUNTEERING

is based on planned and coordinated efforts of the company to engage its employees in activities either supported by or organized by the company that contribute to the achievement of wider social objectives.

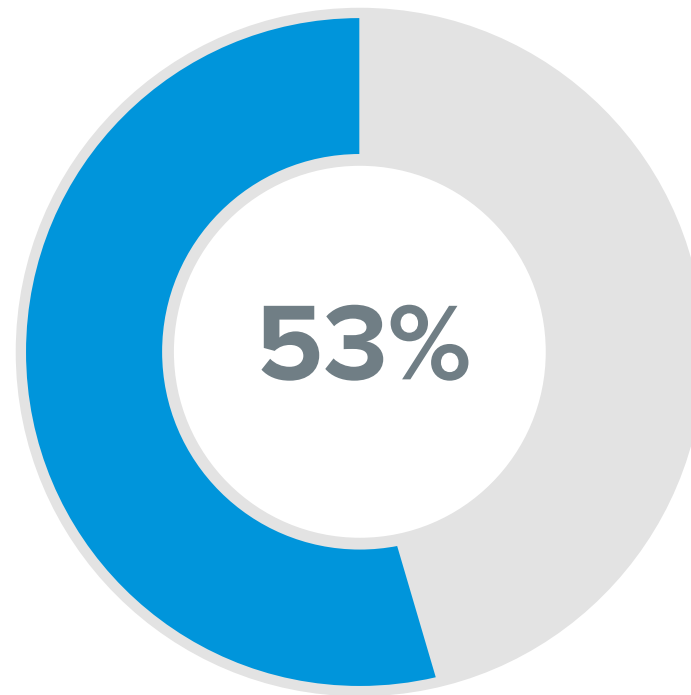


## Coorporate volunteering

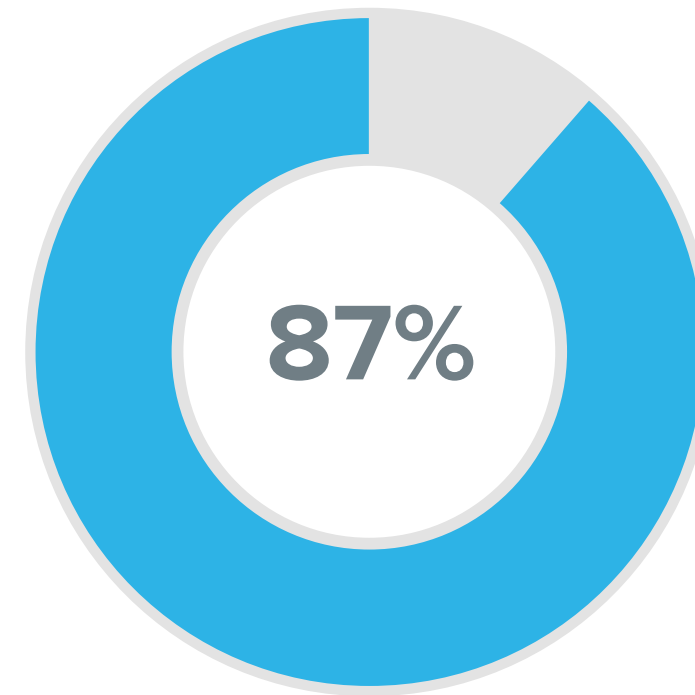
Companies organized 41 volunteer project in total



**67%** of the companies have corporate volunteering program



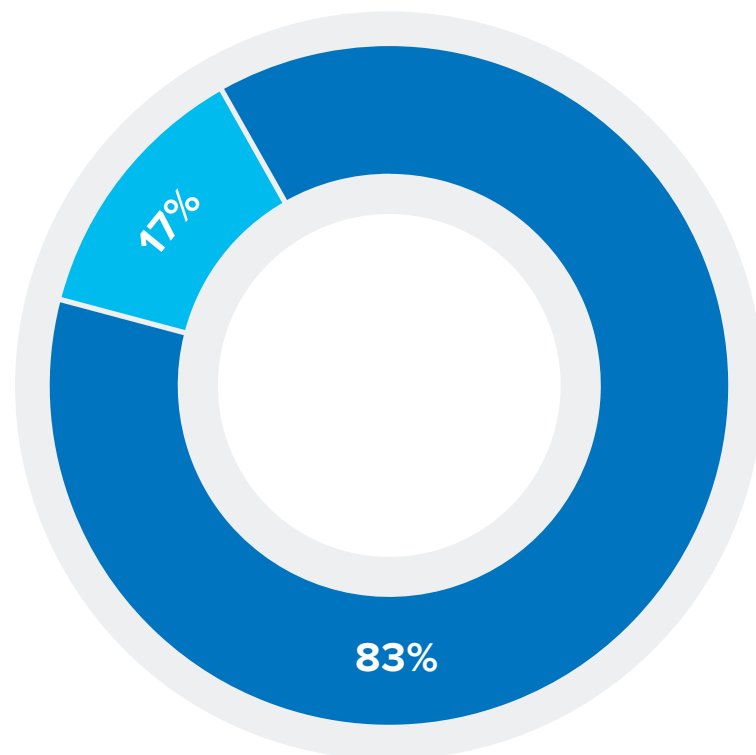
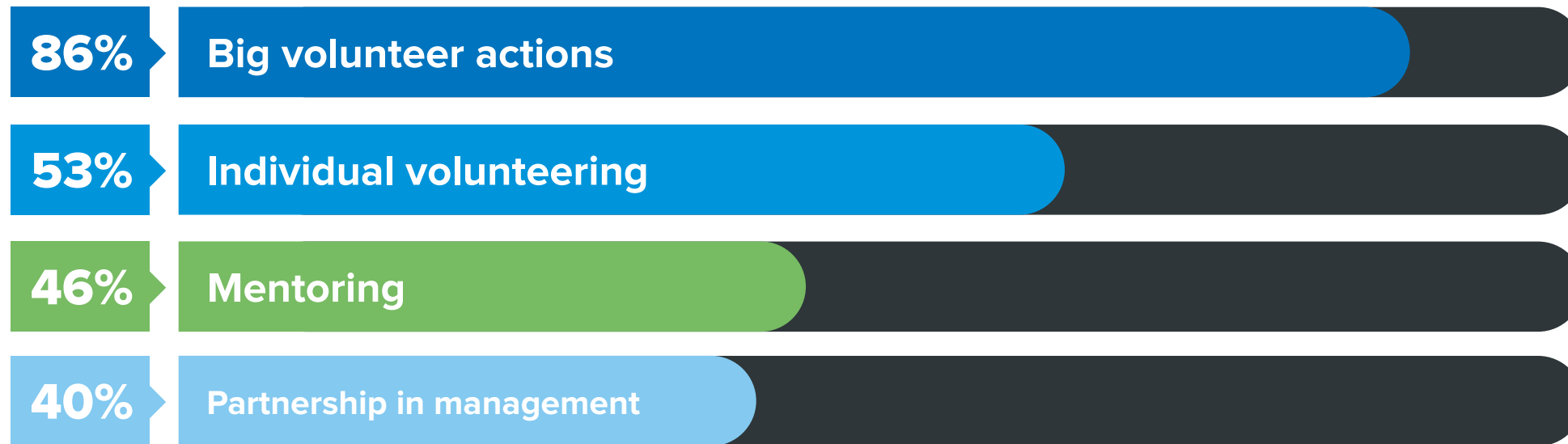
**53%** of the companies have policies that regulate this area



**In 87%** of the companies top management volunteers

# Coorporate volunteering

## Types of volunteering activities



According to internal policies, corporate volunteering is allowed during

- During work hours only 17%
- During work hours and non working hours 83%
- During non working hours only 0



# WORK ENVIRONMENT

RESPONSIBLE BUSINESS FORUM MEMBERS INVEST IN DEVELOPMENT OF THEIR EMPLOYEES BY PROVIDING TRAININGS AND FUNDING OF ADDITIONAL FORMAL EDUCATION. COMPANIES ARE ALSO INVESTING IN THE IMPROVEMENT OF SAFETY AND HEALTH AT WORK.



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**23,508** employees

**1,264** students in internship programs

**83,800.811 RSD** invested in  
improvement of working conditions and  
safety at work above the law requirements

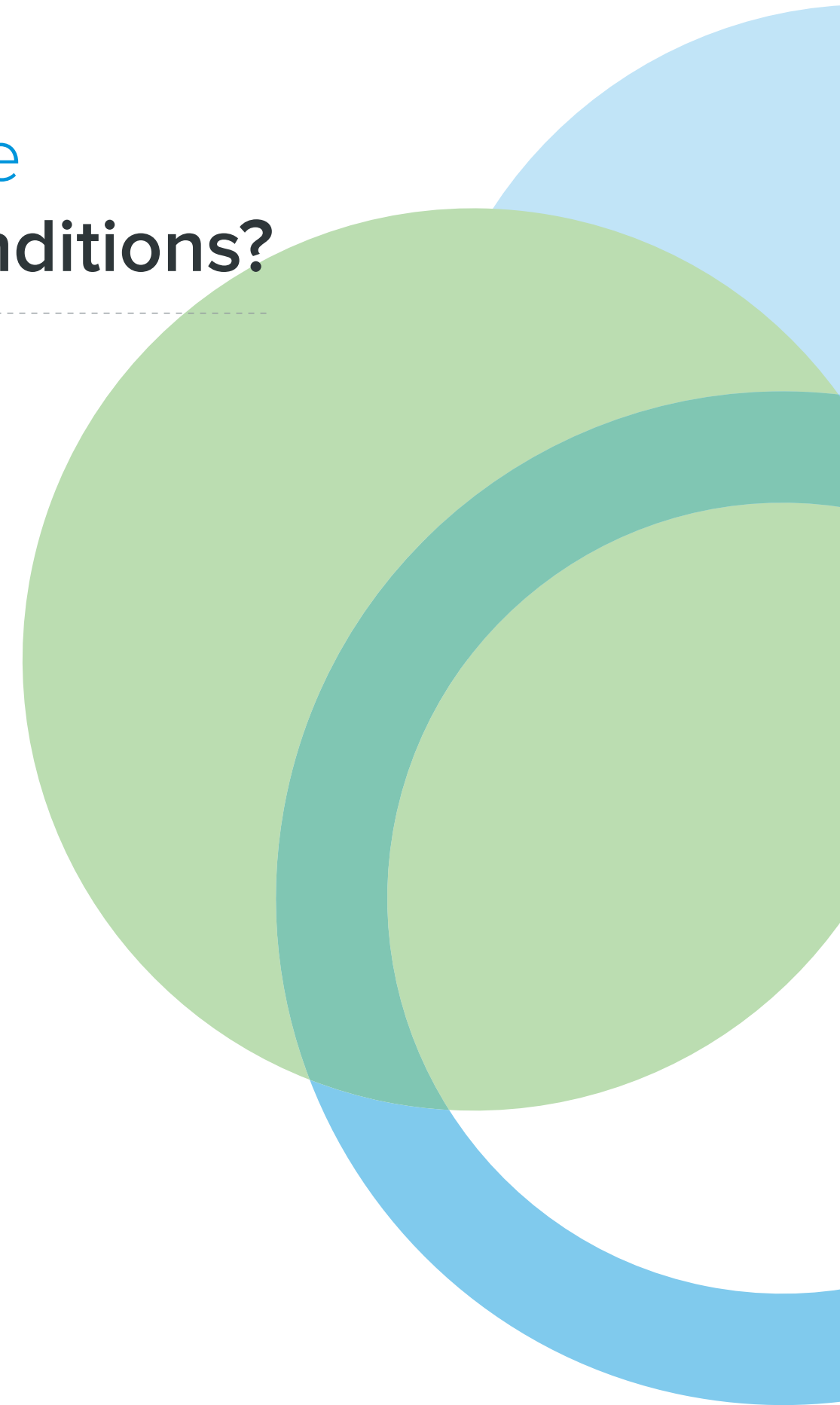
**94%** of the companies have ethical codex

**88%** anti-corruption policy

## How much did companies invest in employee development and improvement of work conditions?

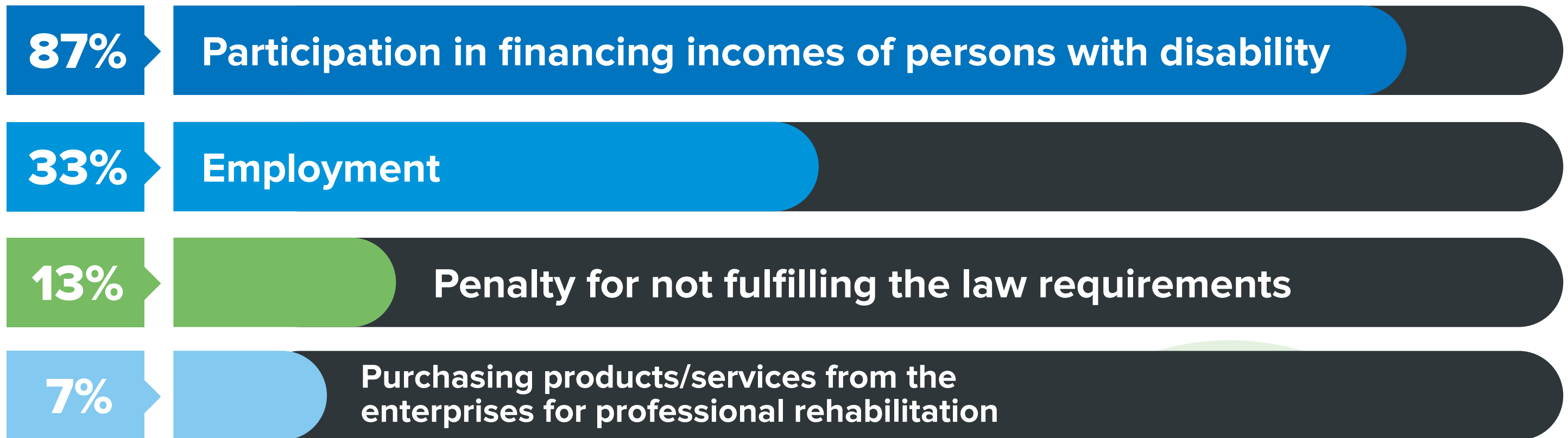
In 2014 companies have in total invested **397,657,222.51 RSD** in employee education and improvement of safety conditions and health at work.

Type of investment	Value (RSD)
Employee development and education investments	313,856,411.51
Investment in improvement of health and safety at work above the law minimum	83,800,811.00
<b>Total:</b>	<b>397,657,222.51</b>



# Employment of persons with disabilities

## Chosen response to law requirement of hiring persons with disabilities:



In member companies there are 192 employed persons with disabilities, which is below minimum of 457 required by the law for the regarded companies. Besides hiring, companies mostly choose to take part in financing incomes of persons with disabilities as a response to a law requirement. In 2014 a couple of companies have held trainings for their employees for working with persons with disabilities.

# ENVIRONMENT PROTECTION INVESTMENTS

IN ADDITION TO INVESTING IN THE IMPROVEMENT OF TECHNOLOGICAL AND ORGANIZATIONAL PROCESSES RELATED TO ENVIRONMENTAL IMPACTS, COMPANIES HAVE IMPLEMENTED PROJECTS AIMING AT RAISING AWARENESS AND IMPROVING HABITS OF EMPLOYEES AND OTHER TARGET GROUPS IN RELATION TO THIS TOPIC.



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IN ENVIRONMENTAL  
PROTECTION PROJECTS  
HAVE BEEN INVESTED

**174,482,347.69 RSD**

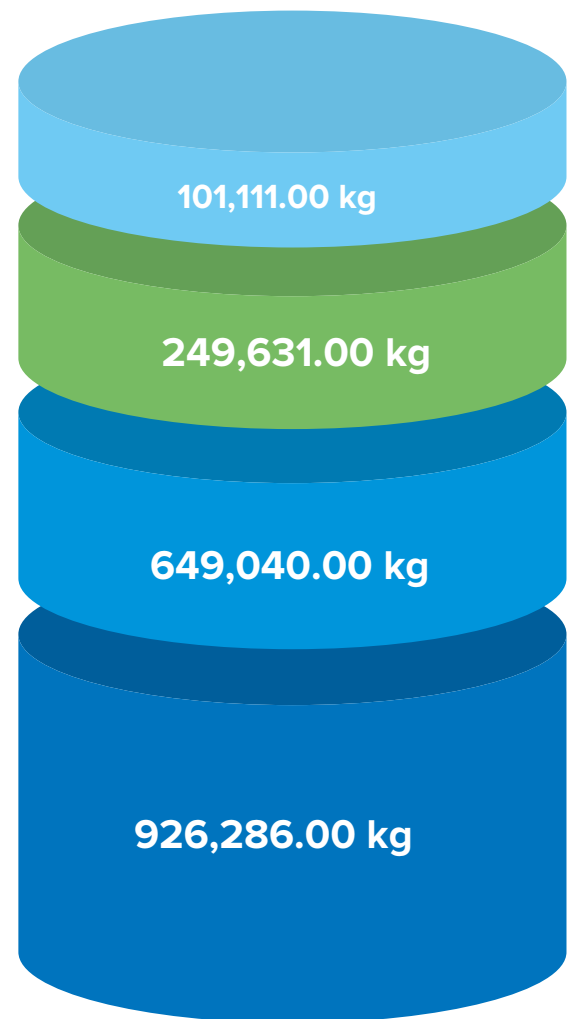


# INCLUDING PRINCIPLES OF ENVIRONMENTAL SUSTAINABILITY

into everyday business operations is, besides securing natural resources, very often a cost-effective solution in the long run.

# Recycled

2,883,701 kg different kinds of waste

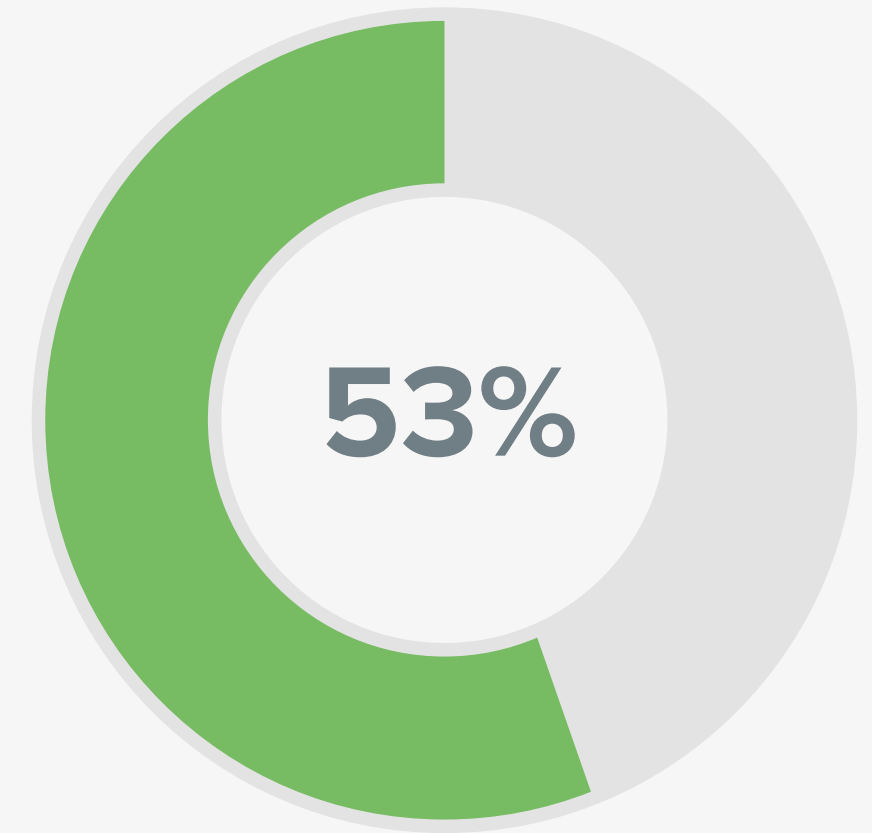


101,111.00 kg  
electric waste

249,631.00 kg  
electronic waste

649,040.00 kg  
PET packaging

926,286.00 kg  
paper



**53% of the companies calculate carbon footprint.** Total carbon footprint for 2014, for these eight companies was 346,019.20 tCO<sup>2</sup>/year.

# GOOD CSR PRACTICES ENCOURAGEMENT

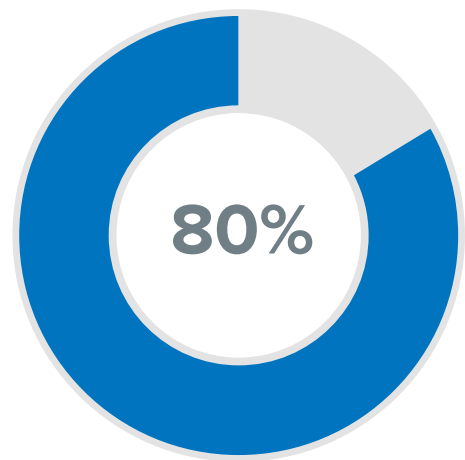
KAO LIDERI DRUŠTVENO ODGOVORNOG POSLOVANJA  
KOMPANIJE ČLANICE FORUMA IMAJU I OBAVEZU DA U  
SARADNJI SA DRUGIM AKTERIMA PROMOVIŠU PRINCIPE  
KOJI DOPRINOSE BOLJITKU DRUŠTVA U CELINI.



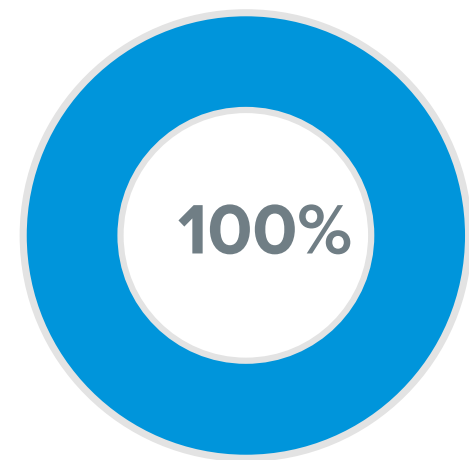
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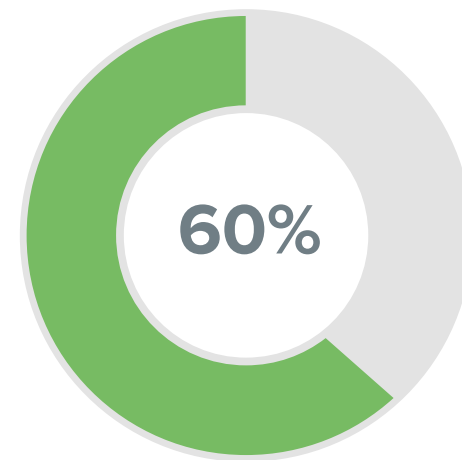
# How do companies encourage good csr practices on the market?



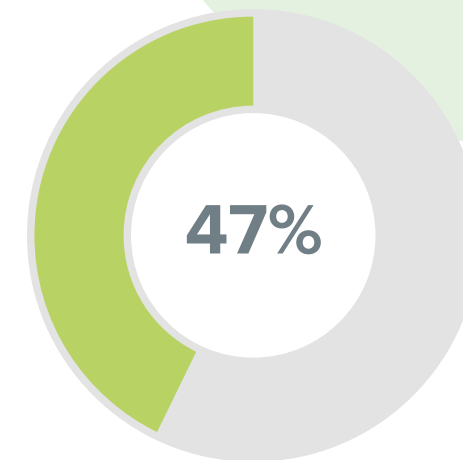
80% have adopted policy of responsible advertising and do business according to it



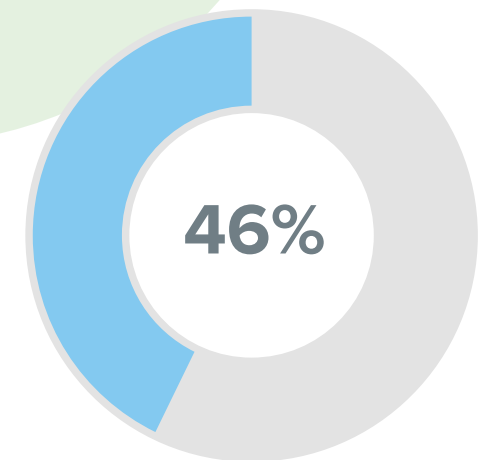
100% companies include criteria of common social benefit alongside business interests when negotiating sponsorships



60% include business partners in their social responsible activities



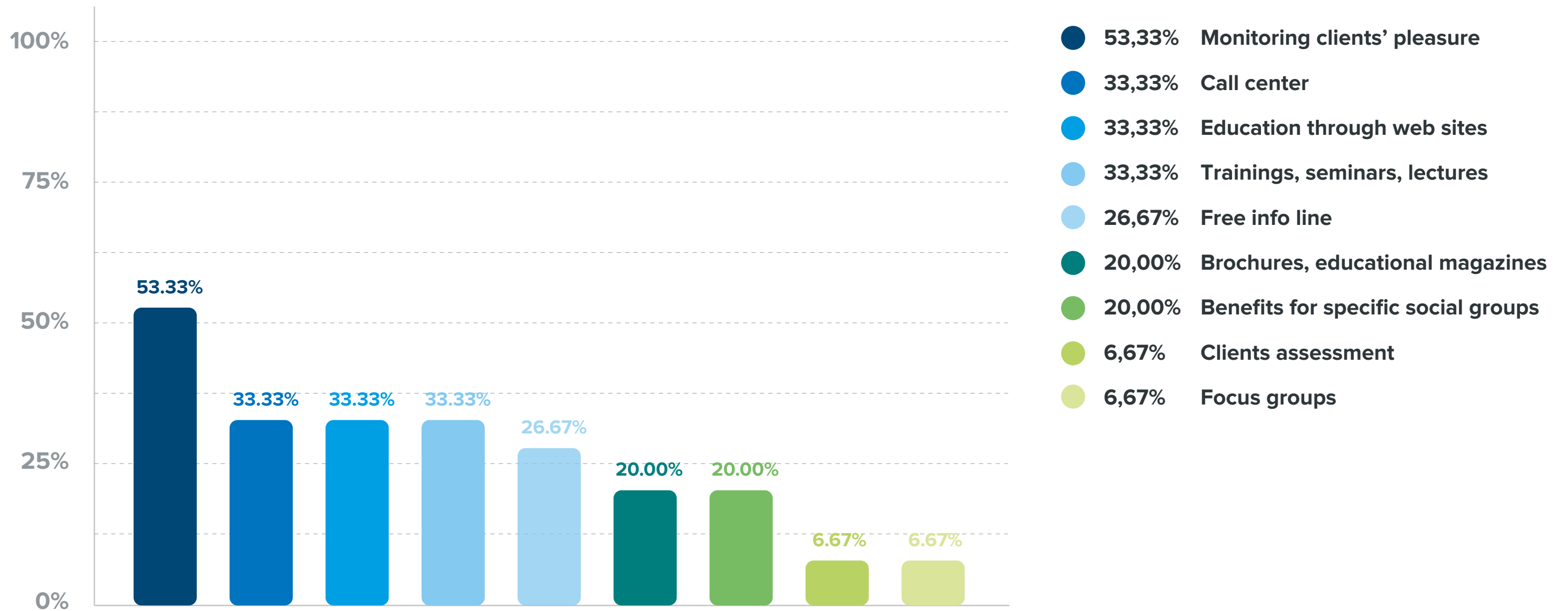
47% buy products from social enterprises



46% apply principles of green supply when possible

7 companies have implemented cause related marketing campaigns in which 24.540.000,00 RSD was raised.

# Good practices in the customer/clients relationship



# Key results in 2012, 2013 and 2014\*

	2012.	2013.	2014.
In total for CSR	<b>1,187,252,479.05 RSD</b>	<b>1,445,567,133.58 RSD</b>	<b>1,241,004,139.81 RSD</b>
Projects supported	1,000	1,262	1,037
Organizations supported	855	1,357	633
Monetary donations from the company budget	330,784,355.00 RSD	303,975,306.45 RSD	246,890,142.43 RSD
Fundraised of external stakeholders	5,872,117.00 RSD	28,256,250.00 RSD	103,071,630.00 RSD
Employee donations	1,842,252.00 RSD	2,520,937.00 RSD	8,534,010.84 RSD
Sponsorship of non commercial events and in relation with a certain social topic	62,880,471.00 RSD	/	/
Resources gathered through cause-related campaigns	/	34,590,000.00 RSD	24,540,000.00 RSD
Value of in kind donations	34,274,681.00 RSD	37,903,079.05 RS	248,382,626.18 RS
Number of volunteers and volunteering hours	4,747; 11,110	4,155; 9,900	3,153; 25,426
Resources for employee improvement	411,357,934.00 RSD	344,105,810.35 RSD	313,856,411.51 RSD
Environment protection projects investments	60,881,464.45 RSD	594,047,285.00 RSD	174,482,347.69 RSD

\*IMPORTANT NOTICE: Data is shown in total amount for 2012, 2013 and 2014, and are not directly comparable due to the variations of number of companies which provided the data through the years, as well as the

# Responsible Business Forum is

a network of leading companies that contribute to the society by developing corporate social responsibility and establishing firm and lasting socially responsible practices in the business sector. The Forum provides a platform for connecting business leaders with the representatives of other segments of society, thus encouraging cross-sector dialogue, collaboration and sharing of good practices. Through implemented programmes, Responsible Business Forum realizes, engages member companies and their employees to contribute to society and their local communities in concrete ways, motivating at the same time other representatives of the business sector to firmly embed the principles of social responsibility into their daily operations. Firmly believing that corporate responsibility represents an integral part of everyday business, members of the Responsible Business Forum members develop practical and sustainable solutions for all four areas that are pillars of CSR:

**local community, environment, work environment and the market.**

## **Responsible Business Forum**

is a national partner of the leading CSR Associations – CSR Europe, CSR360 GPN. For more information, please visit [www.odgovornoposlovanje.rs](http://www.odgovornoposlovanje.rs).



Responsible Business Forum member companies:

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# Acknowledgement

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