



Overview of Corporate Philanthropy in Serbia in 2014

Presented at the CSR Forum - 6th Conference on Corporate Social Responsibility

Belgrade, Serbia

9 December 2015

This presentation is based on a draft publication that has been developed as a part of a wider initiative to promote and stimulate cross-sector cooperation and the development of sustainable and innovative civil society in Serbia, carried out by Smart Kolektiv with support from USAID. The research, publication and presentation were developed and prepared by Catalyst Balkans.

Data Sources

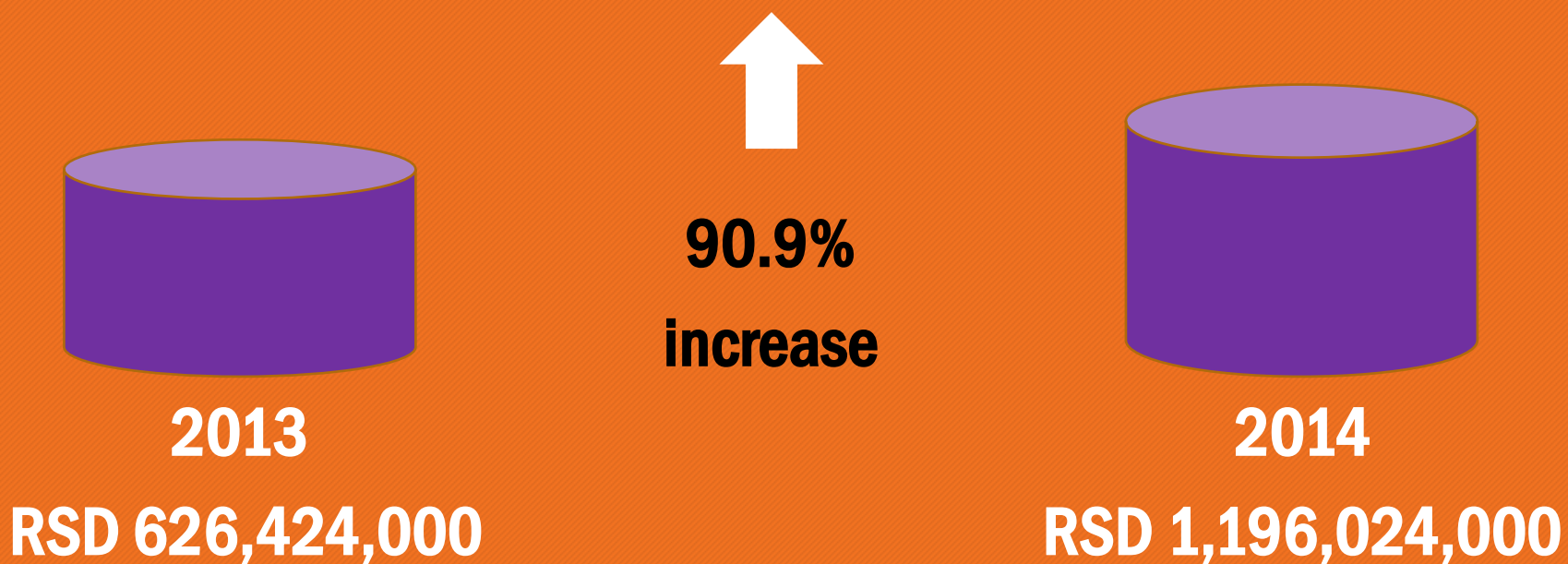
- Media monitoring and direct data gathering for 2014 – press clipping services provided by Kliping; additional data gathered directly from press releases of companies and nonprofits
- More than 12,000 unique instances of donations recorded
- More than 3,000 of these donations involved the private sector (Companies, SMEs and corporate foundations)
- 2 out of every 3 recorded instances of donation were for flood-related giving

Data Considerations

- Flood-related giving data is disaggregated out so that remaining trend information is not skewed.
- Amounts reported in this analysis are **minimums** since so much corporate giving goes untracked:
 - Data sets are incomplete – media monitoring does not produce results for all company giving
 - Tax reporting framework - few companies take advantage of incentive – data available from tax authorities is not disaggregated and therefore of little value for analysis

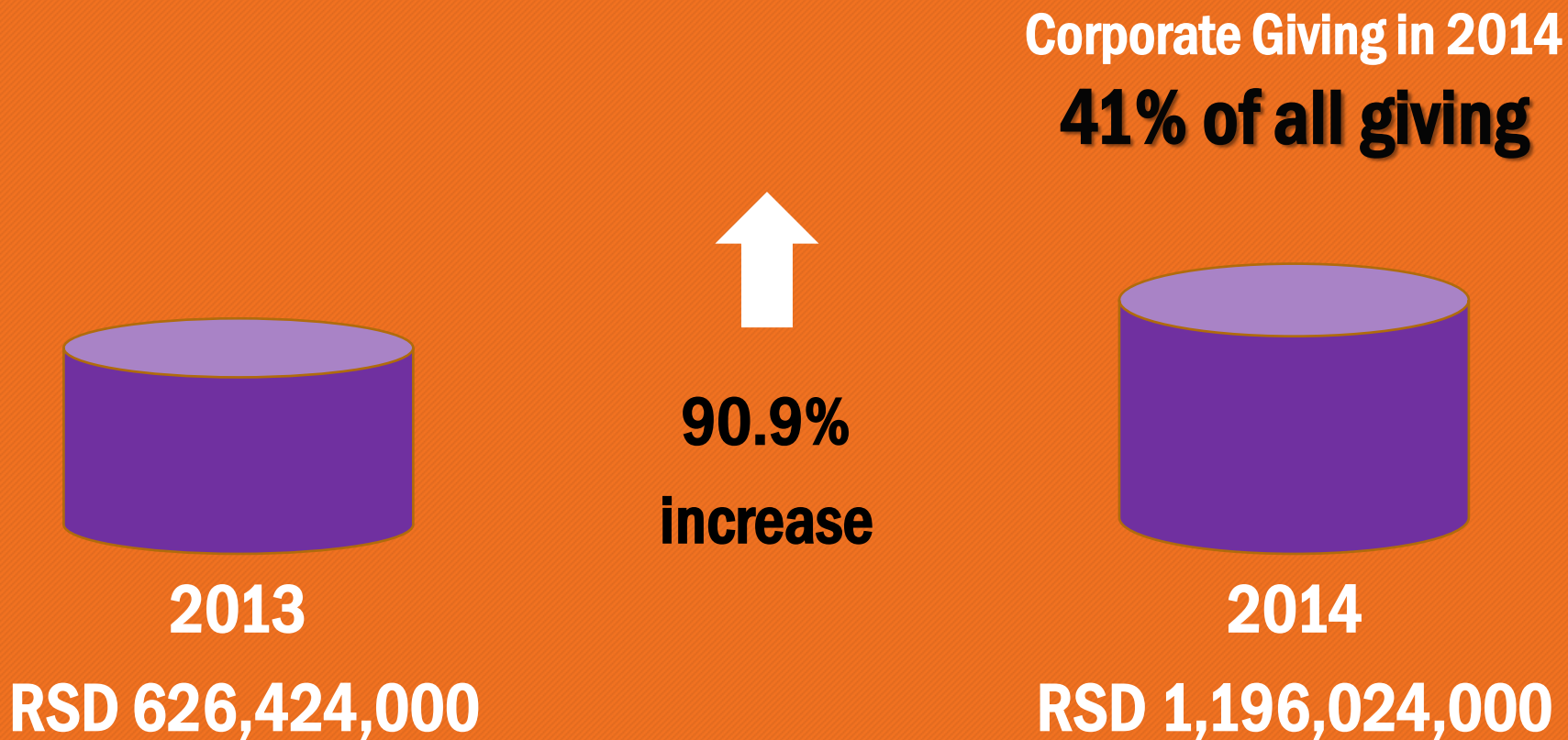
Value of Corporate Sector Giving: 2013 → 2014

Non-Flood Values



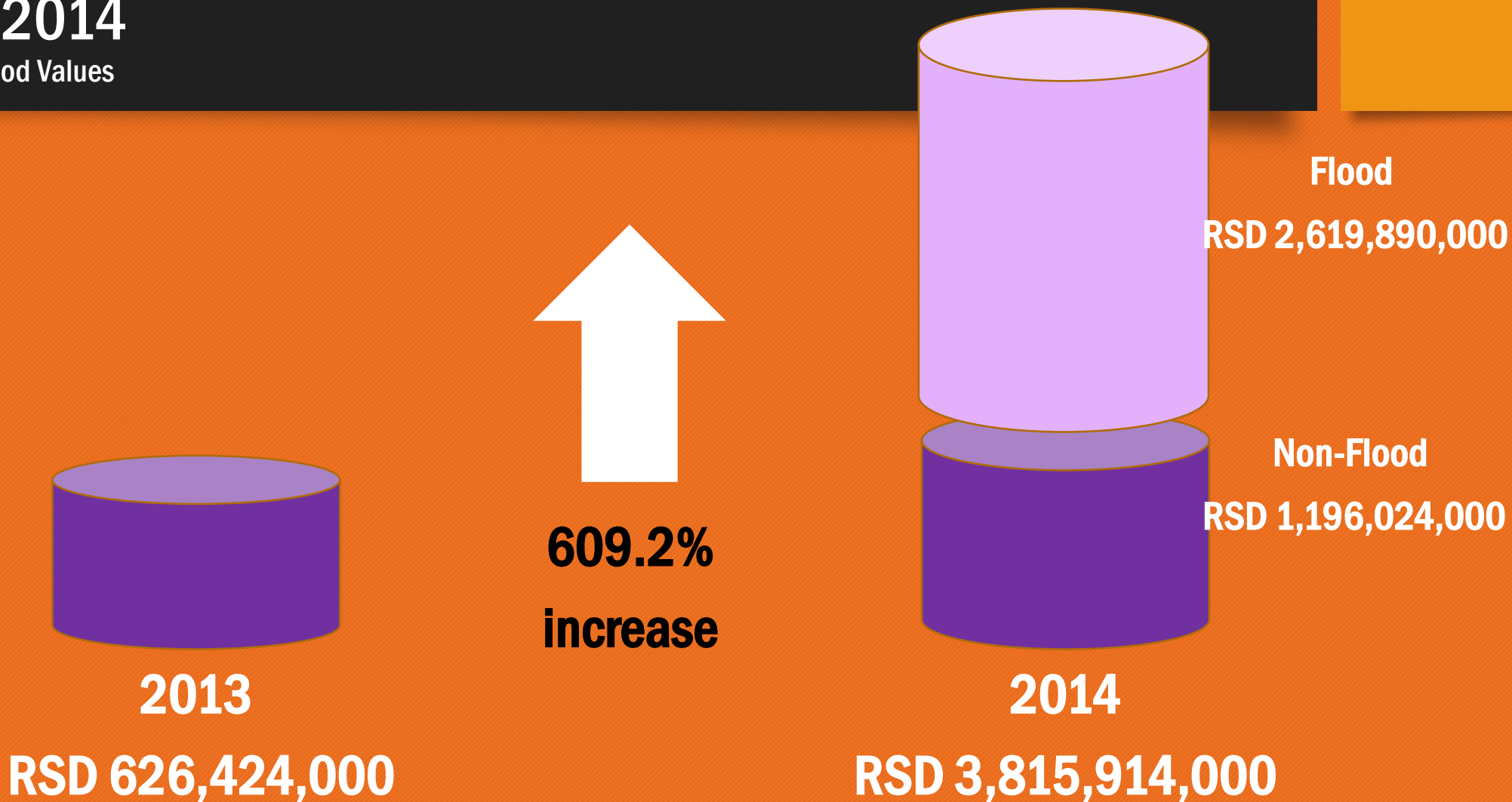
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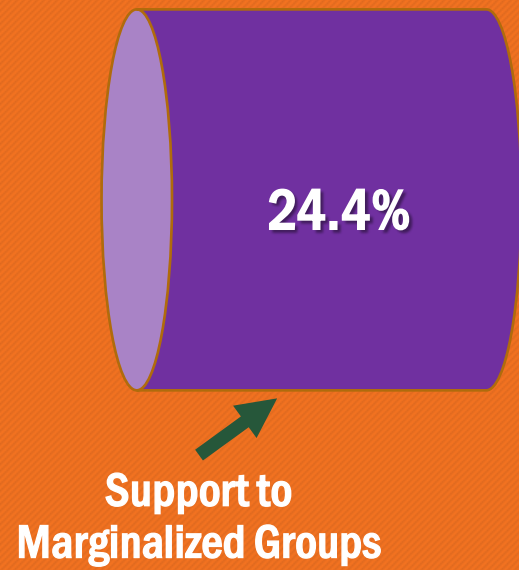


Total Value of Corporate Sector Giving: 2013 → 2014

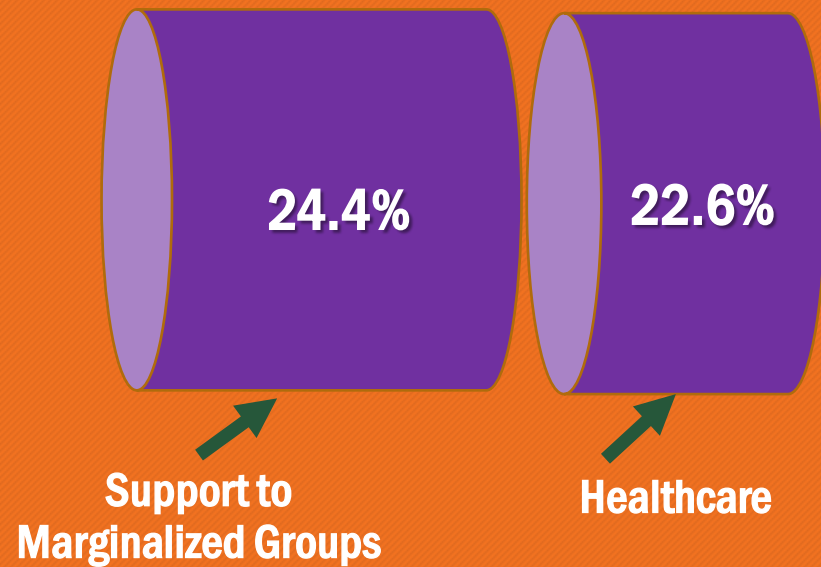
Non-Flood and Flood Values



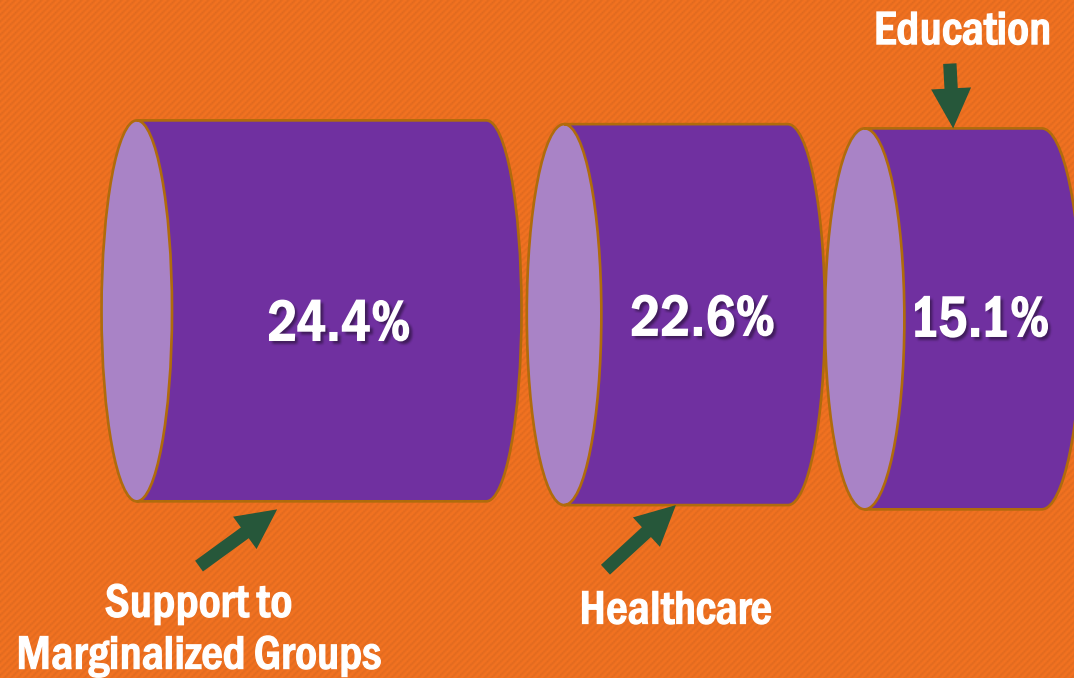
Purpose of Giving – Key Causes



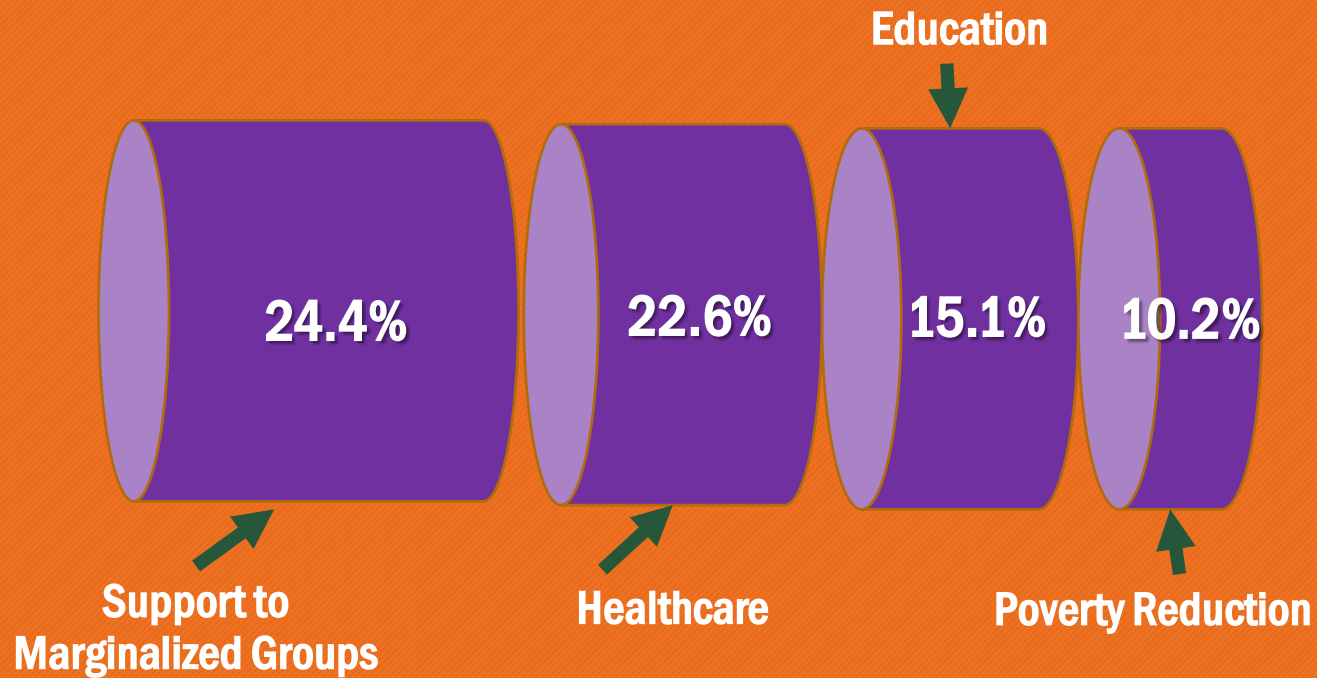
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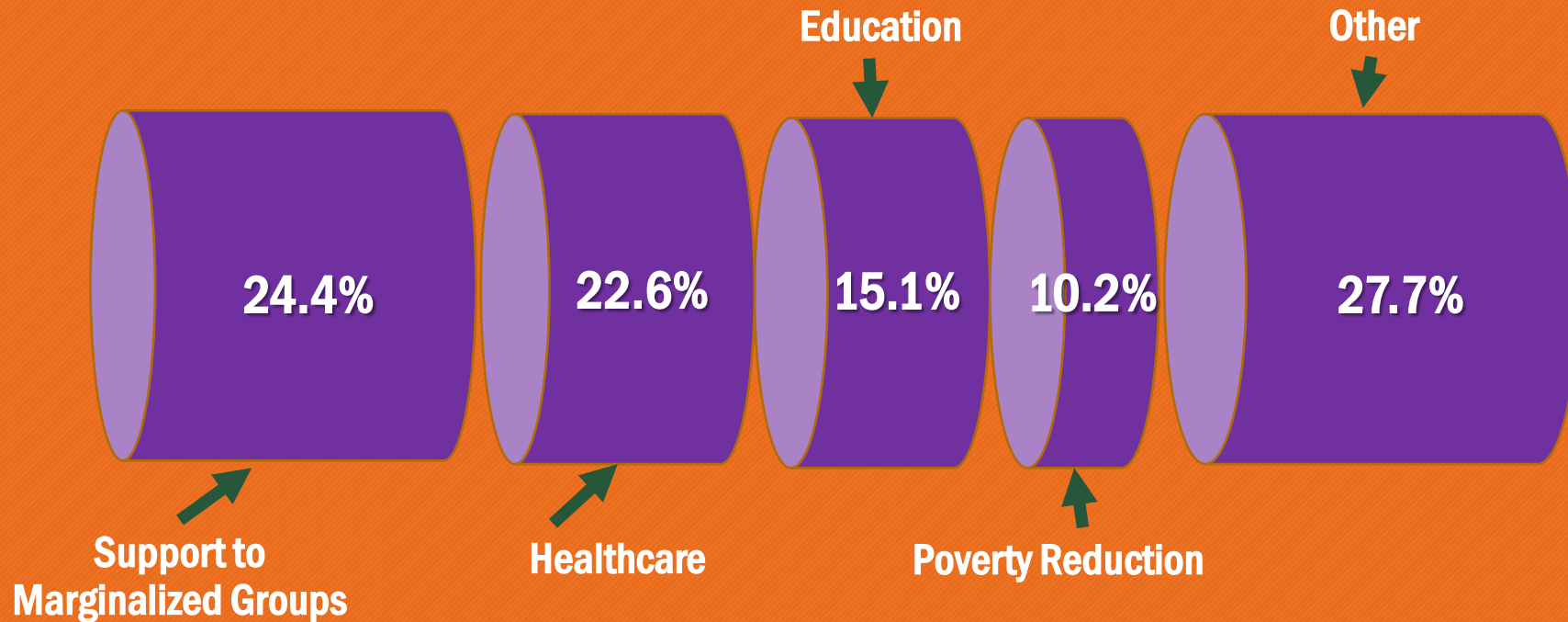
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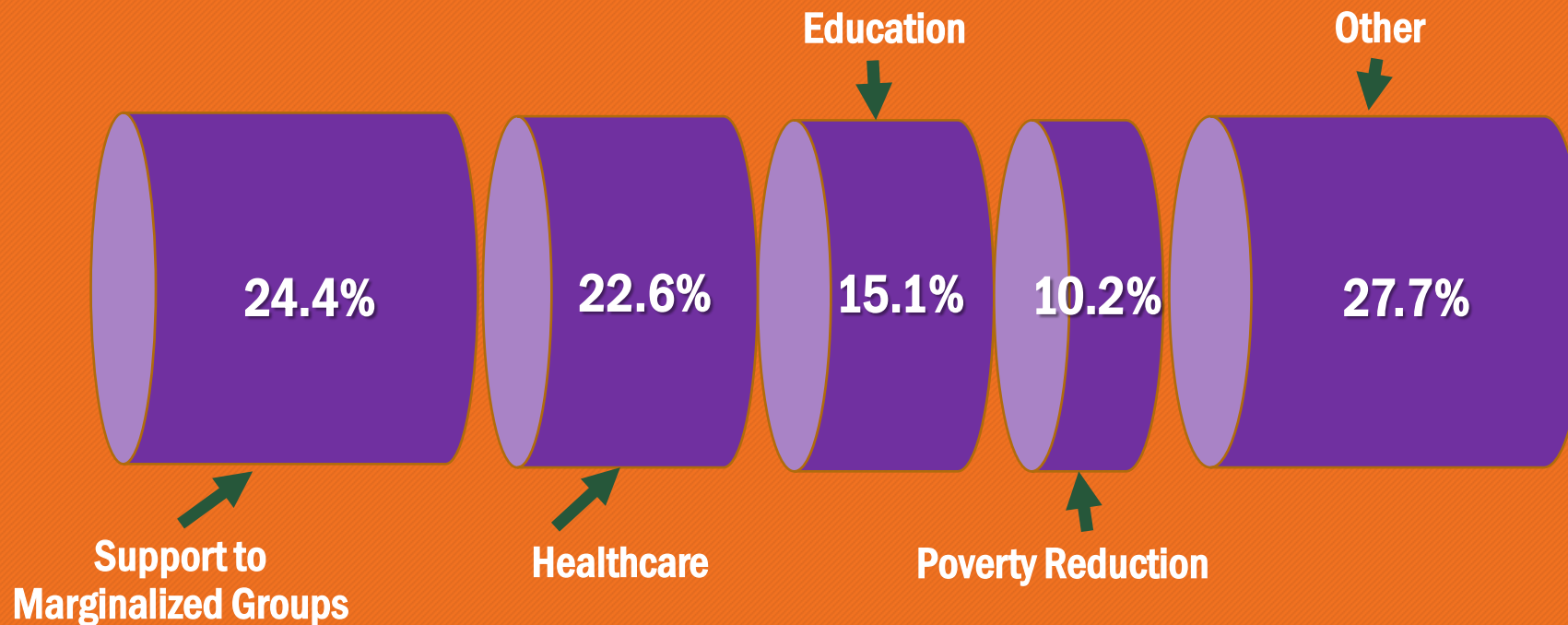
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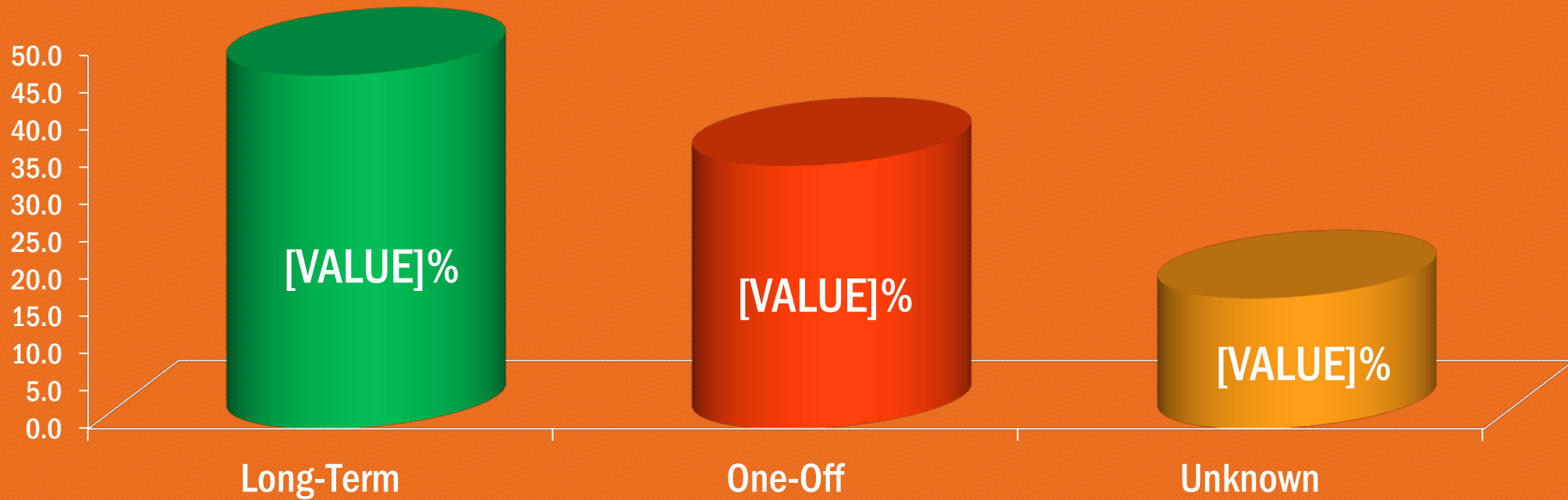
Purpose of Giving – Key Causes



Trends

- Companies give more to education than other donor categories
- 2013 → 2014: 5.3% increase in corporate giving to education

Use of Donations – Long-Term or One-Off?

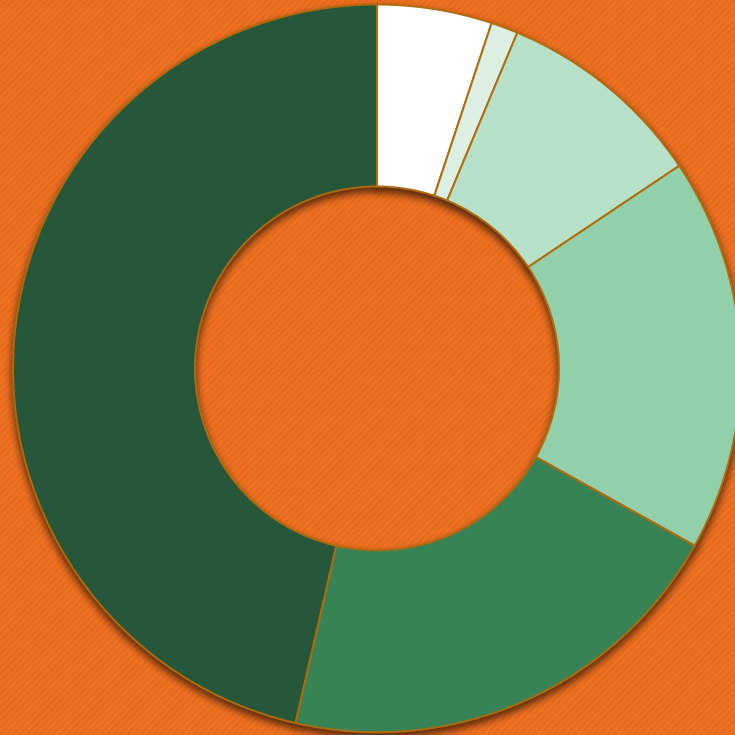


To Whom Does the Corporate Sector Give?

[CATEGORY NAME],
[VALUE]

Institutions, 46.4%

Individuals/Families,
[VALUE]



Private
Foundations, 1.2%

Local/National
Govt.,
9.3%

Associations, 17.5%

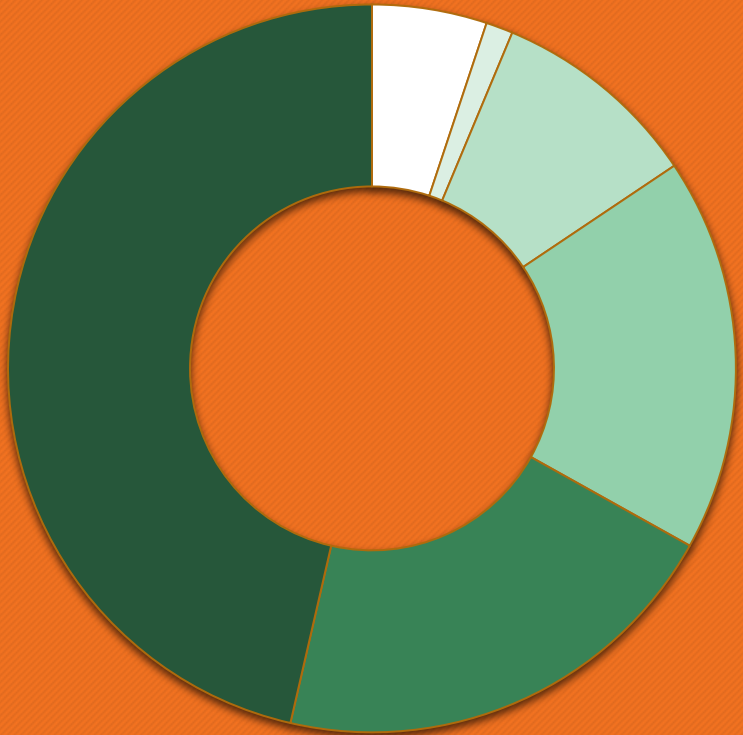
To Whom Does the Corporate Sector Give?

55.7%
Given to the State

[CATEGORY NAME],
[VALUE]

Institutions, 46.4%

Individuals/Families,
[VALUE]



Private Foundations, 1.2%

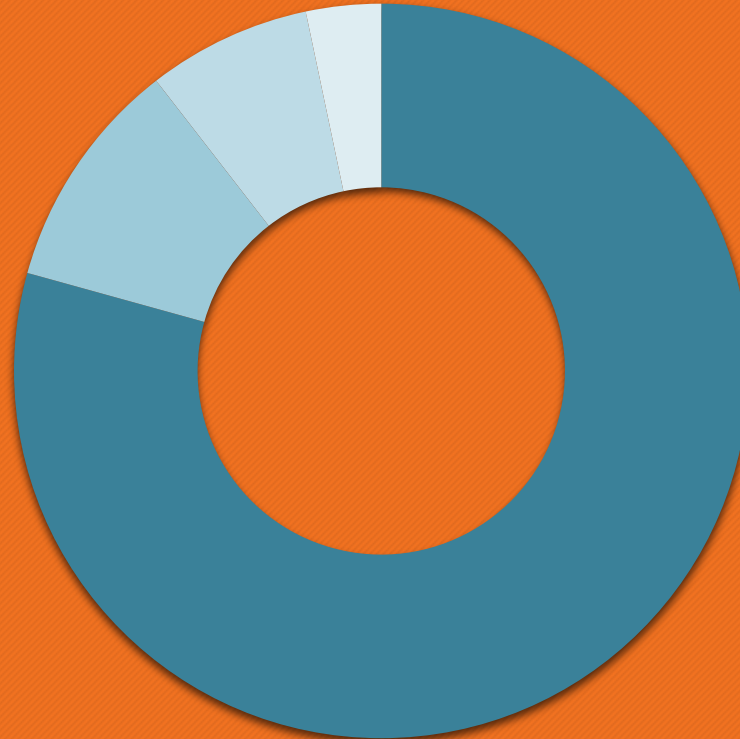
Local/National Govt., 9.3%

Associations, 17.5%

How Does the Corporate Sector Give?

[CATEGORY
NAME],
[VALUE]

Campaigns,
10.2%



Calls for
Proposals, 3.3%

Direct Donations,
79.3%

Key Market Segments in Corporate Giving

Food and Milk Product Manufacturing, 15.8%

Banking and Insurance Companies, 10.6%

Oil and Refining Industry, 9.2%

Non-Alcoholic Drinks, 7.0%

Telecommunications, 3.9%

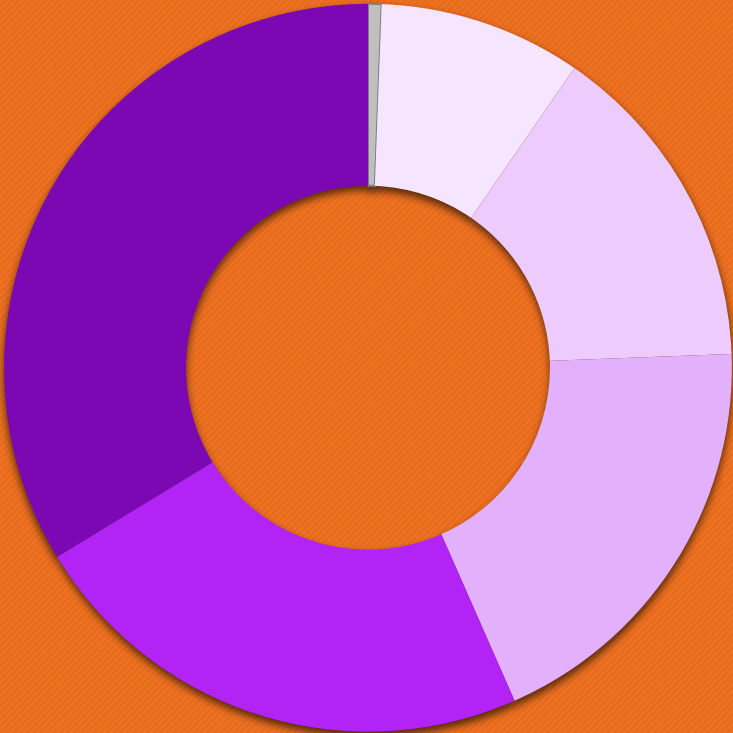
Hygiene Products, 2.8%

Geographic Distribution of Corporate Giving

[CATEGORY NAME],
[VALUE]

Belgrade, 33.7%

Vojvodina, 22.9%



[CATEGORY NAME],
[VALUE]

[CATEGORY NAME],
[VALUE]

[CATEGORY NAME],
[VALUE]

2015: Tracking Corporate Giving to Refugees

AD Imlek Beograd

Telenor d.o.o.

Bambi a.d.

Jaffa d.o.o. Crvenka

Hemofarm
Foundation

Beko Balkans d.o.o.

MCG Group d.o.o.

Delta Foundation

2015: Tracking Corporate Giving to Refugees

AD Imlek Beograd

Ball Packaging Europe
Belgrade Ltd.

Telenor d.o.o.

Bambi a.d.

Dexy Co d.o.o.

Coca-Cola HBC Srbija
d.o.o.

Jaffa d.o.o. Crvenka

Hemofarm
Foundation

Beko Balkans d.o.o.

MCG Group d.o.o.

Brestill d.o.o.

Beohemija d.o.o.
Beograd

Delta Foundation

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Coca-Cola HBC Srbija
d.o.o.

Preduzeće Podravka
d.o.o. Beograd

Jaffa d.o.o. Crvenka

Hemofarm
Foundation

Pink international
company d.o.o.

Delta Foundation

Beohemija d.o.o.
Beograd

Lomax company d.o.o.

Beko Balkans d.o.o.

MCG Group d.o.o.

Brestill d.o.o.

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Dexy Co d.o.o.

Bambi a.d.

Don Don d.o.o.
Beograd

Coca-Cola HBC Srbija
d.o.o.

D.O.O. Color Press Group
Novi Sad

Yugoimport-SDPR
J.P.

Preduzeće Podravka
d.o.o. Beograd

Jaffa d.o.o. Crvenka

Hemofarm
Foundation

Knjaz Miloš a.d.
Arandelovac

Pink international
company d.o.o.

Delta Foundation

Beko Balkans d.o.o.

MCG Group d.o.o.

Delta Holding d.o.o.

Beohemija d.o.o.
Beograd

Lomax company d.o.o.

Brestill d.o.o.

Improving Tracking of Donation Level Giving

- Provide Catalyst With Your Corporate Giving Information Directly!
- Please add **goran@catalystbalkans.org** to your press release and annual report mailing lists
- The more data we have on a donation level, the better intelligence on corporate giving and philanthropy we can provide back to the sector.

Visit us at www.catalystbalkans.org

For more information: Contact Nathan Koeshall
nathan@catalystbalkans.org | +381 65 256 7268



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