



AMCHAM SERBIA  
A LEADER IN CHANGE



# CSR

BEST PRACTICES 2009





Dear colleagues,

As part of our efforts to promote the concept of corporate social responsibility (CSR) as sustainable business model, American Chamber of Commerce in Serbia (AmCham) and Business Leaders' Forum (BLF) herewith present the first edition of our joint CSR best-practices catalogue. This publication was initially envisioned as accompanying material for AmCham's 2009 CSR Conference, but the feedback we received while assembling it, certainly gives us food for thought in terms of making it our standard product.

You will notice that our publication comprises 35 examples, contributed by 20 AmCham and BLF member companies, in four main fields of corporate responsibility – local community, the living environment, company employees and the market. These fields, in all fairness, could be further divided into sub-sections, but we wanted to keep the format simple and understandable. We hope that flipping through these pages, will inspire you and provide a valuable menu of options that you can further build on and apply in your business.

Despite the vibrant conversations about CSR which continue to fuel debate, the consensus is that conducting business responsibly, in fact, represents contribution to all aspects of a company's existence from building the local community to investing in employees, environment and the market.

We would like to thank all companies for their support and numerous contributions, while for many others that remain unpublished we would like to pledge our commitment to a follow-on edition next year.

AmCham Executive Office

#### **AMCHAM SERBIA**

AmCham Serbia is a business association that gathers more than 180 US, international and local companies, founded in 2001. AmCham Serbia promotes American best business practices, values and responsible partnerships between the U.S. and Serbia, leading to economic development through trade and investments.

#### **BLF**

Business Leaders Forum Serbia (BLF) was founded in Serbia at the initiative of Smart Kolektiv and leading domestic and international companies including: Radio Diffusion Company B92, Erste Bank a.d. Novi Sad, Holcim Srbija a.d., Société Générale Bank Srbija a.d., US Steel Serbia, Lafarge BFC, Coca-Cola Hellenic, Philip Morris International, British American Tobacco, Henkel Merima, PricewaterhouseCoopers, Droga Kolinska, VIP mobile d.o.o and KPMG International. Business Leaders Forum Serbia was the first coalition of socially responsible companies in Serbia established with a mission to stimulate development of corporate social responsibility and to establish permanent and stable CSR practices in Serbian business sector.



## CORPORATE RESPONSIBILITY



# COMMUNITY

- › Avon Cosmetics SCG d.o.o.
- › British American Tobacco
- › Carlsberg Srbija d.o.o.
- › Coca-Cola Hellenic
- › Delta Sport
- › Eurobank EFG, Beograd
- › Erste Bank a.d. Novi Sad
- › Hemofarm AD
- › Holcim (Srbija) d.o.o.
- › Hotel Hyatt Regency Belgrade
- › KPMG d.o.o. Beograd
- › Microsoft Software d.o.o.
- › L'Oréal Balkan d.o.o.
- › Merck Sharp & Dohme IDEA Inc.
- › Philip Morris International
- › Telenor d.o.o.
- › U. S. Steel Serbia
- › Vip mobile



### 1. Company:

Avon Cosmetics SCG d.o.o.

### 2. CSR Project:

The “We Women Need Each Other” campaign for free preventative breast examinations as part of Avon’s campaign to combat breast cancer

### 3. The Project benefits:

The community

### 4. Department and/or person in charge of the Project:

Jelena Malenovic, [jelena.malenovic@avon.com](mailto:jelena.malenovic@avon.com)

### 5. Description of the issue tackled by the Project:

Avon’s Breast Cancer Crusade is a program run by the Avon Foundation, currently the largest global corporate foundation for women. Active in more than 50 countries, the Foundation’s primary mission is to raise awareness and funding to ensure the best possible accessibility to health care--especially for socially vulnerable groups--as well as to support research into breast cancer treatment.

Avon launched a campaign titled “We Women Need Each Other” to raise funds and provide easily accessible free examinations for women throughout Serbia. The goal of the campaign is to reduce

the fatal outcome of breast cancer in Serbia by raising awareness of the importance of early detection and raising funds to facilitate free examinations.

### 6. Description of the Project and envisaged goals:

The campaign for free preventive breast examinations “We Women Need Each Other,” which started in 2008 within the Avon campaign against breast cancer, is in its second successful year. Examinations took place in Belgrade (the Serbian Institute for Oncology and Radiology), Niš (the Oncology Clinic) and Novi Sad (the Novi Sad Health Center, Specialist-Consultative Activity Department, RTG Diagnostics Department). Avon vouchers for free examinations were made available for women throughout Serbia. Through the media as well as directly, we extended invitations and distributed two thousand vouchers in more than 20 cities all over Serbia for examinations in May and June 2009. With the objective of motivating as many women as possible to come for an examination, we extended the vouchers to each cover two women, allowing every recipient to bring her mother, sister or a friend. Avon considered that this arrangement made the whole experience less daunting, particularly in the light of the fact that for the majority of women this was their first examination of this type. The campaign was supported by the Republic of Serbia Ministry of Health, Astra Zeneca Oncology, B92 media house, Adriamedia, Color press, Blic, Gloria, Grazia, Radio Beograd, many other media and the American Chamber of Commerce.

### 7. Results:

Since the beginning of 2008, a total of 3028 women have been examined; 1257 examinations were performed in 2008, and a further 1771 were carried out in the first half of 2009. 92 per cent of all appointments made in 2008 resulted in an examination. This figure was improved to 94 per cent in 2009. Thanks to these breast examinations, since the beginning of the campaign in 2008, a total 21 suspected malignancy were diagnosed.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

In general, Avon is satisfied with the response, support and cooperation of all institutions and partners we contacted during the implementation of the Project and we take this opportunity to express our thanks for their support, without which this campaign would not have had such a positive outcome.

To increase the awareness of the importance of these examinations, in cooperation with the institutions at which examinations are performed, we are striving to develop the best model to target women over 40 years of age (the principal group at risk).



#### 1. Company:

British American Tobacco

#### 2. CSR Project:

Social Dialogue

#### 3. The Project benefits:

The local community

#### 4. Department and/or person in charge of the Project:

Ana Milanović, CSR and Communications Manager, [ana\\_milanovic@bat.com](mailto:ana_milanovic@bat.com)

#### 5. Description of the issue tackled by the Project:

British American Tobacco believes that in order to responsibly approach issues of social significance related to its business, every company must be aware of social expectations and the long-term interests of the community and the country in which the company is established.

In accordance with its open and transparent business policies, in 2004 British American Tobacco initiated a Social Dialogue Program with key national stakeholders in Belgrade. In 2005 the program was extended to representatives of the local community in Vranje.

#### 6. Description of the Project and envisaged goals:

Social Dialogue, conducted by an independent moderator, enables our company to understand the expectations of a variety of stakeholders and, based on their expressed attitudes, to define our obligations, future activities and ways to improve business.

The process of Social Dialogue includes the organizations and/or individuals affected by the Company's business and those whose decisions influence the British American Tobacco, such as government institutions, legislative authorities, non-governmental organizations, representatives of the local community and health and educational institutions.

The Company conducts dialogues with stakeholders to achieve the following goals:

- Inclusion of all stakeholders and creation of opportunities to share opinions openly;
- Gaining insight into the stakeholders' expectations and the key issues concerning them, in line with the business activities of British American Tobacco;
- Acting on the identified issues.

#### 7. Results:

Social Dialogues in Belgrade and Vranje addressed issues such as the role of the Company in the local community, anti-smoking campaigns targeting minors, illegal trade, responsible marketing of tobacco products, smoking in public places and consumer information.

Dialogues conducted so far have resulted in a number of actions, including the award for the most successful entrepreneur in Vranje, the Program for Promotion of Entrepreneurship and an anti-smoking campaign targeting minors.



### 1. Company:

Carlsberg Srbija d.o.o.

### 2. CSR Project:

A new responsible drinking campaign: "Ako vozim ne pijem. Ako pijem ne vozim" – ("If I drive, I don't drink. If I drink, I don't drive")

### 3. The Project benefits:

Community

### 4. Department and/or person in charge of the Project:

Communications and Marketing departments:

Aleksandra Ranković, Communications Director, [aleksandra.rankovic@carlsberg.rs](mailto:aleksandra.rankovic@carlsberg.rs),

Snežana Matić, Marketing Director, [snezana.matic@carlsberg.rs](mailto:snezana.matic@carlsberg.rs)

### 5. Description of the issue tackled by the Project:

Carlsberg Srbija and its brand Tuborg, after four years' implementation of a "Don't Drink and Drive" responsible drinking campaign, has developed the new corporate identity for this campaign: AKO PIJEM NE VOZIM. AKO VOZIM NE PIJEM. – IF I DRIVE, I DON'T DRINK. IF I DRINK, I DON'T DRIVE and a new logo.

### 6. Description of the Project and envisaged goals:

The main idea was not only to raise awareness of the dangers of drunk driving, but to provide a solution as well.

If you drink- don't drive. Our policy is to encourage active enforcement of drink-driving laws. We recognize that we can play an important role in helping to reduce this risk, especially at music and sports events that we sponsor. In such situations, we actively fund solutions and campaigns such as organized bus transportation and share-a-taxi initiatives.

### 7. Results:

Adequate public relations supported all these activities because this campaign is a part of our CSR program. Since we are inviting young people to have fun (with beer) during our events, a corporate responsible drinking message has to be built into the campaign so that the company does not seem to be encouraging irresponsible drinking.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The biggest challenge was--and still is--to extend this campaign nationwide and to make it really clear where Carlsberg stands when it comes to responsible drinking issues.

**1. Company:**

Coca-Cola Hellenic

**2. CSR Project:**

Coca-Cola Volunteer Club

**3. The Project benefits:**

The local community

**4. Department and/or person in charge of the Project:**Tijana Markovic, Public Affairs and CSR Supervisor, [tijana.markovic@cchellenic.com](mailto:tijana.markovic@cchellenic.com)**5. Description of the issue tackled by the Project:**

The unfavorable economic situation in the country, frequent natural disasters, social problems and the vulnerability of children, the sick and old people are almost unsolvable problems considering the lack of ability and willingness on the part of both individuals and institutions to help them. The need for volunteers and a spirit of voluntarism constantly increases. Based on research conducted by the media in Serbia in 2003 and the analysis of a large number of requests for donation received by the Company, the most intense need of society lies in the domain of children's social welfare and health care.

**6. Description of the Project and envisaged goals:**

Since volunteerism is not a common practice in this country, and taking into account that the campaigns that do not imply getting something in return are extremely rare, setting up an autonomous Volunteer Club needed to be based on individual campaigns that presented the opportunity to recruit volunteers.

In May 2004, the first volunteer campaign called "Good Will Day" attracted 80 volunteers and has grown into a traditional campaign that takes place every year. After a number of successful volunteer campaigns, the Volunteer Club was set up with the goal of initiating and implementing activities of value to the entire community and involving the largest number of employees possible. The aim was to contribute not only in monetary terms but also through personal involvement of employees and also to include the local community in the campaigns. The desired end would be developing a habit of voluntarism within the Company as well as team spirit, a positive working atmosphere and increased employee satisfaction.

**7. Results:**

In 2005 the Coca-Cola Volunteer Club was set up with clearly defined goals, vision and values with a formalized organizational board consisting of the representatives of different sectors. More than 30 volunteer campaigns have been organized in Belgrade, Subotica, Nis, and Surdulica, and the participants, apart from Company employees, included the representatives of the local community as well as the media and public personalities. The number of volunteers has increased by four times and, in addition to campaigns focused on aiding children, others were related to environmental protection and care for the elderly.

**8. Obstacles (difficulties and challenges encountered in the course of Project implementation):**

- ensuring motivation of informal leaders to provide support, to actively participate and to spread the voluntarism spirit
- consistency of motivation of employees to take an active part in the volunteer campaigns
- encouraging stakeholders to take part in the campaigns

## DELTA SPORT



### 1. Company:

Delta Sport

### 2. CSR Projects:

Employment of persons with disability (and )  
Working inclusion of persons with mental-intellectual disability

### 3. The Project benefits:

Local community  
Employees of the Company

### 4. Department and/or person in charge of the Project:

Anja Dmitrović, PR & Promotion manager, anja.dmitrovic@deltasport.com

### 5. Description of the issue tackled by the Project:

Persons with disabilities, and particularly persons with mental-intellectual disabilities, encounter many problems in their everyday lives, beginning with the obstacle of unimpaired movement, through schooling, to finding a job. Finding a suitable job, one that suits their capabilities, is a road to independence for persons with such a disability.

### 6. Description of the Project and envisaged goals:

In December 2008 Delta Sport, being a leader in the field of corporate social responsibility, initiated, under the auspices of and in coordination with Delta Humanitarian Fund, a project for employment of persons with disability (PWD) and signed a Contract of Cooperation with a partner non-governmental organization the Young People with Disabilities Forum. This is the first example of such cooperation between business and non-governmental sectors in Serbia. Its goal is to promote social inclusion of PWD and their employment and to do this before the Law on Professional Rehabilitation and Employment of Persons with Disability is adopted. Within this Project and before the commencement of work of selected PWD, the employees of Delta Sport completed a course of disability awareness training and work capacity building to ensure that PWD integration in the existing working environment would be successful and to eliminate any possibility of discrimination.

### 7. Results:

Intellectually impaired persons showed the autonomy in performance of their work tasks; improved communication skills, acquisition of knowledge & work habits; good manners, tolerance and cooperation; development of initiative and self-confidence. Families of intellectually impaired persons experienced transformation and normalization of relations within the family; reduced isolation from social life; improved quality of life; the right to work; having free time and a social life for members of the family; exercising. Society as a whole benefited from this experience in terms of overcoming the prejudices; increased awareness of the existence, needs and capabilities of intellectually impaired people; changing the public attitudes and acceptance of intellectually impaired people as equal members of the society. The business sector gained increased visibility of corporate social responsibility effort and accomplishment; a stronger reputation for innovative and humane policies; increased understanding, flexibility and loyalty of employees; a new pool of motivated, responsible, efficient and sociable intellectually impaired employees.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

Since both projects were innovative, in addition to having legal restrictions and procedures, there was a need to prepare both employees and candidates for the fact that they were going to be colleagues. Some of the candidates were acquiring work obligations for the first time in their lives.



### 1. Company:

Eurobank EFG, Beograd

### 2. CSR Project: “Investing in European Values” with sub-projects:

Eurobank EFG Parks  
Eurobank EFG Scholarship  
Eurobank EFG Equality  
Eurobank EFG Health

### 3. These Projects benefit:

Local community development  
Living environment / environmental protection  
Employees of the Company  
Upholding and complying with the protection of guaranteed human rights

### 4. Department and/or person in charge of the Project:

Corporate Communication Department  
Željka Ćirić, zeljka.ciric@eurobankefg.rs

### 5. Description of the issues tackled by the Project:

Ever since it was founded in Serbia in 2003, Eurobank EFG has combined a strategy of dynamic and effective growth with contributing, through numerous campaigns and events, to the com-

munities in which it does business. In March 2006, when Eurobank EFG positioned itself among the leading banks in the Serbian market following the acquisition of Nacionalna štedionica, a comprehensive program was launched under the title of “Investing in European Values”.

### 6. Description of the Projects and envisaged goals:

**Eurobank EFG Parks** – The Bank has donated considerable funds for the reconstruction of “Jevremovac” Botanical Garden in Belgrade in cooperation with the Biological Faculty. We also continued to develop the National Garden in Pančevo, the Teachers Faculty Park in Jagodina, the Danube Park in Novi Sad, the Čair Park in Niš, the Sunny Park in Požarevac, the Weddings Park on Ada Ciganlija, Belgrade, and the inclusive Park of the Rainbow Colors in Bežanijska kosa, Novi Beograd.

**Eurobank EFG Scholarship** – For the fourth year in a row, in December of the current year Eurobank EFG will grant 100 scholarships, each of 1,000 euros to the best final-year students of graduate/integrated studies in the state universities in Serbia. By giving recognition to young talents, the Bank aims to highlight positive examples in society, aiming to preserve the values which it promotes and that lead to general progress and overall benefit.

**Eurobank EFG Equality** – This program embraces projects aimed at the integration of persons with disabilities into everyday life, such as training our personnel to use appropriate terminology and approach when communicating to persons with disabilities. Together with our partner, Centre for Inclusive Society, we established the first inclusive park in the region in Bežanijska kosa, the non-profit company “All Different, All Equal” and sponsored the international conference “Design for All”. We also adjusted our website and internet presentation of the Serbian Academy of Art and Science in full compliance with the standards prescribed by the international community for websites for persons with disabilities.

**Eurobank EFG Health** – The program is related to the purchase and set-up of the PET scanner for early cancer detection, within the Clinical Centre of Serbia. Thanks to the donation of Eurobank in amount of 1 mio euro, Serbia will have one of the most modern scanners which will help a lot in cancer treatments. This program is conducted in cooperation with the Serbian Ministry of Health.

### 7. Results:

In total, 8 parks in Serbia were reconstructed and re-opened, over 1.150 scholarships have been granted; better integration of persons with disabilities in everyday life was provided; installation of new PET scanner will help early detection of cancer.



### 1. Company

Erste Bank a.d. Novi Sad, Balkan Community Initiatives Fund (BCIF)

### 2. CSR Project:

CENTRIFUGA – Erste Bank and the Balkan Community Initiatives Fund donation and cultural decentralization program

### 3. The Project benefits:

Local community – development of self-generated cultural activities for young people in local communities

### 4. Department and/or person in charge of the Project:

Vladimir Todorović, vladimir.todorovic@erstebank.rs,  
Irina Ljubić, Balkan Community Initiatives Fund, irina@bcif.org

### 5. Description of the issue tackled by the Project:

In the context of newly-initiated development of quality policy for young people and creation of strategic documents of the Republic of Serbia Ministry for Youth and Sports, in 2007 Erste Banka, in partnership with the Balkan Community Initiatives Fund (BCIF) launched the Centrifuga program. This program demonstrates understanding of some of major issues encountered by young people in Serbia and offers them opportunities to create suitable alternative activities and spend their leisure time in an effective manner.

### 6. Description of the Project and envisaged goals:

The Project strives to engage young people (15-30 years of age) to initiate and promote new cultural activities in their local communities. The Centrifuga program should encourage them to influence through participation on the development of cultural events for young people and new trends in their community. Community initiatives can be implemented anywhere Erste Bank has branches and the Project should help engage their peers and the largest possible number of participants from the community with the aim of promoting creative ideas and enriching the cultural life of young people in local communities.

Specifically, the program contributes to strengthening the capacity of community youth organizations and informal groups for introduction of creative events in the local community, creating opportunities for young people in accordance with their needs, to take an active part in creation and/or revival of cultural programs. Additionally, it focuses on connecting youth groups from different communities with the exchange of ideas and the opening of possibilities for joint initiatives, as well as promotion of culture and cultural values and of youth activism through decentralization.

As of beginning of 2009, the Centrifuga Project has been supported by the Ministry of Culture of the Republic of Serbia.

### 7. Results:

In the course of the previous two years (2007-2008) of implementation, Centrifuga Project has generated great interest among youth organizations and informal groups from all parts of Serbia. Applications were received from 207 different initiatives. As a result, 12 projects from organizations and creative groups from 10 local communities across Serbia (Sombor, Kragujevac, Pančevo, Temerin, Vršac, Sremska Mitrovica, Subotica, Užice Smederevo and Kraljevo) were supported and effectively implemented at a total cost of RSD 3,206,920, animating more than 4,000 people from the community.

This year, support was granted to another 8 projects in Užice, Novi Pazar, Valjevo, Kruševac, Inđija, Kikinda, Zrenjanin, and Jagodina in the total amount of RSD 2,449,417, raising the total funds invested by Erste Bank in the Centrifuga Project over the last three years to EUR 84,000.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

Surely, one of the greatest challenges faced by Centrifuga Project is the sustainability of these youth groups and their projects and the willingness of all parties in stake to continue their work even without support from Erste Banka and BCIF.



### 1. Company

Hemofarm AD

### 2. CSR Project:

Cultural heritage improvement, development and conservation

### 3. The Project benefits:

Local and broader community

### 4. Department and/or person in charge of the Project:

Gordana Lazić-Velovan, Director of Hemofarm PR Center  
Gordana.Lazic-Velovan@hemofarm.com

### 5. Description of the issue tackled by the Project:

Conservation of cultural and historical heritage, culture enhancement and development

### 6. Description of the Project and envisaged goals:

- Support (financial, professional, organizational) for cultural institutions, events, individuals and groups with the aim of enabling the development, conservation and improvement of culture, which, unfortunately, is not afforded fitting treatment or status in the country.

- Conservation of cultural heritage and history, national treasures and identity, cultural monuments and institutions

### 7. Results:

- Opening of Dositej Obradović Museum;
- Bestowing to future generations for cultural development and educational purposes cultural monuments and institutions;
- Development of art; publicizing information about the works of the greats of Serbian culture; celebrating Vasko Popa both as a personality and his work;
- Conservation of abundant national-cultural heritage; national identity, facilitation of cultural events;
- Talent development.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

- Financial obstacles: it was not always easy to provide the funding needed, in particular for reconstruction of the facilities that were in a dire state after years and centuries of disrepair
- Social: members of the community often showed a lack of understanding for the necessary works on certain locations
- Administrative: taking into account the slow and cumbersome bureaucracy when preparing the implementation of projects



### 1. Company

Hemofarm AD

### 2. CSR Project:

Preserve Health

### 3. The project refers to:

Local and wider community

### 4. Department and/or person in charge of the Project:

Gordana Lazić Velovan, Hemofarm PR Centre Director  
Gordana.Lazic-Velovan@hemofarm.com, tel. 013 803 177

### 5. Description of problems the project refers to:

Aiming at preventive action through education of narrower target groups, wider community and improvement of diagnostics, Hemofarm supported numerous campaigns and projects in the domain of education and improvement of conditions of early diagnosis financially, professionally and in organizational terms during 2008.

### 6. Project description and envisaged goals:

- Initiating and supporting activities, individuals, and groups for the purpose of prevention, treat-

ment and improvement of health of both wider and narrower community, and increase of birth-rate. Along with the Hemofarm's projects (Throw Cigarette Away, Pace Faster than Diabetes) aimed at fighting addictive diseases and diabetes (unfortunately, ever widespread among children), the national project Baby's on the Way has been supported for the purpose of increasing birth-rate, because white plague is an alarming problem in Serbia. Hemofarm has also donated a spirometer to the HC in Knić, helped the purchase of 16 air-conditioners to the hospitals in Smederevo, Kikinda, Leskovac and Vršac, donated an ultrasound device to the Health Centre Dr Sava Stanojević in Trstenik, an anesthetic device to the General Hospital in Kikinda, and Hemofarm Foundation donated an apparatus for identifying the causes of vertigo to the ORL Ward in Vršac, and provided USD 100,000 for reconstruction and equipping of the surgical block, where it previously enabled the purchase of a mammograph.

- For preventive purposes, significant attention is paid to education pertaining to healthy habits and lifestyle. Hemofarm has organized the symposia attended by leading foreign and domestic experts (Gastrologica and Cardiologica, which was the largest international symposium held in Serbia), contributed to professional public by supporting the "JUSAD" study of the Serbian Medical Society.
- Hemofarm has organized a visit of medical students to far away villages which do not have health centres, in order to provide medical examination to local residents, including measuring glucose blood level and blood pressure. It has been organizing the visits to Gerontology Centre in Vršac where, apart from giving appropriate presents (vitamins, OTC products, etc.), it has been arranging the lectures on health, blood pressure measuring, etc.
- The campaigns of voluntary blood donations of the employees at three-month intervals have been organized by Hemofarm for years, as well as the support to individuals and associations of dystrophics, diabetics, handicapped persons, multiple sclerosis patients, the Club of Treated Alcoholics Vršac, Association of Parents of the Children with Special Needs The Right to a Smile, Incest Trauma Centre, the monastery Kovilj – the campus dedicated to fighting drug addiction, Red Cross, and to many others.

### 7. Results:

- Rendering support with the aim of modernization and improvement of diagnostics and treatment conditions in national healthcare institutions, education of both narrower and wider community, prevention, preservation, and improvement of population's health.

### 8. Obstacles (difficulties and challenges faced during project implementation):

- Financial ones, taking into consideration that it has not been easy to provide the corresponding amount of funds for project realization at all times



#### 1. Company:

Holcim (Srbija) d.o.o.

#### 2. CSR Project:

Stakeholders Dialogue

#### 3. The Project benefits:

The Local community

#### 4. Department and/or person in charge of the Project:

Maja Dželatović, Marketing & Communications Manager, [maja.dzelatovic@holcim.com](mailto:maja.dzelatovic@holcim.com)

#### 5. Description of the issue tackled by the Project:

In 2002, Holcim bought the Novi Popovac cement factory and changed its name to Holcim Srbija. The objective of all activities and projects subsequently taken by Holcim Srbija was to benefit the Company's stakeholders, primarily its employees, the local community, suppliers, and customers, and also the broader community with the aims of promoting good business practices and sharing experience. As a part of the new CSR strategy, and Holcim's most important initiative, Stakeholders Dialogue, includes following sub-initiatives: a Community Advisory Panel, a Social Engagement Scorecard, Plant Visits, „Partnership for the Future“ competition, SD Materiality review and definition of the Company's CSR Strategy.

#### 6. Description of the Project and the goals envisaged:

- The Community advisory panel (CAP) gathers the local representatives of self-government, NGOs and other institutions in the process of planning, consultations and decision making in conducting projects, related to Holcim's local community.
- The Social engagement scorecard enables planning, implementation, and measuring the effects of applied CSR projects. With this procedure, by setting up focus groups, but also by using the Holcim Group's software applications and practices, we are now able to measure the efficiency of the projects, adjust the Company's CSR activities in line with strategy, provide targeted and efficient budget allocation and turn our activities into new CSR opportunities.
- By organizing Plant Visits, we strive to inform our fellow citizens about the cement production process, the environmental standards and procedures we have applied, efficient use of alternative fuels, and to respond to any ambiguities with regard to cement industries.
- With the "Partnership for the Future" competition we wanted to encourage non-profit organizations which are interested in creating better living conditions in our city to cooperate with us. During these competitions we choose the best local projects that will be financially supported by Holcim
- SD Materiality Review is targeted and guided research implemented with the employees and members of the community in respect of Holcim achievement related to sustainable development, especially environmental protection and development of the local community.
- Holcim Srbija CSR Strategy - in 2008 Holcim Srbija adopted a new Strategy of Corporate Social Responsibility with the special accent on involvement of the Company in local community.

#### 7. Results:

Applying different instruments of Stakeholder Dialogue, Holcim Srbija promotes the concepts of sustainable development and corporate social responsibility in Serbia. Being a major investor, the company introduces best business and CSR practices and thus in long term influences the development of the economy and the community in which it does business.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

Serbian society is unavoidably undergoing a transition period. Holcim Srbija faces the challenges of developing the capacity and resources of local organizations. Some challenges relate to the fact that most NGOs and institutions are expecting assistance for unsustainable and one-off events, rather than in the form of viable partnership projects with the potential to last.



### 1. Company:

Hotel Hyatt Regency Belgrade

### 2. CSR Project:

Selection of the most beautifully decorated Christmas tree for the benefit of UNICEF within the "Hyatt community" program

"Hyatt Community" is a philanthropic program of the "Global Hyatt" Foundation, created with the aim of providing assistance in resolving problems of the local community and participating in environmental projects.

Thanks to its previous humanitarian efforts, Hyatt Regency Belgrade Hotel was, along with another 33 hotels from the almost 1000 in the Hyatt chain, selected to take part in this program. Through participation and organization of humanitarian campaigns, it was given the opportunity to contribute to increasing social awareness and, through this engagement, responding to some of the difficulties that our society faces.

### 3. The Project benefits:

Local community

### 4. Department and/or person in charge of the Project:

Hyatt Regency Belgrade Hotel  
Marketing Department  
011 301 1248 and 011 301 1179

### 5. Description of the issue tackled by the Project

UNICEF initiated its "Violence Free School" Project in 2005 in partnership with Serbian government ministries and other institutions. This program is currently implemented in 137 schools in Serbia. Teaching children ways to handle conflict situations, the program promotes friendship and tolerance in schools and is aimed at pupils, teachers, parents and the overall community. The objective is to prevent and contain violence among school children and provide for them a safe and motivating environment.

### 6. Description of the Project and envisaged goals:

Every year Hyatt Regency Belgrade Hotel organizes a traditional competition to see who can produce the most beautifully decorated Christmas tree. As part of its philanthropic project, "Hyatt Community", with the aim of providing assistance to the local community, the Belgrade Hyatt hotel implemented this year's Christmas tree decoration competition in cooperation with and for the benefit of UNICEF.

Among the sixteen companies competing this year were: Sandoz pharmaceuticals, Suvenirni Srbije, AmCham, Meridian Bank, Avon, Societe General Bank, Grand Motors, Findomestik Bank, CAFS, Coca-Cola, Corporate Media, Montera, DHL, DM pharmacies, Radio Beograd 202 and Hello magazine.

### 7. Results:

Cooperation with UNICEF was a good opportunity for Hyatt to contribute to increasing social awareness and, through its engagement, to respond to difficulties faced by our society. A total amount of RSD 500,000 in contribution fees of participating companies was donated to the UNICEF program, "Violence Free Schools".



#### 1. Company:

KPMG d.o.o. Beograd

#### 2. CSR Project:

"Unite the World, Share the Responsibility"

#### 3. The Project benefits:

The local community

#### 4. Department and/or person in charge of the Project:

Marijana Pavlovic, mpavlovic@kpmg.com

#### 5. Description of the Project and the goals envisaged:

After our strategy and goals for 2008 were defined, it was decided that four projects were to be joined together in an integrated campaign entitled "Unite the World – Share the Responsibility". The campaign was visually identified by four main natural elements: air, earth, water and fire. These four main elements are associated with the four seasons of the year and presented by four donation projects: *Donation to Gerontology Center - Bežanijska kosa*; *Donation to Ortopedic & Trauma Institute of Serbian Clinical Center*; *Donation to Sports Center Tasmajdan*; *Donation to "Dr. Nikola Šumenković" - Facility for Mentally Disabled Children*.

### 1. Donation to the "Bežanijska kosa" Gerontology Center

#### Target group

Old people – Serbia ranks among the countries with oldest population in Europe, and the fewest CSR campaigns are devoted to this target group.

#### Problem

This project of the CSR campaign "Unite the World – Share the Responsibility" is associated with the natural element earth. It was implemented in April, 2008, by a donation to the largest old people's home in the Balkans, the Beograd Gerontology Center. The dialogue with the Center management and its residents identified its largest need, for which nobody until then had offered funds, maintaining that it could not be a priority. The location in which the residents of the home most often chose to gather was the amphitheater in the Home park. This was the place where theatre performances and concerts used to be held, and on sunny days it was a natural gathering place for residents. Unfortunately, for years, because of the poor financial situation and lack of capacity to maintain it, the amphitheatre reverted to just a part of the courtyard, completely covered in grass, with dilapidated and unusable benches.

#### Solution

Thanks to our donation, the favorite corner of the Home's residents and guests was restored to its old splendor, and they can enjoy their amphitheater once again. KPMG provided the funds to have the entire amphitheater repaired. The refurbished amphitheater was formally opened with a tea party and a theater performance prepared and conducted by the residents themselves. KPMG employees spent the day with residents, keeping them company.

#### Degree of KPMG employees' inclusion in the Project

Forty eight of our employees attended this all-day campaign. They went around the Home visiting and then, singing, dancing and having tea, they spent the day with the residents. The employees made their own personal contribution by raising funds and buying towels for residents of the Home.

#### Results

"Bežanijska kosa" residents can once again spend quality free time in their favorite space, planning performances, inviting guest singers and actors or simply spending more time outside. The KPMG employees have positively assessed this Project and showed interest in continuing to visit the residents of the Center.

L'ORÉAL®

**1. Company:**

L'Oréal Balkan d.o.o.

**2. CSR project:**

The 100-year jubilee of L'Oréal was marked this year by the introduction of one hundred generosity projects worldwide demonstrating L'Oréal's commitment to corporate social responsibility and dedication to making the world a better place. A Serbian generosity project dedicated to students with disabilities was implemented in coordination with the Inclusive Society Development Center (ISDC) and L'Oréal Balkan d.o.o., which donated funds for the adaptation of the Faculty of Philology building in Belgrade for disabled access. The project also includes ramps installed at primary schools in Belgrade and internships for disabled students within L'Oréal Balkan d.o.o.

**3. The Project benefits:**

Local community, company employees

**4. Department and/or person in charge of the Project:**

Branka Rodić, brodic@rs.loreal.com

**5. Description of the Project and the goals envisaged:**

A significant number of disabled persons live in Serbia. Their position in society is slowly improving, but they are still far from being fully integrated. In terms of "disablement," the concept of

L'ORÉAL®

having free and unfettered entrée in everyday life is not limited to physical access but also to visual and tactile means of obtaining information. The consequences are far-reaching and can result in lower living standards, often pushing disabled people in social care and creating prejudice against them as a group. The Faculty of Philology in Belgrade has the largest number of students with disabilities in the University since many disabled students may find professional career development within the studies offered by the Faculty.

**6. Description of the Project and envisaged goals:**

In order to create an atmosphere in which people with disabilities are more fully integrated in normal life with the possibilities available to everyone else, the project has been designed on three levels:

- The adaptation of the Belgrade Philology Faculty's premises for students with disabilities to enable their access to the facilities
- 3 internships in L'Oréal Balkan d.o.o.- in order to enable disabled students to gain working experience
- Involving L'Oréal employees by giving them a chance to work with students with disabilities and understand their needs

**7. Results:**

As a result of the L'Oréal project, the Belgrade Philology Faculty building has been adapted so that students in wheelchairs can now easily access the premises; the restroom has also been adapted; an inductive loop for hearing-impaired students and rubberized guide-paths for visually-impaired students have been installed. In two primary schools in Belgrade--"Jovan Dučić" and "Laza Kostić"--ramps have been installed, enabling easier access to school premises. The process of selecting candidates for internships in L'Oréal Balkan d.o.o. is still ongoing. And, in cooperation with the Inclusive Society Development Center (ISDC), a one-day training session on "the inclusive society" will be organized for L'Oréal employees. The project was presented at a press conference on June 4, 2009, at the Philology Faculty. As well as L'Oréal, ISDC and Faculty representatives, Rasim Ljajić, Minister of Labor and Social Policy, attended the event and emphasized the importance of the full integration into society of disabled people.

**8. Obstacles:**

There is general lack of awareness in the community of the unmet needs of people with disabilities that can sometimes lead to misunderstandings and prejudice. Therefore, activities that contribute to increasing public awareness and greater understanding of the needs of such people should be encouraged and realized.




#### 1. Company:

Microsoft Software d.o.o.

#### 2. CSR Project:

International Aid Network (IAN)

#### 3. The Project benefits:

The Local community

#### 4. Department and/or person in charge of the Project:

Ivan Stojilović, [istojilovic@ian.org.rs](mailto:istojilovic@ian.org.rs)

#### 5. Description of the issues tackled by the Project:

The wars in the territory of former Yugoslavia deprived many people of their homes and livelihoods and had extensive and lasting consequences on the mental health of the people involved, particularly refugees and the internally displaced (IDP) who were under the greatest pressure at the time. With the aim of including these people in normal life and integrating them in a new environment, Microsoft's International Aid Network (IAN) has launched a number of educational programs for members of these vulnerable groups.



#### 6. Description of the Project and the goals envisaged:

IAN supports people whose human rights are violated and helps marginalized and vulnerable groups to develop their potential for a life worth living in peace time.

First to be set up was a center for the provision of humanitarian aid that had an all-embracing approach (medical, psychological, legal and other assistance) to the victims of torture. The IAN Center for Rehabilitation of Torture Victims (CRTV) commenced operation in September 2000. Today, integrated services of the Trauma center and CRTV receive approximately 800 clients a year. IAN decided in 2001 to launch several free educational programs for the vulnerable population, positioned outside the main stream of our society, including refugees and IDPs, Roma, the unemployed, members of other minorities, persons with HIV and persons with disabilities that further isolate and marginalize them.

The goal of the IAN Telecenter is to develop the capacity of the attendees to actively participate in the modern economy, find new/better jobs and adjust to the needs of the labor market through: promotion of life-long learning as a developmental tool for all citizens; search for the best practices in the field of teaching and learning; promotion of social inclusion; adoption of the highest standards of the knowledge-based society; development and implementation of programs according to the requirements of local labor markets.

#### 7. Results:

Up to the present time, over 2500 persons have attended our free educational assistance program. In the course of educational programs implementation, IAN implements extensive personal evaluation.

The results are: general improvement of the psychological status of attendees; decrease of emotional instability and destructive aggressiveness; raising of the awareness level; attendees are less likely to blame others or unfavorable circumstances for difficulties they are having; attendees are more inclined to assume responsibility for their future; attendees feel considerably more professionally competent and able; attendees have more chances to find a better job.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The largest challenge from the very beginning was to develop the capacity to provide appropriate service to the users. After removing this obstacle, it is clear that the major remaining challenge is to systematically work on raising the funds to enable our attendees to continue with their free courses.



#### 1. Company:

Merck Sharp & Dohme IDEA Inc.

#### 2. CSR Project:

"Serbia against Cancer" – "Tell All Those You Love!" A campaign against cervical cancer

#### 3. The Project benefits:

The local community

#### 4. Department and/or person in charge of the Project:

Ranko Bjelanović, ranko\_bjelanovic@merck.com

#### 5. Description of the issue tackled by the Project:

Every day in Serbia, a woman dies of cervical cancer. One in five women gets this serious disease, but if it is discovered in time, it may not be fatal. Last spring, the Government of the Republic of Serbia launched a national campaign, "Serbia against Cancer," establishing prevention and early discovery of cervical cancer as a national priority. In order to inform the female population of our country about the importance of frequent examinations, the Republic of Serbia Institute for Health Care, in conjunction with the Ministry of Health, started a campaign, "Tell All Those You Love!" Merck Sharp & Dohme accepted their invitation to support this campaign and, together with the B92 Foundation, help develop promotional material.

#### 6. Description of the Project and envisaged goals:

The "Tell All Those You Love!" campaign started two months ago with a press conference attended by health officials and public personalities who urged all the women in Serbia to have regular cervical examinations. The next phase of the campaign will be to create and broadcast video clips, publish brochures, develop websites and establish billboards whose simple message will be that having a cervical examination is the best way to discover the disease and avoid fatal consequences. Also, a media campaign will feature newspaper interviews with eminent medical specialists and TV programs addressing the issue. The objective of this campaign is to raise awareness of the importance of examinations in reducing the incidence of this common but treatable disease.

Merck Sharp & Dohme is proud to be able to say that, in cooperation with the Republic of Serbia Institute for Health Care, the Ministry of Health and B92 Foundation, it developed promotional material in support of the "Serbia against Cancer" program. This Project demonstrates that the public and private sector are willing to join forces against such a serious disease.

#### 7. Results:

The campaign is just beginning, but the first results are expected next year.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

There is a natural reluctance among some women to have required examination, but we hope that the publicity and promotional material will help in overcoming this tendency and encourage great numbers of vulnerable women to come forward and perhaps save their lives.



### 1. Company:

Merck Sharp & Dohme IDEA Inc.

### 2. CSR Project:

Aid to refugees and internally displaced persons (IDPs) in the form of drug donations

### 3. The Project benefits:

The local community

### 4. Department and/or person in charge of the Project:

Ranko Bjelanović, ranko\_bjelanovic@merck.com

### 5. Description of the issue tackled by the Project:

The Republic of Serbia is the country with the highest number of refugees and IDPs in Europe. Some of these persons are still living in reception centers and refugee camps where conditions are extremely hard. In addition to living in dire conditions, they do not have access to the drugs they desperately need.

### 6. Description of the Project and envisaged goals:

In cooperation with the United Nations High Commission for Refugees and the Danish Refugee Council, Merck Sharp & Dohme launched a project to donate urgently required drugs for refugees in several reception centers around Belgrade. This project started in 2007 and is planned to continue as long as necessary.

### 7. Results:

Refuges and IDPs in these centers are currently provided with a sufficient quantity of drugs to prevent further deterioration of their health. The cooperation established between MSD and the Danish Council for Refugees will be maintained through future involvement in other projects.



PHILIP MORRIS INTERNATIONAL

**1. Company:**

DIN "Fabrika duvana" ad Nis, a Philip Morris International affiliate (DIN)

**2. CSR Project:**

Partnership for Education and Community Development" program (PECD)

Supporting Single Mothers Association

Preparing Roma Children for Elementary School

**3. The Project benefits:**

Local community

**4. Department and/or person in charge of the Project:**

Miodrag Stojadinović, Manager Community Relations, Miodrag.Stojadinovic@pmintl.com

**5. Description of the issue tackled by the Project Issue description:****"Partnership for Education and Community Development"**

Education represents one of the key areas in which DIN has invested in the past five years to encourage and award academic achievements, student initiatives and youth activism in addressing some of the problems of the community of Niš.

**"Supporting Single Mothers Association"**

Members of the Single Mother Association in Nis are facing problems in finding a job and gaining necessary economic independence.

**"Preparing Roma Children for Elementary School"**

Research shows that about half of the Roma children are underprivileged children and have insufficient knowledge of Serbian. This seriously prevents them to enroll in schools.

**6. Description of the Projects and envisaged goals:**

PECD provides an opportunity for students of the Faculties of Economics, Electronic Engineering, Mechanical Engineering and Law in Nis to be awarded with individual scholarships, grants for realization of student group projects and summer practice at DIN. The project is implemented by 1000 Young Leaders. Though the project for supporting Single Mothers Association, DIN enables computer and English language classes for single mothers of Niš thus supporting them in job seeking and care for the elderly, sick and disabled persons. Preparing Roma Children project includes children coming from some of the poorest Roma families of Niš in the education program which is based on the mandatory preschool education program, with special focus on gaining better knowledge of Serbian language as a necessary element for proper attending of school classes. The project is implemented by Roma Citizens' Association PONOS.

**7. Results:**

- 212 individual scholarships amounting EUR 2,000
- 43 student group projects
- 40 students participated in the summer practice program
- Computer and English courses for over 200 single - mom beneficiaries
- Care and home assistance for over 50 beneficiaries through supporting Single Mothers Association
- 20 Roma children included in the educational program

**8. Obstacles (difficulties and challenges met in the course of Project implementation):**

- Lack of support of certain public enterprises in providing sufficient assistance to the implementation of the students' projects.
- Insufficient financial support from the public and private sector in supporting Single Mother Association.
- We faced insufficient institutional support while including Roma children into educational system.



#### 1. Company:

Telenor d.o.o.

#### 2. CSR Project:

Telenor donates Internet capability to schools and public places

#### 3. The Project benefits:

Local community

#### 4. Department and/or person in charge of the Project:

Ms Ana Krstić, Tel.: 063 230 564

#### 5. Description of the issue tackled by the Project:

With regard to the use of Internet, Serbia lags behind developed European countries. In Serbia Internet is used only one third as much as in Slovenia, Germany or Sweden. According to available data, about 1.3 million Serbian households have an Internet connection, and it is interesting that only a third of the Serbian population accesses Internet, mostly young people between 16 and 24 years of age.

#### 6. Description of the Project and the envisaged goals:

With the aim of Internet popularization and promotion, primarily among the younger population, Telenor supported the "Internet for All" Project launched by the Vračar Municipality Office. Thanks

to this campaign, two grammar schools and two occupational schools from this Municipality in central Belgrade plus "Dušan Dugalić" primary school for children with special needs each got three Personal Computers and free Telenor Internet connection. To show that Internet is not strictly associated with enclosed spaces but can be accessible by anyone at any time and in any place, Telenor also provided at no cost the opportunity to use Internet in Serbian parks. The Internet Parks concept is currently available in many towns around the world. The first such park in Serbia was launched in June 2008 thanks to Telenor, which provided free wireless Internet for Belgrade's Studentski Park.

#### 7. Results:

Within this unique corporate social responsibility concept, Telenor has provided Internet parks for five cities in Serbia and Internet for five schools in Belgrade. Moreover, the Telenor 3 G signal, which ensures fast Internet, now, reaches almost 45 per cent of the Serbian population in more than 200 cities and smaller villages.

#### 8. Obstacles (difficulties and challenges met in the course of Project implementation):

- The implementation of the Project required the maintenance of daily contact, cooperation and coordination with a large number of governmental and city institutions and public enterprises, particularly with regard to setting up the Internet parks. The reason for this was a large number of legal procedures and regulations that accompany setting up such a system in a public space such as a green area of the city.
- It was a huge challenge to provide the necessary equipment and systems, particularly after last year's negative experience when the implemented system was damaged by hooligans.
- Setting up Internet in Belgrade schools and implementation of a control system for content, both - the content accessed by the students and the download content. Websense Filtering Software was introduced to prevent the abuse of wireless Internet service in schools. It prevented viewing and downloading of content designated for adults.



### 1. Company:

U. S. Steel Serbia d.o.o.

### 2. CSR Project:

Smederevo Single Mothers' Club

### 3. The Project benefits:

The local community

### 4. Department and/or person in charge of the Project:

PR Division, Nemanja Brković, nbrkovic@cs.uss.com

### 5. Description of the issue tackled by the Project:

The following problems motivated us to work to promote the well-being and increase the visibility of the single-mother population in Smederevo and its surroundings:

- Inadequate awareness of the problems of single mothers in the local community and in society in general
- The distorted perception of single mothers as women living on the margins of society

### 6. Description of the Project and envisaged goals:

The Smederevo Single Mothers' Club was founded in early 2007 at the initiative of several American managers' wives whose husbands worked at U. S. Steel Serbia. In February, 2007, the wives (led by Kimberly Mathews, wife of the Company's General Manager at the time) started the initiative as a specific kind of humanitarian work and help for single mothers from the local community. With the help of the Centre for Social Work in Smederevo, which provided premises, events were organized for single mothers to attend with their children and have fun as a group.

Over time, during these events which repeated in shorter intervals, the gifts and sweets were exchanged. To show their gratitude, the single mothers prepared snacks for their benefactors. One specific Club activity was to create a Smederevo single mothers' cookbook from the recipe collections of Club members who have been carefully nurturing the traditions and culture of preparing food in a traditional way, inspired by love for their children and others dear to them.

The main concept behind the Cookbook was to present the single mothers of Smederevo as good homemakers, self-sacrificing mothers and talented women and, at the same time, to promote Serbian culture and food preparation traditions both within and outside the country. The cookbook was published in English as well as Serbian.

### 7. Results:

The goals of the Smederevo Single Mothers Club project were successfully attained: needed articles (clothes, footwear, toiletries, etc.) for the members of Single Mothers Club and their children were provided; mothers gained new opportunities for employment; public visibility of the single mothers' talents has been increased; we encouraged the independence of single mother families; their social involvement was increased and cultural and social life improved.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The main obstacles that we faced while conducting our project were the patriarchal nature of the society in which we live and inadequate sensitivity to the problems of single mothers; the general social/economic status of society is so low that they are not able to help each other when in distress; the custom of volunteering and including the broader community in the project to aid single mothers is still underdeveloped and thus will remain our priority in the coming period.



#### 1. Company:

Vip mobile

#### 2. CSR Project:

"Be a Vip Student" - University education related project

#### 3. The Project benefits:

The local Community

#### 4. Department and/or person in charge of the Project:

Dragana Roter Crkvenjakov, Corporate Communication Manager, d.roter@vipmobile.rs

#### 5. Description of the issue tackled by the Project:

In November 2007, Vip mobile company started a Project entitled "Be a Vip Student" with the aim of investing in the development and education of future leaders in the field of telecommunications in Serbia.

After analyzing the existing system of university education in Serbia, the following problems encountered by the students were identified:

- More than 50 per cent of students cannot continue their education to masters or PhD studies
- 75 per cent of students have never traveled abroad

- The student practical working concept is not regulated by law, and almost 90 per cent of students believe that the projected practical work would not provide new knowledge

#### 6. Description of the Project and the goals envisaged:

The objective of the Project is to provide comprehensive support to students who are acquiring contemporary knowledge and skills in the field of telecommunications through the synergy of traditional education and practical work and to motivate young people to continue their professional education and career in Serbia. Qualified to take part in the "Be a Vip Student" program are final-year students from 17 state schools of IT and business orientation in Serbia: the school of economics, electrotechnics, mechanics, mathematics, traffic engineering, and organizational sciences, and the corresponding schools in Novi Sad, Niš and Kragujevac. The main conditions were a minimum average grade of 8, excellent knowledge of the English language and Personal Computer skills. Awards for Vip Students were: paid first year of masters or PhD studies in their school or a school participating in the Project; paid two-month summer practical work with Vip mobile; a study trip to Vienna and a visit to the Mobilkom Austria and Telekom Austria Group central offices; mentorship by Vip mobile managers; a mobile telephone and Vip SIM card with additional credit. To date, "Vip student" status has been awarded to 40 students. In the first year, EUR 100,000 and in the second year, EUR 150,000 was invested in the Project.

#### 7. Results:

We experienced exceptionally positive response from all participants. The Project has provoked a great interest among students, over 300 candidates applied to both competitions. The patronage of the Ministry for Telecommunications and Information Society, universities and schools confirmed the importance of the Project for the broader social community. More than 50 media reported on the Project, promoting the Vip initiative and the idea of investing in the education of young people.

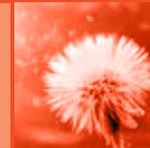
#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

- Inability to establish communication with and the lack of support from the Ministry of Education
- Passive response from most schools and a lack of will to take a more active role in promoting the Project among students.

The inconsistency of the university education system in Serbia and differences in the structure of the studies and the university schools made the definition of selection criteria more difficult.



CORPORATE RESPONSIBILITY



# EMPLOYEES

- › Carlsberg Srbija d.o.o.
- › Coca-Cola Hellenic
- › Erste Bank a.d. Novi Sad
- › Hemofarm AD
- › Hotel Hyatt Regency Belgrade
- › U. S. Steel Serbia



### 1. Company:

Carlsberg Srbija d.o.o.

### 2. CSR Project:

Čelarevo Day Celebration

### 3. The Project benefits:

The local community  
Employees

### 4. Department and/or person in charge of the Project:

Communications Department and Trade Marketing:  
Aleksandra Ranković, Communications Director, [aleksandra.rankovic@carlsberg.rs](mailto:aleksandra.rankovic@carlsberg.rs),  
Snežana Matić, Marketing Director, [snezana.matic@carlsberg.rs](mailto:snezana.matic@carlsberg.rs)

### 5. Description of the issue tackled by the Project:

Every year, Carlsberg Srbija organizes a celebration of Čelarevo Day for the benefit of the village where the brewery is located. The event takes place in the central square of Čelarevo and features several different attractions. It is intended for both brewery employees and the people of Čelarevo. The show traditionally starts with a children's theatre show and continues with performances of well-known singers, musicians and other entertainers.

### 6. Description of the Project and envisaged goals:

The company initiated Čelarevo Day in order to cement relations with the local community in a friendly environment. Carlsberg Srbija offers this example to other companies as a way of celebrating and expanding their partnership with the locality in which they do business.

Objectives:

To present and highlight the Company's commitment to events that actively involves engagement with the local community.

To present Carlsberg Srbija as a socially responsible business organization.

To encourage initiation of similar projects in the future between the company and the local authorities.

### 7. Results:

Local people as well as employees of the company mark their calendars months ahead in order not to miss Čelarevo Day.

Local media report on the company's initiative and participation as a socially responsible business and a good partner to the local community.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The challenges are the same each year--how to organize and present a program for Čelarevo Day that is ever more innovative, interesting and entertaining for the audience.

Due to our very good relations with the local authorities, no bureaucratic problems have arisen in the planning or staging of the project.

**1. Company:**

Coca-Cola Hellenic

**2. CSR Project:**

New and Innovative Suggestion Boxes

**3. The Project benefits:**

Company Employees

**4. Department and/or person in charge of the Project:**

Katarina Lukic, PR and Internal Communication, katarina.lukic@cchellenic.com

**5. Description of the issue tackled by the Project:**

Coca-Cola Hellenic employs more than 1500 people in Serbia in its 3 bottling plants and 7 distribution centers. In 2005 the Company defined a new global Coca Cola strategy "We are unsurpassable in everything we do". Basically, this implies continuous innovation of work processes. In the process of adjusting the Company culture in terms of internal communication, it was noted that all aspects of internal communication were well accepted with the exception of Suggestion Boxes, which the employees neglected.

**6. Description of the Project and envisaged goals:**

By employing suggestion boxes we intend to encourage our employees to give their opinions and also to inspire them to think proactively. We decided that something new had to be done to improve communications from employees by introducing new creative platforms for communication, develop the spirit of innovation, and show the employees that the Company really wants to hear their suggestions and will act on them.

Based on the results of analysis, the focus groups identified the problems and developed the activation project. We designed new containers in the shape of large red Coca-Cola bottles that are quite conspicuous and placed the boxes at most frequented spots in our work places. Instead of labeling these bottles Suggestion Boxes, we gave them a new, more challenging name: "Fill Up the Coca-Cola Bottle!", which is also the slogan/logo of the campaign. We also designed a new activation mechanism.

**7. Results:**

- The Company received more than 250 proposals on the first day of activation! (Only twelve suggestions had been submitted in the previous three years)
- No complaints were received from employees.
- The best proposal was implemented only a month later.
- The employees trust this kind of communication and use it to communicate regarding many activities of the Company
- The new boxes improved the look of the area

**8. Obstacles (difficulties and challenges encountered in the course of Project implementation):**

- The Company had to closely evaluate the motivation of the employees and come up with something to trigger a response.
- The activation mechanism had to be both simple and attractive.



#### 1. Company:

Erste Bank a.d. Novi Sad (Project Partner)

#### 2. CSR Project:

"My Little Table"

#### 3. The Project benefits:

Local community  
Employees of the Company

#### 4. Department and/or person in charge of the Project:

Dragana Ognjenović, Author and Project Coordinator  
Communication Division, Sponsorships and Donations,  
Sonja Konakov, sonja.konakov@erstebank.rs

#### 5. Description of the issue tackled by the Project:

A considerable number of families in Serbia face prejudice and meet problems taking care of family members with special needs and depend on the understanding and humanity of the broader social community. Recognizing the problem of inequality of care and opportunity in our society for children with disabilities, Erste Bank employees wanted to contribute in finding a solution for it.

#### 6. Description of the Project and the goals envisaged:

The "My Little Table" Project was created and organized by Dragana Ognjenović with the support of the Belgrade City Assembly Secretariat for Education and with the involvement of headmasters of schools for children with disabilities in the areas of Belgrade and Kosovska Mitrovica. "My Little Table" is not a short-term project; it was designed to over time train as many children as possible for small-craft occupations of their choice, aiming to enable them to complete of their schooling prepared to deal with the real world and employment market demands.

The goal of Erste Bank and its employees in supporting this project is to enable the children to freely develop their creativity, broaden their abilities and independence, through the education, upbringing and rehabilitation provided for them by the schools and homes customized for their needs. Through this they will be offered an equal opportunity to participate in everyday life. Also, our goal is to motivate our 1200 employees to personally take part in this campaign.

#### 7. Results:

Last year at Erste Magic, the annual gathering of all our employees, Erste Bank for the first time organized a voluntary campaign to support the "My Little Table" program. Through buying various household items made by the students of special schools for children with disabilities involved in the program and buying traditional fairground sweets, the employees collected enough money to donate a ceramics and porcelain baking furnace to "Sveti Sava" school at Umka. Pending the handing over of the Erste bank donation, a public workshop for the media was organized at "Sveti Sava" school to inform the public about the work of the children with developmental impairment.

The Bank also assisted this Project through the organization of a round table on the topic of "Education, Training, Employment and Self-Employment of Children with Disabilities" held in December 2008, with the aim of making the public aware that, regardless of their impairment, developmentally challenged children can participate effectively in every day life and perform equally as others the tasks for which they are trained.



#### 1. Company:

Hemofarm AD

#### 2. CSR Project:

Scholarships and Housing

#### 3. The Project benefits:

Employees of the Company

#### 4. Department and/or person in charge of the Project:

Gordana Lazić-Velovan, Director of Hemofarm PR Center,  
Gordana.Lazic-Velovan@hemofarm.com

#### 5. Description of the issue tackled by the Project:

In accordance with its business policy, Hemofarm invests in the future, including that of its human resources. For more than twenty years the company has been granting scholarships to outstanding students of different university schools including pharmacology, technology, chemistry, medicine, electrical engineering, economics and mechanics. In addition to university and secondary school students, the Hemofarm Foundation provides scholarships for their employees' children who begin their second year of studies.

#### 6. Description of the Project and envisaged goals:

After they complete their studies, recipients of Hemofarm scholarships have the opportunity to start their careers with the company. Hemofarm, the leader in drug production and marketing, has been applying modern business models for a long time and is among the most innovative companies in the country.

Another example of our investment in human capital is the Hemograd housing estate, which began construction in autumn 1994. Today it is home to more than 528 people living in 153 apartments and 33 houses. Hemofarm Foundation manages the existing housing estate and also further development of the 10,000-square-meter area.

#### 7. Results:

In addition to scholarships, the opportunity for further employees education is provided through professional seminars and conferences both within the country and abroad. By looking after its employees and their families, Hemofarm manages to maintain high quality human capital in the Company and the city, thereby contributing to the development of our business as well as that of the local and broader community.



### 1. Company:

Hotel Hyatt Regency Beograd

### 2. CSR Project:

“Let’s Recognize and Appreciate our Employees” – organization of sports and cultural activities, A versatile, entertaining and educational program with the participation of all employees.

In accordance with the Hyatt Regency’s philosophy and corporate culture, we continually invest in education, further training and advancement of our employees. All employees have the opportunity to attend unique training offered by Hyatt Corporation at the global level and by Hyatt Regency Beograd at the local level. The training programs are customized to suit the needs of our local environment. Hyatt Regency Beograd offers to young people a chance to complete their university-required practical work at the Hotel and, if they wish, to stay and be employed at the Hotel and build international experience. Upon completion of the first year of employment, Hyatt Company offers to all employees the opportunity to apply for a position in any Hyatt Hotel around the world, provided there is a vacancy for a position requiring their work experience.

### 3. The Project benefits:

Employees of the Company

### 4. Department and/or person in charge of the Project:

Hyatt Regency Beograd Hotel Marketing Department  
011/301 1248 and 011/301 1179

### 5. Description of the issue tackled by the Project:

The “Let’s Recognize and Appreciate our Employees” program aims to establish the belief that one can advance in his career through teamwork and mutual trust.

### 6. Description of the Project and envisaged goals:

Every year, the Hotel organizes “Let’s Recognize and Appreciate our Employees” project that includes a number of different sports and cultural activities, and different entertaining and educational programs with the participation of employees. The program focuses on recognition of the hard work, motivation, time and dedication that our employees put into their everyday tasks. Some of the most interesting campaigns are humanitarian, such as Hyatt Hotel staff visiting residents of the “Jovan Jovanovic Zmaj” home for children without parental care, organizing a party and a lunch, and delivering donations collected by the employees of the Hotel. On those days, in “Oaza”, the Hotel’s staff restaurant, members of the Hotel Management serve food and drinks for their work colleagues.

Another campaign favored by the staff is the swapping of Hotel positions. For instance, directors and managers spend their working hours performing some of the hardest jobs in the Hotel, such as working in the laundry room or the kitchen. Staff from those departments spend that day carrying out managerial duties. This year, the General Manager spent his working day as a bellboy welcoming guests at the entrance to the Hotel, while his colleague from the bell desk managed the Hotel .

The Finance Manager gave her best as a maid in the Household Department. The Rooms Manager worked in the Laundry room, while the Food and Drinks Department Manager spent the day working in the Olympus Club – the fitness and spa center.

During “Let’s Celebrate our Employees” campaign, the Ellington Bar, renamed Cheers, was the best place for fun and entertainment for our employees. With American music and snacks and the ambience of a genuine American bar, employees competed in social games, such as table football, billiard, darts and flippers.

### 7. Results:

Advancement through teamwork and mutual trust.



### 1. Company:

U. S. Steel Serbia, d.o.o.

### 2. CSR Project:

Occupational Safety Calendar

### 3. The Project benefits:

Employees of the Company and their children

### 4. Department and/or person in charge of the Project:

Occupational Safety and Industrial Hygiene Division and PR Division  
Blagica Dražović Panovska, OS&IH Division Manager, Nemanja Brković, Communication Manager

### 5. Description of the issue tackled by the Project:

At U.S. Steel Serbia occupational safety is the top priority and constitutes our main corporate principle. In almost six years since U. S. Steel arrived in Serbia, safety performance has much improved. The incidence of occupational injuries fell from 572 in 2002 to 39 in 2008, and in the first half of 2009 there were but ten injuries out of which only two resulted in time off work. However, we are not yet content with what we have achieved since we aim for ZERO INJURY.

### 6. Description of the Project and envisaged goals:

The first competition to create drawings for a Safety Calendar took place in October 2006 for the Safety Calendar 2007. Employees' children and grandchildren were invited to explain through their drawings how they picture the best safety practices at the workplace, in school and in the street. The intention was to show to what extent their parents and grandparents have instilled into the children an awareness of the necessity for safe behavior.

The commonest themes of drawings included:

- Safety is the top priority at U. S. Steel Serbia.
- Nobody was injured on my shift today.
- All who enter through the Steelworks gate should go back home uninjured to their families after work.
- Our goal is Zero Injury.
- What are the means of personal protection and what kind of clothes and equipment should staff have in their work places?
- A safety traffic light (with a red light standing for grave injury, a yellow light for an injury without serious consequences, and a green light indicating that there was no injury)

Thirteen drawings conveying the best safety messages are selected every year. Our Safety Calendar is then made from these drawings, with one drawing on the cover and one for each month of the year. Creators of the best drawings are given valuable awards.

### 7. Results:

An exceptionally large number of children (an annual average of about 300) have submitted their drawings in the last three years. The company has managed to develop a feeling of belonging not only among its employees but also among their children and grandchildren. That occupational safety is the greatest value of U. S. Steel Serbia is now a familiar principle of the families of all the Company's employees. The product of this is a calendar that decorates Company offices and homes of its employees throughout the year. The drawings are also published in ČSteel Monthlyč, the Company's journal, and displayed on our factory's billboard.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The largest difficulty involved in this Project is that it is often hard to select the 13 drawings to be included in the safety calendar. But the Company makes an effort to show gratitude to all the children taking part in the competition and to motivate them to compete for a place in the U. S. Steel Serbia Safety Calendar again next year.



## CORPORATE RESPONSIBILITY



# ENVIRONMENT

- › Ball Packaging Europe Belgrade Ltd.
- › British American Tobacco
- › Carlsberg Srbija d.o.o.
- › Coca-Cola Hellenic
- › Delta Real Estate
- › Erste Bank a.d. Novi Sad
- › Hotel Hyatt Regency Belgrade



### 1. Company:

Ball Packaging Europe Belgrade Ltd.

### 2. CSR Project:

Establishment of the Recan Fund to encourage return and recycling of beverage cans and implementation of activities related to promotion and education in the field of can recycling.

### 3. The Project benefits:

The local environment  
The living environment

### 4. Department and/or person in charge of the Project:

Jelena Kiš, Recan Fund, Manager, jelena\_kis@recan.org

### 5. Description of the issues tackled by the Project:

By establishing the Recan d.o.o recycling center for beverage cans, creating a market for the return of these cans and founding the Recan Fund for promoting recycling education, Ball Packaging Europe encourages packaging return and recycling as well as environmental protection.

### 6. Description of the Project and its envisaged goals:

In March, 2005, Ball Packaging Europe founded a recycling organization, Recan in Belgrade under

the local manager Savo Djustibek. The mission of this recycling organization is to professionally collect, sort and recycle beverage cans. The new recycling center commenced operation in December, 2005 at Pančevački put 85. In parallel with this process, Ball Packaging Europe also founded the Recan Fund for beverage can return and recycling in December, 2005, with Jelena Kiš as Project Manager. The goal of the Fund is to promote awareness of the importance of protecting the environment, particularly among the young population, to increase consumer awareness of the need to recycle beverage cans, encourage people to recycle and to accept recycling as a routine part of life.

### 7. Results:

The results of establishing Recan fund include the implementation of the following projects

**“Collect Beverage Cans – Protect the Environment”** Pre-school and School programs that consist of the provision of information addressing interested schools in the form of seminars and educational material on the beverage can collection campaign. This program has been implemented since 2006 and in the last school year, 2008/09, 120 schools from all over Serbia took part and three tons of beverage cans were collected.

### Waste sorting campaign for the city of Zrenjanin

This campaign was implemented in two phases (October 2007 and March/April 2008) and followed the installation of waste-sorting infrastructure for plastic (PET) bottles and beverage cans. During the campaign 20 billboards were set up in Zrenjanin, 20,000 flyers distributed, a radio spot “It is high time to recycle!” and celebration of the Earth Day were conducted...

### “I Do Not Want to Sit Still; I Want to Tidy Up Nature” Project

The goal of this Project is to discourage the disposal of waste in natural settings (anti-littering campaigns). This Project will be continued, as will the school programs. The following related activities were implemented in 2008: Improvement of the Banjska stena track, 6 kilometer walking track in Tara Natural Park; “A Basket for a Clean City” campaign; Educational films about beverage can recycling.

Numerous educational projects for wider population were conducted (ex: *Recycling Reduces Poverty, A study trip for journalists*), as well as participation in cultural and sports events (*The Beverage Can Day, SUPERNATURAL Music Festival, Soko Banja: Children’s Environmental Festival, Childrens’ Zmaj Games Belgrade, The Danube Day, EXIT Music Festival 08, Beer Fest 08, Jelen Pivo Live, Childrens’ Story Festival* (Tree House Center)





#### 1. Company:

British American Tobacco

#### 2. CSR Project:

Energy Saving Project

#### 3. The Project benefits:

Improved living environment, operational efficiency, employee awareness

#### 4. Department and/or person in charge of the Project:

Svetlana Zafirović, EH&S Manager, svetlana\_zafirovic@bat.com

#### 5. Description of the issue tackled by the Project:

Our intent was to reduce, at all levels, the consumption of energy and water to achieve the most rational use and conservation of natural resources on one hand, and optimize financial results on the other.

#### 6. Description of the Project and envisaged goals:

The first phase of this long-term energy-saving project began in 2006 and continued in 2007, while the second phase that started in 2008 was designated as an enduring process to be implemented over the coming years

The project included comprehensive consideration of possible ways to save energy (boiler room, vacuum system, compressed air, air-conditioning system, lighting, water), definition of saving methods, monitoring, as well as increasing employee awareness of the importance of rational use of energy. The Project was developed by a team of experts from the Vranje factory who shared experience with similar teams from other BAT factories, primarily those in Germany, Romania and Poland. Through special campaigns to raise awareness of the importance of rational use of energy and the requirements of sustainable development, all employees and relevant representatives of the local community took part in the implementation.

#### 7. Results:

The results of the Project were visible even in the first phase (2006-2007), which was implemented without additional financial investment. That phase relied exclusively on optimization of processes, improvement of reporting procedures, heightened employee awareness and changes in work practices. Electricity and crude oil consumption were each reduced by ten per cent, and the consumption of water by 30 per cent. In the second phase, which involved investment in systems and improvement of monitoring, consumption of electricity was reduced by a further 10 per cent (in total 20 per cent less than in 2004, our first year of doing business in Serbia). Consumption of crude oil was reduced by a further 12 percent (22 per cent in total), while water consumption stayed at the same level, nearly a third below the original. How valuable these results are is best revealed by the fact that these savings were made even though production volumes increased and additional equipment and systems were installed.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

Results of the Project were adversely affected by an increase in production volumes and installation of additional equipment and systems, as well as by complex reconstruction of the factory and the presence of a large number of contractors and works in the period 2005-2006.



#### 1. Company:

Carlsberg Srbija d.o.o.

#### 2. CSR Project:

"Dundjerski Park Conservation Action"

#### 3. The Project benefits:

The environment

#### 4. Department and/or person in charge of the Project:

Communication and HR departments

Aleksandra Ranković, Communications Director, [aleksandra.rankovic@carlsberg.rs](mailto:aleksandra.rankovic@carlsberg.rs),

Nataša Stamenković, HR Director, [nstamenkovic@carlsberg.rs](mailto:nstamenkovic@carlsberg.rs)

#### 5. Description of the issue tackled by the Project:

Carlsberg Srbija has implemented its Dundjerski Park conservation project over a two-year period by organizing three separate cleansing actions. In the meantime, the company has become the official guardian of the park itself.

Continuing activities in the domain of Corporate Social Responsibility, Carlsberg Srbija has decided to expand its commitment to the local community by launching a new project – the refurbish-

ment in three separate locations of lawns and roadsides in Čelarevo, Carlsberg Srbija's headquarters. The action has involved more than 200 employees of the brewery

#### 6. Description of the Project and envisaged goals:

The company initiated these actions in order to promote environmental protection in the local community through increasing awareness of its everyday necessity.

Objectives:

Media coverage of the event and further positioning of Carlsberg Srbija as a responsible company highly active in environmental and heritage protection.

Reinforcing the company's image in the beer market as a leader in the field of CSR activities.

Emphasizing the positive image of Carlsberg Srbija as a foreign investor in close, mutually beneficial relations with the local community.

#### 7. Results:

The company has once again confirmed that as a partner of the local community it shares concerns for the preservation of the environment and local heritage.

The local and national media reported the company's initiative and participation as evidence that it is socially responsible.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The obstacles to the project were mostly connected with plentiful and strict bureaucratic procedures during the process receiving licenses needed to complete the project.



### 1. Company:

Coca-Cola Hellenic

### 2. CSR Project:

THE DANUBE DAY CAMPAIGN

The initiator of celebrating Danube Day in countries throughout Europe was the International Commission for Danube Protection (ICPDR) made up of 14 countries of the Danube region.

At the beginning of June 2005, Coca-Cola Hellenic and Coca-Cola proclaimed their official partnership (The Green Danube Partnership) with the International Commission for Danube Protection (ICPDR).

### 3. The Project benefits:

The living environment

### 4. Department and/or person in charge of the Project:

Tijana Markovic, Public Affairs & CSR Supervisor, [tijana.markovic@cchellenic.com](mailto:tijana.markovic@cchellenic.com)

### 5. Description of the issue tackled by the Project:

Considering that the awareness of the need for environmental protection was at a low level, the main challenge in conceptualizing the 2005 campaign was to educate the broader community and raise awareness of water pollution and rationalization of its use.

### 6. Description of the Project and envisaged goals:

The goals of the campaign were set as follows: to raise awareness among the broader public about water pollution and encourage a larger number of citizens to celebrate June 29 as Danube Day. The campaign under the slogan "The Danube--our River, our Future" was launched with a variety of different activities sharing the goal of raising public awareness. The central celebration of Danube Day takes place every year in Belgrade. The sites selected for the celebration events were those where most people go at the weekend: Zemun walkway, Kalemegdan--Sava walkway and the plateau near the Nebojša Tower.

The following year, broader content was introduced, and an educational element was introduced to the campaign-- leaflets and practical advice were disseminated, and the City Assembly donated two special vessels for removal of solid waste from the rivers.

This year's campaign took place under the heading "I ♥ the Danube", and the focus was on campaigns to clean the river banks, environmental workshops and lectures, sports activities for the young, events intended for persons with special needs, thematic art exhibitions and workshops, lectures about recycling and other activities with a special focus on the importance of water. A two-week student environmental camp "Let's Protect the Danube" was organized for 50 students from the Serbian universities.

### 7. Results:

- This year's campaign gathered together more than 100 partners who celebrated June 29 as Danube Day during the period June--September, with more than 60 activities in 10 Serbian cities.
- Participation of an increasingly larger number of NGOs primarily dealing in environmental protection, governmental institutions, university schools, and different events which, in addition to celebrations, include environmental workshops, river and river bank cleansing, art exhibitions and other cultural events focusing on water and water protection, as well as the growing media presence during the campaign
- A students' ecological camp "Let's Protect the Danube" was organized
- A volunteer cleaning campaign was organized with the participation of local self-government, the NGO sector, student organizations, the private sector and individuals.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The main challenge was to motivate and interconnect partners from the governmental, non-governmental and private sectors to integrate individual efforts to raise the awareness of the necessity to conserve the largest water system in Europe.

**1. Company:**

Delta Real Estate

**2. CSR Project:**

"Earth Hour"

**3. The Project benefits:**

The living environment

**4. Department and/or person in charge of the Project for the company:**

Marko Marković, marko.markovic@deltarealestate.rs

**5. Description of the issue tackled by the Project:**

Environmental protection, climate change mitigation

**6. Description of the Project and envisaged goals:**

The World Wide Fund for Nature is the main initiator of a campaign that involves simultaneous switching off of the lights for an hour at different locations and in important buildings. This campaign is of global character, and its participants include individuals, companies and various institutions. For the first time this year, Serbia took part in "Earth Hour" On March 28, at 20:30 hours, lights were switched off throughout the country. The main objective of the Project is to

raise awareness of the importance of environmental protection and to start the initiative for climate change mitigation.

Delta City established cooperation with WWF based on the coordinated objectives of our Company and the Project. The main square of our shopping mall was used by adherents of the Project for a variety of promotions that took place for several days before the campaign. Of course, Delta City also contributed to the campaign by switching off the main lighting of the shopping mall during the "Earth Hour" and leaving on auxiliary lighting only.

**7. Results:**

The campaign started in 2007 in Sidney, Australia, when 2.2 million households and businesses switched off their lights for an hour. Only a year after that, this turned into a global event with approximately 100 million participants in about 35 countries. This number constantly increases as more and more people begin to understand that such a simple action can affect the situation, not least by emphasizing ways to participate. More than 1,500 cities in 80 countries have thus far this year confirmed their participation in this campaign.

**8. Obstacles (difficulties and challenges encountered in the course of Project implementation):**

The lack of awareness by many people about how important it is to protect the environment and natural resources in our country makes such efforts slow to catch on with ordinary people. A sense of urgency must be communicated more widely.



### 1. Company:

Erste Bank a.d. Novi Sad  
Smart kolektiv (Project Partner)  
Young Researchers of Serbia (Project Partner)

### 2. CSR Project:

Employee volunteers for Environment Improvement

### 3. The Project benefits:

The living environment  
Employees of the Company

### 4. Department and/or person in charge of the Project:

Communication Division, Internal Communications,  
Ana Devetak, ana.devetak@erstebank.rs

### 5. Description of the issue tackled by the Project:

Being aware of its social responsibility and responsibility towards the communities in which it does business in the first place, Erste Bank facilitates and encourages the inception and participation of its employees in initiatives that improve the quality of life in the local community.

Although the achievement of business targets is its chief priority, the Bank believes that it is important that each individual employee takes a small step every day to help society move forward. For the above reasons, it was decided to initiate an employees volunteer program that would give them the opportunity to, for one day a year, devote their time, knowledge and talents to those who would find it more valuable than money.

### 6. Description of the Project and envisaged goals:

In 2008 a project was initiated for employee volunteers from Erste Bank in Serbia. The Bank's long-term volunteering program was initiated at the Obedska bara specialized nature reserve in September 2008. Members of the management were given the opportunity to become Erste pioneers in this first volunteer project.

The goal was to, by performing the practical task of clearing undergrowth at the nature reserve, get to know the flora and fauna of the local area, understand the global impact that individuals have on the living environment and realize what an individual can do to contribute to its conservation and improvement.

### 7. Results:

One of the results was the initiative for a new volunteering campaign organized in June 2009. Top management of the Bank volunteered again in Obedska bara. This time the managers constructed signs to warn about the need to reduce speed so as to decrease danger of injury to amphibians and lizards on the asphalted road along Obedska bara.

The volunteering program will be continued in 2009 with the implementation of two additional volunteer campaigns in Čačak and Bečej, after which a volunteer day will be organized and all Erste Bank's employees will be invited to participate.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

In 2008, efforts were made to create a suitable environment for introduction of a long-term volunteer program and provision of employees support which required serious organizational preparation, two opinion polls, presentations and workshops about the very concept and strategy of volunteering.

Once the first volunteer campaign was implemented, the results of opinion polls and activity evaluations enabled an appropriate platform for development of the volunteer strategy and planning a long-term program to be launched by the end of 2009.



### 1. Company:

Hotel Hyatt Regency Beograd

### 2. CSR Project:

The "Hyatt Earth" Initiative within the "Hyatt Community" program "Hyatt Community" is a philanthropic program of the "Global Hyatt" Foundation created with the aim of providing assistance in resolving the problems of the local community and participating in environmental projects.

Thanks to its previous humanitarian efforts, Hyatt Regency Belgrade Hotel was, along with another 33 hotels from among the almost 1000 hotels in the Hyatt chain, selected to take part in this program. Through participation and organization of humanitarian campaigns, it was given the opportunity to contribute to social awareness raising and, through its engagement, respond to the difficulties that our society faces.

### 3. The Project benefits:

The Living environment

### 4. Department and/or person in charge of the Project:

Hyatt Regency Beograd Hotel Marketing Department  
011/301 1248 and 011/301 1179

### 5. Description of the issue tackled by the Project:

The "Hyatt Earth" initiative was started at the corporate level. It is concerned with the protection and conservation of our planet and reduction of both environmental pollution and emission of CO2 gases.

### 6. Description of the Project and envisaged goals:

Hyatt Regency Beograd Hotel took part in the "Hyatt Earth" initiative in order to create and implement strategies to reduce the consumption of energy and water and curtail emission of CO2. The hotel established a Green Team tasked with lowering environmental pollution to the lowest possible level by recycling and following strict environmental rules.

As part of the Hyatt Earth campaign, Hyatt Regency Beograd Hotel signed a contract with Toyota Serbia. This contract is concerned with the protection and conservation of our planet and reduction of both environmental pollution and emission of CO2 gases. Under the contract on business cooperation, Toyota Serbia provided a Toyota Prius for the Hotel's use,

### 7. Results:

The Hotel's Green Team has thus far, in cooperation with the City Greenery Company, implemented a campaign of cleaning a section of the river bank and planting trees around the Hotel. We have also introduced recycling for all Hotel waste and the use recycled paper for all printing needs.

Cooperation with Toyota Serbia was intended to encourage our fellow citizens to think about the environmental protection and ways to help the community by conserving the living environment, thereby ensuring that our planet remains a safe place for our children and future generations to live.



CORPORATE RESPONSIBILITY



# MARKET

- › British American Tobacco
- › Banca intesa
- › Carlsberg Srbija d.o.o.
- › Holcim (Srbija) d.o.o.
- › Telenor d.o.o.



#### 1. Company:

British American Tobacco

#### 2. CSR Project:

Entrepreneurship Promotion Program

#### 3. The Project benefits:

The local community

#### 4. Department and/or person in charge of the Project:

Ana Milanović, CSR and Communications Manager, [ana\\_milanovic@bat.com](mailto:ana_milanovic@bat.com)

#### 5. Description of the issue tackled by the Project:

British American Tobacco believes that entrepreneurs are the champions of future challenges and economic development in the country. The encouragement of entrepreneurs and spending on their education and further training are key investments. In 2006, BAT launched the Entrepreneurship Promotion Program as a step towards supporting the development of small and medium enterprises (SMEs).

#### 6. Description of the Project and envisaged goals:

British American Tobacco launched the Entrepreneurship Promotion Program in 2006 and, in cooperation with the Republic of Serbia's Agency for the Development of SMEs and Entrepreneurship in December of the same year implemented a training program for entrepreneurs from 17 Belgrade municipalities.

The following June, in cooperation with the National Employment Service, we organized a five-day training course for unemployed people interested in entrepreneurship. The goal of the Project was to further the business development skills and knowledge of existing entrepreneurs and to encourage entrepreneurial capability of unemployed people and enhance their capacity to apply self-employment principles.

Through an interactive approach and working in small groups on case studies, simulation of realistic business situations and practical work on concrete problems, the five-day training sessions enabled the attendees of the Program to further their business development knowledge and skills and to learn the elements of business plan development. The topics addressed in the Program included management, marketing, human resources development, finances, taxation policy, innovation and the methodology of business plan development via a two-day interactive workshop.

The Program was fully funded by British American Tobacco. It was created and implemented by joint efforts of the experts from the Republic of Serbia's Agency for Development of SMEs and Entrepreneurship, the National Employment Service and British American Tobacco.

#### 7. Results:

In the first phase of the Program, over 100 participants from Belgrade and Vranje had the opportunity to improve their business development knowledge and skills, while the second phase of the Program included BAT business associates from all over Serbia.



### 1. Company:

Banca Intesa a.d Beograd

### 2. CSR Project:

Banca Intesa Visa Paralympic credit card

### 3. The Project benefits:

Local community  
Market

### 4. Department and/or person in charge of the Project:

Ana Inđić, Marketing and CSR Associate, Banca Intesa Marketing Department,  
iana@bancaintesabeograd.com

### 5. Description of the issue tackled by the Project:

Paralympic Committees around the world are faced with financial difficulties. Therefore, they often seek additional funding besides the usual funds from the government. At the end of 2006, Banca Intesa accepted an initiative of the Serbian Paralympics Committee Fund and together with Visa International started a donation project as an alternative form of helping to meet the humanitarian needs of the group. The first Banca Intesa Visa Paralympics Donation cards were issued in the beginning of August 2008, shortly before the opening of the Olympic Games in Beijing.

### 6. Description of the Project and envisaged goals:

The goal of this project was to support and stimulate the interest of persons with disabilities in practicing sports and devising long-term mechanisms for strengthening the financial infrastructure that would help achieve economic goals as defined by the Fund.

The Bank dedicated 30 per cent of every Visa Classic Paralympics card membership fee, as well as 0.45 per cent of every transaction in favor of the Serbian Paralympics Committee Fund. The Bank further stimulated customers to apply for this particular card by providing such benefits as lower interest rate, the possibility of installments without any interest paid, deferred payments and revolving credit. Banca Intesa and the Fund appealed to a great number of vendors to be involved in this donation project and to participate in loyalty and cash back options developed by the Bank and the Fund.

The donation program was designed to appeal to all persons who wished to help athletes with physical disabilities.

Cooperation with the Serbian Paralympics Committee Fund gave Banca Intesa, as the market leader in Serbia, the opportunity to offer its knowledge, experience and resources as tools for improving the lives of a vulnerable group and contributing to the development of paralympics sports in Serbia.

### 7. Results:

This project was carefully developed to last for a number of years and to be upgraded as time passed. The first results of the project were visible at its very beginning since it was noticed that people's awareness was raised, and the public was more interested in the problems of athletes with disabilities. Shortly after, Serbian paralympic competitors won silver medals in table tennis and discus throwing, whose accomplishments all the parties involved embraced as a particular award and an additional encouragement. One of the important indicator of good result was the increasing number of users of Banca Intesa Visa Paralympic cards from the first day they were issued.

### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

The biggest problems during project implementation were the low level of awareness of Paralympics sports and of the financial difficulties that these vulnerable athletes usually face. These problems were overcome by the joint efforts of Banca Intesa and Serbian Paralympics Committee Fund, and public awareness was directed to solving these issues.



#### 1. Company:

Carlsberg Srbija d.o.o.

#### 2. CSR projekat:

"The Brewery Association Code of Responsible Communications"

#### 3. The Project benefits:

MARKET

#### 4. Department and/or person in charge of the Project:

Communications and Marketing departments

Aleksandra Ranković, Communications Director, [aleksandra.rankovic@carlsberg.rs](mailto:aleksandra.rankovic@carlsberg.rs),

Snežana Matic, Marketing Director, [snezana.matic@carlsberg.rs](mailto:snezana.matic@carlsberg.rs)

#### 5. Description of the issue tackled by the Project:

By adopting and applying a Code of Responsible Communication, which is in certain ways more restrictive than existing legislation, Serbian breweries will provide higher quality and more responsible communications directed at their customers.

#### 6. Description of the Project and envisaged goals:

In June 2008, the Brewery Association in Serbia published a Code of Responsible Communication

that defines the standards for responsible communication in the brewery market in this country. The Code has been applied unanimously by all 13 members of the Brewery Association: Carlsberg Srbija, AD Apatinska pivara, Beogradska industrija piva, Bečejska pivara AD, Brauerei MB, Efes Weifert- Pivara Pančevo, Efes Zaječar- Pivara, Grmeč sladara, Jagodinska pivara and Maltineks sladara.

Objective:

All members of the Association are firmly convinced that by adopting the Code they will establish the norms for responsible communication and advertising to be applied in a more precise way for commercial activities.

#### 7. Results:

By obeying the principals of the Code, it will be possible to promote only responsible consumption of beer employing commercials directed only to adults.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

Further goals are to encourage and challenge the industry to promote its products responsibly, to demonstrate leadership regarding best practice on alcohol social responsibility through the actions of member companies and to influence public opinion and policy.



#### 1. Company:

Holcim (Srbija) d.o.o.

#### 2. CSR Project:

Health and safety on construction sites

#### 3. The Project benefits:

Market

#### 4. Department and/or person in charge of the Project: Marketing and Communications Department

Maja Dželatović, Marketing & Communications Manager, maja.dzelatovic@holcim.com

#### 5. Description of the issue tackled by the Project:

Working on a construction site is very specific in terms that it is often hampered with inadequate working conditions. Construction workers face health and safety risks daily. Although the safety equipment provides certain protection, it should not be forgotten that human factor is often the main cause for injuries at work. Therefore, Holcim Srbija launched the "Health & Safety on construction sites" campaign. It is Holcim Srbija's objective to create the zero risk level for all their employees, their families and third parties.

#### 6. Description of the Project and envisaged goals:

In conjunction with the Occupational Health & Safety Directorate within the Ministry of Labour and Social Policy and the Construction Workers' Union the campaign continued in November 2008, while the second phase begun in May 2009. With visits to construction sites in Serbia's larger towns – Belgrade, Nis, Jagodina, Kragujevac, in 2009 the campaign was expanded to cover a larger territory, thus increasing the awareness to an even higher level. The main objective is to raise awareness among construction workers and their employers on construction sites of potentially dangerous circumstances which can harm their health and lives, as well as measures to minimize and prevent them. We also aim to raise awareness among general public of the risks construction workers are exposed to and of the necessity of the continual risk assessment and control.

#### 7. Results:

The "Health & Safety on construction sites" campaign launched by Holcim Srbija received support from the Occupational Health & Safety Directorate of the Ministry of Labour and Social Policy, the Construction Workers' Union and IGM Serbia. During 2008 we visited seven construction sites in greater Belgrade with the aim to educate the employees and in June and July 2009, representatives of Holcim, Occupational Health & Safety Directorate and the Union visited five construction sites, with a plan to visit further ten sites across Serbia.

Through this campaign Holcim Srbije has successfully positioned itself as a business subject which puts great importance on occupational health & safety issues of its employees as well as third parties. This is confirmed by a significant number of press releases which emphasize this image to the public.

#### 8. Obstacles (difficulties and challenges encountered in the course of Project implementation):

During the planning and implementation stages, representatives of some construction sites were skeptical, failing to understand that the campaign would benefit the construction workers as well as their employers.

The campaign was deliberately launched in summer 2009 in order to highlight the potential problems arising from working in hot weather.



### 1. Company:

Telenor d.o.o.

### 2. CSR Project:

Telenor HIT (Health, Safety, Security and Environment Assurance in Telenor)

### 3. The Project benefits:

Market

### 4. Department and/or person in charge of the Project: Ms Ana Krstić

Mr Goran Vasic, Chief Officer Corporate Affairs, [goran.vasic@telenor.rs](mailto:goran.vasic@telenor.rs)

### 5. Description of the issue tackled by the Project:

Principal intention of the Project is to inform the suppliers and business partners about the importance of compliance with the laws on occupational health and safety and respecting of human rights with a special emphasis on the protection of children's rights. This Project was started after a program about unacceptable working conditions, pollution and employment of minors on the construction of base stations in Bangladesh was shown on the Danish TV in May 2008.

### 6. Description of the Project and the envisaged goals:

Following a global initiative in all countries in which Telenor is established, local HIT teams were set up to address three fields:

- Application and practical implementation of legislation through controls and cooperation with business partners;
- Introduction of official rules and procedures which additionally raise awareness and draw attention to the fields of health, safety and environmental protection, and
- Raising the awareness of these issues, both among the employees and business partners. HIT team first assessed and improved the existing procedures and then initiated and intensified cooperation with business partners.

Within this framework, in 2008 HIT team organized the workshops for the suppliers and business partners to present the project concept and the ways in which relevant fields can be improved. A specific cooperation with business partners was agreed with Det Norske Veritas auditors which we have hired to work with the selected suppliers. Det Norske Veritas conducted the interviews with Telenor management and employees. HIT team has established quarterly reporting for business partners about expert findings, improvements and solutions implemented by Telenor in these fields, which all led to the „expansion“ of both the initiative and awareness about how necessary and urgent it is to achieve visible changes in the sphere of universal rights and environmental rights. As one of the initiatives, in cooperation with the Company's departments, HIT started an internal system for waste management in Telenor buildings, as well as increased control of the transportation and disposal of waste submitted to recycling plants.

### 7. Results:

Guided in the first place by moral dimension in doing business and assuming responsibility and awareness about the community and universal civilization values as the imperative and common good, HIT team has assumed the responsibility to care about a wide spectrum of fields ranging from occupational health and safety, anticorruption policy, through environmental protection and improvement of labor relations. These values and goals are also expressed through Telenor official business policy and summarized in the document Partner Conduct Principles, published on the official website of the Company: <http://www.telenor.co.yu/?section=about&page=6604>.



**American Chamber  
of Commerce in Serbia**

Vlajkovićeva 30/III/10  
11000 Belgrade, Serbia  
Tel: +381 11 334 5961  
Fax: +381 11 324 7771  
Web: www.amcham.rs

**Editor:**  
Sandra Lazarević  
Lazarevic@amcham.rs

**Editorial Contribution:**  
Charles Alverson

**Editorial Board:**  
AmCham Executive Office

**Design and Prepress:**  
BlackBox Advertising  
office@blackbox.rs

**Cover Page:**  
BlackBox Advertising  
office@blackbox.rs



AmCham Serbia Conference

## CORPORATE RESPONSIBILITY DURING ECONOMIC DOWNTURN



### Conference sponsors



### Conference partner



### Media partners





**MSD**