
BETTER BUSINESS
FOR BETTER SOCIETY



**RESPONSIBLE
BUSINESS
FORUM**

**BETTER BUSINESS
FOR BETTER SOCIETY**

—

BELGRADE,
2014.

WHAT IS THE RESPONSIBLE BUSINESS FORUM?

- A network of **socially responsible companies** contributing to the development of the community;
- A platform for connecting **business leaders** with the representatives of other sectors of society;
- A space for **dialogue, collaboration and sharing** the best practices;
- A national partner of leading global CSR associations – **CSR360 GPN, CSR Europe, International Responsible Business Forum**;
- A network that develops practical and sustainable solutions in all four pillars of CSR: **local community, environment, workplace and market.**



The mission of the Responsible Business Forum is to stimulate the development of corporate social responsibility and the establishment of firm and lasting socially responsible practices in the business sector.

The vision of the Responsible Business Forum is a society in which business gives a significant contribution to solving problems of the community and where socially responsible business practices are integrated into every company regardless of its size.

Our Commitment to our Members

- We inspire through connecting, exchanging the experiences and knowledge of our members, and promoting the best practices;
- We engage through concrete programs and activities in which the companies are involved together;
- We support through projects and services facilitating the integration of CSR in everyday business.



Members of the Responsible Business Forum are:

Atlantic Grupa, Bambi, Banca Intesa, B92, British American Tobacco, Coca-Cola Hellenic, Državna lutrija Srbije, EY, Erste Bank, Eurobank, GlaxoSmithKline, Holcim Srbija, KPMG, Mercator-S, Nestle Adriatic, Philip Morris International, Societe Generale Srbija, Victoria Group, VIP mobile, Vojvođanska banka, Telekom Srbija i Titan Cementara Kosjerić.

Following the initiative of 14 leading companies in Serbia that recognized the necessity of active and responsible engagement of business in society, in 2008 the Business Leaders Forum was established, that starting from 2014 acts under the name Responsible Business Forum. Wishing to promote ethical, social and ecological principles as obligatory business practices, these companies signed a Memorandum of Understanding at an inaugural ceremony at the National Bank of Serbia, attended by over 160 eminent guests from the business, civil and public sectors and diplomatic corps. One of the speakers at the RBF's inauguration was the co-founder of Ben & Jerry's and pioneer of CSR in the US, Mr. Jerry Greenfield.

The founding companies of the RBF are: **RDP B92, British American Tobacco, Coca-Cola Hellenic, Droga Kolinska, Erste Bank, Henkel Merima, Holcim Serbia, KMPG, Lafarge BFC, Phillip Morris International, PriceWaterhouseCoopers, Societe Generale Banka Serbia, US Steel Serbia and Vip mobile.**

THE RESPONSIBLE BUSINESS FORUM PROVIDES

NETWORKING
VISIBILITY
COOPERATION DIALOGUE
 PARTICIPATION IN PROGRAMS
 AND ACTIVITIES **EXPERT**
 ACCESS TO DOMESTIC **SUPPORT**
 AND INTERNATIONAL **COOPERATION**
 CSR RESOURCES
NETWORKING VISIBILITY
 INFLUENCE ON PUBLIC POLICY **DIALOGUE**
 EXPERT SUPPORT
ACCESS TO DOMESTIC
AND INTERNATIONAL
CSR RESOURCES

Joining the Responsible Business Forum is a public declaration that requires companies are dedicated to:

- Inspiring, innovating and leading, through the sharing of knowledge and experience;
- Positively influencing key social problems through joint activities in the most needed areas;
- Maintaining an integrated approach to CSR and responsible leadership.



OUR PRIORITIES

Development and Promotion of CSR

Since its foundation, the Responsible Business Forum promotes both the CSR concept and the importance of this topic for the business community and the whole society. The RBF launched some of the key researches in this area and thus enabled an insight into the public opinions towards the role of business in society as well as the state of CSR in Serbia. Owing not only to the RBF's researches and publications, but also to the promotion of concrete CSR practices of the member companies, this topic became current for the domestic general public.

Cross-sector Dialogue and Involvement of Interested Parties

The RBF connects business leaders with the representatives of public and civil sector on both the national and local level and advances toward the relevant parties the importance of the concept of CSR for the development of local communities and the society at large. The RBF organized several events on the local level with an aim to connect local self-governments, associations and companies more tightly, in order for them to take part together in recognizing the needs of local communities and in creating common solutions. At the national level, the RBF organizes the CSR multi-stakeholder panel, at which the ambassadors of leading countries and representatives of international and domestic companies, the state and civil sector participate together in order to exchange opinions and experiences regarding the application of European policies, strategies and practices in this area and to define recommendations for their improvement in Serbia. Being a partner to leading European CSR networks, the RBF is also a platform for advocating the application of European policies and standards in this area in Serbia. Simultaneously, by gathering the examples of good practices upheld by the companies in Serbia, and integrating them in joint reports on the European level, the RBF is putting Serbia on the European CSR map.

OUR PRIORITIES

International Networking

Being the key national business network for CSR development, the RBF is the partner to European networks CSR Europe, CSR360 GPN, and the International Responsible Business Forum. These dynamic partnerships enable our members to connect with their colleagues from the region, Europe and across the world, as well as to exchange knowledge, ideas and practices through the implementation of joint projects. The RBF takes an active part in implementing the European Enterprise 2020 strategy, sharing the examples of successful practices of the companies in Serbia in the areas such as youth entrepreneurship support, social entrepreneurship development support, and social innovations. The RBF members participate via European partner networks in study trips to companies and organizations across Europe and exchange experiences with companies having similar initiatives.

Promoting the Member Companies' Good Practices

The Responsible Business Forum continuously promotes its members' activities in order to stimulate through good practice examples the development of CSR and the greater contribution of business to local communities and the society as a whole. The RBF for several years already presents at the national level the Corporate Volunteering Award, initiated within the European Employee Volunteering Awards, as well as the European CSR Partnership Award, presented in 30 countries across Europe. The RBF organized several fairs showcasing the member companies' socially responsible initiatives and regularly collects and publishes information about the members' current projects on the RBF web site and on social networks.

Internal Networking and Exchange of Experiences

One of the most important roles of the Responsible Business Forum is to provide to its members internal networking and exchange of experiences. The member companies share good experiences among themselves, as well as challenging ones, and the opportunity for such exchange has been rated by the members as one of the more important features of RBF membership. This kind of exchange occurs on different levels of management, through thematic and sector meetings (employee volunteering, strategic partnerships, communications), work groups and workshops.

The Strength of Joint Action

And finally, the RBF's main value is the strength of cooperation and joint action. As a network of leading companies, the RBF constantly stimulates its members to increase the effects of their initiatives through collaborative efforts, exchange of experiences and joint projects. The RBF initiates discussion on current topics, social challenges and initiatives among its members and stimulates them to cooperate in different areas. The companies' capacities and achievements are infinitely larger when united, as are the results achieved through mutual engagement. We are proud to gather market competitors around the same table and same projects, working together to fulfill the RBF's mission. We firmly believe that it is only through cooperation and joint efforts that we can answer in proper manner to the growing needs of the society in which we all live and work.

HOW DID THE RESPONSIBLE
BUSINESS FORUM MEMBERS
CONTRIBUTE TO SOCIETY
IN 2013?

> invested a total of
424,062,383.70 RSD
to support community
development

> supported and co-
operated directly with
1,357 partners from the
public and civil sector

> contributed to the
implementation of
1,262 projects in the
local communities

> involved **4,155**
employees who
donated **9,990**
hours of work.

WE ARE PARTICULARLY PROUD OF...

Corporate Volunteering

Corporate Volunteering is one of the first topics that the Responsible Business Forum started to tackle since its foundation in 2008. The concept was initially promoted in business public through publications, handbooks, good practice examples and expert seminars featuring guests from abroad, later to be expanded in front of domestic business public in practice by organizing volunteering days year after year. The Responsible Business Forum organized 7 big volunteering actions so far (five in Belgrade, one in Niš, and one in Gornji Milanovac), bringing together more than 2,500 employees from 30 companies and directly improving the quality of life for over 7,000 fellow citizens from vulnerable social groups. Alongside action days, mobilizing large numbers of employees, the RBF also stimulates individual volunteering, wherein employees donate their knowledge and skills to different target groups through business mentorships, consulting services, and trainings.

We are proud of the fact that almost every larger company in Serbia today fosters the employee volunteering culture, while many companies have developed volunteering programs. Since 2011, the Forum presents the Corporate Volunteering Award, aiming to recognize and reward at the national level companies that have the best corporate volunteering practices.



The CSR Forum

The CSR Forum is the Responsible Business Forum's annual international conference, bringing together the representatives of all the sectors of society, enabling insight into the most current trends in the field of CSR and the exchange of experiences and ideas, and establishing cross-sector dialogue. For the business sector leaders, the CSR Forum provides a unique opportunity to define their views on sustainable business in accord with high representatives of companies and organizations, thereby influencing policies and decision-makers, in order to create a more enabling environment for the development of sustainable business practices in Serbia.

The CSR Forum is the most relevant event of its kind in the country. At his conference, visited by over 800 participants during the past four years, some of the leading world experts in the field of CSR were featured as speakers, including Lord Michael Hastings, David Haley, Mallen Baker, Henk Kinds, Graham Baxter, Geoffrey Mazullo, and many others. The CSR Forum is also given its innovative character by the Partnership Fair, where social enterprises and CSOs represent their cooperation proposals to the private sector.



WE ARE PARTICULARLY PROUD OF...

The European CSR Partnership Award

In 2013, the Responsible Business Forum presented the first European CSR Partnership Award, with an aim to contribute to the visibility of good CSR practices, raise awareness of the positive role the business sector can have in the society, and stimulate the cooperation in the area of CSR. The contest was organized in 30 countries across Europe, intended for companies and SMEs that achieved positive changes in society through partnerships with public or civil sector. The national contest winners, including the laureates from Serbia, were given the European Commission's special commendations at a manifestation in Brussels.



Supporting Young Entrepreneurs

The Responsible Business Forum is one of the founders and key partners to the Youth Business Serbia program, which gives comprehensive support to young people to launch and successfully run their own business. The Forum's member companies have provided business mentors to more than 50 of YBS program's young entrepreneurs: Volunteers from higher levels of management have worked with young people for a year, helping them overcome beginners' challenges and improve their businesses. Over 70% of young entrepreneurs supported by business mentors from 2009 onwards run their businesses successfully today. The member companies also organized free trainings in different aspects of business for young entrepreneurs, and gave their support to numerous YBS program's events, including the speed mentoring event as well as the annual award for the best young entrepreneur.



WE ARE PARTICULARLY PROUD OF...

Platform for Cross-sector Dialogue

Since its foundation, the Responsible Business Forum strives to involve at different levels as many relevant interested parties as possible, in order to generate support for the fulfillment of its mission and to influence the improvement of the state of CSR in Serbia. Through a series of lunches and meetings with the Ambassadors of Great Britain, the US and the EU, as well as involvement of high representatives of the state in the RBF's activities (taking part in the work of juries for presenting awards given by the RBF, youth entrepreneurship support program, the CSR Forum, etc.) and the establishment of dialogue at the local level (meetings between representatives of companies and the local self-governments of Belgrade, Niš, Vranje, Novi Sad, etc.), the RBF succeeded to advance the topic of CSR to the relevant parties, the representatives of international community and public sector, and to ensure a higher degree of understanding the importance of this concept for the development of local communities and the entire society.



Supporting the Development of Cross-sector Partnerships

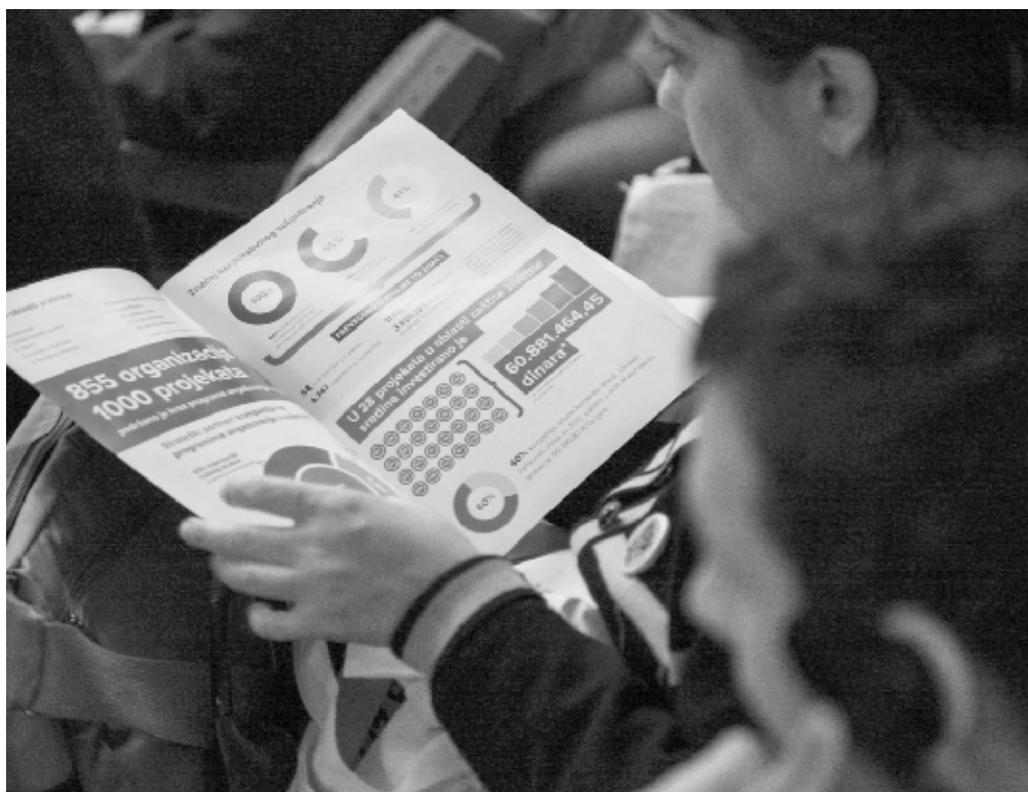
The Responsible Business Forum is committed to the development of cross-sector cooperation and the stimulation of partnerships between the parties from different social spheres. The RBF promotes this subject in various ways – by publishing practical guidebooks for establishing cross-sector partnerships, presenting at the members' meetings the current social topics and organizations that are engaged with them, giving support to locate suitable partners and organizing special events. So far more than 60 CSOs had the opportunity to present themselves to business community at five Partnership Fairs organized by the RBF. According to the results of the Forum's annual survey, every member collaborates with averagely 50 partners from civil and public sector on projects engaging them in local communities. Specific social topics and organizations that tackle them are being presented almost regularly at the members' meetings, while the RBF members can always approach the Administrative Office to get recommendations and support for mapping partner organizations in the local community.



WE ARE PARTICULARLY PROUD OF...

Corporate Philanthropy

The Responsible Business Forum endeavors to develop and promote within the business sector the strategic approach to corporate philanthropy, entailing the link between community investments with the business' basic line of activity, an underpinning of the analysis of stakeholders' needs and expectations, as well as the selection of appropriate strategic partners from civil and public sector. The RBF encourages among its members the development of strategic programs in the area of donations and corporate volunteering, and an equally important aspect of work in this field concerns the measurement and reporting on investments. The RBF conducts the annual survey on the members' investments, largely made out of investing in the field of corporate philanthropy. The survey's results, besides providing an insight into the state of corporate philanthropy in Serbia, also account the overall contribution of the RBF member companies to society through concrete data.



Setting Standards for the CSR Reporting

The Responsible Business Forum stimulates companies to report on their CSR, so the RBF members are leaders in applying the internationally most recognized sustainability reporting methodology – the Global Reporting Initiative (GRI). In order to motivate as many companies as possible to report according to the GRI methodology, the RBF also organizes trainings for its member companies that help them apply this complex methodology in practice in a simple and efficient way. In addition, the RBF is the first in Serbia to launch the initiative to measure and reduce CO2 emissions, within its 5 till 12 Initiative program, informing the general public about the RBF member companies' activities in this area.

By setting standards for measurement and reporting, the Responsible Business Forum provides the general public with an insight into its members' contributions to the social development and environmental protection.



FINANCING THE RESPONSIBLE BUSINESS FORUM

The Responsible Business Forum's annual membership fee is EUR 2,000 in dinar value, expected to be settled by the end of the first quarter of the year. The membership fees cover the Responsible Business Forum's running costs (the administrative team and office).

The costs of events and projects carried out by the RBF are financed from companies' sponsorships and participation fees, as well as by support from international donors (USAID, the EU, the embassies, etc.) and relevant Ministries in charge.

The annual plan of activities is being presented to the members at the beginning of each year, and alongside the traditional RBF's yearly events – the big volunteering action "Our Belgrade" and the CSR Forum conference – the members have opportunities to initiate via network the organization of special events in accordance with their own strategic priorities.

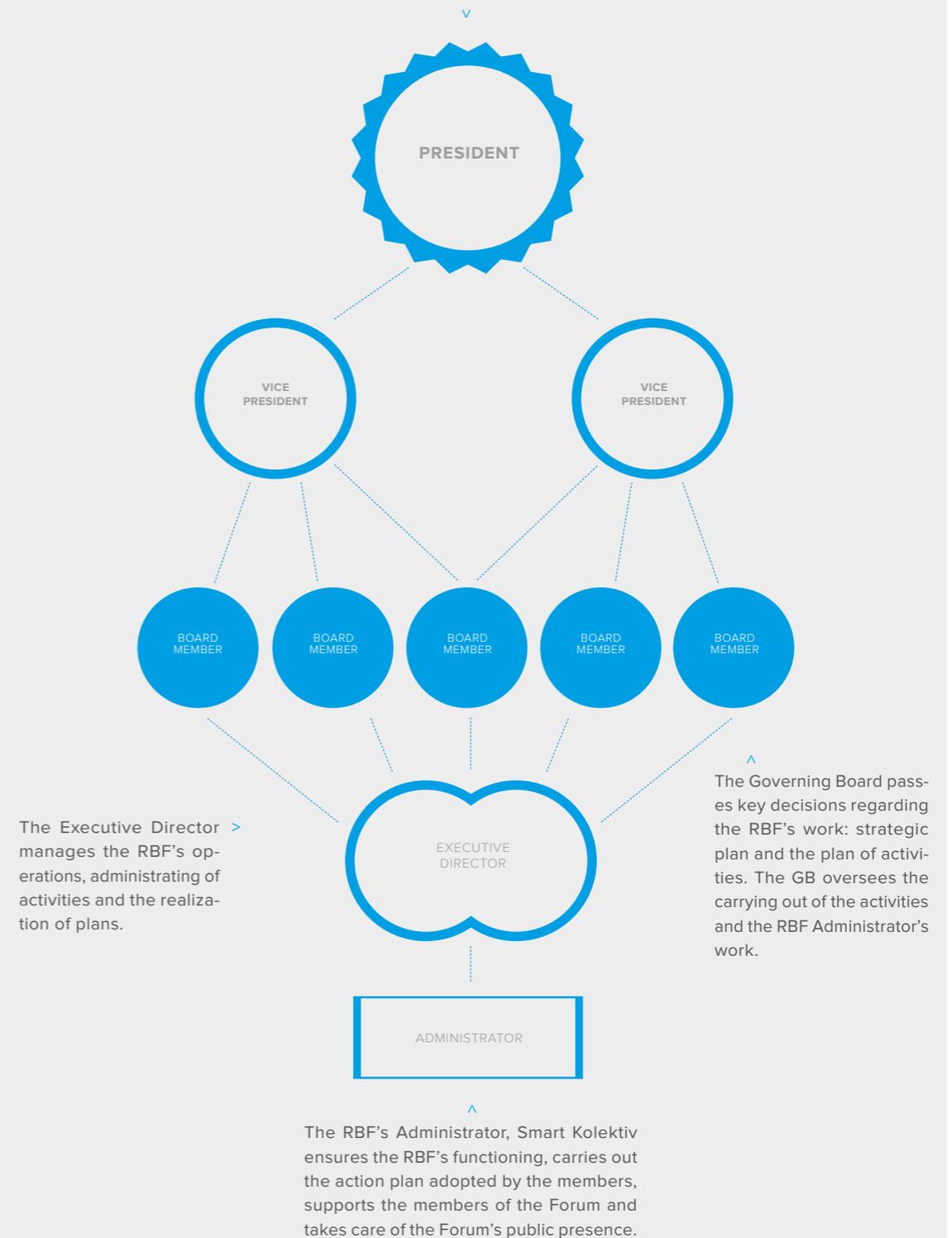
In addition to financial support, the members have other means to support the RBF's different activities – by donating media time, goods or services.

The Responsible Business Forum's total budget for 2013 was EUR 100,000. The members' part of total income was 60% while the donors' part was 40%.

GOVERNING THE RESPONSIBLE BUSINESS FORUM

The governing bodies of the Responsible Business Forum are the Presidency, the Governing Board and the Executive Director. By taking part in the work of the Presidency, the members set strategic framework and define the directions for the growth and development of the network, while by taking part in the work of the Governing Board the members have the opportunity to engage in creating the plan of activities and in the making of decisions and recommendations, as well as to introduce specific initiatives and subjects. The Presidency and the Governing Board are made up of the representatives of the highest levels of the member companies' management, elected by the voting of all the member companies for a period of 2 years.

The Presidency represents the RBF in Serbia and abroad, promotes the RBF and its mission, and together with the Administrator and Executive Director guides the work of the RBF.



Presidency Members



> **Frederic Coin,**
President of the Responsible Business Forum and President of the Executive Board of Societe General Bank Serbia



> **Ramon Weidinger,**
Vice president of the Responsible Business Forum and General Manager of Coca-Cola Hellenic Serbia



> **Stephen Fish,**
Vice president of the Responsible Business Forum and Managing Partner at EY

Governing Board Members



> **Aleksandra Nenadović,**
Head of communication department at Societe General Bank Serbia



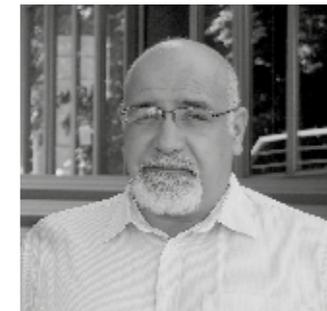
> **Dragana Roter,**
Head of Corporate Communications at Vip Mobile



> **Olja Stojanović,**
Public Affairs and Communication Manager at Coca-Cola Hellenic Serbia



> **Marina Savić,**
Corporate Communications Manager for Serbia and Macedonia at Atlantic Group



> **Aleksandar Milošević,**
Communication Manager, Holcim Serbia



Executive Director

> **Neven Marinović**
Executive Director of the Responsible Business Forum Serbia and Smart kolektiv

 office@odgovornoposlovanje.rs

 facebook.com/
odgovorno.poslovanje

 www.odgovornoposlovanje.rs

RESPONSIBLE BUSINESS FORUM

 office@smartkolektiv.org

 facebook/SmartKolektiv

 twitter.com/SmartKolektiv

 www.smartkolektiv.org

SMART KOLEKTIV

Administrative
office

Photographs:
RBF Archive

Design:
Vjeko Sumić

Publisher:

smartKOLEKTIV

Belgrade, 2014.

The views expressed in this publication do not represent the official views of the Responsible Business Forum member companies.



Production of this publication was financially supported by U.S. Agency for International Development (USAID) via project implemented by the Institute for sustainable Communities (ISC). The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of ISC, USAID or the United States Government.