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

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

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

Data collection has been conducted in March and April 2015, and represents data on investment in the previous year. Analysis has been supported by the USAID.
In the 2014 survey, have participated 15 member companies of the Responsible Business Forum:
What do the results show?

SUPPORT TO THE LOCAL COMMUNITY DEVELOPMENT

- **Top areas** that companies have supported in 2014
- Top social groups supported
- Most frequent **local community partners**
- Value of **monetary and non monetary contributions**

WORKING ENVIRONMENT

- How much do companies invest in **employee development**
- Corporate volunteering programs
- Practices of employing persons with disabilities

ENVIRONMENTAL PROTECTION

- How companies practice the **environmental protection**
- How much has been invested in environment protection projects
- The amount of waste **recycled**
- Do companies calculate **carbon footprint**

GOOD MARKET PRACTICES

- **Responsible advertising and green supply chain practices**
- How companies engage their **business partners**, and in which ways they inspire other relevant actors on social responsible actions
In 2014, in CSR activities has been invested 1,241,004,139.81 RSD out of that, has been allocated to flood relief after catastrophic floods that hit Serbia in May.

- Local community contributions: 644,324,569.61 RSD (51%)
- Work environment improvement: 397,657,222.51 RSD (32%)
- Environmental protection: 174,482,347.69 RSD (17%)
DONATIONS FOR FLOOD RELIEF HAVE MARKED 2014 – Floods that emerged in May last year showed that business was ready to actively engage and react. Member companies included in the research have provided 2.6 million euros for the flood relief. A 67% of total donation measured 644,324,569.61 RSD in 2014 were allocated to flood relief. In normal conditions, according to this research, education is an area that most companies engage in, followed by environment protection, promotion of healthy lifestyles, culture and art, social inclusion etc.

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

POTENTIAL OF IN-KIND DONATIONS – Considering the current economic situation and rationalization of donation budgets, a good way to increase total community givings is to increase in-kind donation in products, services or other resources. Study shows that the value of in-kind donations increases with every year. In 2012 they valued around 34 million dinars, in 2013 around 38 million, and in 2014, again, having in mind specific circumstances of floods, 246 million dinars.
EMPLOYEES ARE AMBASSADORS OF COMPANY’S VALUES – One of the most valuable resources that companies can invest in the community development are skills and knowledge of its employees. Almost all Responsible Business Forum member companies implement some kind of volunteer engagement of employees. In 2014, employees have donated 25426 working hours, out of which many are related to engagement with the flood relief.

PARTNERSHIPS ARE THE KEY FOR SUCCESS – In 2014, 15 leaders of corporate social responsibility have cooperated with more than 1000 organizations. In the last three years, one socially responsible company has, on average, cooperated with 50 partners from civil and public sector and supported over 60 projects. Among most common partners are civil society organizations, while a little less than 1/3 are public institutions and local governments. More and more companies make long lasting partnerships and organizations are not only users of the programs but equal partners with expertise and specific knowledge in the implementation of joint projects.
RESPONSIBLE BUSINESS FORUM MEMBERS DEVELOP PROGRAMS OF CORPORATE PHILANTHROPY BY DONATING MONETARY RESOURCES, PRODUCTS AND SERVICES, TIME AND SKILLS OF THEIR EMPLOYEES.

SUPPORT TO THE LOCAL COMMUNITY
CONTRIBUTIONS TO THE LOCAL COMMUNITY DEVELOPMENT

CORPORATE PHILANTHROPY

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

<table>
<thead>
<tr>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Education / 94%</td>
<td>1. Humanitarian aid / 100%</td>
</tr>
<tr>
<td>2. Environmental protection / 76%</td>
<td>2. Education / 87%</td>
</tr>
<tr>
<td>3. Art and culture / 65%</td>
<td>3. Inclusion / 80%</td>
</tr>
<tr>
<td>4. Humanitarian aid / 65%</td>
<td>4. Art and culture / 73%</td>
</tr>
<tr>
<td>5. Sport* / 59%</td>
<td>5. Environmental protection / 67%</td>
</tr>
<tr>
<td>6. Inclusion / 53%</td>
<td>6. Employability / 67%</td>
</tr>
<tr>
<td>7. Employability / 53%</td>
<td>7. Sport* / 67%</td>
</tr>
<tr>
<td>8. Entrepreneurship / 53%</td>
<td>8. Entrepreneurship / 47%</td>
</tr>
<tr>
<td>9. Healthy lifestyles / 35%</td>
<td>9. Human rights / 27%</td>
</tr>
<tr>
<td>10. Active aging / 29%</td>
<td>10. Healthy lifestyles / 27%</td>
</tr>
<tr>
<td>11. Human rights / 12%</td>
<td>11. Other, closely related / 27%</td>
</tr>
<tr>
<td>12. Other, closely related / with primary business</td>
<td>12. Active aging / 20%</td>
</tr>
</tbody>
</table>

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

* Amateur, youth and school sport and sport for people with disabilities
67% of all donations in 2014 were related to humanitarian aid regarding the flood relief.
Which social groups do companies support most often?

- **Children (up to 18 years old):** 93%
- **Youth (19-30):** 86%
- **Persons with disabilities:** 66%
- **Women:** 40%
- **Seniors:** 46%
- **Roma:** 40%
- **Other:** 40%

Most companies in 2014 have dedicated its help to children up to 18 years and young people up to 30 years old. Supported social groups are in accordance with the most common areas of support, with remark that a high percentage also represents people who suffered due to the floods.
In 2014, companies have supported different local communities and most projects were realized in Belgrade, Novi Sad and Niš, as well as in the areas affected with the floods.

On which local communities was support directed?

In 2014, 1037 organizations and 633 projects have been supported.

*Number next to the name of local community represents number of companies that have provided support.
Who are the strategic partners of the companies’ programs of engagement in the local communities?

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

- 48% civil society organizations
- 15% state institutions
- 14% foundations
- 5% local governments
- 5% business sector
- 5% media
- 8% other
Cooperation with civil society organizations is the most common. Importance of the fondations is on the rise as well.
Which are the most common ways of cooperation with strategic partners from the local community?

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

- 33% Direct support
- 21% Unnamed
- 16% Joint project
- 12% Development and promotion of certain topic
- 7% Volunteer program cooperation
- 7% Joint campaign
- 5% Project implementation
MOST COMMON WAYS OF COOPERATION ARE JOINT PROJECTS AND DIRECT SUPPORT.
How much counted the total support to the community?

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

**In kind contributions 37%**
- Product/service companies’ donations
- Equipment donations
- Media space donations

**Monetary contributions 63%**
- Corporate philanthropy programs
- Budget funds and funds fundraised from the employees and external sources
- Institutional support to the organizations and associations with strong social aims
- Cause-related marketing campaigns
**CONTRIBUTIONS TO THE LOCAL COMMUNITY DEVELOPMENT**

Value of financial contributions

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

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

- Corporate philanthropy programs **59%**
- Resources collected by engaging stakeholders **25%**
- Memberships **5%**
- Organizational costs **7%**
- Cause-related campaigns **6%**
CONTRIBUTIONS TO THE LOCAL COMMUNITY DEVELOPMENT

Value of in kind contributions

<table>
<thead>
<tr>
<th>Type of in kind contribution</th>
<th>Value (RSD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product/services donations</td>
<td>239,766,089.18</td>
</tr>
<tr>
<td>Equipment donations</td>
<td>6,937,787.00</td>
</tr>
<tr>
<td>Media space donations</td>
<td>77,500.00</td>
</tr>
<tr>
<td>Free of charge usage of premises</td>
<td>1,601,250.00</td>
</tr>
<tr>
<td><strong>Total in kind contribution:</strong></td>
<td><strong>248,382,626.18</strong></td>
</tr>
</tbody>
</table>

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

- **Product and services donations 96%**
- **equipment donations 3%**
There is a rising importance of engaging consumers and business partners in local communities’ support initiatives.
in the corporate philanthropy programs is directly related to the building of corporate social responsibility culture. Engaged employees contribute directly to the creation of and fostering corporate values that bring benefits to both, the company and the community.
How much have employees contributed to corporate philanthropy programs?

- **8,534,010.84 RSD** is the total amount of employees’ donations.
- **3,153 employees** were engaged in some kind of volunteer activities.
- **25,426h or 3,178.25 days** employees have dedicated to social goals.
- **8,873,674.00 RSD** would be the monetary value of volunteer work, calculated based on average wage in 2014.*

*Calculation based on average annual income in Republic of Serbia in 2014, which is 61,426.00 RSD monthly, or 349.00 RSD per hour.
is based on planned and coordinated efforts of the company to engage its employees in activities either supported by or organized by the company that contribute to the achievement of wider social objectives.
CONTRIBUTIONS TO THE LOCAL COMMUNITY DEVELOPMENT

Corporate volunteering

Companies organized 41 volunteer project in total

67% of the companies have corporate volunteering program

53% of the companies have policies that regulate this area

87% of the companies top management volunteers
According to internal policies, corporate volunteering is allowed during:

- During work hours only 17%
- During work hours and non working hours 83%
- During non working hours only 0
RESPONSIBLE BUSINESS FORUM MEMBERS INVEST IN DEVELOPMENT OF THEIR EMPLOYEES BY PROVIDING TRAININGS AND FUNDING OF ADDITIONAL FORMAL EDUCATION. COMPANIES ARE ALSO INVESTING IN THE IMPROVEMENT OF SAFETY AND HEALTH AT WORK.
23,508 employees
1,264 students in internship programs
83,800.811 RSD invested in improvement of working conditions and safety at work above the law requirements
94% of the companies have ethical codex
88% anti-corruption policy
How much did companies invest in employee development and improvement of work conditions?

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

<table>
<thead>
<tr>
<th>Type of investment</th>
<th>Value (RSD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee development and education investments</td>
<td>313,856,411.51</td>
</tr>
<tr>
<td>Investment in improvement of health and safety at work above the law minimum</td>
<td>83,800,811.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>397,657,222.51</strong></td>
</tr>
</tbody>
</table>
Employment of persons with disabilities

Chosen response to law requirement of hiring persons with disabilities:

- **87%** Participation in financing incomes of persons with disability
- **33%** Employment
- **13%** Penalty for not fulfilling the law requirements
- **7%** Purchasing products/services from the enterprises for professional rehabilitation

In member companies there are 192 employed persons with disabilities, which is below minimum of 457 required by the law for the regarded companies. Besides hiring, companies mostly choose to take part in financing incomes of persons with disabilities as a response to a law requirement. In 2014 a couple of companies have held trainings for their employees for working with persons with disabilities.
In addition to investing in the improvement of technological and organizational processes related to environmental impacts, companies have implemented projects aiming at raising awareness and improving habits of employees and other target groups in relation to this topic.
IN ENVIRONMENTAL PROTECTION PROJECTS HAVE BEEN INVESTED 174,482,347.69 RSD
INCLUDING PRINCIPLES OF ENVIRONMENTAL SUSTAINABILITY

into everyday business operations is, besides securing naturals resources, very often a cost-effective solution in the long run.
53% of the companies calculate carbon footprint. Total carbon footprint for 2014, for these eight companies was 346,019.20 tCO²/year.
GOOD CSR PRACTICES ENCOURAGEMENT
How do companies encourage good CSR practices on the market?

- **80%** have adopted a policy of responsible advertising and do business according to it.
- **100%** companies include criteria of common social benefit alongside business interests when negotiating sponsorships.
- **60%** include business partners in their social responsible activities.
- **47%** buy products from social enterprises.
- **46%** apply principles of green supply when possible.

7 companies have implemented cause related marketing campaigns in which **24,540,000,00 RSD** was raised.
Good practices in the customer/clients relationship

- Monitoring clients’ pleasure: 53.33%
- Call center: 33.33%
- Education through web sites: 33.33%
- Trainings, seminars, lectures: 33.33%
- Free info line: 26.67%
- Brochures, educational magazines: 20.00%
- Benefits for specific social groups: 20.00%
- Clients assessment: 6.67%
- Focus groups: 6.67%
## Key results in 2012, 2013 and 2014*

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

*IMPORTANT NOTICE: Data is shown in total amount for 2012, 2013 and 2014, and are not directly comparable due to the variations of number of companies which provided the data through the years, as well as the
Responsible Business Forum is a network of leading companies that contribute to the society by developing corporate social responsibility and establishing firm and lasting socially responsible practices in the business sector. The Forum provides a platform for connecting business leaders with the representatives of other segments of society, thus encouraging cross-sector dialogue, collaboration and sharing of good practices. Through implemented programmes, Responsible Business Forum realizes, engages member companies and their employees to contribute to society and their local communities in concrete ways, motivating at the same time other representatives of the business sector to firmly embed the principles of social responsibility into their daily operations. Firmly believing that corporate responsibility represents an integral part of everyday business, members of the Responsible Business Forum members develop practical and sustainable solutions for all four areas that are pillars of CSR:

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

**Responsible Business Forum**

is a national partner of the leading CSR Associations – CSR Europe, CSR360 GPN. For more information, please visit [www.odgovornoposlovanje.rs](http://www.odgovornoposlovanje.rs).
Responsible Business Forum member companies:
We thank kindly to all companies that took part in this and last year’s research and contributed to the final results. We thank to the Forum’s Executive Board and Presidency members for their support with launching this practice and recognizing the importance of this initiative.

We owe special thanks to member companies that actively participated in the making and improving of the methodology: Marijana Pavlović from KPMG, Sonja Jovanović from EY, Sonja Konakov Svirčev from Erste bank, Mirolslava Tešin Popović from Telekom Srbija, Olja Stojanović and Jovana Tufegdžić from Coca-Cola Hellenic Srbija, Ljiljana Spasojević from Titan Cementara Kosjeric, Aleksandra Nenadović from Societe Generale Srbija.

In front of the administrative office of the Forum in the methodology development and promotion of the results took part: Neven Marinović, Natalija Gostović, Ljubica Marinović, Svetlana Damnjanović, Aleksandra Mitrovic i Milica Mišković. We owe thanks to a large number of our colleges and cooperatives who were involved in different stages of planning and promotion of the research results.
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Publisher:
Smart kolektiv, 2015

For publisher:
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Project team:
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Translation:
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Making of this publication is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this publication are the sole responsibility of Smart Kolektiv and do not necessary represent positions of the USAID or the Government of the United States.