



Corporate sustainability and social responsibility supported by CCIS services and promotion

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Chamber of Commerce and Industry of Serbia

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CSR, ESG, SDGs



CSR - Corporate Social Responsibility

ESG - Environmental Social Governance factors




SDG - Sustainable Development Goals

Today's progress on SDGs


- 15% of SDGs are **on track**
- 48% are **moderately or severely off track**
- 37% have **stagnated or regresses**

[UN SDG Report 2023](#)

<https://unstats.un.org/sdgs/report/2023/>

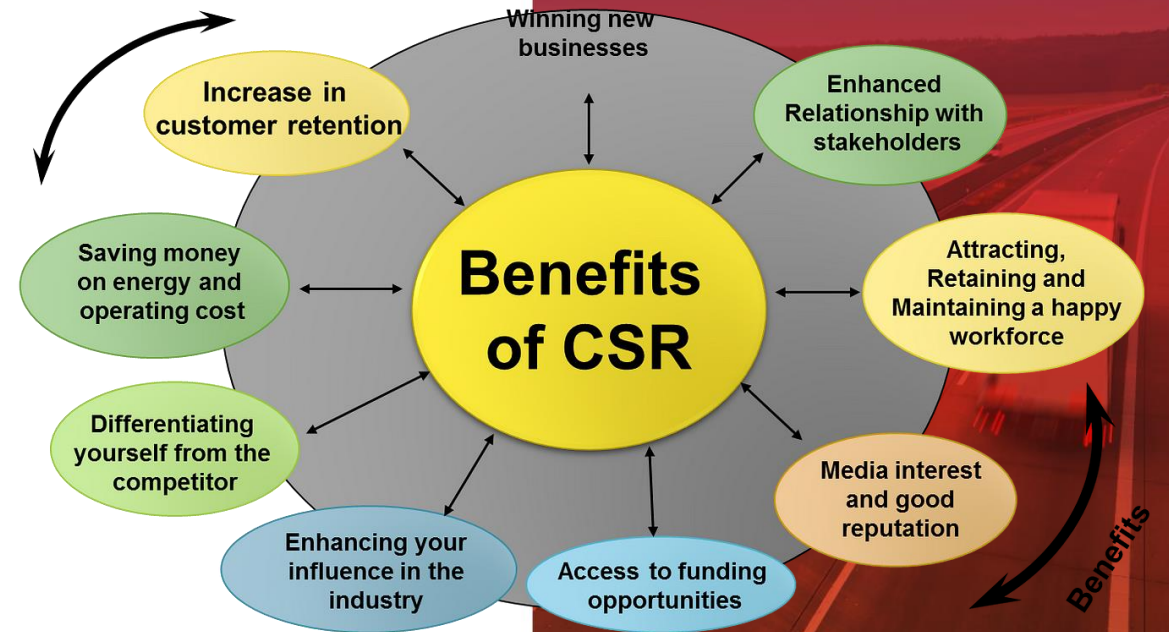
 Environmental	 Social	 Governance
<ul style="list-style-type: none"> Renewable fuels Greenhouse gas (GHG) emissions Energy efficiency Climate risk Water management Recycling processes Emergency preparedness 	<ul style="list-style-type: none"> Health and safety Working conditions Employee benefits Diversity and inclusion Human rights Impact on local communities 	<ul style="list-style-type: none"> Ethical standards Board diversity and governance Stakeholder engagement Shareholder rights Pay for performance

SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	

SUSTAINABILITY and CSR BENEFITS

- Compliance with law
- New markets gaining
- Reduction of operating costs
- Productivity growth
- Profit growth
- *Marketing or core business integration?*
- *Green and CSR - washing? Trust is the key!*





CSR and NOT obligatory SUSTAINABLE REPORTING FRAMEWORKS

- **GRI standards** – Global Reporting Initiative standards (companies report on their impacts on the economy, environment and people in a comparable and credible way, increasing transparency on their contribution to sustainable development)

- **SASB** – 77 industry-based standards; about sustainability-related risks and opportunities that could reasonably be expected to affect the entity's cash flows, access to finance or cost of capital over the short, medium or long term.

- **OECD** guidelines for multinational companies -

- Communication on Progress - **UN Global Compact**

CSR report of Erste bank in Serbia for 2022. (GRI, SDGs, UNGC)



— GRI Indeks i indikatori

IZJAVA O KORIŠĆENJU STANDARDA	Erste Banka izvestila je o informacijama navedenim u GRI indeksu za period 01.01.2022. – 31.12.2022. uz korišćenje (with reference) GRI Standarda. Ciklus izveštavanja: jednogodišnji
KORIŠĆENI GRI 1	GRI 1: Foundation 2021
KONTAKT OSOBA ZA PITANJA U VEZI SA IZVEŠTAJEM	Sonja Konakov Svirčev Menadžerka za društveno odgovorno poslovanje, diverzitet i inkluziju sonja.konakov.svircev@erstebank.rs
DATUM OBJAVLJIVANJA IZVEŠTAJA	03.07.2023.

GRI STANDARD	STAVKA	STRANA	PRINCIPI GDUN I CILJEVI ODRŽIVOG RAZVOJA
OPŠTI PODACI			
GRI 2: General Disclosures 2021	2-1 OSNOVNI PODACI O KOMPANIJU	11, 13-14	
GRI 2: General Disclosures 2021	2-2 ENTITETI UKLJUČENI O IZVEŠTAJ O ODRŽIVOSTI	72, 20	
GRI 2: General Disclosures 2021	2-3 PERIOD I DINAMIKA IZVEŠTAVANJA, KONTAKT OSOBA U VEZI SA IZVEŠTAJEM	72	
GRI 2: General Disclosures 2021	2-4 KOREKCIJE PODATAKA	-	
GRI 2: General Disclosures 2021	2-5 EKSTERNA VERIFIKACIJA	-	
GRI 2: General Disclosures 2021	2-6 AKTIVNOSTI, LANAC VREDNOSTI I DRUGI POSLOVNI ODNOSI	11, 14	
GRI 2: General Disclosures 2021	2-7 ZAPOSLENI	49	Princip 6 Cilj 8
GRI 2: General Disclosures 2021	2-8 DRUGI RADNICI	49	Princip 6 Cilj 8
GRI 2: General Disclosures 2021	2-9 STRUKTURA I SASTAV ORGANA UPRAVLJANJA	15-16, 18-19	Cilj 16
GRI 2: General Disclosures 2021	2-10 IMENOVANJE I IZBOR NAJVIŠEG UPRAVLJAČKOG TELA	15	Cilj 16
GRI 2: General Disclosures 2021	2-11 PREDSEDAVAJUĆI NAJVIŠEG UPRAVLJAČKOG TELA	15	Cilj 16
GRI 2: General Disclosures 2021	2-12 ULOGA NAJVIŠEG UPRAVLJAČKOG TELA U NADZORU NAD UPRAVLJANJEM UTICAJIMA	23	
GRI 2: General Disclosures 2021	2-13 DELEGIRANJE ODGOVORNOSTI ZA UPRAVLJANJE UTICAJIMA	23	



TOWARD OBLIGATORY CSR AND SUSTAINABILITY reporting

- **NFRD – Non-Financial Reporting Directive** – in Serbia through Law on Accounting. Sets clear course towards greater business transparency and accountability on social and environmental issues. The directive serves as a vital instrument in terms of advancing the EU's agenda for CSR.

- **CSRDD – Corporate Sustainability Reporting Directive** – requires companies to report on the impact of corporate activities on the environment and society, and requires the audit (assurance) of reported information. **European Sustainability Reporting Standards (ESRS)**

- **German Due Dilligence Supply Chains Act** - companies that fall under the law must undertake a *risk analysis*. The goal is to understand any potential and actual human rights and environmental risks in their supply chain—in their own business operations as well as those of their direct suppliers.

Risk analyses – preventive measures – mechanisam for complaints – reporting on measures

In Serbia – **Responsible Business Hub (RBH)** was established in 2023.



	Previous framework NFRD	New framework CSRD
 Scope	11,600 companies Listed firms, banks, insurance companies of 500+ employees	49,000 companies Including some non-European companies and listed SMEs
 Content	Basic disclosure Regular environmental, social and governance information	Extended disclosure Additional information (forward-looking, double materiality, EU taxonomy alignment...)
 Format	Non interoperable Non standardized data format	Interoperable Standardized data format
 Audit	Non mandatory No external audit required in most EU countries	Mandatory Audit by accredited independent certifier



**RESPONSIBLE
BUSINESS HUB
SERBIA**
RBH NETWORK

NATIONAL CSR AWARD „GEORG WEIFERT“

- **Aim – recognition and promotion of companies** that were the most successful in the implementation of CSR fields (taking care for people; market; assets; local community and environment) in the last two years.
- Since the Year 2007. CCIS rewards companies, following transparent Methodology.
- **One cycle of National CSR Award lasts 6 months**
- **Two-stages decision making process** - Team for CSR of CCIS (3 meetings) and Jury members (3 meetings) comprised of representatives from - ministries, CCIS, media, faculty of organizational science and one NGO.
- **Nine awarding cycles;** Three categories and awarded 5 Large companies , 5 Medium and 5 Micro and Small;
- **In 9 cycles More than:** 480 applications; 480 projects; more than 230 company visits
- **Key words** – transparency of the process; equal treatment of all applicants and objectivity of the jury members; jury members sign the statement on confidentiality of information
- **Team for CSR**





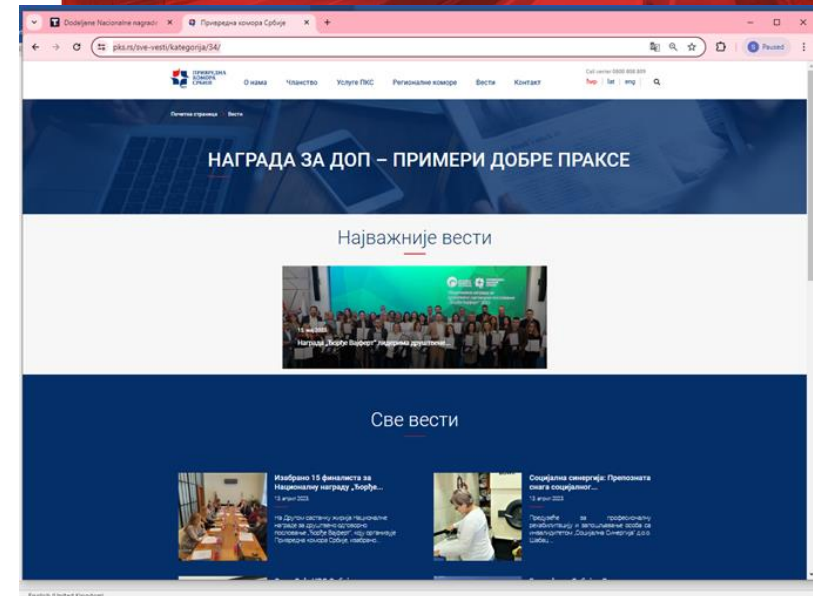
NATIONAL CSR AWARD „GEORG WEIFERT“ – Project application

- **Good project joice:**
 - Corealtion with main strategy
 - Main speciality
 - Business aspect
 - Social aspect
 - Inovation
 - Profesional management
 - Implementation
 - Communication
 - Networking and collaboration

Great plus if the project:

- creates additional value for **local community and/or environment**
- is taking care for **workers and includes them in the project activities**
- is **supported by managemenet**

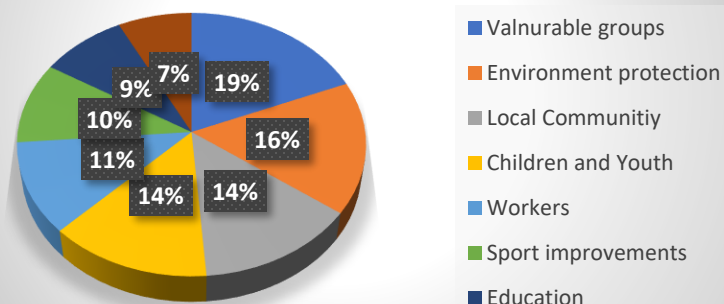
- **Strategic approach**



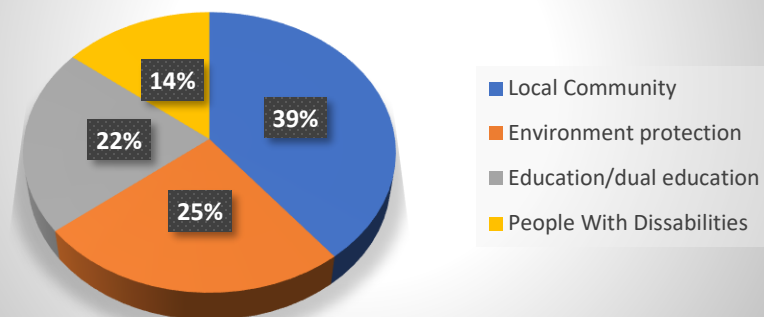


NATIONAL CSR AWARD „GEORG WEIFERT“

Areas supported by award winners (15)

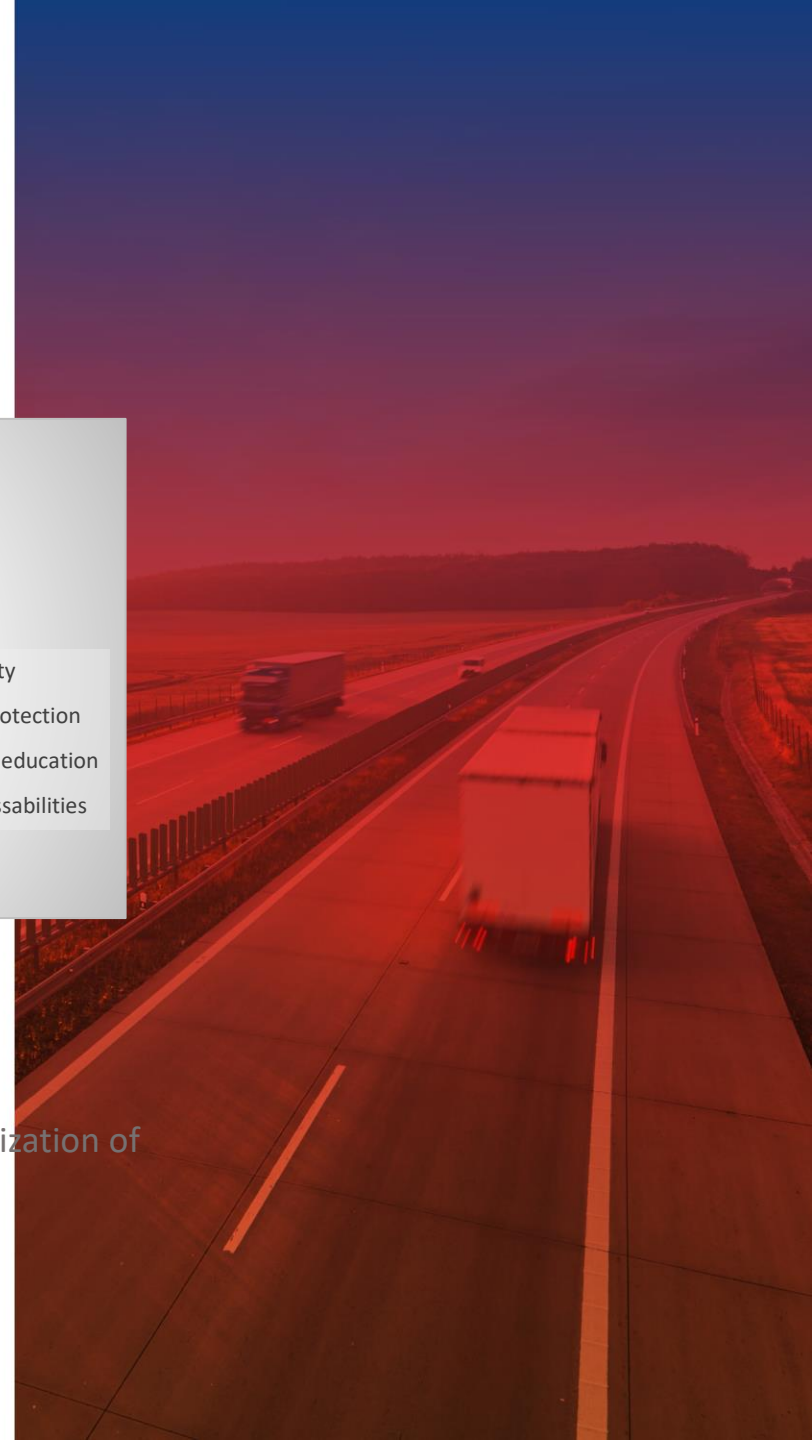


Areas supported by all applicants (35)



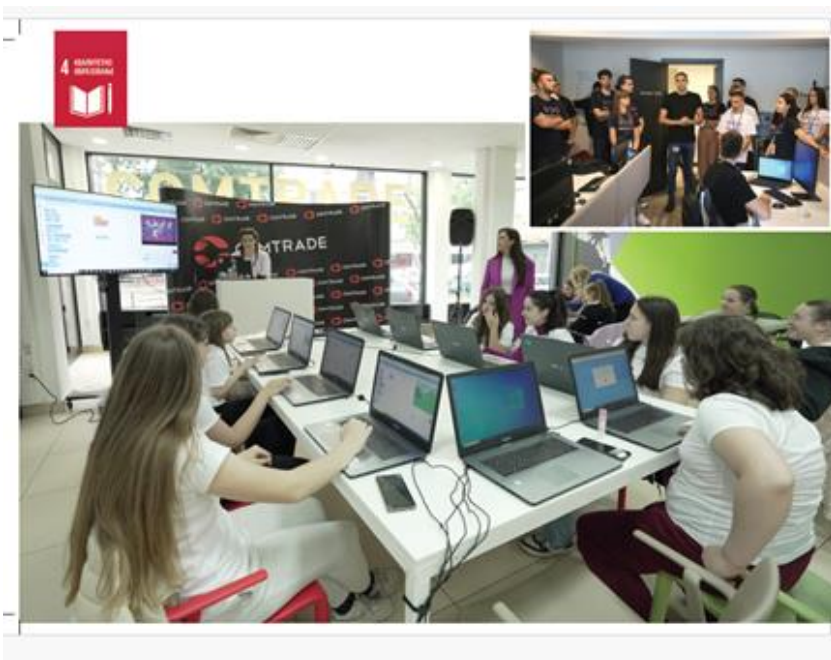
- Award winners have a strategy of corporate social responsibility in 60% of the cases
- A separate report on sustainable business is drawn up by 45% companies annually.

Six special recognitions - for contributions in certain areas of CSR - poverty reduction and food loss; popularization of circular economy business models; empowerment and promotion of women entrepreneurship; support and empowerment of persons with disabilities; support to local community; biodiversity conservation.





**NATIONAL CSR AWARD „GEORG WEIFERT“ –
best practises examples**



Comtrade System Integration
– „TeslaEdu – My Classroom“



Koto doo Belgrade – „Renovation
of fortress Fetislam“



Legacy International doo Belgrade
- „1 Ticket 1 Tree“



Social Sinergy Šabac
„Free laundry wash for social vulnerable
groups“



NATIONAL CSR AWARD „GEORG WEIFERT“

Why to apply?

- To be considered as company that is not only profitable, but also – a company that is creating value in the manner of a good neighbour – taking care for local community; taking care for environment and workers;
- Consumers like to buy products with CSR mark, specially young generations

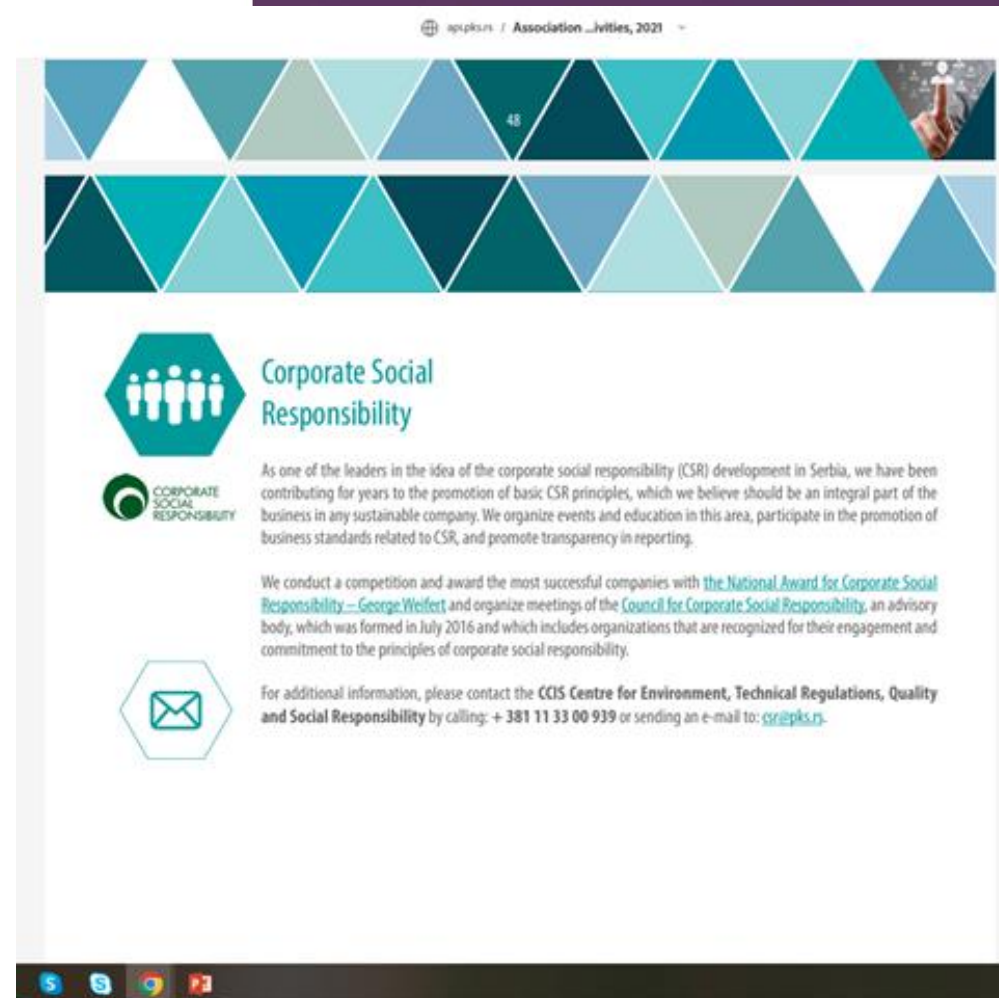
When is the new cycle?

- Last quarter of the 2024.

Benefits

- Companies test their maturity; find ways to improve their CSR agenda
- Exchange best practices, connect and share experience
- Promotion - on CCIS web-site and media channels
- Promotion through e-bulletin of CCIS
- Promotion on events that are organized in CCIS
- Best practice Example Book

- *More information:* <https://pks.rs/strana/nacionalna-nagrada-za-dop>



The screenshot shows a webpage with a teal and white geometric pattern header. The main content area features the CCIS logo and the title 'Corporate Social Responsibility'. Below this, there is a paragraph of text describing the organization's role in promoting CSR in Serbia. A second paragraph mentions the 'National Award for Corporate Social Responsibility – George Weifert' and the 'Council for Corporate Social Responsibility'. A third paragraph provides contact information for the CCIS Centre for Environment, Technical Regulations, Quality and Social Responsibility, including a phone number and an email address. The page is viewed in a browser window with a taskbar at the bottom showing icons for Windows, Edge, Chrome, and Firefox.

Association Activities, 2021

Corporate Social Responsibility

As one of the leaders in the idea of the corporate social responsibility (CSR) development in Serbia, we have been contributing for years to the promotion of basic CSR principles, which we believe should be an integral part of the business in any sustainable company. We organize events and education in this area, participate in the promotion of business standards related to CSR, and promote transparency in reporting.

We conduct a competition and award the most successful companies with [the National Award for Corporate Social Responsibility – George Weifert](#) and organize meetings of the [Council for Corporate Social Responsibility](#), an advisory body, which was formed in July 2016 and which includes organizations that are recognized for their engagement and commitment to the principles of corporate social responsibility.

For additional information, please contact the [CCIS Centre for Environment, Technical Regulations, Quality and Social Responsibility](#) by calling: + 381 11 33 00 939 or sending an e-mail to: csr@pks.rs.



FAMILY FRIENDLY ENTERPRISE recognition

- ✓ - **Why is the promotion of work-life balance important to CCIS?** People in the centre. Demographic issue. Retention of good workers. Zoomers vs. Others (they want to work in CSR company; flexible work; work from home etc.)
- Partnership with Ministry of Family Care and Demography, UNDP and UNICEF
- 7 Jury members: representatives of Government, Ministry of Family Care and Demography, CCIS, media, foundations.
- Categories: Large companies; SMEs and Public owned companies

Methodology:

- Market-financial business indicators
- Adoption of standards and practices regarding the harmonization of work and life-balance
- Results in the field of harmonization of work and life balance
- Perception of the external public; internal scoring - employees
- Scoring from expert jury



FAMILY FRIENDLY ENTERPRISE recognition

In 2018. winners:

- Large companies: Metalac Gornji Milanovac; MK group; VIP Mobile.
- SMEs – BOSIS Valjevo

In 2023. winners:

Large companies: Generali Assurance Serbia; Banca Intesa; Nestle Adriatic; Bambi Požarevac; Nelt.

SMEs – Tester AL Užice; Textil Jagodina; DIGINET Zrenjanin;

Company with main participation of Republic Serbia – Telekom Serbia.

Awards and promotion:

For SMEs – UNDP provided co-finance for one work-life balance project (16.000 euros) for SMEs practices and for other categories – study visit to Siemens in Wien.





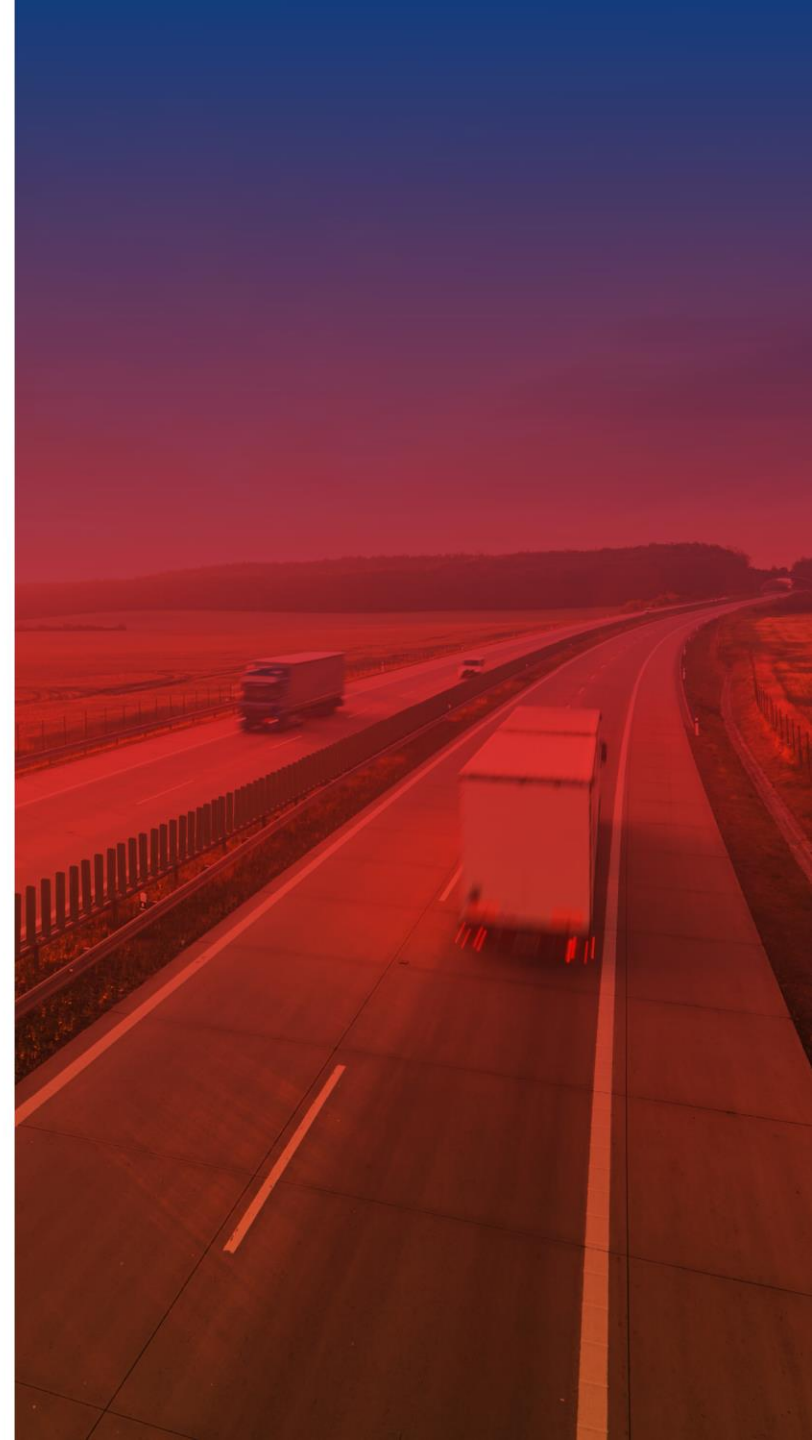
FAMILY FRIENDLY ENTERPRISE recognition

✓ **Projects:**

TesterAL Jagodina – „Balance Hub“

Textile Užice – „Health Care Center“

Dignet Zrenjanin – „Family Saturday in Dignet“





CORPORATE SOCIAL RESPONSIBLE COUNCIL CCIS

Consultation body composed of representatives of the business sector, foundations and NGOs. Since 2016.

The task of the Council is to promote ethical and responsible business operations in the economy, while conducting a permanent dialogue with representatives of government bodies and institutions.

Members: Ministry of Human and Minority Rights and Social Dialogue, B92 Fund, Smart Kolektiv, Ana and Vlade Divac Foundation, Trag Foundation, Catalyst Balkans, KPMG, Delhaize Srbija, NELT, EFG Direktna banka, Živković and Samardžić Law Office, Elikvir Foundation, NURDOR, Bosis Valjevo, Mastercard, NORBS plus Foundation, Telekom, Nije svejedno Foundation, DM drogerie, Black Rock, MK Group, Erste bank, Nordeus, Nordic Business Alliance and the Chamber of Commerce and Industry of Serbia.

- Themes: stimulating framework for the common good, in order to improve the conditions for development of CSR and corporate philanthropy
- Social entrepreneurship; woman entrepreneurship and connection with CSR companies
- Continue to insist on **improving a framework for food donation before its expiry**, with the aim of donating food without VAT payment.





CORPORATE SOCIAL RESPONSIBLE COUNCIL CCIS

Coalition for Solidarity initiatives:

- 1) **Guidelines for - Tax Relief for Donors** (makes it easier for donor companies to understand which expenditures are recognized as expenses for charitable purposes in the tax balance sheet) <https://www.purs.gov.rs/sr/preduzetnici/pregled-propisa/uputstva/5952/uputstvo-za-ostvarivanje-poreskih-olaksica-za-donatore.html> and
- 2) initiative to **increase the non-taxable portion of scholarships and pupil and student loans** (from 11,741 dinars to 30,000 dinars per month), which were adopted at the end of December 2019.

Campaigns: “Let’s Save Food, Let’s Save Humanity” - Coalition for Giving

- **New Years Humanitarian Garden – SFF**

- The CCIS – CSR Council conducted a survey on analysis of efficiency of the implementation of the **Law on Professional Rehabilitation and Employment of Persons with Disabilities**





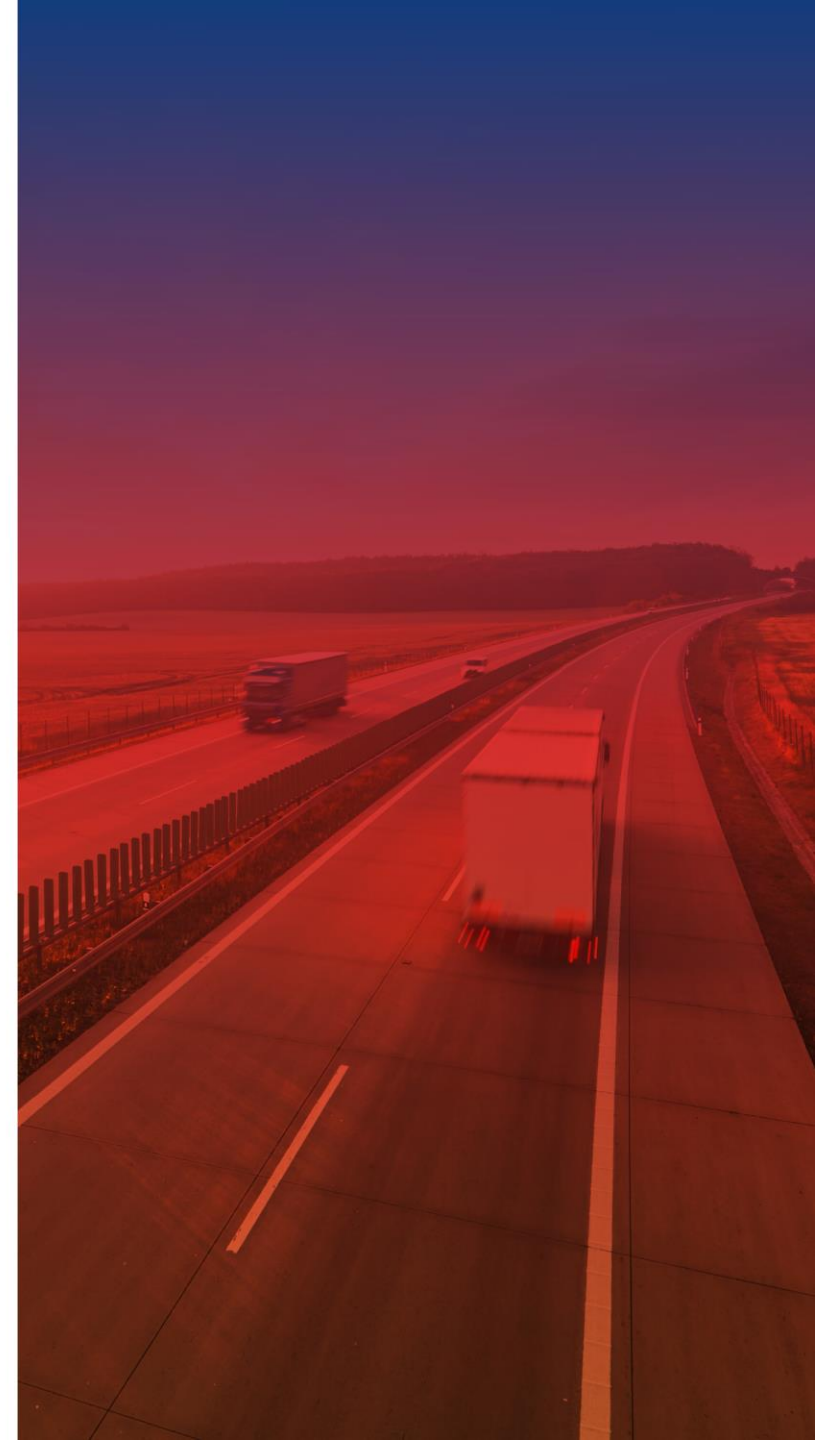
CSR/Sustainability quotes

„Sustainability includes how you run your business, and my bottom line includes how you treat your people. Sustainability starts with your staff“ - Tom Douglas

„The greatest threat to our planet is the belief that someone else will save it.“ - Robert Swan

„CSR isn't a particular programme. It's what we do every day - maximising positive impact and minimising negative impact!“
- Responsible Business Summit

„We need government and business to work together for the benefit of everyone. It should no longer be just about typical “corporate social responsibility” where the “responsibility” bit is usually the realm of a small team buried in a basement office – now it should be about every single person in a business taking responsibility to make a difference in everything they do, at work and in their personal lives.“ - Richard Branson





THANK YOU FOR YOUR ATTENTION!



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