



UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT (COE)



Period covered by this Communication on Engagement

From: January 1, 2014 To: January 1, 2016



Part I. Statement of Continued Support by the Chief Executive or Equivalent

January 15, 2016

To our stakeholders:

I am pleased to confirm that Smart Kolektiv reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,
Neven Marinović,
Executive Director

A handwritten signature in blue ink, appearing to be "Neven", written over a horizontal line.



Part II. Description of Actions

1. Engage with Global Compact Local Networks

Smart Kolektiv has been engaged with Global Compact Local Network in Serbia. A representative of Smart Kolektiv has been present at the meetings of Serbia's local Global Compact group and events, as well as have joined the working group for the promotion of the Global Goals. Our director has spoken about the sustainable development goals on the Panel at the annual meeting of Global Compact in Serbia.

2. Engage companies in Global Compact-related issues

Through the Responsible Business Forum Serbia, that it administers, and its activities, as well as through reporting, promotion of GRI standards, participating in the European Hub for Human Rights, supporting entrepreneurship and social entrepreneurship.

Smart Kolektiv has been active in engaging companies in Global Compact-related issues through:

1. **Administering Responsible Business Forum Serbia** – Smart Kolektiv administers Responsible Business Forum Serbia and is one of the initiators of founding the Forum. Smart Kolektiv has the professional and logistic capacity in the area of CSR and analyses and constantly follows and initiates trends, communicates with other relevant subjects from the field in the country and on the international level.

Smart Kolektiv enables functioning of the Forum in the way that it coordinates the work of Forum members, gives them support and services and realizes Forum projects. With the leadership of the executive director of the Forum Office it suggests elements for further development of Forum activities, prepares strategy, annual work plan and actions and realizes and leads concrete activities and projects of the Forum with the resources that are at its disposal.

For further information on RBF's activities see RBF Serbia Communication on Engagement Report.

2. Development and promotion of CSR:

- **Surveys: Top Managers Perspectives on CRS in Serbia**– is a survey through which business decision makers, as most relevant actors, provided their views on the current state and the future of corporate social responsibility in Serbia.

- **CSR Forum** – CSR forum is the Responsible Business Forum’s annual international conference, started in 2010, and brings 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.
- **CSR index** – Smart Kolektiv and the Responsible Business Forum Serbia have, for the past year, been working on the development and launching of the first national index for corporate responsibility. The index will serve as an indicator for the state of CSR in companies and their ranking among other companies, as well as implicate the connection of CSR and overall economic performance. CSR index will be launched in March 2016.

3. Reporting

- **Consulting** Smart Kolektiv provided consulting support to companies in creating their GRI reports. In 2014-2015 SK successfully cooperated with Erste Bank, Coca-Cola Hellenic Serbia and Montenegro, Banca Intesa and Atlantic Group. Smart Kolektiv also organized learning sessions for GRI reporting by bringing the international expert to speak in June 2014.
- **Reporting: Responsible Business Forum Member’s Contribution to the society** – This is an annual analysis, in the period of 2014-2016 two surveys were conducted. Launched in 2012, it is a research on RBF Serbia members’ investment in socially responsible activities. It measures business’s support to the local community development, working environment, environmental protection and good market practices.

4. Supporting Entrepreneurship

Smart Kolektiv has established Youth Business Serbia, a program of support to young entrepreneurs in partnership with the Responsible Business Forum Serbia in 2010, by providing top managers from big companies’ to be business mentors who have helped with the development of their enterprises in the first years of their business. In the next few years, the area of support was expanded and, in 2012, partnership was made with Erste Bank which has launched a credit line for the young entrepreneurs. Program methodology was developed according to the methodology of the prestigious international network Youth Business International. Youth Business Serbia has been a member of Youth Business International since October 2012.

- **My Business Lessons** - In November 2015, publication My Business Lessons was published with the support of the Embassy of the United Kingdom in Serbia. Publication consists of advice of successful entrepreneurs from Serbia and examples of successful startups from Great Britain.



The publication was realized through Youth Business Serbia program which is realized in partnership with Erste Bank.

5. Support to Social Entrepreneurship

- **Social Innovation Forum** – is the biggest annual event on social enterprises in Serbia. In 2015, the existing policy on social enterprises were presented as well as the possibilities for corporation between social enterprises and the business sector, different programs of support, successful social enterprises and innovative practices in this sector.
- **SENS** - Social economy network Serbia is the only national network that brings together social enterprises. SENS currently has 26 members from all over Serbia, including citizens associations, enterprises for vocational rehabilitation of persons with disabilities, limited liability companies and cooperatives. Member organizations were on multiple occasions presented at the Responsible Business Forum member companies' meetings.
- **Academy of Business Skills** –Smart Kolektiv has, in corporation with Responsible Business Serbia launched Academy of Business Skills, a program of lectures, consultations and mentorships for organizations and social enterprises. Academy enables companies to engage their employees willing to donate their knowledge and skills to organizations and social enterprises and thus, become a part of the business professionals' volunteer community. The program facilitates the transfer of business knowledge and skills towards organizations, with a goal to make them more efficient, sustainable and visible.
- **Partnership Fair** – is an annual event, held within the CSR forum, at which representatives from social enterprises and CSOs have a chance to present their work, products and services to the visitors of the Forum.
- **Speed Meetings** – Speed Meeting were conducted within the CSR Forum, on December 9, 2015 at which representatives from social enterprises had a chance to pitch their products and services and business proposals to representatives from big companies operating in Serbia.
- **Idea for Better Tomorrow** – Program was initiated with the aim to encourage social entrepreneurship through financial help and expertise in development and enhancement of their business. Program is realized in cooperation with Foundation Ana i Vlade Divac, UniCredit Foundation and UniCredit Bank, in partnership with Tourist organization of Serbia and Smart Kolektiv. Twenty social enterprises are supported through the program.
- **Catalogue of Social Enterprises** – is a Catalogue in which are presented products and services of CSOs and social enterprises and their business proposals. It is published annually and presents a great marketing tool for them since they are distributed to big companies in Serbia.

6. Corporate volunteering

- **Our Belgrade** is a traditional annual volunteering day on which employees from the Forum's member companies volunteer in the community. The activities vary from beautification of school yards, planting flowers in the homes for elderly, cooking food for homeless, to spending time and organizing creative workshops with children with disabilities, children without parental care and elderly.
- **Corporate Volunteering Award** – Smart Kolektiv in partnership with Responsible Business Forum presents Corporate Volunteering Award annually with the aim to promote companies whose employees donate their skills and knowledge to the community. The Award was established in 2011. In cooperation with international partners CSR Europe and BITC within the celebration of European year of volunteering, as a part of wider initiative which has been realized in 23 European countries.

Part III. Measurement of Outcomes

- **Top Managers Perspectives on CRS in Serbia**—Responsible Business Forum has conducted a series of surveys aiming to provide insight into, and improve the environment for CSR development in Serbia. One of the outstanding publications represents the study on Top managers' perspectives on CSR. Through the first survey of a kind in Serbia business decision makers, as most relevant actors, provided their views on the current state and the future of corporate social responsibility in Serbia. The results represent summarized views of the key people in the business sector regarding sustainability, as well as their expectations from other social actors, the most common approaches to CSR in companies operating in Serbia and topics recognized as a priority for business engagement. We appreciate the fact that the business community in Serbia shows great maturity in perceiving CSR which, according to their sentiment depicts integral part of business strategy and is deeply embedded in companies' values. Business leaders regard CSR as a way to make their impacts on the society more positive and to reduce negative impacts, while following their core business purposes. The research shows that **92% of directors** consider that the integration of a CSR strategy brings a better position to the company in negotiating with investors, creditors and future partners. The research also shows that despite disadvantageous socioeconomic surroundings, business leaders believe that corporate social responsibility remains of great importance.
- **CSR Forum** – The CSR Forum is the most relevant event of its kind in the country. At this conference, established in 2010, 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 successfully represent their cooperation proposals to the private sector.

- **Responsible Business Forum Member's Contribution to the society** – This annual analysis promotes CSR activities and help companies that what to improve their CSR activates a rich source of information and a great reference. Results for 2014 show that RBF member companies have invested more than 10,3 million euros in CSR activities in Serbia. The survey also showed that the RBF members are ever more involved in: **stakeholders engagement** – they engage consumers, business partners and employees in the implementation of CSR projects; **increasing nonmonetary contributions** – resulting in higher overall contributions to the community, despite the crises; **perceiving employees as companies' values ambassadors** – apart from having working environment and employee engagement in their focus, they also make it possible for the employees to invest their time and skills in the favor of the community; **building partnerships** – with organizations and institutions that have the expertise and specific knowledge about social topics, thus creating synergic effects of joint projects implementation; **CSR reporting** – measuring impacts of CSR programs and reporting to stakeholders are growing practice and they prove that companies perceive this topic vigorously.
- **Social Innovation Forum** is a part of a broader initiative of promotion and inciting cross-sector cooperation and development of sustainable and innovative civil society in Serbia. the SIF helped come to the conclusion that social enterprises in Serbia need systemic support from the state, suitable environment for development which includes promotion of social entrepreneurship, improvement of the legal framework, financing, enabling access to the market as well as the support with professional development and research.
- **Academy of Business Skills** – At its very beginning program has shown excellent results in developing capacities of the involved organizations. So far, one hundred representatives from social enterprises and civil society organizations from different parts of Serbia have participated in four workshops held by RBF member companies' employees who have through this program donated 45 work hours.
- **Our Belgrade** - Volunteering actions that Smart Kolektiv with RBF organized in the past years (in Belgrade, Niš and Gornji Milanovac) gathered more than 2500 employees from 30 companies, and directly influenced on quality of life of more than 7000 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.



- **Corporate Volunteering Award** – has been presented for five consecutive years and it represents and during that time it has become recognized by the companies as very relevant. The award has animated many more companies to start realizing its own corporate volunteering projects.
- **Supporting social Entrepreneurship** – Smart Kolektiv offers support to social enterprises in Serbia. It administers SENS Network, the only national network of social enterprises in Serbia. Through various programs such as Academy of Business Skills, Idea for Better Tomorrow, Partnership fair, Speed Meetings with companies, it offers wide range of support for the development of social entrepreneurship in Serbia.