

## COMMUNICATION ON ENGAGEMENT (COE)

Association of Social Responsibility  
From October 2015 to October 2017



# Statement of Continued Support

26 October 2017

To our stakeholders:

I am pleased to confirm that Association of Social Responsibility reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption, as well as our commitment to work on the Sustainable Development Goals.

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,

**Lucie Mádllová**

Founder and Executive Director  
Association of Social Responsibility

[madlova@a-csr.cz](mailto:madlova@a-csr.cz)  
[+420 604 948 496](tel:+420604948496)  
[www.a-csr.cz](http://www.a-csr.cz)







## About Association of Social Responsibility

Association of Social Responsibility supports corporate social responsibility (CSR) and sustainable business in Czechia. Its unique vision makes it the biggest CSR platform in Czechia (with more than 200 members), connecting organisations from corporate, nongovernmental, educational and public sector with the aim to increase their potential and competencies in the topic of CSR and sustainable business. As the host organization of the local network Global Compact Network Czechia, the Association of Social Responsibility brings to Czechia a unique global know-how from the United Nations Global Compact, the largest platform of corporate sustainability under the United Nations. In cooperation with member organizations and partners, it transforms global know-how and strategies into local projects and actively promotes the Sustainable Development Goals (SDGs) in relation to sustainable business.

## Description of Actions

The Association of Social Responsibility supports corporate sustainability and sustainable development through educational events, networking, publications, skill-sharing and raising awareness. For more information on activities of Association of Social Responsibility in 2015 and 2016, please check its annual reports [here](#).

As the host organization of the local network Global Compact Network Czechia, Association of Social Responsibility undertook the following activities in October 2015 – October 2017.





December 2015

### The Sustainable Development Goals for Children

At the end of 2015, in cooperation with UN Information Centre in Prague and other partners, the Local Network introduced a guide to new Sustainable Development Goals that communicates development plans for the next fifteen years, namely Agenda 2030, to our children.

February 2016

### The Czech Guide to Business and Sustainable Development Goals

The Global Compact Network Czech Republic exclusively publishes the Czech version of the UN Global Compact guide that introduces SDGs from the perspective of sustainable business and new sustainable business opportunities.

May 2016

### Summit GLOBAL COMPACT 2030: Czech Republic became the global centre of corporate sustainability

The Summit GLOBAL COMPACT 2030: Looking into the Future of Corporate Sustainability „There is no time to waste“ that took place on 4th May 2016 at the Trade Fair Palace in Prague, Czech Republic, welcomed 300 key players in sustainable business and development from all over the world. Guests and top national and international experts, some of whom speaking for the first time in the Czech Republic, stood before the challenge of taking the new Sustainable Development Goals (SDGs) into practice.

September 2016

### SDG COMPASS: A Guide for Business Action on the SDGs

To celebrate the first year of Sustainable Development Goals, the Global Compact Network Czech Republic, in cooperation with the Quality Council of the Czech Republic and the Czech Business Council for Sustainable Development, publishes unique publication SDGs Compass, a guide to sustainable development aligned with the global goals.





October 2016

### **SDGs in the Czech Republic: Discussing the new strategy**

Our full day event brought opportunity for networking, knowledge sharing and new business opportunities among members of Association of Social Responsibility and Global Compact Network Czech Republic. In cooperation with representatives from the Government Office Czech Republic, we discussed the local opportunities and challenges of implementing the new UN Agenda 2030 and Sustainable Development Goals.



October 2016

### **Vodafone Spain and Vodafone Czech Republic: From CSR to Sustainability**

How to implement sustainable business at all company levels? How to communicate sustainability, both internally and externally? Can we connect global agenda with local challenges? These are just some of the questions members of the Global Compact Czech Republic discussed with representatives from Czech and Spanish Vodafone during the workshop at Vodafone Czech Republic.

December 2016

### **How to implement sustainable business at all company levels? How to communicate sustainability, both internally and externally? Can we connect global agenda with local challenges? These are just some of the questions members of the Global Compact Czech Republic discussed with representatives from Czech and Spanish Vodafone during the workshop at Vodafone Czech Republic. on-Financial Reporting: Context, Trends and Challenges**

In cooperation with Deloitte, we organized a workshop to address the new EU Directive on non-financial reporting. The participants had a unique opportunity to discuss new reporting trends, take part in practical exercises and understand best practices in non- financial reporting. The workshop was facilitated by an international team from Deloitte.

March 2017

### **The Czech SDGs Awards raise awareness about the Global Goals**

The Czech SDGs Awards raise awareness about Global Goals and why they matter to the world and Czechia. The raising awareness campaign took place mainly online and culminated with an award ceremony celebrating first projects aimed at SDGs from companies and public institutions in the Czech Republic, with a keynote speech from the SDG Advocate Professor Jeffrey D. Sachs. With its scope and number of stakeholders involved, this is the biggest public private partnership project addressing the SDGs that has so far taken place in Czechia.

April 2017

### **General Meeting and Elections for the Global Compact Network Czechia**

Members of the Global Compact Network Czechia met to celebrate second birthday of UN Global Compact in the Czech Republic, elect new steering committee and plan activities aimed at SDGs for 2017 and 2018. Present members unanimously voted in favour of the new committee composed of the following business and non-business representatives. Business representatives: Richard Branton (MSD Information Technology), Adriana Dergam (Vodafone Czech Republic), Martina Kemrová (T-Mobile Czech Republic), Vladimír Mikel (ROSSMANN), Lenka Neuvirtová (Deloitte). Non-business representatives: Karel Havlíček (AMSP ČR), Petr Lebeda (Glopolis), Lucie Mádllová (A-CSR), Karel Škácha (NFPK).

September 2017

### **Global Compact Network Belarus and Global Compact Network Czechia**

Thanks to the support of UNDP, the Global Compact Network Czechia developed a study tour aimed at capacity building and skill sharing with the Global Compact Network Belarus. A group from Belarus will come to Czechia to learn more about corporate sustainability from the Czech GC network members and potentially develop new partnerships. In December 2017, a team from Global Compact Network Czechia will visit Minsk to facilitate a workshop on strategic sustainability, looking on how to move from CSR to sustainable development.





## Looking into 2018 and 2019

- We aim to grow the membership of Local Network Czechia. We are aiming for at least 50 members by end of 2019.
- We strive to make the Local Network financially sustainable. Following the advice from the UN Global Compact Head Office, we've developed a business strategy and the Local Network should be able to fund itself by 2019.
- As the Local Network, we commit to supporting our members in raising awareness about the SDGs. We will aid our members with organizing SDG-themed events under the Local Network umbrella, at least three per year.
- We plan to further support public-private partnerships in Czechia. We commit to be the main organiser and leader of the Czech SDGs Awards for 2018 and 2019, including a public awareness campaign.
- International cooperation and knowledge sharing are important to us. During the next two years, we will bring at least one international expert to educate our Local Network members on strategic sustainability in business.



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Global Compact  
Network Czechia