



**RESPONSIBLE
BUSINESS
FORUM SERBIA**

UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT (COE)



**RESPONSIBLE
BUSINESS
FORUM SERBIA**

Period covered by this Communication on Engagement

From: January 1, 2016 To: January 1, 2018



**RESPONSIBLE
BUSINESS
FORUM SERBIA**

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



**RESPONSIBLE
BUSINESS
FORUM**

**BETTER BUSINESS
FOR BETTER SOCIETY**

Executive office:

Štarić kolodriv, Svetozara Markovića 42a
10000 Belgrade, Tel. +381 (0)11 26 59 200
E-mail: kancelarija@odgovornopostovanje.rs
Web: www.odgovornopostovanje.rs

Part I. Statement of Continued Support by the Executive Director

January 10, 2018

To our stakeholders:

I am pleased to confirm that Responsible Business Forum 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



Part II. Description of Actions

1. *Dialogue and promotion of CSR and corporate sustainability*

Responsible Business Forum has organized, alone, and in the corporation with Smart Kolektiv, few events in order to promote dialogue on topics relevant to CSR and sustainable development.

Social Innovation Forum – is the biggest annual event on social entrepreneurship in Serbia. In 2016 and 2017 new trends in the field as well as the possibilities for cooperation between social enterprises and the business sector, different programs of support, successful social enterprises and innovative practices in this sector, mechanisms of support and financial instruments were presented.

CSR Forum – CSR Forum is the Responsible Business Forum's annual international conference, established in 2010, and brings together representatives of all 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, CSR Forum provides a unique opportunity to define their views on sustainable business in accordance 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 Forum 2017 has had an entire segment dedicated to Global Goals. Conference participants had an opportunity to learn more about the actions that the corporate sector has taken in Serbia towards fulfilment of the goals. President of the executive board of the Global Compact Serbia presented GC members' actions in this regards, while a member of RBF Serbia governing board has presented activities of RBF members.

Corporate Volunteering Award – The award was established in 2011 and is presented annually with the aim to recognize and promote companies that are investing in the local community through personal engagement of their employees and by developing constructive partnerships with organizations and institutions in the local community. The award was established by the Responsible Business Forum Serbia and Smart Kolektiv.

CSR index – Smart Kolektiv and the Responsible Business Forum Serbia have launched the first national index for corporate responsibility – CSR index. The index serves an indicator for the state of CSR in companies and their ranking among other companies, as well as implicates the connection of CSR and overall economic performance. CSR index was launched in March 2016 and in December 2016 first CSR index list was published.

RBF Serbia has realized three important surveys in the past two years:

Responsible Business Forum Member's Contribution to Sustainable Development – Is an annual analysis implemented by the Forum. Launched in 2012, it focuses on members' investment in socially responsible activities and sustainable development. It measures business's support to the



RESPONSIBLE BUSINESS FORUM SERBIA

local community development, work environment, environmental protection and good market practices. In this period two annual analysis were realized for 2016 and 2015. The results for 2016 have focused on the member's contribution to the sustainable development goals, as well on how the activities on realizing the goals correspond with regular activities in this domain. More information about the contribution of RBF member companies is available in the publication [Responsible Business Forum Member's Contribution to Sustainable Development](#).

Survey on the implementation of the Law on employing people with disabilities and social inclusion – RBF Serbia, in partnership with partners, has realized a survey on the views of the business, public and civil sector on the implementation of the Law and has realized empirical research on the implementation of the Law. Through the consultative process with various stakeholders and in the consultation with legal advisors it has created recommendations for the advancement of the current legal frame.

RBF has, through its communication channels (email base, website and social networks), promoted and forwarded invitations and information from the Serbian Global Compact Secretariat.

2. Provide their expertise and/or the voice of their members to Global Compact working groups and special initiatives

A representative of the Responsible Business Forum has been present at the meetings of Serbia's local Global Compact group and events. RBF is actively working in the working group for the promotion of the Global Goals. RBF has included global goals section in the annual research on its member companies' investment in sustainable development as well as one of the topics in its annual conference CSR forum.

3. Engaging members in collective action efforts on Global Compact-related issues

Through different initiatives and programs of the RBF Serbia, its member companies have had a chance to take part in collective action efforts on Global Compact-related issues.

Our Belgrade - is a traditional annual volunteering day on which employees of 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 the homeless, to spending time and organizing creative workshops with children with disabilities, children without parental care and elderly.

Academy of Business Skills – RBF has 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. In the formulated period nine lectures were



RESPONSIBLE BUSINESS FORUM SERBIA

held on different topics such as: sales skills, accounting and tax regulations for non-profits, IT, communication, etc.

Pact for Youth - RBF joined efforts with European partners in working towards making more opportunities for young people to gain skills and knowledge in order to be competitive on the job market through European project Pact for Youth coordinated by CSR Europe. In 2016, 3.706 young people have attended various programs aimed at boosting employability in the organization of RBF member companies and 142 of them were employed after the program.

EU talent - RBF is a partner on the “Business in Europe Hosting Apprenticeships for Youth” (EU talent). The project is run by CSR Europe and is realized in 12 countries, providing direct support to Pact for Youth by helping to create new 100.000 apprenticeships and jobs. Its goal is to include small and medium enterprises to offer better quality internships.

Part III. Measurement of Outcomes

Dialogue and promotion of CSR and corporate sustainability

Social Innovation Forum is a part of a broader initiative of promoting and inciting cross-sector cooperation and development of sustainable and innovative civil society in Serbia. 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. In 2016 and 2017 there were more than 300 participants from the civil, public and business sector and various guest established speakers from abroad.

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. In 2016 and 2017 there were over 300 participants from the civil, public and business sector, as well as various guest speakers from partnership companies and organizations from abroad.

Corporate Volunteering Award – Corporate Volunteering Award was presented two times in this period with six companies awarded in 2016 and seven companies awarded in 2017. Awards were presented in the following categories: best volunteering program, most successful partnership in the local community, employees’ development, skill based volunteering, pro-Bono support, best volunteering action and special category for innovative skill based volunteering and newly established corporate volunteering program.



RESPONSIBLE BUSINESS FORUM SERBIA

CSR index – is the first national platform for grading companies' responsibility. First results were announced on CSR Forum in 2016. In total, 20 companies have fulfilled the criteria of 70% of indicators and have found themselves on the list. Out of those 20, five were mid-sized companies and three small enterprises. Every company that has participated in CSR index got its report on the accomplished results, the information on the place it has occupied on the ranking list and the comparison with the index average scores. Ranking list is not communicated publicly while the list of the all companies that have joined the index is available at the CSR index [website](#).

Responsible Business Forum Member's Contribution Sustainable Development – This annual analysis promotes CSR activities and helps companies that want to improve their CSR activities with a rich source of information and a great reference. In 2015, RBF member companies have invested over 10 million euros in CSR activities and the results for 2016 show that RBF member companies have invested more than 10,4 million euros in CSR activities in Serbia. In 2016, companies have supported 743 organizations across Serbia by giving direct support to 1154 projects. In comparison with the period of five years ago, when the research was established, investments in socially responsible activities have increased two and a half times. The number of hours that the employees are dedicating to corporate volunteering has increased one and a half times. The investments into environmental protection projects have increased three times and the quantity of the materials that were recycled has increased seven times. Last year, 88% of the companies that have participated in the survey have expressed their commitment to global goals, while 65% of them have already taken concrete actions towards goals fulfillment.

Engaging members in collective action efforts on Global Compact-related issues

Our Belgrade - Volunteering actions that RBF organized in the past years gathered more than 3000 employees from 35 companies, and directly improved the quality of life of more than 10.000 citizens from vulnerable social groups. In 2016 alone, 350 volunteers from 11 companies have volunteered. Alongside action days and 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.

Academy of Business Skills – At its very beginning, the program has shown excellent results in developing capacities of the involved organizations. Since its beginning the program has had 185 users from 83 different civil society organizations and social enterprises across Serbia, and 17 volunteers from RBF member companies have donated over 130 hours of volunteer work.



Contents

Part I. Statement of Continued Support by the Chief Executive or Equivalent	2
Part II. Description of Actions	3
1. Dialogue and promotion of CSR and corporate sustainability	3
Social Innovation Forum	3
CSR Forum	3
Corporate Volunteering Award	3
CSR index	3
Responsible Business Forum Member's Contribution to Sustainable Development	3
2. Provide their expertise and/or the voice of their members to Global Compact working groups and special initiatives	4
3. Engaging members in collective action efforts on Global Compact-related issues.....	4
Our Belgrade.....	4
Academy of Business Skills	4
Pact for Youth	5
EU talent	5
Part III. Measurement of Outcomes	5
Dialogue and promotion of CSR and corporate sustainability.....	5
Social Innovation Forum	5
CSR Forum	5
Corporate Volunteering Award	5
CSR index	6
Responsible Business Forum Member's Contribution Sustainable Development	6
Engaging members in collective action efforts on Global Compact-related issues.....	6
Our Belgrade.....	6
Academy of Business Skills	6