

## COMMUNICATION ON ENGAGEMENT (COE)



Hrvatski poslovni savjet za održivi razvoj  
*Croatian Business Council for Sustainable Development*

**Period covered by this Communication on Engagement** [Ideally the two years prior to this report]

From: October 2016

To: October 2018

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

October 24th, 2018

To our stakeholders:

I am pleased to confirm that Croatian Business Council for Sustainable Development (HR BCSD) reaffirms its support to the Ten Principles of UN Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with promotion of the Ten Principles. We welcome feedback on its contents

In this Communications of Engagement, we describe our commitment to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours

Mirjana Matešić PhD

Director

## **Part II. Description of Actions**

### **CSR Index**

Croatian BCSD together with Croatian Chamber of Economy (CCE) organizes a CSR Award. CSR Award is based on special methodology that has been developed in cooperation with Business in the Community, Great Britain and local experts. The methodology is integrated in an on-line questionnaire that companies fill out in order to be in the competition. The Award was given for the 10th time at the 9th CSR Conference – a major yearly event on CSR in Croatia, also organized by HR BCSD.

The CSR Conference was organized on November 20 and 21, 2017 in cooperation with CCE, Ministry of economy, and Faculty for Business and Economy, of the University of Zagreb and other organizations. The event is traditionally organized under auspices of the president of the Republic of Croatia. The conference was attended by more than 200 participants mainly company representatives.

Plenary part of the Conference was taken by the speakers from Hauska, CSR Company, ministries and companies from Croatia. Second part was taken by domestic speakers from HR BCSD and other initiatives in Croatia.

After CSR Award ceremony and Lunch, second part of the Conference is of scientific nature where experts and scientists represent their papers which passed double blind review which is performed by the Expert committee consisted of 27 scientists from various universities and other institutions.

Second day of the conference was partially dedicated to Diversity Charter and also a signing ceremony took place. Over 40 Croatian companies signed the Charter which is HR BCSD initiative.

### **Publications**

In the period of the report, six volumes of the organizations newsletter *Business and Sustainability* were printed and distributed. The newsletter is printed in 500 copies, sent by an email on approximately 900 addresses and it is also posted on the website. The newsletter contains information on events, seminars and trainings organized for business on CSR and sustainable development issues and it also contains news from the business on case studies and best practices in CSR.

### **Education**

Business and Sustainability is one of the important tools for capacity building and education on sustainable development. We also use web site, Facebook, Twitter and participation at various conferences and magazines.

Lecture on CSR are also given on several business schools such as: Faculty of economy, Business School Zagreb and many others.

#### **Trainings and Workshops**

In-house trainings were organized in 6 member companies as well as training of CSR Index open for all interested companies.

Study tours are organized as visits to production sites of our member companies to educate students and interested business representatives who specific companies operate. This time we were in PIK Vrbovec.

## **Cooperation**

HR BCSD cooperates with various organizations to make synergies with others. Often we combine our expert knowledge with other's technical capacities. For members of Global Compact we have held two workshops on how to use GRI Standards for Sustainability Reporting in cooperation with UNGC Secretariat and Croatian Employers Association. Similar workshops were organized for many of our members to support them in sustainability reporting.

In cooperation with international consortium we have implemented a Diversity Charter project funded by DG Justice. Within this project, several educational seminars and promotional events were organized to promote diversity and equal opportunities at workplace.

Director of HR BCSD has participated as a speaker of ICC seminar on How to increase profits by avoiding risks from corruption.

Together with Holcim and Croatian Green Building Council, we have participated on 10<sup>th</sup> Croatian Forum on Sustainable Construction.

## **Memberships**

We also participate in a number of expert committees what is another way to support sustainable development implementation in Croatian society. We are members of Technical committee at Croatian Standards Institute, Partner's Council of the City of Zagreb, Committee for CSR and anti-corruption at ICC Croatia, Management Board of Global Compact Croatia. We are member of the Working group for Circular Economy within the Ministry for Environmental Protection, Working group for Green Public Procurement within the same Ministry. Our member are also members of the Working Group for development of the CSR Strategy for Croatia.

We are member of Global Network of World Business Council for Sustainable Development (WBCSD) and CSR Europe.

We try to communicate all our activities in the media to educate public and get more visibility for our activities. We partner with many local media such as business newspapers Poslovni dnevnik, radio stations like Yammat.fm and others.

## **Part III. Measurement of Outcomes**

Our indicators with which we measure our impact and implementation of Ten principles and well as sustainable development in Croatia are:

- number of events
- number of participants at every event

- number of our members
- number of media coverage
- number of participants at our national CSR Conference (around 150 last year)
- number of companies participating at CSR Index (over 100 last year)

We also take qualitative feedback on our events through evaluation by participants. We also take feedback from our members on the topics we cover. The Management Board and the General Assembly always approve our initiatives. Our major indicator is a number of companies that follow our activities what positions us as the most important organization supporting sustainable development and CSR in Croatia.