



ASOCIACE MALÝCH A STŘEDNÍCH PODNIKŮ A ŽIVNOSTNÍKŮ ČR  
ASSOCIATION OF SMALL AND MEDIUM-SIZED ENTERPRISES AND CRAFTS  
DIE ASSOZIATION DER KLEINEN UND MITTLEREN BETRIEBE UND HANDWERKER

## COMMUNICATION ON ENGAGEMENT (COE)

*Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic*

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### Period covered by this Communication on Engagement

From: 20. 1. 2017

To: 20. 1. 2019

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

*To our stakeholders:*

*I am pleased to confirm that the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic (AMSP ČR) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, 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,*

*doc. Ing. Karel Havlíček, Ph.D., MBA  
Chairman of the Board, AMSP ČR*



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## Part II. Description of Actions

The Association cooperates with the government, individual ministries, and over recent years has initiated a host of statutory measures which are helping to create the business environment in our country. The association, which presents the opinion of the important majority from the sphere of SMEs, has an important place within the framework of European structures. The AMSP ČR collaborates with **UEAPME**, with its headquarters in Brussels, an international organization representing 11 million European businesses with more than 50 million employees.

The AMSP ČR collaborates closely with **CEBRE** (the Czech Business Representation). Many of our members have already availed themselves of these contacts and the services on offer. The AMSP ČR is a member of the **Confederation of Industry of the Czech Republic** and cooperates closely with other specialist and professional federations.

The AMSP ČR informs all its members of the possibilities of cooperating within the framework of the EU and offers them assistance and consultation when selecting suitable projects. In cooperation with the **Czech-Moravian Guarantee and Development Bank (ČMZRB)**, support for these projects will be provided in the form of interest-free loans for the acquisition of long-term tangible and intangible assets, the financing of reserves, receivables within the maturity deadline, and operating costs directly linked with a project. Support will be provided under the terms of contracts concluded between the final recipient and the final user.

The **most important priorities** for the continued development of small and medium-sized businesses, which the AMSP ČR advocates with state bodies, can be summarized in the following points:

- The enforceability of the law;
- The statutory responsibility of the state for the decisions reached by its civil servants;
- The simplification of taxes and easier access to loans;
- State support for employment;
- Support for CSR in SMEs (including exchange of good practice and information);
- Promotion and support of the concept of corporate social responsibility and social dialogue.

Through its members the association promotes its opinions regarding current economic and social problems being debated in administrative and legislative bodies and thus assists in the creation of a favorable framework and climate for business. The AMSP ČR requires on bodies of the state administration constant interest, effort and specialist ability in order to create a realistic strategy for developing and viable business activities and ensuring suitable conditions for the business climate in the Czech Republic.

The number of members and the overall influence of AMSP ČR has risen significantly in the recent years. Most of its members operate in the following **fields**: transport telematics, marine industry, metallurgical and machinery industry, plastics and rubber manufacturing, electrical engineering, textile industry, construction industry, crafts, services, and other fields of business. Members do not need to meet the SME criteria stipulated by the EU, i.e. a company of up to 250 employees – the association welcomes larger enterprises as well.

The Association of Small and Medium-Sized Enterprises and Crafts CZ (AMSP ČR) is a legal entity established in accordance with Act 83/1990 Coll., on federations of citizens, as amended. AMSP ČR is registered under the case number 12282 L by the Municipal Court in Prague (initial registration at the Ministry of Interior, No. VS/1-1/48 640/01 R).



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### Part III. Measurement of Outcomes

1. ***Incorporate the GC principles into internal operations and communicate progress following the COP requirements 2.***
2. ***Promote the GC and its principles - deliver education on topics related to the Global Compact especially via the websites (official website of the AMSP ČR, websites of individual internal projects), social media and through personal communication during meetings with other organizations and companies and our events.***
3. ***Disseminate the Global Compact principles – dedication of a part of the program in most events that AMSP ČR organizes to inform guests about GC in order to raise awareness of the objectives and activities of the GC network.***
4. ***Attract new participants to the UN Global Compact through their outreach efforts and awareness raising – mainly by informing members of AMSP ČR (through conventional communication channels), partners and guests of our events.***
5. ***Organize learning and dialogue events, workshops and training for our members on the UN Global Compact and specific topics relevant to corporate sustainability – not only by AMSP ČR, but also in cooperation with other membering organizations from the Czech Republic.***
6. ***Implement and promote the ten principles of the UN Global Compact in the management and administration of the city or region - through representation of our members, supporters of our organization or partners in executive positions of individual members.***
7. ***Support businesses and other stakeholders in establishing or implementing sustainability initiatives that are transparent and beneficial to the city, region and/or greater community - AMSP ČR participates in many events, not only in the big cities of the Czech Republic, but also in small regions or villages. Here, we directly support entrepreneurs, but also organizations that contribute to the development of the region. Through the long-term projects we can support these organization also financially from funds, we gained for these projects. After long-term projects Year of the Crafts 2016, Year of the Countryside 2017 and Year of Family Business 2018 is the current project of our Association to educate SMEs in digital skills and digitalization of a business in a project Year of the Digital Business 2019.***