

COMMUNICATION ON ENGAGEMENT

(COE)

Association of Social Responsibility
From October 2017 to October 2019

Statement of Continued Support

26 October 2019

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. Since January 2019, the operation of the UN Global Compact in the Czech Republic has changed due to the new contract. The local network was closed and the Association of Social Responsibility became the national partner of the UN Global Compact in the Czech Republic. 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 Mádlová

Founder and Executive Director
Association of Social Responsibility



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About the Association of Social Responsibility

Association of Social Responsibility (A-CSR) is the largest initiative of social responsibility (CSR) and UN Sustainable Development Goals (SDGs) in Czechia. It connects more than 300 member organizations from corporate, non-profit, educational and public sector in order to increase their potential and competences in CSR and SDGs area. Since 2017, the Association has been organizing prestigious SDGs Awards as recognition for fulfilling the Global Goals. It is the organizer of the unique world women's tournament Global Goals World Cup in Czechia. Since 2016, the Association has been national ambassador for the world's biggest day of donations called Giving Tuesday.

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 2017 and 2018, please check its annual reports for [2017](#) and for [2018](#).

As the host organization of the local network Global Compact Network Czechia and since 2019 as a national partner Association of Social Responsibility undertook the following activities in October 2017 – October 2019.

November 2017



Socially responsible networking on SDG 17- Partnership for the Goals

The networking had happened on Friday 10th November 2017. The main theme was a partnership from the part of government, global cooperation and international institutions. Global problems of society will not be solved by just one organization alone, but the cooperation through sectors can change our world in a positive way.



Workshop of non-financial reporting

Association of Social Responsibility organized on 22nd November workshop about monitoring of social responsibility of companies. The main theme was an implementation Sustainable Development Goals of UN in Czechia.



Giving Tuesday

The biggest global day of celebrations of giving, donating and good acting had happened all over the world on Tuesday 28th November. Association of Social Responsibility is a national ambassador of Giving Tuesday in Czechia from 2016. Projects simply about *good* had more than 170 organizations, companies or individuals registrations. In total, it was raised for charitable purposes CZK 7,384,455.

December 2017



Responsible Christmas of Association of Social Responsibility (A-CSR)

The event with a theme “how to celebrate a Christmas responsibly” was arranged on 15th December. Members of A-CSR discussed about responsible purchases of Christmas gifts or about the impact of Christmas on human health.

January 2018



The first ladies among us SDG 5

A-CSR organized an absolutely unique debate of women partners of the Presidential candidates before Presidential elections in Czechia. A-CSR put together for the very first time in history potential first ladies. The debate gave to ladies an opportunity to talk about their own life experiences and ideas about their potential future roles as the first ladies.

February 2018



Sustainable places for life SDG 11

Members of United Nations Global Compact in Czechia have met 26th February on event with main theme *how to create new places for life and living in a sustainable way*. They debated about particular Sustainable Development Goals and about sustainability in Czech cities and villages.

March 2018



International women's day SDG 5

The debate on International Women's Day on 8th March entitled *The Future Is Pink*. The event was based on meeting inspiring women and on discussion on their positive roles in society and their strong personalities and experiences.

April 2018

10 REDUCED
INEQUALITIES



CSR breakfast “without barriers”

The CSR breakfast took place on 12th April. The participants debated about the relations between society to inclusion and about removing obstacles on which are facing people with health disabilities.

May 2018

17 PARTNERSHIPS
FOR THE GOALS



The meeting of members United Nations Global Compact in Czechia

The signatories of the United Nations Global Compact Czechia took place on 23rd May. The main theme was strategic sustainability. The main goal was to share experiences with preparing and implementing of a different strategies of sustainability.

June 2018

13 CLIMATE
ACTION



The World Environment Day

The main theme of the event on celebrating The World Environment Day was fighting with single-used plastic and a campaign #BeatPlasticPollution. The Ministry of Environment of Czechia presented their own specific program. The participants had an opportunity to hear the story about unique technology MIWA for Minimum WASTE too.

17 PARTNERSHIPS
FOR THE GOALS



Czech SDGs Awards 2018

The Association of Social Responsibility organized on 12th June for the second time absolutely unique Czech SDGs Awards 2018. Awards are for NGO, companies or public sector, which fulfill UN Sustainable Development Goals. More than 150 projects entered the competition. Video clip with campaign was seen by 677 000. 26 SDGs ambassadors joined the campaign.

August 2018

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Responsible gifts

The Association of Social Responsibility arranged on 28th August event focused on clean solution and sustainable gifts. Participants of the event could see and have for the first time the Catalog of socially responsible gifts of members of A-CSR.

September 2018



Plogging Czechia

Plogging for the first time in Czechia. We celebrated World CleanUp Day on 13th September by sport. The activity plogging combines jogging and garbage collection (from Swedish plocka upp). The new fitness trend combines care for one's body and the planet and nature.



Transparent companies and institutions

A seminar with SDG 16 in practice was held. The main theme was Peace, Justice and Strong Institutions were also addressed.

October 2018



Socially responsible networking

The networking on cross-sectoral cooperation topics. Only such coordination can help solve global problems. At the same time, A-CSR launched the Giving Tuesday 2018 campaign. Keynote speech had Henry Timms, the founder of the world day of giving Giving Tuesday.



PR and communication of good

Participants of event on 15th October talked about techniques of public relations and about how to communicate properly the good itself. The event was organized in cooperation with Google Czech Republic.

November 2018



Giving Tuesday

The biggest world feast of donation, charity and good deeds was celebrated for the third time in Czechia. Giving Tuesday is a contrary of materialism of Black Friday. A record CZK 31,921,758 was collected in the Czech Republic, and 249 projects were registered. Philanthropic records have been set in Czechia and around the world.



December 2018

Sustainable Development Forum

Conference and debate on sustainable finance and the current sustainability challenges facing society. Participants were representatives of public

administration, companies, non-profit organizations, professional public and foreign guests.

17 PARTNERSHIPS
FOR THE GOALS



Partnership for the good

Association of Social Responsibility arranged for its members a Christmas CSR reception on the theme partnership. Examples of successful cooperation between companies and non-profit organizations were presented

January 2019

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Zero-waste cookies

The very first event for members of the Association of Social Responsibility in 2019 was based on a cooperation between members of A-CSR. In Pilsner Urquell brewery were presented unique cookies baked from threshing, which wastes in a process of making a beer. Bio-bakery Zemanka baked those cookies - this company and the Pilsner Urquell are both members of A-CSR.

February 2019

2 ZERO
HUNGER



Community kitchen

Association of Social Responsibility helped build the first community kitchen in Czechia for Food Bank clients. Celebrities cooked from food at a Food Bank for clients of the institutions, such as seniors or people from sanitary facilities and shelters.

March 2019

5 GENDER
EQUALITY



Kick-off campaign Global Goals World Cup Prague

In March, we launched the campaign and the registration for the first ever amateur football tournament for women the Global Goals World Cup Prague. A unique game connects and engages women around the world to play for the Sustainable Development Goals.

April 2019

17 PARTNERSHIPS
FOR THE GOALS



Meeting of captains of Global Goals World Cup Prague

For the first time they were able to meet the captains of the teams entered the Global Goals World Cup Prague. Altogether 18 teams from companies, non-profit sectors, ministries or schools applied

13 CLIMATE
ACTION

Vegan brunch

Livestock production and its impact on the environment are currently an increasingly important topic. Association of Social Responsibility organized a vegan brunch, presenting the results of a unique research on food in Czechia and on people's preferences when shopping for food in focus on environment.

May 2019

5 GENDER
EQUALITY

Global Goals World Cup Prague

On 29th May, the first Global Goals World Cup Prague took place in the very center of Prague on Wenceslas Square. 144 players attended and thousands of fans cheered. The winners were the Czech Post team called Yellow Ladies who made it to the world final of the New York competition in September.

17 PARTNERSHIPS
FOR THE GOALS

Czech SDGs Awards 2019

On 30th May, a unique award ceremony was held for the Czech SDGs Awards 2019. The jury and the general public appreciate the best projects that fulfil the UN Sustainable Development Goals. 213 projects registered, participated in the categories Business, Public Sector, Gender Equality, Reporting, Young Leader, Foreign Development Cooperation and also the Absolute Winner award.

June 2019

11 SUSTAINABLE CITIES
AND COMMUNITIES

Sustainable events

Event about sustainability solutions of organizing events and meetings took place in the second most sustainable building in Europe - in Prague's Business Line building.

August 2019

11 SUSTAINABLE CITIES
AND COMMUNITIES

Sustainable cities and municipalities

The theme of the event in August was sustainable cities and municipalities. The debate took place on the roof of the Prague Lucerna Palace. At the event, Association of Social Responsibility introduced the Dobromappka application, which helps to map sustainable locations throughout the Czech Republic.

October 2019



Sustainable wine

A-CSR members set out on sustainable journey to Kutná Hora for a lecture on sustainable wine. At the same time, a family known as NARUBY.life performed at the event - they rented a house in Prague a year ago and live on their travels in Europe in a caravan with their four children.

Looking into 2019 and 2020

- As the national partner of UN Global Compact, we aim to promote UN Global Compact principles and strategies into members of the Association of Social Responsibility.
- We commit to supporting our members in raising awareness about the SDGs.
- We plan to further support public-private partnership in Czechia.
- We commit to be the main organiser and leader of the Czech SDGs Awards 2020.