



**RESPONSIBLE
BUSINESS
FORUM**

**BETTER BUSINESS
FOR BETTER SOCIETY**

Executive office:

Smart kolektiv, Svetozara Markovića 42a
11000 Belgrade, Tel. +381 (0)11 26 59 700
E-mail: kancelarija@odgovornoposlovanje.rs
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UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT (COE)



**RESPONSIBLE
BUSINESS
FORUM SERBIA**

Period covered by this Communication on Engagement

From: January 1, 2018 To: January 1, 2020

E-mail: kancelarija@odgovornoposlovanje.rs; Web-site: odgovornoposlovanje.rs



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

To our stakeholders:

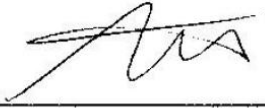
I am pleased to confirm that Responsible Business Forum reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

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 & Part III Measurement of outcomes

During 2018 and 2019, the Responsible Business Forum continued to bring together leaders dedicated in advancing the social community and promoting socially responsible business. The main focus was on more active involvement of the network in the advocacy activities in the area of improving the legal and regulatory framework for benefits: In cooperation with partners, the Responsible Business Forum initiated the establishment of the Philanthropy Council in August 2018 under the patronage of the Prime Minister of the Republic of Serbia, and took an active part in the work of the newly established Working Groups.

As a network dedicated to promoting and furthering the concept of corporate social responsibility, the Forum for Responsible Business recorded significant results in the following fields:

- *We promoted the development of innovative philanthropy and community engagement: through events such as Our Belgrade, the Social Innovation Forum, the Partnership Fair and the CSR Forum, as well as through regular communication activities;*
- *We encouraged the exchange of knowledge and experience between members and other stakeholders: In addition to two regular member meetings, we organized thematic events where we had the opportunity to exchange information, experiences and learn from good practices;*
- *We spoke intensively about **reporting and promoted business transparency as a prerequisite for building confidence**: For the first time, the annual **Better Business for Better Society** questionnaire included a total of 34 companies, with a significant share of the SME sector;*
- ***With international partners**, we conducted a survey on the state of the CSR profession and provided an opportunity for members to share experiences with colleagues from abroad via webinars.*

INNOVATIVE PHILANTHROPY AND COMMUNITY ENGAGEMENT

VOLUNTEERS ARRANGED STEPIN LUG IN THE BIG VOLUNTEER ACTION "OUR BELGRADE"



The Big Annual Volunteer Action "Our Belgrade" organized by the [Responsible Business Forum](#) was held for the 11th time on **Saturday, May 25, 2019** in the lesser known Belgrade forest - Stepin Lug, where over 200 volunteers from 20 companies and organizations showed joint volunteer work among colleagues reinforces solidarity, tolerance and a sense of responsibility towards the community.

The event was organized within the Framework for Giving Project, funded by USAID, and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Other Coalition members are the Trag Foundation, Catalyst Balkans, Smart Kolektiv, The Serbian Philanthropy Forum, The Responsible Business Forum and The Serbian Chamber of Commerce and Industry.

VOLUNTEERS CELEBRATED 10TH OUR BELGRADE



Belgrade, June 9, 2018 - Nearly 400 volunteers participated in the tenth anniversary action "Our Belgrade". At 12 locations in the city, volunteers cleaned up the yards of schools and kindergartens, collected waste, painted the premises, painted walls and participated in workshops, and as part of the opening of the action, in front of the Faculty of Philosophy, several boxes of humanitarian aid were collected for the homeless and members of other vulnerable groups.



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President of the Responsible Business Forum Dejan Turk said that volunteering and voluntarily providing knowledge and skills play an important role in every society. "In the ten years that this action has taken place, a total of over 3,500 employees from over 30 companies have helped numerous organizations and institutions in our city," Turk said.

Employees from the companies Bambi, Banca Intesa, Coca-Cola Hellenic, CRH, Erste Bank, Eurobank, Societe Generale Serbia, UniCredit Bank, Vojvodjanska banka, Vip mobile and Nordeus participated in this action.



Director of Smart Kolektiv Neven Marinović said that over the past ten years, through the action "Our Belgrade", volunteers have influenced the quality of life of over 15,000 of their fellow citizens. "Even more than these nice figures, we are pleased by the partnerships that have developed as a result of our volunteer actions, so that companies and civil society organizations today are much more understanding and collaborating on a number of bases," said Neven Marinovic.

The US Ambassador to Serbia Kyle Scott and the Head of the EU Delegation to Serbia, Sem Fabrizi, also joined the volunteers. Scott, along with more than 30 volunteers from the US Embassy, painted the walls of the courtyard of "Dragan Kovacevic" Elementary School for visually impaired children, and Fabrizi and volunteers from the EU Delegation made strawberry jam in the premises of the "Evo ruka" Association, which brings together parents of children with disabilities.



US Ambassador Kyle Scott noted that although only temporarily residing in Belgrade, has a desire to contribute to the well-being of this city, while quoting the American saying "Bloom where you are planted". "Volunteering has great significance and a long tradition in America, and I am very pleased to see that so many



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volunteers have become involved in today's "Our Belgrade" action, said Kyle Scott.



The head of the EU Delegation to Serbia, Sem Fabrizi, emphasized that working for the social good is one of the core European values and that he is pleased that companies in Serbia share these common values with all their European partners. "My t-shirt is currently clean, but it will soon be dirty with the jam we will happily make with members of the "Evo ruka" Association, Fabrizi said.

The 10th "Our Belgrade" Volunteer Action was organized by the Smart Kolektiv and the Responsible Business Forum, with the support of the United States Agency for International Development (USAID) in collaboration with Ana and Vlade Divac Foundation, Trag Foundation, Catalyst Foundation, Serbian Philanthropic Forum and the Serbian Chamber of Commerce and Industry, and also in partnership with the GO Stari Grad Volunteer Service.

WINNERS OF THE NATIONAL VOLUNTEERING AWARD 2019

The award for the National Volunteering Award, which has been awarded to companies and organizations for the ninth consecutive year by the **Responsible Business Forum** and **Smart Kolektiv**, and since 2018 to the individuals, has been held on December 4, 2019.



WINNERS OF THE NATIONAL VOLUNTEERING AWARD 2018

Belgrade, December 6, 2018 - The Responsible Business Forum and Smart Kolektiv presented the National Volunteering Award at an event held at the United Nations Building on the occasion of International Volunteer Day. The National Volunteering Award is presented with the aim of recognizing and promoting organizations, individuals and companies that have devoted time and skills to improve local communities and other people's lives.



LEADERSHIP, INNOVATION AND EMPOWERMENT: YOUTH

COMPETITION TO SUPPORT THE BEST YOUTH PROJECT



During April 2019, the Responsible Business Forum and Coca-Cola HBC Serbia ran a **CONTEST TO SUPPORT THE BEST YOUTH PROJECT**. A large number of applications from all over Serbia was submitted.



The main prize of 100,000 RSD was awarded to the non-formal association Autodidakt Club from Niš, and the representatives of the club are high school students and students who launched a podcast with the aim of bringing non-formal education, exchanges, volunteerism and activism to the youth. The amount won was used to purchase recording equipment.

THEORY AND PRACTICE FOR STUDENTS AT VOLUNTEER ACTION OUR BELGRADE

The Responsible Business Forum and the Smart Kolektiv traditionally involve motivated young people in organizing a corporate volunteer day, Our Belgrade. In this way, they have the opportunity to gain theoretical and practical knowledge of corporate social responsibility, corporate volunteering, event organization and teamwork, and try out as coordinators of individual volunteer activities or locations on the day of the volunteer action.



VIP MOBILE WELCOMES STUDENTS FROM ORGANIZING TEAM OF OUR BELGRADE ACTION

Belgrade, 04 July 2019. - The Responsible Business Forum's office has prepared, in collaboration with a member of Vip mobile, an inspirational workshop for students as a form of gratitude for their volunteer contributions during the organization of our Belgrade volunteer campaign.

ACTIVITIES OF THE WORKING GROUP FOR THE YOUTH EMPLOYABILITY

Belgrade, April 17, 2019 - Members of the Working Group of the Responsible Business Forum gathered on the premises of Vip mobile at the second meeting of the Working Groups on improving youth employability. After the opening remarks, the main part of the meeting was devoted to presenting the proposals received to the competition for support to the best youth project organized by the Responsible Business Forum and Coca-Coca HBC Serbia.



CORPORATE SOCIAL RESPONSIBILITY INTERSHIP

Smart Kolektiv and the Responsible Business Forum organized a cycle of working practices for college and university students in the area of corporate social responsibility. On that practice, young people had the opportunity to participate in all phases of planning and implementation of projects in various fields, in organizing conferences, trainings, volunteer actions and other events, as well as in communication with companies, donors and civil society organizations, as well as to get acquainted with social responsible business. After completing the practice, one person was employed by the Smart Kolektiv.

LEADERSHIP, INNOVATION AND EMPOWERMENT: SOCIAL ENTERPRISES

SOCIAL INNOVATION FORUM

Smart Kolektiv and the Responsible Business Forum, have organized the annual conference on social entrepreneurship - Social Innovation Forum 2019, from May 30-31. The event was organized at the Museum of Science and Technology in Belgrade, bringing together over 160 participants from Serbia, the CEE region and beyond.



Social Lounge by UniCredit Bank on CSR forum



During the breaks of the 2019 CSR Forum conference, participants were able to enjoy a break corner prepared with the support of UniCredit Bank. In addition to films about social enterprises and corporate social responsibility, participants were able to check brochures and publications on the topic that had been published in the previous period and taste the products from social enterprises.

BUY GOOD TO BE BETTER

- Eurobank Serbia supports responsible procurement from social enterprises



Eurobank Serbia, in partnership with the Responsible Business Forum, also supported the procurement of products from social enterprises this year as a gift to all CSR Forum participants.

BUILDING PARTNERSHIPS - Partnership Fair

Again this year, Responsible Business Forum highlighted the importance of cross-sectoral cooperation, providing an opportunity for representatives of different sectors to get to know each other, share information and establish cooperation in meeting potential partners, who, in addition to structured discussion in one part of the conference, had the opportunity to make contact throughout the conference or to discuss topics in the lobby in front of the meeting room.



THEMATIC EVENTS:

RBF MEMBERS AT THE CSR COUNCIL SESSION OF THE SERBIAN CHAMBER OF COMMERCE AND INDUSTRY

On February 27, 2019, an extended session of the CSR Council of the Serbian Chamber of Commerce and Industry was held at the SCC premises, attended by representatives of companies' members of the Responsible Business Forum. Members of the Forum are invited to attend this meeting with a purpose to engage in dialogue on identifying obstacles encountered in donating goods and services for the common good.



BUSINESS SECTOR CONTRIBUTION IN IMPLEMENTATION OF THE UN 2030 AGENDA



March 29, 2019 - The members of the Responsible Business Forum gathered at the Green Economy for Regional Development Roundtable held at the Excelsior Hotel, have proven that they are absolutely committed to implementing the 2030 UN Agenda for Sustainable Development Goals 11, 12, and 13.

Participants discussed how to overcome common challenges and how to take advantage of business opportunities in areas such as: energy efficiency, circular economy, housing, healthy lifestyles, waste and food waste.

SMALL, MEDIUM AND LARGE ENTREPRENEURS ON THE SAME MISSION

April 5, 2019 - The Responsible Business Forum and UniCredit Bank organized an event for representatives of small and medium-sized enterprises on contemporary trends in responsible business and how to turn them into an advantage.



NON-FINANCIAL REPORTING - CONSULTATIVE MEETING WITH MEMBERS



September 13, 2019 - The Executive Office of the Responsible Business Forum organized a consultation meeting with member companies regarding the adoption of the new Law on accounting, which introduces the legal obligation of non-financial reporting for large companies in Serbia.

ROUND TABLE ON NON-FINANCIAL REPORTING IN PARTNERSHIP WITH THE GLOBAL REPORTING INITIATIVE (GRI)

October 18, 2019 - Smart Kolektiv and the Responsible Business Forum, in partnership with the Global Reporting Initiative (GRI), have held a roundtable on the increasingly important topic of non-financial reporting at Erste Bank Serbia, as it is soon becoming a legal obligation for large companies in Serbia. The roundtable gathered representatives of companies, pioneers of non-financial reporting in Serbia, as well as representatives of small and medium-sized enterprises that are just introducing this practice into their business.



DEVELOPMENT AND PROMOTION OF CSR

A BETTER BUSINESS FOR BETTER SOCIETY IN NUMBERS



Responsible Business Forum has invited companies, especially those from the small and medium-sized enterprises to join in the annual survey of the company's contribution to society, "BETTER BUSINESS FOR BETTER SOCIETY IN FIGURES".

Data shows how much and in which ways companies invest in their local community. According to the results of the questionnaire, the most common areas that companies support are **education, culture and the arts, health, sports, environmental protection and economic development. BETTER BUSINESS FOR BETTER SOCIETY - COMMUNITY**

SUPPORT IN NUMBERS can be downloaded on the [next page](#).

The publication was published by the Responsible Business Forum with the support of the **Framework for Giving Project**, funded by the **USAID** and implemented by the **Coalition for Giving**, led by the **Ana and Vlade Divac Foundation** and other members of the Coalition: **Trag Foundation, Catalyst Foundation, Smart Kolektiv, Serbian Philanthropic Forum, Responsible Business Forum and the Serbian Chamber of Commerce and Industry.**

EASP – Report about CSR profession in Europe



The Responsible Business Forum partnered with the European Association of Sustainability Professionals (EASP), in conducting survey on the status and prospects of the CSR managers profession in Europe. The survey was conducted in the member countries of the association and covers the UK, Italy, France, Spain, Germany and Turkey, and the results were presented on October 2nd as part of a conference held in Milan.

CSR FORUM 2019 – LEADERS OF SUSTAINABLE DEVELOPMENT



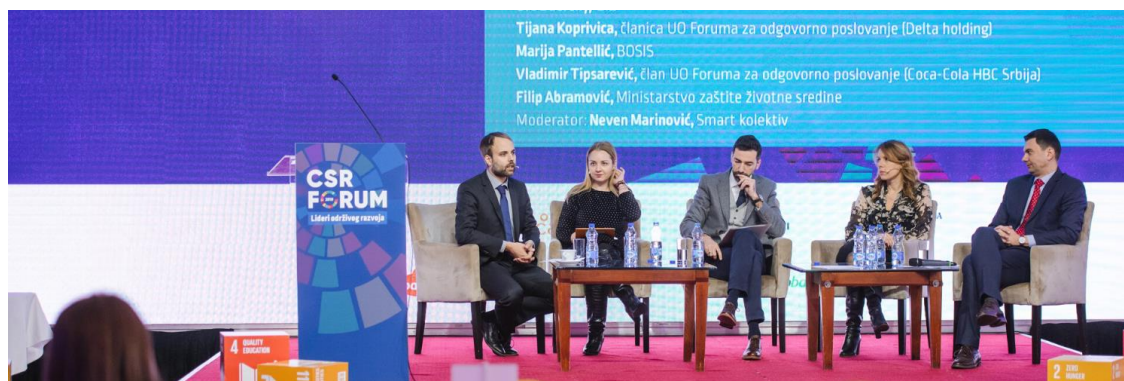
The role of the business sector and the impact of its socially responsible activities on community development were a major theme of the **CSR Forum**, held on December 4 at the Hotel Yugoslavia under the slogan Leaders of Sustainable Development. The conference was opened by **Prof. dr. Dr Slavic Đukić Dejanović**, Minister without Portfolio in charge of Demography and Population Policy in the Government of Serbia, who stated: “Stimulating cross-sectoral cooperation is a precondition for the sustainable

development of our society. Therefore, I consider the efforts of the Smart Kolektiv, the Responsible Business Forum and other participants with the support of the Framework for Giving Project, funded by the **USAID** and implemented by the Coalition for Giving, very important to create an environment where business can and should be a key player. The synergy of business communities with institutions of the state, academia, civil society, youth, media and other entities is crucial to achieving a vision of

a sustainable future on the path of transforming our world by 2030 and achieving all 17 sustainable development goals to which the Republic of Serbia is committed. "

SUSTAINABLE DEVELOPMENT GOALS AND BUSINESS ENGAGEMENT

On the subject of the leading companies in the implementation of the Agenda 2030 but also about the importance of reporting local projects of economic empowerment of the CSR strategy, speaking participants were: Urs Buercky from GIZ, Tijana Koprivica, Member of the Board of Directors of the Responsible Business Forum (Delta Holding), Marija Pantelić from BOSIS, Vladimir Tipsarević, Member of the Board of Directors of the Responsible Business Forum (Coca-Cola HBC Serbia). The panel was moderated by Neven Marinović, Director of Smart Collective and Executive Director of the Responsible Business Forum.



INNOVATIVE APPROACH TO SUSTAINABLE DEVELOPMENT

About achieving Sustainable Development Goals - Trends, Practices and Initiatives, The Importance of Joint Initiatives and Cooperation, the second panel discussion was addressed by **Thomas Kjaergard**, Blue in Balance, Denmark; **Miloš Milisavljević**, Strawberry Energy; **Dušan Stokić**, Serbian Chamber of Commerce and Industry, Moderator was **Željka Ćirić Jakovljević**, Member of the Board of Directors of the Responsible Business Forum (Banca Intesa).



Within the **CSR Forum**, a sort of **SDG Multi-stakeholder Round Table** session was also held, during which 10 panels were held in parallel on various topics of sustainable development.

CSR Forum was organized by the Responsible Business Forum and Smart Kolektiv with the support of the **Framework for Giving Project**, funded by the **USAID** and implemented by the **Coalition for Giving** and other members of the Coalition. This year's event was sponsored by **Ana Brnabić, the Serbian Prime Minister's Philanthropy Council**. The event was supported by Bambi, Coca-Cola HBC Serbia, CRH Serbia, Eurobank Serbia, GSK, OTP Bank and UniCredit Bank.

RBF CELEBRATED ITS TENTH ANNIVERSARY



Belgrade, December 10, 2018 - Responsible Business Forum marked 10 years of work and commitment on Friday, December 7th. During the gala evening to mark this anniversary, companies have been given recognitions for contribution to the development of CSR in Serbia.

Neven Marinović, Smart Kolektiv Director and CEO of the Responsible Business Forum, presented research on the state of CSR in small and medium - sized enterprises. The results showed that the main expectations and needs of SMEs when it comes to this topic is facilitated access to finance for SMEs and integrating CSR into their businesses, availability of tools and mechanisms for managing

and developing sustainable business, connecting SMEs with corporate sector leaders, and promotion of good practices.

The event was implemented with the support of the Framework for Giving Project, funded by the USAID and implemented by the Coalition for Giving led by the Ana and Vlade Divac Foundation. Other members of the Coalition for Giving are Trag Foundation, Catalyst Balkans, SMART Kolektiv, Serbian Philanthropic Forum, Responsible Business Forum and Serbian Chamber of Commerce and Industry. CRH, Coca-Cola HBC Serbia and Montenegro, Delta holding, Societe Generale Serbia, Vip mobile and Vojvođanska banka also supported the event.

SOCIAL NETWORK CHALLENGE: #BETTER BUSINESS

Ahead of the CSR Forum, the Responsible Business Forum launched a #BetterBusiness challenge in which it called on socially responsible companies to speak about their socially responsible practices and nominate business partners with whom they collaborate to continue the sequence.



COOPERATION AND PARTNERSHIPS:

IMPROVEMENT OF LEGAL AND LEGISLATIVE FRAMEWORK

FRAMEWORK FOR GIVING PROJECT

In cooperation with partners, Responsible Business Forum took an active role in the Framework for Giving Project which is funded by the USAID and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation and other members of the Coalition: Trag Foundation, Catalyst Foundation, Smart Kolektiv, Serbian Philanthropic Forum, Responsible Business Forum and the Serbian Chamber of Commerce and Industry.

Forum members actively contributed to all project components through participation in research, consultative meetings and working groups. Among the events in which the Forum appeared as a partner were: National Giving Day, National



Philanthropy Conference, Dobročinitim Campaign.

SECOND SESSION OF THE PHILANTHROPY COUNCIL - PHILANTHROPY COUNCIL WORKING GROUPS



On Thursday, March 7, 2019, the second session of the Philanthropy Council was held, chaired by the Prime Minister of the Republic of Serbia, Ana Brnabić.

At the session, three working groups and one working body were formed: The working Group for food surplus donations, The Working Group for donations by legal entities, the Working Group for donations made by individuals and a Working Body for defining the criteria for individual donations VAT exemptions, which will, in the coming period, address the improvement of the legislative framework, as well as philanthropic practices in different areas of society.

Representatives of civil society institutions, companies and organizations were included in the work of the Working Groups, and representatives of the RBF took an active part in the work of the Working Groups for Donating Food Surplus and the Working Group on Improving the Legal and Fiscal Framework for legal entities.

THIRD SESSION OF THE PHILANTHROPY COUNCIL



Serbian Prime Minister Ana Brnabić chaired the Third session of the Philanthropy Council on December 25, 2019, presenting the results and findings of the Working Groups.

It was pointed out that the non-taxable amount of scholarships and student loans has increased from the previous 11,741 to

30,000 dinars a month, which will contribute to a better standard for more students.

The Tax Administration has drafted and published a Manual for Tax Administration, and it is expected that companies will invest more in health, education, science, humanitarian, religious and sports purposes and environmental protection. The session also presented plans for training elementary students on philanthropy and promoting "a rich Serbian philanthropic history," according to a government statement.

PHILANTHROPY COUNCIL RESULTS - SCHOLARSHIPS UP TO 30,000 RSD WILL NOT BE TAXED



Instead of the previous RSD 11,741, the non-taxable amount for scholarships and loans for students will be increased to RSD 30,000 per month.

At the initiative of the Prime Minister's Philanthropy Council, the Government of Serbia has accepted the provision of the Draft Law on Amendments to the Law on Personal Income Tax, which proposes to increase the non-

taxable amount for scholarships as Government announced. **The proposal was drafted by the Working Group for donations by legal entities.**

"This decision is a significant result of the work of the Philanthropy Council, established last year by a decision of the Prime Minister of Serbia, at the initiative of the Coalition for Giving," the Government said in a statement.

PHILANTHROPY COUNCIL RESULTS - MANUAL FOR DONOR TAX RELIEF PUBLISHED

The Tax Administration has published a Manual for Tax Administration, which is one of the results of the work of the Philanthropy Council and the Framework for Giving project. The instructions can be read from the following link: <https://bit.ly/2JCE3EG>

INTERNATIONAL PARTNERSHIPS

THE EUROPEAN ASSOCIATION OF SUSTAINABILITY PROFESSIONALS



The Responsible Business Forum became a member of the European Association of Sustainability Professionals (EASP) in October 2018, and the network was set up to share the experiences of all those interested in promoting sustainability as a development factor. There are several national organizations in Europe that bring together CSR professionals - whether they are company managers, consultants, academics, etc.. The goal of such organizations is to connect, share knowledge and increase efficiency.

At the two-day Salone della CSR conference organized by the Italian CSR Manager Network in Milan on 11 and 12 October, EASP had the opportunity to organize a panel. Milica Misković participated as the representative of the Responsible Business Forum, where she had the opportunity to present the work of the Forum and the state of the CSR profession in Serbia as one of the member states.

CSR EUROPE - MEETING OF NATIONAL NETWORK PARTNERS



CSR Europe is a network of more than 40 national partner organizations (NPOs) and collaborates with over 10,000 companies and key players in 30 countries across Europe. At the annual meeting held on 18 October in Madrid, further steps are planned to contribute to the implementation of the CSR Europe 2030 strategy, but also trainings on the circular economy for network partners have been held.

NEW MEMBERS IN 2019

LIDL SERBIA A NEW MEMBER OF A RESPONSIBLE BUSINESS FORUM



“Corporate Social Responsibility is an important part of our corporate philosophy, which is why we strive to understand our impact on the community so that we can make sustainable decisions. *Membership in the Forum is important to us because we want to work with other companies to raise awareness of the importance of responsible individual behavior and company operations, and to work together to improve the quality of life of the community,*

”says Martina Petrovic, Corporate Communications Manager, LIDL Serbia.

ELIXIR GROUP COMPANY A NEW MEMBER OF THE RESPONSIBLE BUSINESS FORUM

At the CSR Forum conference, a memorandum of understanding was handed over to the company Elixir Group, marking the company's entry into the Responsible Business Forum.

