



UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement

From: January 1, 2018 To: January 1, 2021

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

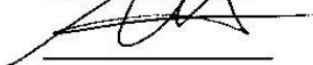
To our stakeholders:

I am pleased to confirm that Smart Kolektiv 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

I Engagement in the Local UNGC Network

In the reporting period, Smart Kolektiv has been engaged with Global Compact Local Network in Serbia. A representative of Smart Kolektiv has been present at the meetings of Serbia's local Global Compact group and events and working group for the promotion of the Global Goals.

II Engaging business sector in Global Compact-related issues

Smart Kolektiv has been engaging companies with a Global Compact-related issues acting as an executive office of the Responsible Business Forum Serbia, by running Smart Impact Fund and through the topic-specific projects.

In the reporting period, Smart Kolektiv actively promoted **SDGs, non-financial reporting, volunteering, impact investing, green economy, entrepreneurship and social entrepreneurship**. In the COVID-19 pandemic context, Smart kolektiv was focused on providing support to the SMEs, supported initiatives of solidarity with local communities and together with other organizations advocated for adequate regulatory measures.

In the reporting period, Smart Kolektiv was devoted to the promotion of: SDG 12.3 by advocating for regulatory changes that would enable food donations and therefore decrease food losses, SDG 12.6 by promoting reporting and transparency among business sector, SDG 12 and 13 by promoting green economy and carbon neutrality of businesses, SDG 8.5 and 8.6 by supporting employability of youth, persons with disabilities and 9.3 by providing support to SMEs and availability of funding sources, and last but not the least the 4.7 by advocating for education for sustainable development.

Acting as an executive office of the Responsible Business Forum Serbia - Smart Kolektiv acts as an administrative office of the Responsible Business Forum having the professional and logistic capacity in the area of CSR and sustainability. In this regard, Smart kolektiv analyses acts as agent of change influencing new initiatives with other relevant subjects from the field in the country and on the international level. Smart Kolektiv enables functioning of the RBF Serbia in the way that it coordinates the activities of the Forum, provide support to RBF Serbia governing bodies and provide support and services to the members. With the leadership of the executive director, executive office suggests elements for further development of RBF activities, prepares strategy, annual work and action plan, implements and leads concrete activities and projects of with the available resources. Bellow is a list of some of the activities implemented together with the RBF Serbia. ***For further information on RBF's activities, please look into RBF Serbia Communication on Engagement Report.***

In August 2020, Smart kolektiv joined "SDGs for all" platform providing technical support in raising business sector engagement in the implementation of the Agenda 2030 through series of webinars

and SME support program. The program "SDGs for All" is supported by the Governments of Switzerland and Germany, and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the project "Public Finance Reform – 2030 Agenda". The Platform involves the establishment of a society-wide dialogue among the most important non-state actors in Serbia on the alignment of Serbia's development priorities with the goals contained in the 2030 Agenda.

On 1 October 2019, as a part of a wider consortium, Smart kolektiv started a three-year-long project that is being implemented across the Western Balkans. The RISE project will support over 200 young entrepreneurs from Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia to develop their social business ideas. Through a series of workshops, mobility programs and financial support, young people will have a chance to learn, grow, develop their businesses and at the same time help solve problems of their local communities. RISE (Regional Incubator for Social Entrepreneurs) aims to enrich the Western Balkans social entrepreneurship ecosystem and enable young people to develop innovative societal solutions thus contributing to reconciliation and cooperation in the region. A positive change in the Western Balkans is possible while stability and prosperity can be achieved only by fostering reconciliation and cooperation in the region. The project promotes dialogue and cooperation between actors and between territories through the mobility of its participants, the organization of regional trainings, exchange workshops and events as well as the creation of a real network of young entrepreneurs.

On April 2019, Smart kolektiv launched Smart impact fund. The Fund was launched with the aim of providing lasting and adequate professional and financial support to companies with strong social impact. The Fund represents the continuation of the strategic and long-term orientation of the Smart Kolektiv towards supporting and empowering individuals, organizations and businesses that contribute to sustainable and positive changes in their communities. The Fund's long-term goal is to support a total of 100 ideas, or 20 ideas per year, and support 50 companies and 10 businesses annually through the Sustainable Business Programme until 2023. Companies with the greatest potential for further business development and social impact will have the opportunity to apply for an innovative financial instrument that is part of the Fund – a interest-free loan worth up to EUR 50,000.00.

On April 2018, started the USAID-funded Framework for Giving project implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Smart kolektiv is a part of Coalition together with Trag Foundation, Catalyst Balkans, the Serbian Philanthropy Forum, the Responsible Business Forum, and the Serbian Chamber of Commerce and Industry. The Framework for Giving Activity support efforts to make giving easier. The activity will help Serbia make adjustments that provide incentives for giving.

- Develop a strong philanthropy infrastructure to support the sustainable growth of the philanthropy ecosystem;
- Improve legal and policy framework for the development of incentivized and transparent corporate and individual giving;

- Expand transparent culture of giving among citizens, companies and non-profits;
- Remove obstacles to giving/philanthropy that include: unclear tax regulations; lack of official data on giving and reporting standards; limited payment mechanisms to facilitate easier and faster donations; and others.

On 1 March 2018, as a part of the consortium led by FORS Montenegro, Smart kolektiv started with the implementation of a new project “GEAR – Green Economy for Advanced Region” with the aim of increasing the activities and impact of civil society organisations from Montenegro, Serbia, B&H, Macedonia and Albania in the environmental protection through networking strengthening their capacities and promoting green economy. A three-year project will be implemented in the above-mentioned countries, and its main activities include trainings for representatives of civil society organisations on green economy, public advocacy and lobbying, participation in decision making, monitoring of public policies, project cycle management, etc., familiarisation with good practice models in green economy and green entrepreneurship through study visit to EU and presentations organised in the target countries, sub-granting for civil society organisations, regional conferences on green economy and green entrepreneurship, development of a Study on possibilities for the development of green economy in the target region, etc. The project is implemented in partnership with organisations SMART Kolektiv from Serbia, Centre for support and development from B&H, EKO Svest from Macedonia and Association Slap from Croatia. The project is financed by the European Union within Civil Society Facility and Media Programme 2016-2017.

Some of the highlighted activities are listed below:

INNOVATIVE PHILANTHROPY AND COMMUNITY ENGAGEMENT

ForOurBelgraders

Belgrade, November 3rd and 6th 2020 – Traditional 12th **Our Belgrade** volunteering action that brings together teams of volunteers from socially responsible companies started in November with the ForOurBelgraders activity. Managers from companies and representatives of embassies and CSOs cooked the meals for the most vulnerable citizens in Belgrade.

On Friday, November 6th, U.S. Ambassador to Serbia, Mr. Antony Godfrey and Rebeca Fabrizi, Deputy Head Mission at British Embassy in Belgrade, joined a group of volunteers from members of

Responsible Business Forum (Coca Cola, OTP Bank Srbija, Vojvodjanska Banka, Delta Holding, Banca Intesa etc.), British Embassy in Belgrade and the Coalition for Giving. Meals were prepared and distributed to beneficiaries of ADRA and Liceulice, who live and work on street, as a wider campaign of the Coalition for Giving whose one of the goals to increase food donations in Serbia for the people in need. In order to achieve this, changes in food safety regulations, date marking regulations and VAT taxation are needed and the Coalition for Giving works within the Philanthropy Council of the Prime Minister to solve those legal obstacles.

Our Belgrade 2020 was organized within the Framework for Giving project by Responsible Business Forum and Smart Kolektiv. The Framework for Giving project is implemented by the Coalition for Giving lead 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 Chamber of Commerce and Industry of Serbia.

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.



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 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.

Volunteering Awards 2020 Call Announced

Belgrade, December 4, 2020 – On the eve of International Volunteer Day, the Responsible Business Forum and Smart Kolektiv have announced a competition for the National Volunteering Award 2020. The Volunteer Awards are presented with the aim of recognizing organizations and individuals who have dedicated their time and skills to improving the lives of other people. The National Volunteering Award 2020 will reward corporate volunteering programs organized by companies with the aim of involving employees in providing support to the community and programs organized by organizations with the aim of involving citizens. Within the special category Volunteer of the Year actions and efforts of individuals will be evaluated and awarded.

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: SOCIAL ENTERPRISES

SOCIAL INNOVATION FORUM

The seventh Social Innovation Forum was held online from September 28 to October 02 2020.

SIF 2020 gathered over 200 registered participants and speakers with an aim to discuss current situation of social entrepreneurship in the region of Southeast Europe, as well as shed light on some of the brightest examples of social enterprises and social innovators.

The conference program included 14 different sessions with more than 40 speakers from 11 countries.

Conference sessions were broadcasted on Smart Kolektiv's Facebook page and YouTube channel. Workshops were organized via Zoom platform. By the calculation, two weeks after the conference, Social Innovations Forum live sessions have been watched via our FB page and YT channel over 4000 times.

Program has focused on empowering social economy and social entrepreneurs, especially in times of crisis such as COVID. SIF2020 offered insight into the trends and latest developments related to: Social entrepreneurship development, Social finance and impact investment, Cross sector partnerships, Youth entrepreneurship, Green economy, SDGs and private sector engagement and Food donations.

THEMATIC EVENTS:

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

Better Business for Better Society Report Presented at the Virtual Panel



Online event, December 3, 2020 – Responsible Business Forum Serbia hosted a webinar to introduce and further discuss the results of this year's **Better Business for Better Society** report. A total of 38 companies operating in Serbia responded to the survey, providing information on their local community contributions during 2019, as well as the COVID-19 pandemic. Following the introductory speeches by Jelena Avramović (USAID Serbia), Dejan Turk (FOP, Vip Mobile, and A1 Slovenia), and Predrag Mihajlović (FOP and OTP Bank), an in-depth discussion on the results followed, led by Neven Marinović (FOP), with Tijana Koprivica (Delta Holding), and Nina Elezović (Coca-Cola HBC).

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**.

CSR FORUM 2019 – LEADERS OF SUSTAINABLE DEVELOPMENT



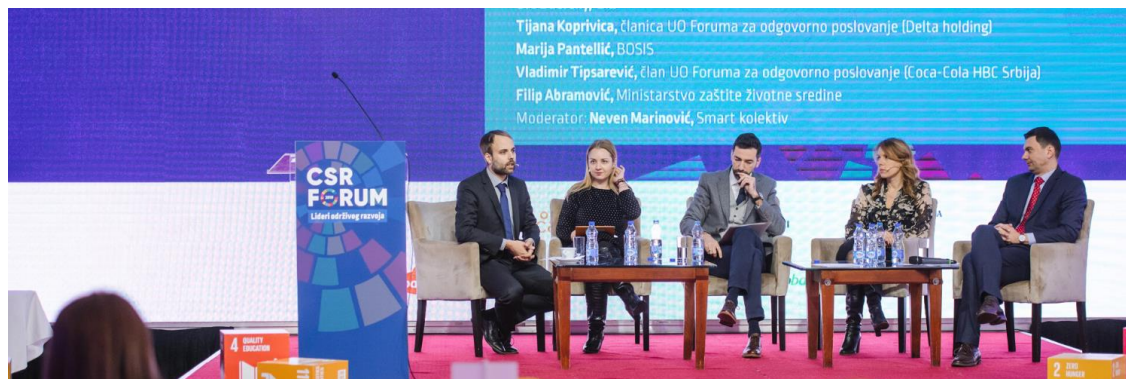
The role of the business sector and the impact of its socially responsible activities on community development were a major theme of the **CSR Forum**, held on December 4 at the Hotel Yugoslavia under the slogan **Leaders of Sustainable Development**. The conference was opened by **Prof. dr. Dr Slavica 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.

COOPERATION AND PARTNERSHIPS:

IMPROVEMENT OF LEGAL AND LEGISLATIVE FRAMEWORK

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.

INTERNATIONAL PARTNERSHIPS

Active memberships in international organizations provides the SK with the insight into the latest trends in field of sustainable development: SK is a National Partner Organization of the [CSR Europe](#), a leading European organization on sustainability, [EUCLID network](#), the European network to empower civil society & social enterprise, [EVPA](#), European Venture Philanthropy Association, that enables investors for impact to maximize social impact, [Global Pro bono Network](#), which promote business engagement in the community based on sharing its knowledge and expertise, [European Association of Sustainability Professionals](#), aimed at developing the profession of S-CSR managers, [Youth Business International](#), that supports young and social entrepreneurs through financial and non-financial support.