

COMMUNICATION ON ENGAGEMENT

From October 2019 to October 2021



Statement of Continued Support

11 October 2021

To our stakeholders:

I am pleased to confirm that the 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 Mádllová

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 430 member organizations from corporate, non-profit, educational and public sector in order to increase their potential and competences in CSR and SDGs area. Since 2016, the Association has been national ambassador for the world's biggest day of donations called Giving Tuesday. Since 2017, the Association has been organizing prestigious SDGs Awards as recognition for fulfilling the Global Goals. Since 2021, The Association has run an e-shop with sustainable presents which are sparing to people as well as nature.

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 the Association of Social Responsibility in recent years, please check its annual reports for [2017](#), [2018](#), [2019](#) and [2020](#) (in Czech language).

As a national partner of Global Compact Network, the Association of Social Responsibility undertook the following activities in October 2019 – October 2021.

October 2019



Sustainable wine

A-CSR members set out on a 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 lived on their travels in Europe in a caravan with their four children.

November 2019



Involving influencers to Giving Tuesday

Social media has a crucial role in campaigns related to the global event of generosity - Giving Tuesday. We talked to representatives of NGOs about how to use social media effectively. The discussion focused on how to choose the right influencers, how to get in touch with them, mutual cooperation and the right timing for campaigning.



Sustainable Development Forum

Which technologies are in sustainable development services? What are the areas where technologies could help and vice versa harm? It was the main theme of the Sustainable Development Forum which was led by the Association of Social Responsibility, Ministry of Environment and Ministry of Regional Development.

December 2019



Giving Tuesday 2019

The biggest global day of celebrations of giving, donating and good acting happened all over the world on Tuesday December 3. The Association of Social Responsibility is a national ambassador of Giving Tuesday in Czechia from 2016. In total, it was raised for charitable purposes CZK 70,990,649 .

February 2020



Business and Human Rights Seminar

The Association organized a roundtable on the topic of business and human rights. The discussion about responsibility for observing human rights in business is reaching the line to become obligatory legislation. This legislation must be set correctly to eliminate unfair practices.

March 2020



Circular economy breakfast

About 130 members of the Association of Social Responsibility gathered up to talk about the circular economy over breakfast. Members shared their experiences, good practices and discussed the future of the circular economy.



Marketplace in uncertain times

Pandemic raised an enormous wave of solidarity. Members of the Association of Social Responsibility unified to find a way to help those in need during the uncertain coronavirus times. We used the power of our platform to facilitate organization's coordination of supply and demand of products and services.

May 2020



Giving Tuesday Now

People from around the world joined the # GivingTuesdayNow global event on Tuesday, May 5, and paid tribute to the generosity and good deeds done in response to the coronavirus pandemic. On this occasion, the Petřín Lookout Tower, the Černín Palace, the National Museum and the Kampa Museum were lit up in the colors of the tricolor in Prague.



Our Planet campaign

As part of the 4th SDG Awards, the Social Responsibility Association has decided to point out the escalating climate crisis and the need to change our lifestyle. The campaign therefore conceived in the spirit of climate change.

August 2020



SDGs networking and presentation of the Catalog of Sustainable Gifts

A practical demonstration of sustainable gifts as well as connecting contacts. The main point of the event was the Catalog of Sustainable Gifts. It was here that the idea of a responsible e-shop Nakup na Dobro was born, which the Association of Social Responsibility launched in 2021.

September 2020



SDGs Beach Volleyball Cup 2020

The first year of a unique beach volleyball tournament in support of global goals from the UN took place in Prague. A total of 24 mixed teams representing companies, non-profit organizations and authorities took part in the tournament. All teams got SDGs volleyball balls, which displayed all 17 SDGs.



Czech SDGs Awards 2020

The Association of Social Responsibility organized absolutely unique Czech SDGs Awards 2020. Awards are for NGO, companies or the public sector, which fulfill SDGs. More than 260 projects entered the competition.

October 2021



SDGs Awards Accelerator

We launched the SDGs Awards Accelerator, an acceleration program aimed at helping organizations increase the social impact of their projects to meet the Sustainable Development Goals. It was attended by 25 organizations. The accelerator ran in two phases - a development program and individual accelerations for the best ones.



Planting trees on behalf of A-CSR members

On the occasion of the International Day of Trees the Association decided to join the global Plant-for-the-Planet initiative to plant 1 trillion trees. For each of our members, of whom we had 366 at the time, we planted one tree and will continue to make this commitment in the future.

November 2020



Online workshop with WWF: Wellbeing Economy

Can sustainability play a major role in restoring economies? The Association brought a webinar to its members in cooperation with the World Wide Fund for Nature (WWF), where we discussed how to use the SDGs to start the economy beyond traditional economic indicators. We looked not only at the corporate culture, but also at global perspectives.

December 2020



Light for Doctors

The covid-19 pandemic has negatively affected the lives of us all. The greatest pressure was undoubtedly placed on health professionals, doctors and carers. As an expression of gratitude and a signal of support, the buildings of hospitals, homes for the elderly and hospices across all regions of the Czech Republic lit up for them with the sign of heart.



Giving Tuesday

The biggest global day of celebrations of giving, donating and good acting happened all over the world on Tuesday December 1. The Association is a national ambassador of Giving Tuesday from 2016. In total, it was raised for charitable purposes CZK 73,482,084 in 2020

January 2021



Webinar on non-financial reporting

In cooperation with EY, we organized a webinar with practical advice on non-financial reporting. The participants of the event learned about tips on how to set the right strategy, how to compile a report on sustainable development and what standards to follow in reporting. Good practices were shared by leaders from business and NGOs.

April 2021



Webinar on World Health Day

We held an online meeting and shared advice and tips on how to learn to listen to your inner needs and take care of your health in this chaotic time. The event started with morning yoga lessons and a short meditation. We talked about partnerships and working relationships, how not to be overwhelmed by technology and other values.



SDGs Academy

SDGs Academy was an accompanying educational program to the SDGs Awards 2021. The aim was to provide all sustainability advocates with the necessary information. The SDGs Academy run from April to October, with a series of four educational lectures with top experts in the field of sustainability. The academy was intended for the general public.



Webinar on Earth Day

The theme of this year's Earth Day was Restore our planet. The main guest was the polar scientist Marie Šabacká. She spoke about the melting of glaciers and global warming and mentioned concrete steps that could reverse the catastrophic forecasts. The event included a panel discussion in which four environmental experts spoke.

June 2021



Plogging on the occasion of the World Environmental Day

Plogging took place for the first time under our auspices in the summer of 2018. It is an activity that combines running and garbage collection. So you are doing not only something good for your health, but also for the environment.

July 2021



E-shop Nakup na Dobro

We introduced our e-shop Nakup na Dobro. Thanks to the support of a general public, we were able to collect the necessary amount on the crowdfunding platform to create a meaningful e-shop with sustainable gifts.

August 2021



SDGs Beach Volleyball Cup 2021

The second year of the unique SDGs Beach Volleyball Cup in support of global goals from the UN. Each of the 19 playing teams has chosen one of the 17 SDGs which are closest to them. Purely mixed teams thus combined their sporting spirit with activism for a better world.

September 2021



Czech SDGs Awards 2021

The Association of Social Responsibility organized absolutely unique Czech SDGs Awards 2020. Awards are for NGO, companies or the public sector, which fulfill SDGs. More than 240 projects entered the competition.

Looking into 2021 and 2022

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 2022.

