



**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

Web: www.odgovornoposlovanje.rs

UN GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT (COE)



**RESPONSIBLE
BUSINESS
FORUM**

Period covered by this Communication on Engagement

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

To our stakeholders:

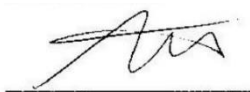
I am pleased to confirm that Responsible Business Forum reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

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 the 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

This year's biggest focus was on more active involvement of the network in advocacy activities in the field of improving the legal and regulatory framework for giving and on promotion of the Sustainable Development Goals (SDGs) and corporate social responsibility (CSR), especially among small and medium enterprises (SMEs). As a network dedicated to the promotion and further improvement of the concept of corporate social responsibility, in the previous year 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, Social Innovation Forum, Partnership Fair, CSR Forum* and the campaign *"Save food, save humanity"* as well as through regular communication activities;
- **We encouraged the exchange of knowledge and experience between members and other stakeholders:** In addition to regular meetings of members, we organized events where we had the opportunity to share information, experiences and learn from good practice examples, and many activities were dedicated to educating SMEs about making their business more sustainable;
- We talked intensively **about reporting and promoted business transparency as a prerequisite for building trust:** we published a *Handbook for Companies - Step by Step to a non-financial report*, we continued the practice of monitoring and reporting on companies' investments in the community through the our annual *"Better Business for Better Society"* questionnaire;
- **We cooperated with international partners and provided members with the opportunity to exchange experiences** with colleagues from abroad through webinars.



**RESPONSIBLE
BUSINESS
FORUM SERBIA**



I INNOVATIVE PHILANTHROPY AND COMMUNITY ENGAGEMENT

13TH OUR BELGRADE WAS HELD ON 6 DIFFERENT LOCATIONS

Continuing the tradition of nurturing the volunteer spirit and promoting corporate philanthropy and volunteerism, this year the 13th "Our Belgrade" event was organized by [Responsible Business Forum \(RBF\)](#) and [Smart Kolektiv](#). Instead of one large volunteer action, due to epidemiological measures and the ban on mass gatherings, during July 2021, 6 smaller volunteer actions were organized at different locations in Belgrade.



During "Our Belgrade", employees of member companies of the Responsible Business Forum volunteered to support members of vulnerable social groups gathered in associations: "Naša kuća", "Živimo zajedno", "Centar Zvezda" and "Evo ruka", and improve the appearance of the yards in two city kindergartens "Zvezdani gaj" and "Veseljko".

U.S. Ambassador. Anthony Godfrey and members of the Responsible Business Forum joined a workshop at the "Center Zvezda" with young people who have left the social protection system and are starting to live on their own. The Ambassador and other volunteers helped in the production of souvenirs to be sold as corporate gifts to financially support these young citizens, while employees of the U.S. Embassy and Foundation Ana and Vlade Divac delighted the loggers of the "House of possibility" with the donation of business wardrobe and home textiles.



In the last 13 years, since the organization of the first event, "Our Belgrade" has brought together over 4,000 employees from over 35 companies to jointly help improve the quality of life for fellow citizens from vulnerable social groups. In this year's activities, there were near 150 participants including volunteers/employees from Banca Intesa, Coca-Cola HBC, Delhaize Serbia, Delta holding, Gecić law, Marbo product, Nordeus, OTP banka, Telenor Serbia, Ana and Vlade Divac Foundation and USAID.

"Our Belgrade" is part of 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 Chamber of Commerce and Industry of Serbia.



THE NATIONAL VOLUNTEERING AWARD 2020 HANDED

The Responsible Business Forum and Smart Kolektiv handed out the **National Volunteering Award** to organizations, companies and individuals who stood out with their volunteer work during the challenging 2020. The awards were presented at the **CSR Forum conference**.



The award for Special Volunteer Contribution during the Covid crisis was given to **Novi Sad Voluntary Service**. During 2020, the Service was actively involved in the fight against the pandemic and worked on the organization and implementation of a large number of actions, in which participated a total of 715 volunteers who packed and carried packages for people over 65 and the most endangered, and worked on the construction and dismantling of the temporary Covid Hospital at the Novi Sad Fair.

The company **Manpower doo Belgrade** took the award for the best corporate volunteering program for the program **#SupportGood – ManpowerGroup**, which was primarily aimed at strengthening competencies of hard-to-employ groups – people with disabilities, young people without parental care and unemployed people over 50 with the aim of easier employment. More than half of the company's employees were involved in the activities of the program, and the total number of volunteer hours during 2020 was over 260 hours.

The award for the Best Volunteer Initiative was given to the founders of the Facebook group **Meal for a Family (Mirjana Mutuc, Mina Gavrilov and Mariana Kresojević)**, which in 2020 organized the preparation of meals and collecting food for the most vulnerable.

Gordana Belocić, the founder of the Facebook group **Covid 19 Novi Sad**, took home the award for Innovative Approach to Volunteering, while **Milica Zlatić** was awarded the Award for Continuous Individual Volunteer Engagement. Another category for which the jury members awarded prizes was the Award for volunteer contribution within the organization, which was taken by 4 volunteers of the Center for Youth Integration, **Dijana Injac, Iva Gajin, Milica Miljanić and Milica Vlatkovic**, who were nominated



for their dedicated and continuous engagement in providing educational support to the users of the Center.

The decision on the winners of the awards was made by an expert jury composed of representatives of the state, civil and business sector: Žarko Stepanović (Ministry of Human and Minority Rights and Social Dialogue), Stefan Resimić (Ministry of Labor, Employment, Veterans and Social Policy), Jelena Avramović (USAID), Ana Milenić (EU Delegation to the Republic of Serbia), Bojana Selaković (Civic Initiatives), Margareta Music (Elixir Group / Elixir Foundation) and Nenad Blagojević (Media House Stories with a Soul).

"SAVE FOOD, SAVE HUMANITY" CAMPAIGN

In order to increase public awareness of the problem of food waste and insufficient food donations, and also to contribute to the improvement of regulations that would encourage increased food donations, the Coalition for Giving, of which the Forum for Responsible Business is a part, launched a campaign "[Save Food, Save Humanity](#)".



The campaign was implemented in period August-November 2021 and included marking the most important dates such as October 9 the National Giving Day, October 16 World Food Day and September 29, the International Day of Awareness of Food Loss and Waste. The campaign mobilized support from a larger number of citizens, 35 companies and significant number of national, regional and local media, resulting in raising, either monetary or in food items directly, 69,717 kilograms of food, in the total value of 13,625,078 dinars.

Five companies which were the biggest campaign donors were Lidl Serbia, Delhaize Serbia, dm-drogerie markt, MK Group and Nestlé Serbia. Companies such as Delhaize, Lidl and Nestlé, besides their donations in food, additionally motivated citizens to donate food and further promote reduction of food waste, through various promotional activities, while five banks - Erste bank, Eurobank, OTP bank, Raiffesen bank and AIK bank - have waived bank fees for all payments to a National Day of Giving donations account.



All donations collected during the campaign and the National Day of Giving were distributed to the most vulnerable citizens through partner organizations: Red Cross of Serbia, Food Bank Belgrade, Federation of Food Banks of Serbia, Foundation SOS Children's Villages Serbia, Foundation "Humano srce Šapca" and ADRA.

Even though the legislative related to VAT on food donations remained unchanged, the campaign had started rolling the wheel and had gained significant support from companies, CSOs and citizens, and the Coalition for Giving will continue investing efforts to further promote and advocate for the abolishment of VAT on food donations.



Campaign "Save Food, Save Humanity" was a part of the Framework for Giving project, supported by USAID and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Other members of the Coalition 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.



II LEADERSHIP, INNOVATION AND EMPOWERMENT: SOCIAL ENTREPRENEURSHIP

SOCIAL INNOVATIONS FORUM 2021



Social Innovations Forum (SIF), annual event dedicated to the development of social economy, gathered in September, in Belgrade 120 participants - representatives of social enterprises, social economy development organizations and experts from the Western Balkans and the wider Europe.

Through 11 panel discussions, interactive workshops and know-how cafes, attendees had the chance to exchange ideas, experiences and best practices across sectors with more than 40 speakers. Conference participants had the opportunity to buy products from SEs at Social Enterprise Marketplace and enjoy other SEs products and services from all conference's suppliers. SIF2021 also featured a variety of workshops intended for young and social entrepreneurs who want to start or improve their business. The large attendance of the conference showed that, even during current times, relations with the ones who share the same values and are committed to advance the social economy are even stronger.

PARTNERSHIP FOR A BETTER SOCIETY - PARTNERSHIP FAIR AND DEVELOPMENT OF INTERSECTORAL COOPERATION

The importance of developing cross-sectoral cooperation and support has become even more visible in the changed circumstances caused by the pandemic. **The Partnership Fair**, which has so far been an opportunity for representatives of various sectors to meet, exchange information and establish cooperation, Responsible Business Forum organized in a different format.



During the March CSR Forum, various civil society organizations dedicated to youth empowerment, protection of vulnerable social groups, women and the environment had a chance to present their activities in online sessions. Also, they were promoted on the Forum's website, where their current needs were presented, as well as their contacts. As part of the last day of the November CSR Forum, the present representatives of the business sector were presented the products of social enterprises that represented corporate gifts for the upcoming holiday season.



Another opportunity to establish cross-sectoral cooperation was "Our Belgrade", during which various organizations, social enterprises and kindergartens as state institutions were supported in volunteer actions in which employees of Forum member companies and other organizations participated.



III LEADERSHIP, INNOVATION AND EMPOWERMENT: DEVELOPMENT AND PROMOTION OF CSR

BETTER BUSINESS FOR BETTER SOCIETY – The Analysis of Business Sector Investments in the Community

With the aim of identifying and monitoring the contribution of the business sector to society and the promotion of social corporate responsibility, the Responsible Business Forum conducted the annual research "**Better Business for a Better Society**" of business sector investments in the local community during 2020 and socially responsible practices of companies in Serbia. The most important results of the research are presented in the publication entitled "Better Business for a Better Society".

For the third year in a row, in addition to large companies, micro, small and medium-sized companies also took part in the research.

The results show that a large percentage of donations, primarily from large companies, were aimed at supporting the health system and the socially vulnerable population that were most affected by the Covid-19 virus pandemic. Large companies that participated in the research made 481 donations, donating 178,603,212.39 dinars for the needs caused by the pandemic (46.7% of the total donated amount), while the total amount of all other donations was 203,614,192.52 dinars (53.3% of the total amount).



During the previous year, 35 surveyed companies donated a total of 440.4 million dinars to the community. Financial assistance was the most common form of support for these companies (77% of companies), but over 50% provided assistance through donations of goods and services, whereas at micro and small enterprises this type of support was larger than the allocated monetary donations. The highest recorded value of financial support of one company to the community during 2020 was 104.3 million dinars.

At the institutional level, aid was mostly focused on state institutions, but also on national non-governmental organizations, foundations and local governments. The most common fields of donations, apart from health, were education, culture and art, marginalized groups, social entrepreneurship, sports and environmental protection, areas in which companies also have invested in previous years.

The following 35 companies participated in the research: *A1 Srbija, Ardagh Metal Beverage Serbia, Avon Cosmetics SCG, Bambi, Banca Intesa, CCS Solutions, Chrono, Coca-Cola HBC Srbija, Delhaize Serbia, Eko Step Pellet, Elixir Group, Erste bank, Eurobank Direktna, Advokatska kancelarija Gecić law, Manpower Group, Mihajlović, Mlekara Šabac a.d. Šabac, Moravacem, Neofyton, Nestlé Adriatic S, Nova Communications doo, OTP banka Srbija, Prehrana, PS fashion design, Rudnik i flotacija Rudnik, Servier, SZR Servis Polaris, Telegroup, Telekom Srbija, Telenor Srbija, TITAN Cementara Kosjerić, UniCredit Bank, Vojvođanska banka* and 2 companies that wished to remain anonymous.



A publication presenting the main research results and examples of good practice can be found [here](#).

Responsible Business Forum (RBF) conducted the analysis within the USAID-funded Framework for Giving Project, implemented by the Charity Coalition led by the Ana and Vlade Divac Foundation, and additionally the Trag Foundation, Smart Kolektiv, Catalyst Balkans, Responsible Business Forum, Serbian Philanthropic Forum and the Chamber of Commerce and Industry of Serbia.

CSR FORUM - TOWARDS SUSTAINABILITY

CSR Forum is a traditional event of the Responsible Business Forum that brings together representatives of the business, civil and public sectors with the aim of exchanging experiences and initiating a dialogue on the topics of responsible business and sustainable development. During this five-day event, which was held from March 8 to 12, 2021, various topics related to the role of business on the path to sustainability were discussed.



The conference started with a panel Business and Gender Equality, which was attended by: Larisa Grizilo, Chief Human Resources and Communications Director, Vip mobile and A1 Slovenia, Tijana Koprivica, RBF's Member of the Board and Sustainability Director of Delta Holding, Zorica Radovanovic, CSR Coordinator in the company CRH and Sanja Popović Pantić, President of the Association of Business Women. Also, within the first day of the conference, research on the economic position of women in Serbia was presented and a discussion was held on finding a balance between private and business life.

The second day of the Forum was dedicated to young people. During that day, young people had a conversation about sustainable development, about the profession of CSR manager and why it is envisaged that this is one of the professions of the future. Miloš Paunović, CSR specialist of Nordeus, Branislav Jovanović, CSR manager at Banca Intesa and Marija Škrbić Dražić, CSR coordinator at Manpower Group shared their experiences, and Professor of the Faculty of Political Science and Head of Environmental Master Studies, Darko Nadić, spoke about education for sustainable development. Within this day, the Workbook for Philanthropy developed by the Ana and Vlade Divac Foundation in cooperation with the Creative Center, was presented.

The focus of the third day was cross-sectoral cooperation on the road to a circular economy and a better society.

At the beginning of the third day of the CSR Forum, Slavica Đukić Dejanović, Special Adviser to the Prime Minister of the Republic of Serbia for Agenda 2030, emphasized the importance of involving companies in sustainable development. "The key aspect of the 2030 Agenda and sustainable development is to focus on progress for everyone and everywhere, that is, to make the maximum contribution in every place and for every individual. Progress in sustainable development can be helped by companies as generators of economic growth and employment," said Đukic Dejanović.



On this occasion, 19 companies were awarded for their continuous donation of food for the most endangered population, significant contribution to the fight against poverty and contribution to achieving the goals of sustainable development.



"One of the most important topics that the Coalition for Giving, together with partners from the business sector, is focusing on is creating a favorable environment for food donations. Analyses show that the abolition of VAT on food donations in Serbia can provide almost 1.2 million additional meals a year in soup kitchens", said Shanley Pinchotti, acting Director of the USAID Mission to Serbia.

Food donations represent a link between the circular economy and philanthropy, it was pointed out during awarding ceremony by Senad Mahmutović, State Secretary at the Ministry of Agriculture, Forestry and Water Economy, Stana Božović, State Secretary at the Ministry of Labour, Employment, Veteran and Social Affairs, and Miroslav Miletić, Advisor to the President of the Chamber of Commerce and Industry of Serbia.

The awards were given to the most important donors from the food processing and retail sector, including: Atlantic Grupa, Bambi, Coca-Cola HBC Serbia, Delhaize Serbia, Delta holding with members Yuhor and Danubius, Gomex, Imlek, Lidl Serbia, Nice foods d.o.o, Mercator -S, Metro Cash & Carry, MK Group with members Carnex and PIK Bečej, Mlekara Šabac, Mleko product, Nelt, Nestlé Adriatic, PepsiCo Western Balkans, PerSumarket and Vital a.d. The awards were also given to the most important intermediaries in the food donation chain - the Serbian Red Cross and the Food Bank, while "Plate by Plate" and Food Scale Hub were awarded for outstanding technological innovations that contribute to improving food donation infrastructure.



The importance of the active role of the business sector in sustainable development was emphasized by other conference participants, including Dejan Turk, RBF's President and Director of Vip mobile and A1 Slovenia, Predrag Mihailovic, RBF's Vice President and President of OTP Bank Serbia, Neven Marinovic, Executive Director of RBF and Smart Kolektiv and Veran Matić, Director of the Serbian Philanthropic Forum. All participants agreed that it is important that all companies together continue to progress towards the Sustainable Development Goals, build relationships and engage all stakeholders in order to develop a better and greener society.



The third day of the conference ended with the awarding of the National Volunteering Award 2020 to individuals, companies and organizations that have stood out in volunteering over the past year.

The last two days of the March conference were dedicated to workshops and meetings with representatives of small and medium enterprises.



Within the Partnership Fair, during the first three days of the online program, associations that launch environmental initiatives were presented, as well as organizations that provide support or empower young people, women and other particularly vulnerable social groups. In this way, the Responsible Business Forum and Smart Kolektiv strive to stimulate the development of partnerships and mutual cooperation of the business sector and organizations from local communities.

CSR Forum was organized as part of the Framework for Giving Project, funded by United States Agency for International Development (USAID), and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Other members of the Coalition are the Trag Foundation, Catalyst Balkans, SMART Kolektiv, the Serbian Philanthropic Forum, the Responsible Business Forum and the Serbian Chamber of Commerce. The CSR Forum was supported by Coca-Cola HBC Srbija, Eurobank Srbija, OTP Bank, Vip mobile and Elixir Group.

12TH EDITION OF CSR FORUM BROUGHT TOGETHER STAKEHOLDERS ON THE ROAD TO SUSTAINABILITY



The 12th edition of **CSR Forum**, a five day long conference in November on sustainability and corporate social responsibility brought together over 50 speakers from business, civil and public sector who discussed the most important sustainability topics for business engagement through 11 different conference sessions.

The conference was officially open by Mr. Dejan Turk, president of the RBF Serbia, Ms. Susan Fitz, USAID Mission Director and Katarina Obradović Jovanović, deputy of the Minister of Economy of the Government of Republic of Serbia.

On the first day of the conference, the "Guidelines for Non-financial Reporting" were presented, intended to support domestic business sector in meeting increasingly demanding requirements for reporting about how the companies perform and deal with environmental, social and governance (ESG) issues. During this day, participants of the CSR forum had opportunity to hear the latest trend in this field by the key note speech held by the global sustainability and ESG expert, Jerome Lavigne Delville. On two sessions during the first conference day insight on this topic were presented by Ministry of finance, Chamber of Commerce and Industry of Serbia, IFC and various companies who represent the leaders in the ESG policy implementation.

On the second day of the conference, the main topic was business sector engagement in food donations and the active participation with citizens, while special recognitions were handed out to 40 companies that supported food donations in 2021, out of which many were distributed through the recently implemented Coalition for Giving's campaign "Save Food, Save Humanity" aimed at raising awareness and mobilizing resources to provide food donations to the most vulnerable.



The third day of the conference was devoted to the SME and local economic development support programs, during which leading RBF companies presented their initiatives intended to empower SMEs included into their supply chains, support standardization, innovation and entrepreneurship culture. Some of the common fallacies with regard to CSR uptake in the SMEs was presented by Neven Marinović, Smart kolektiv, executive director based on the conclusions from the "Better business for better society" survey.



The personal experience on the road to transforming family business to corporate sustainability model has been told by one of the RBF's SMEs Ambassador, Marija Pantelić from Bosis Valjevo.

The topic of the fourth day was devoted to the green transition and was organized in coordination with Global Compact Network in Serbia, while on the public closing of the conference, representatives of the Coalition for giving had a chance to present the major successes of the Framework for giving project as well as some of the future priorities with regard to improvement of the regulatory framework for giving in Serbia.

While the first four day of the conference were organized in a form of the hybrid or online sessions, the final day of the conference was intended for smaller gatherings in person. Promotion of products made by social enterprises which may serve as a corporate gifts in forthcoming holiday season was organized within Partnership fair.

This year's CSR Forum was organized as part of the Framework for Giving Project, funded by United States Agency for International Development (USAID), and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Other members of the Coalition are the Trag Foundation, Catalyst Balkans, SMART Kolektiv, the Serbian Philanthropic Forum, the Responsible Business Forum and the Chamber of Commerce and Industry of Serbia. The CSR Forum was supported by Coca-Cola HBC Srbija, Eurobank Srbija, OTP Bank, Vip mobile and Elixir Group.

HANDBOOK FOR COMPANIES – STEP BY STEP TO THE NON-FINANCIAL REPORT

Handbook for companies – Step by step to the non-financial report prepared by Smart Kolektiv and the Responsible Business Forum (RBF) Serbia presented to the public at the CSR Forum, offers insights into the context important for the development of non-financial reporting, mandatory non-financial reporting in the European Union and Serbia, and makes recommendations for improving the situation in this area. The handbook also provides a practical guide for companies on the road to preparing a non-financial report, with advices and examples of good practice.



"By preparing this handbook, we wanted to bring the process of non-financial reporting closer to all companies that are sometimes confused with many different requirements and methodologies. We truly hope that the handbook will support them, in both – responding to the legal obligations in accordance with the new Law on accounting and in their business sustainability" – said Milica Mišković, program manager at RBF Serbia.

The publication is prepared within the Framework for Giving Project, funded by United States Agency for International Development (USAID), and implemented by the Coalition for Giving, led by the Ana and Vlade Divac Foundation. Other members of the Coalition are the Trag Foundation, Catalyst Balkans, SMART Kolektiv, the Serbian Philanthropic Forum, the Responsible Business Forum and the Chamber of Commerce and Industry of Serbia.

The publication can be found [HERE](#).

EDUCATIONAL PROGRAM "CSR PRACTICE"

For the second year in a row, the Responsible Business Forum and Smart Kolektiv organized an educational program for young people "CSR Practice", which was successfully completed by 16 young people. Through the organization of CSR Practice, the Responsible Business Forum wants to empower new generations, encourage critical thinking on issues of sustainable business and sustainable development as a necessary approach for modern business and community life.



From May 24th to June 5th, participants of the second generation of the program had the opportunity through 17 online lectures, panels and workshops of 23 lecturers to hear experiences and examples from practice, exchange views, ask questions and learn all about by applying the principle of sustainability in the daily business of leading companies in Serbia. The program was supported by members of the Forum for Responsible Business - A1, Bambi, Banca Intesa, Bosis, Coca-Cola HBC, Delta holding, Elixir Group, ERSTE bank Serbia, Gecić Law, ManpowerGroup Serbia, Moravacem, Nordeus, Pepsi Co.



IV LEADERSHIP, INNOVATION AND EMPOWERMENT: GREEN ECONOMY

REGIONAL CONFERENCE "TRANSITION TO GREEN ECONOMY"

Within a regional conference "Transition to Green Economy" which was held online from June 8 to 11, the Responsible Business Forum was the co-organizer of several panels, dedicated to the contribution of businesses in the transition to the green economy.

On the third day of the conference, June 10, 2021, a panel entitled "Surplus Food Management" was held, moderated by Milica Mišković in front of the Responsible Business Forum. On this panel, in front of the Delhaize company, Milica Popović presented the project "Plate by Plate", while Maja Žikić presented the Foodshare platform, in front of the Foodscale Hub.



Regionalna konferencija „Tranzicija ka zelenoj ekonomiji“
8 - 11. jun, Zoom platforma



This project is funded by the European Union

Petak, 11. jun, 11:00 – 13:00
Zelena ekonomija i biznis transformacija

Saznajte više o:

Poslovnoj transformaciji koja vodi ka većoj održivosti



Milica Milanović
Nestlé Adriatic S d.o.o



Ana Boroš Todić
A1



dr Branko Dunjić
Centar za čistiju proizvodnju



Moderator:
Neven Marinović
Smart Kolektiv

Doprinosu kompanija ciljevima održivog razvoja u oblasti zaštite životne sredine



Prezentacija:
Milica Mišković
Forum za odgovorno poslovanje

Partneri:







Prijatelji konferencije:



The fourth day of the conference, June 11, 2021, was fully dedicated to the contribution of the business sector to the transition to the green economy. During this thematic day, Milica Mišković held a presentation on the topic "Contribution of the business sector to the sustainable development goals in the field of environmental protection". On the same day, a panel discussion on "Green Economy and Business Transformation" was held, moderated by Neven Marinović, Executive Director of the RBF and Smart Kolektiv, and attended by Milica Milanović, on behalf of Nestlé Adriatic S, Ana Boroš Todić, in front of the company A1 Serbia, and Dr. Branko Dunjić, in front of the Center for Cleaner Production.

CSR FORUM – TOWARDS CIRCULAR ECONOMY

Green transition was one of the topics that the Responsible Business Forum has put in the focus at two conferences on socially responsible business - CSR Forum.



Representatives of different sectors, Nina Elezović, member of the RBF's Board of Directors and Director of the Public Relations and Communications Sector of Coca-Cola HBC Serbia, Aleksandra Vučinić, Head of the Group for Circular and Green Economy, at the Ministry of Environment and Dušan Stokić, Head of the Center for Environmental Protection, at the Chamber of Commerce and Industry of Serbia, spoke at the CSR Forum conference in March about plans related to the circular economy. During the awarding the biggest food donors, it was pointed out that food donations represent a link between the circular economy and philanthropy.



Within the panel entitled Green Transition - Sustainable Development Goals in the field of environment, which was organized in November in cooperation with the Global Compact of Serbia, a discussion was held on the impact that large companies can have on the environment and the importance of facing challenges in this area. Marie-Laure Martin from Belgrade Airport, Ivanka Stojnić, from Nestlé Adriatic S, Bojan Karanović and Jelena Vukajlović from Delta Holding and Una Stanimirović from A1 Serbia also shared their experiences on this topic and companies's good practices. Françoise Jacob, UN Resident Coordinator in Serbia also participated in this panel and pointed out the importance of large companies' role in the process of green transition and the importance of the media, which should focus more on this topic and share good practice examples to encourage other companies to transform their business.

SDGs AND GREEN ECONOMY

Several educational webinars held during the "SDGs Business Week" were dedicated to the promotion of sustainable development goals related to environmental protection. In this way, the Responsible Business Forum and Smart Kolektiv tried to bring the topics of circular economy, water resources management and solving food waste issues closer to the representatives of small and medium enterprises, as well as the contribution that the business sector can give to the 2030 Agenda.



V PROMOTION OF THE SDGS AND SOCIALLY RESPONSIBLE BUSINESS TO MSP EXCHANGE OF EXPERIENCE AND BUSINESS NETWORKING TOWARDS IMPLEMENTING THE 2030 AGENDA

In March, Responsible Business Forum and Smart Kolektiv organized business networking event with representatives of the business community within the platform "Sustainable Development for All" in order to highlight the role of small and medium enterprises in the implementation of the 2030 Agenda. The event was attended by the Head of Development Cooperation at German Embassy in Serbia, Christian Schilling.

Dejan Turk, President of the Responsible Business Forum and Director of Vip mobile and A1 Slovenia, and Neven Marinović, Executive Director of the Responsible Business Forum, emphasized the importance of connecting through organizations such as the Forum in order to transfer knowledge and experiences related to sustainable development. They pointed out that the role of large business systems is to empower and encourage small and medium enterprises to adopt sustainability practices and to support them through the exchange of knowledge, experience and mentoring. On this occasion, they thanked the German partners for recognizing the Forum as an organization that gathers together leading companies in Serbia which are dedicated to business sustainability.



The Head of Development Cooperation at German Embassy in Serbia, Christian Schilling, pointed out that the German Government has provided more than 2 billion EUR for Serbia since the democratic upheaval in 2000. This makes Germany Serbia's most important bilateral donor. Schilling emphasized the importance of the 2030 Agenda for all policy areas of the cooperation, and that it is a great honor to support Serbia in its efforts to implement the 2030 Agenda – in line with the country's aspirations related to the EU accession. Therefore, for the Serbian SMEs, it is important, to realize how significant and committed partner, such as Germany, encourages and enables private sector to adoption sustainability principles and the premise of the 2030 Agenda at the core of their decision-making and business models.

Representatives of small and medium enterprises had the opportunity to share their experiences, proposals and challenges they face on the road to sustainability. Slobodan Janković, Director of InMold Plast from Požega, enterprise and leader of sustainability from the Zlatibor region and Marija Pantelić, from medium company Bosis presented their experiences in implementing principles of sustainability in the company's business and the importance of implementing ethical, environmental and social principles in business.

The participants agreed that the role of small and medium enterprises is especially important in achieving specific goals: Goal 8 – decent work and economic growth, Goal 9 – infrastructure and industrialization, Goal 12 – sustainable consumption and production, and Goal 4.7. relating to education for sustainable development, where companies can contribute with examples and good practices.



SUSTAINABILITY CHAMPIONS IN ZAJEČAR – WORKSHOP WITH SMALL AND MEDIUM ENTERPRISES HELD

The Responsible Business Forum and Smart Kolektiv held a workshop in Zaječar for the representatives of small and medium enterprises, about the role of business sector in achieving Sustainable Development Goals.

Neven Marinović, Executive Director of the Responsible Business Forum, Tijana Koprivica, Director of Sustainable Business at Delta Holding, Sanja Jović, Supervisor of Heineken and Vladimir Jovanović, expert for development of social banking at Erste Bank, spoke about sustainable business practices and the roles small and medium enterprises can play in achieving sustainable development. Coordinator for agriculture in Regional Chamber of Commerce Zaječar also addressed the participants.



The representatives of small and medium enterprises from Zaječar talked about their business practices and contributions they make towards employees and the local community, but also about the challenges that companies face. Within the "SDGS for All" platform, cooperation with companies will continue through the mentoring program, which aims at further capacity building and exchange of knowledge between the companies on the Sustainable Development Goals and the 2030 Agenda.

The workshop was held as part of the "SDGS for All" platform supported by the Governments of Switzerland and Germany, and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH within the project "Public Finance Reform – 2030 Agenda". The project partners are the Ana and Vlade Divac Foundation, the Center for Higher Economic Studies, the Belgrade Open School, the Center for Democracy Foundation, the Timok Youth Center and the Belgrade Fund for Political Excellence.

AN EVENT ON RESPONSIBLE AND SUSTAINABLE BUSINESS WAS ORGANIZED IN NEGOTIN

In September, the Responsible Business Forum in cooperation with the local network of the United Nations Global Compact in Serbia organized an event in Negotin for local businessmen called Responsible and Sustainable Business – The Role of the Business Sector in Achieving Sustainable Development. The aim of the gathering was to acquaint the local business sector with the Sustainable Development Goals, to discuss the importance of mutual networking and ways to encourage responsible practices in everyday business.





Milica Mišković, project manager at the Responsible Business Forum, Margareta Musić, director of Elixir Foundation, Tijana Koprivica, director of sustainable business at Delta Holding, Sonja Jović on behalf of Heineken and Dijana Dijanović, agriculture coordinator of the Zaječar Regional Chamber of Commerce and Industry, spoke at the event about good practices related to responsible and sustainable business, and current initiatives in this area.

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

SUSTAINABILITY CHAMPIONS WITHIN THE BUSINESS SDG WEEK

The importance of further integration of the Sustainable Development Goals into the business policies and practices and raising awareness of the 2030 Agenda within the corporate sector were the focus of the recently held "SDGs Business Week", organized by the Responsible Business Forum and Smart Kolektiv. The week-long event gathered speakers and panelists from the public, corporate, and civil society sector, and attracted a large number of representatives of small and medium enterprises.



Through short forms and interesting formats, the importance of financing for sustainable development, solving the issue of food waste, youth employability and education, circular economy and water resources management were discussed.

This weeklong manifestation was concluded with "Sustainability Champions" award ceremony to recognize companies that have contributed to the achievement of the Sustainable Development Goals in 2020 and 2021 and, as such, represent examples of good practice. This session was opened with prerecorded messages from Mr. Urs Schmid, Ambassador of Switzerland to Serbia, Mr. Christian Schilling, Head of Development Cooperation of the Embassy of the Federal Republic of Germany and Ms. Slavica Đukić Dejanović, Special Adviser to the Prime Minister of the Republic of Serbia for Agenda 2030.



For exceptional contribution to the various goals of the 2030 Agenda, the following companies were awarded: **Erste Bank, Coca-Cola HBC Serbia, Delhaize Serbia, Manpower Group Serbia, Nestlé Adriatic S, Delta Holding, and Lidl Serbia.**

"SDG Business Week" event was organized within the SDGs for All Platform supported by the Swiss and German Governments and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH as part of the Public Finance Reform - Agenda 2030 project.



VI COOPERATION AND PARTNERSHIPS

FRAMEWORK FOR GIVING PROJECT - IMPROVING THE LEGAL FRAMEWORK

As a partner member of the Coalition for Giving, the Responsible Business Forum participated in and supported the implementation of all activities of the Framework for Giving project. The project Framework for Giving, financed by the U.S. Agency for International Development - USAID, is implementing the Coalition for Giving, led by the Ana and Vlade Divac Foundation. The Coalition for Giving additionally consists of the Trag Foundation, Catalist Balkans, Smart Kolektiv, the Serbian Philanthropic Forum, the Responsible Business Forum for and the Serbian Chamber of Commerce.

The objectives of the Framework for Giving Project were:

- Strengthening the philanthropic infrastructure that can contribute to the sustainable growth of philanthropic giving and the development of cross-sectoral partnerships
- Improving the legal framework for the development of incentive and transparent giving by individuals and companies
- Promotion of charity, culture of giving and transparency, among the citizens of the Republic of Serbia, companies, diaspora and non-profit organizations

Forum members actively contributed to all components of the project 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 Conference on Philanthropy, "Campaign Dobročinitim".

The Coalition for Giving succeeded to achieve this during the Framework for Giving project implementation:

- Supported the formation of the Philanthropy Council within the Prime Minister's Office and 4 cross-sectoral working groups within the Philanthropy Council that worked on the improvement of the legal framework for food donations, corporate giving, individual giving, and criteria for VAT relief for individual donations according to the best practices in the EU;
- Instituted an annual National Giving Day in Serbia and fundraised over \$450,000 through 4 annual campaigns for Petnica Science Center, innovative equipment for schools, the national translation center for sign language, and food donations;
- Conducted award-winning Save Food, Save Humanity campaign and provided 70 tons of food donations and with partners proposed the abolishment of VAT on food donations;
- Conducted and presented 2 research on public opinion on philanthropy in Serbia and the research on diaspora giving and organized 4 annual panels on diaspora giving;
- Created cost-benefit analysis for increasing non-taxable amounts for scholarships, cost-benefit analysis for VAT exemption for food donations, and for in-kind donations by legal entities;
- Increased the monthly non-taxable part for scholarships from \$110 to \$300;



- Supported the creation of Instructions for Obtaining Tax Relief for Donors published by Tax Administration, published the Guideline for import of donations in Serbia, the Guideline for non-financial reporting, and Philanthropic Agenda with an overview of existing legal barriers;
- Launched the Neprofitne.rs platform - a key resource in Serbia for data on non-profits and transparency, and launched the Really Important, the first community loyalty program;
- Supported 143 crowdfunding campaigns on Donacije.rs which raised \$778,000 for various community activities;
- Increased the number of companies and SMEs engaged in CSR and philanthropy by 1,060;
- Supported the establishment of 4 foundations and 10 CSR programs and the first venture fund;
- Supported COVID-19 recovery by raising funds in order to support local non-profits that care for the most vulnerable, health institutions and media, and by proposing temporary tax reliefs;
- Promoted individual and corporate philanthropy through annual VIRTUS awards, CSR Forum, Social Innovation Forum, National Conference on Philanthropy, CCIS CSR Section, Philanthropy festivals, and education on philanthropy in 44 schools;
- Contributed to the increased level of giving which in 2020 was 2.7 times higher when compared to the level of giving in 2019;
- Contributed to the climbing of Serbia on the World Giving Index (published by CAF) from an average 123rd place to 48th in the pandemic year.

INTERNATIONAL PARTNERSHIPS

European Association of Sustainability Professionals



The Responsible Business Forum is a member of the European Network of CSR Professionals (EASP) since October 2018, and the network was established 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 (company managers, consultants, academics, etc.). The mission of such organizations is to connect, exchange knowledge and increase work efficiency.

CSR Europe

CSR Europe is a network of more than 40 national partner organizations (NPOs) and works with over 10,000 companies and key actors in 30 countries across Europe. The partners, of which the Forum is a member, are working together to raise awareness, build capacity and promote the development and implementation of socially responsible practices..



United Nations Global Compact in Serbia

The Forum for Responsible Business is part of the United Nations Global Compact in Serbia, which is a voluntary initiative that includes representatives of companies, academic institutions, civil society, cities and unions who are committed to respecting ten universal principles in the field of human rights, labor rights, environment and the fight against corruption.



VII NEW RBF MEMBER COMPANIES IN 2021

BELGRADE AIRPORT

At March CSR Forum conference, Belgrade Airport joined the Forum's network and presented its orientation towards responsible business and the desire to improve its sustainability practices in the coming period.

With the 25-year concession agreement of Nikola Tesla Airport, from 2018, this company operates within the VINCI Airports system, the leading private airport operator in the world, which manages the business of 45 airports.

The company emphasizes that they are responsible to employees, travelers, partners, the local community and all stakeholders. The Belgrade Airport plan is to become an environmentally friendly airport. The company's activities in the field of social responsibility are focused on the environment, safety and health at work, and the local community.



BOSIS VALJEVO

Bosis Valjevo is one of several medium-sized companies that has joined the Network of Responsible Business Forum. This company is a family business and a regional leader in the production of printed and laminated cardboard packaging and blister cardboard.



Responsibility is part of the organizational culture of the company, which, overcoming the challenges of modern business, tries to maintain a balance between economic success, safety and care for employees, environmental protection and support to the local community.

Bosis recently issued its first GRI Sustainability Report and is one of the ambassadors for sustainability in the SMEs sector.

MARBO PRODUCT, PEPSI CO WEST BALKANS

Marbo Product is part of the multinational company Pepsi Co., one of the world leaders in the production of food and beverages. This company has been operating within the Pepsi Co West Balkans since 2008. In the Western Balkans market, for more than a decade, this company has been investing in new production lines, increasing capacity and expanding its portfolio, improving employee working conditions, and protecting the environment.



Production takes place in two factories - in Maglić near Bački Petrovac and in Laktaši near Banja Luka. The most famous brands of the company Chipsy, Clipsy, Pardon and Gud belong to the group of favorite snack brands in the region.



The focus of the company's socially responsible business is to build a more sustainable food system by supporting the new generation of farmers, a positive impact on water, the circular future of packaging, climate change mitigation and a focus on people and prosperity.

NELT CO

Nelt is one of the most successful domestic business systems in the field of logistics and distribution of consumer goods, tobacco and pharmaceutical products. It is part of the Nelt Group, an international group that connects 4,000 employees in 14 companies in 11 markets in Europe and Africa. During its 30 years of operation, Nelt has achieved great business success as a result of continuous work on improving services, introducing new technologies, investing in employee education and development. This company has earned its place in the Forum because of its business that strives to create a better environment for partners, employees and the wider community.



Nelt emphasizes that caring for people, long-term perspective, innovation, personal responsibility and a winning mentality are the values on which the relations between employees, relations with customers, partners, and relations towards the company are based. The focus of Nelt's socially responsible activities is also investments in educational projects and cooperation with educational institutions. Through communication with young people and practice, the company strives to encourage the development of their skills and creative potential. The Nelt Group has been consistent with its sustainability reporting practices since 2016.

NESTLÉ ADRIATIC S

Nestlé Adriatic S is one of the largest producers of food and beverages in the world, and has been operating in Serbia for the last 17 years.

Nestlé's socially responsible activities focus on healthy nutrition, youth employment and environmental sustainability. One of the significant examples of the company's commitment to environmental sustainability is that the Nestlé plant in Surčin has achieved the "zero waste to landfill" goal, which means that all waste generated in the plant is reused, recycled or incinerated for energy production. A wastewater treatment system has recently been introduced.



Good food, Good life

Regarding corporate social responsibility for this company, Milica Milanović, Corporate Affairs Manager, said: "I see social responsibility not only as one of the goals of Nestlé, but as its duty. Each society is specific, and it is up to local companies, together with institutions, to recognize where support and assistance are needed and to work on it, both directly and preventively. Critical areas for support are ecology, public health, assistance to vulnerable groups, employment."

