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CORPORATE SOCIAL RESPONSIBILITY FOR ALL

"Kick of meeting Corporate Social Responsibility for all-CSR for All- Skopje 03.04.2013

Business Confederation of Macedonia in cooperation with employers organizations in the region (Croatia, Montenegro, Romania, Turkey) and the International Organization of Employers (IOE) has launched a joint project "Corporate Social Responsibility for all-CSR for ALL".

The main objective of the project is to build awareness and capacity for partnership and networks of organizations of employers towards corporate social responsibility. Also expected to improve the participation of companies and their influences in society that would integrate social, environmental, ethical, consumer and human rights through their business operations and their main strategy

Through the project is expected to be strengthen the capacities of the enterprises by developing strategies of employers visibility and prevalent activities, and to create criteria for selecting the best socially responsible practices in accordance with the new EU developments in order to promote sustainable results and innovative initiatives.

This project will be implemented from 01.12.2012 to 01.12.2014

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At the conference, for the social responsibility of the enterprises were speaking:
Lukas Melka-Head of Department of Economic Affairs - EU Delegation to the Republic of Macedonia

Mile Boskov - Business Confederation of Macedonia

Zivko Mitrevski - Federation of Trade Unions of Macedonia

Goran Lazarevski-National Entrepreneurship and Competitiveness Council / IDEAS

Alexander Nikolov – Corporate body for social responsibility

Prof.Vladimir Petkovski-Faculty of Economics

Anna Karanfilova Maznev -Ministry of Environment

-Gligor Mihailovski-Macedonian Enterprise Development Foundation

Mile Boskov, Executive President of BCM believes that the project will enable the expansion of corporate social responsibility agenda to all stakeholders, including social partners, civil society and all other stakeholders. Mile Boskov was also moderator of the kick of meeting.

Lukas Melka, Head of economic affairs at the EU Delegation in Republic of Macedonia, welcomed the launching of the project. He pointed that is very important that Macedonia is involved in this project through the Business Confederation of

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Macedonia, an organization which is already included in the activities of social responsibility with all relevant stakeholders at the national level.

The next presentation it was presentation about the project CSR for ALL presented by Viktorija Mitrikeska.

After the first session, followed panel discussion in the this order.

Goran Lazarevski, Representative of the UN Global Compact network in Macedonia, an organization that has existed since 2004, it was explaining about the spreading of social responsibility as a direction, generally. Mr. Lazarevski concluded that the process guidelines of corporate social responsibility in general, it was difficult to be accepted in the hole world. During the first phase of the work of the organization, had applied 51 Macedonian companies. Public and experts were skeptics about membership that will move forward and Macedonian companies, which were already members, would give up for a short period of time. From the moment of formation of the Global Compact network, membership interestis grooving up. The number of subscribed companies after the 9th year of the formation of the network is still more-less has same figure. Some of the companies who are members ,had already and won a prize for corporate and social responsibility. Lazarevski has called for inclusion of SMEs and believes that they would be more involved and informed.

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Alexander Nikolov, President of the Coordinative Body for Social Responsibility (KOOP) spoke about his 10 years of experience following the concept of social responsibility, and that the current situation shows upwards acceptance of the concept and changed situation. From the time when it was launched the award for Corporate Social Responsibility, for first time, the number of companies which are applying with their good practices, is expanded by now. The Survey which was lead by Coordinative body for social responsibility (CSR body) in 2007 in terms of social responsibility, has showed results and conclusions that led to the changing of the Law of investment funds by entering certain criteria for CSR . Nikolov spoke about the adoption of the National Agenda for Social Responsibility in 2008, which has further presented the idea of social responsibility. Notwithstanding, the conclusion were that Macedonian companies still need to learn. Strengthening small and medium-sized enterprises should continue, because they have huge part of the GDP . Even that social responsibility is a voluntary activity; the role of the state is imminent. Nikolov called for greater involvement of the organization of consumers.

Prof.Vladimir Petrovski from the Faculty of Economics at the State University discussed how the concept of CSR is established in the teaching process in higher education institutions. The number of students whose magistrate on the areas of



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CSR is growing up. According to the research conducted on social responsibility and educational programs related with CSR, Macedonia is on the 9th place, where Macedonia is established as very well introduced in the process with excellent efforts and can easily be compared with Western Europe. The good number of individual universities is increasing where CSR becomes a special part. The professor spoke of Macedonia that is characterized by two main things.

The first is that in 2007 is prepared the National Agenda for Social Responsibility from 2008-2012. Under the same agenda each year is prepared national report and view on the level of achievement of the implementation of the document.

The second important feature is that Macedonia has established Coordinative Body for Social Responsibility, a leader in the awards for social responsibility.

President of the Federation of Trade Unions of Macedonia (SSM), Zivko Mitrevski in his presentation pointed the primacy that have employees in the direction for building socially responsible practices. The same process includes the trade union movement and sustainable social dialog. Mitrevski said we need to be in compliance with regulations and laws, especially the laws of labor legislation. Mitrevski mentioned the Law on Occupational safety and health at work, where investment in a healthy work environment is an investment in their employees. Vocational training and retraining of employees is another opportunity to care for the employees and human capital. Mitrevski wish successfully but before responsibly and courageously leading of the project

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Anna Karanfilova Maznev, from the sector of waste and packaging waste in the Ministry of Environment and Physical Planning, said that the introduction of the EU standards, lead the companies to increase the investment in environmental protection systems. Being itself a member of the board of awards for social responsibility in the Coordination Body for Social Responsibility, she concluded that the number of applications with good practices related with environmental protection is growing up. She pointed that she is member of the CSR body these two years and In 2011 the CSR body give award for environmental protection.

Gligor Mihailovski has presented Macedonian enterprises Development Foundation, the latest research which they have carried out in order to finalized Social Responsibility project. These results were presented:

-1367 Enterprises were informed, educated and awarded,

-Were prepared and given informational materials for CSR guidelines and manuals

-The enterprises were awarded for social responsibility about their good practices



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After the implementation of these activities results are as follows:

- 71% SMS know / or heard about CSR
- Commonly the enterprises applied with aspects of market relations (22%), employee relations (22%) and the least are environment protection (17%),
- 86% Stated that they have benefits from CSR, also enhanced reputation (21%) and improved quality (21%),

The general conclusions are as follows:

- Small and medium enterprises you are generally familiar with the concept of CSR
- Lack of financial resources is a major obstacle to the implementation of CSR in SMEs
- More factors encouraging SMEs to practice CSR
- Increased reputation and improved quality is the most expected benefits in the implementation of socially responsible practices in companies

Recommendations from the presentation of Gligor Mihailovski were:

- Investing in CSR as part of the management strategy of SMEs (allocation of responsibilities outside of marketing / sales),
- Collaborate with government and civic bodies, experts in building capacity for CSR
- Sectoral platforms for CSR.

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