This Project is implemented by TİSK, IOE, BCM, HUP/CEA, MEF/UPCG and CNIPMMR.

SOUTH EAST EUROPE 2014 CSR AWARDS

Organized by Corporate Social Responsibility For All
Project Partner Employer Organizations

TİSK Project Office
Hoşdere Cad. Reşat Nuri Sokak No. 108
Çankaya 06450 Ankara/TURKEY
T. +90 (312) 439 77 17 • F. +90 (312) 439 75 92
Project Web Site: www.csrforall.eu • E-mail: info@csrforall.eu

November, 2014
This Project is funded by the European Union
This Project is implemented by TİSK, IOE, BCM, HUP/CEA, MEF/UPCG and CNIPMMR.

TİSK Publication No: 345
January 2015
SOUTH EAST EUROPE 2014 CSR AWARDS

Organized by CSRforALL Project Partner Employer Organizations

November, 2014
This Project is implemented by TİSK, IOE, BCM, HUP/CEA, MEF/UPCG and CNIPMMR
This publication has been produced with the assistance of the European Union. Responsibility for the contents of this publication lies entirely with the Turkish Confederation of Employer Associations (TİSK), International Organization of Employers (IOE), Business Confederation of Macedonia (BCM), Croatian Employers’ Association (HUP/CEA), Montenegrin Employers’ Federation (MEF/UPCG) and National Council of Small and Medium Sized Private Enterprises in Romania (CNIPMMR) and can in no way be taken to reflect the views of the European Union.
CONTENT

FOREWORD ..............................................................................................................................4
CROATIAN EMPLOYERS ASSOCIATION (CEA/HUP) CSR AWARDS .................................7
BUSINESS CONFEDERATION MACEDONIA CSR AWARDS ........................................27
MONTENEGRIN EMPLOYERS FEDERATION CSR AWARDS .........................................49
NATIONAL COUNCIL OF SMALL AND MEDIUM SIZED PRIVATE ENTERPRISES IN ROMANIA (CNIPMMR) CSR AWARDS .................................57
TURKISH CONFEDERATION OF EMPLOYER ASSOCIATIONS (TİSK) CSR AWARDS ..........................................................................................................................75
FOREWORD

“Corporate Social Responsibility for ALL Project” has been carried out since 30.11.2012 under the leadership of Turkish Confederation of Employer Associations (TİSK) and in cooperation with International Organization of Employers (IOE), Montenegrin Employers Federation (UPCG/MEF), The Business Confederation of Macedonia (BCM), Croatian Employers’ Association (HUP-CEA) and The National Council of Private Small and Medium Sized Enterprises in Romania (CNIPMMR). The Project is designed to be implemented in 2-year periods, 4 years in total. Second 2-year of the Project has started on December 1, 2014, right after the end of Phase I and will be implemented between 2015 and 2016 with the participation of two new National Employers Organizations: Bulgarian Chamber of Commerce and Industry (BCCI) and Serbian Association of Employers (SAE).

This book is the outcome of Project activity called “2014 Corporate Social Responsibility Awards” which was conducted in 5 project partner countries between September and October 2014. As the “2014 Corporate Social Responsibility Awards” made a considerable impact on the companies in partner countries and encouraged many of them to include CSR in their company strategies, Project Team desired to bring together all CSR Award Winners in one book and create a bigger impression on the society overall.

This publication, consisting 51 CSR Award Winners of 5 Partner Countries, aims to present examples which could inspire all employer organizations in the world, particularly in the South East Europe region and to encourage enterprises not only in the Project partner countries but also in other countries to implement CSR activities.

2014 Corporate Social Responsibility Awards are distributed simultaneously in the national partner employer organizations within 2014. The competition was open to all companies, regardless of their size and whether they were members of the partner Employer Organization’s or not. Providing sustainable solutions for social, economic or environmental problems was a
valid reason for companies to apply with their Projects. In total **310 projects** applied to CSR Awards in 5 Countries*, the activities of enterprises in the area of CSR were evaluated and best practices were awarded by a jury consisting of different stakeholders of the society. Although partners followed different steps in identifying the best CSR practices, the aim behind the selection was to raise awareness on CSR in general by encouraging the companies to implement CSR Projects and also reminding them to act responsibly towards their society.

It was noted that all projects that applied were full of enthusiasm, optimistic messages and positive energy, which are essential in the business sector. Therefore, CSR for ALL Project Team appreciated all the applicants, who work for the sake of their society and wish to see the continuation of creativity in the future with innovative socially responsible answers to current problems.

Working to ensure and sustain peace and also to promote the culture of reconciliation brings a great value for our societies. Therefore CSR contests will be repeated every year by the employer organizations of CSR for ALL Project. Thus, we do hope that our effort would contribute to the effectiveness of the corporate social responsibility activities.

Turkish Confederation of Employer Associations

---

*The countries and the Projects (except the big award winners) under each country are organized according to the alphabetic order.*
CROATIAN EMPLOYERS ASSOCIATION
(CEA/HUP) CSR AWARDS

On 18 June 2014 Croatian Employers’ Association (CEA) opened a month-long competition for the CEA’s CSR Best practice award as part of the international project “Corporate social responsibility for all”. The competition was open to all companies, regardless of whether they were members of the CEA or not. CEA has received 114 project applications, which were submitted by 60 companies, of which 22 companies had two or more proposals. 13 companies reported a number of projects in all three areas, and were thus competing for the CSR Grand prix. A total of 10 awards were assigned to the companies, in the following categories according to their size: small, medium and large enterprises in the categories of: care for employees, care for the environment, care for the community and CSR Grand Prix for companies that have registered projects in all three categories.

The Jury members were from all sectors: representatives of Croatian business sector, trade unions, academic community and CEA itself. The especially emphasis of Jury was on:

• Innovation and sustainability of the projects, and the
• Involvement and compliance of the project with activities and corporate strategy

After a detailed evaluation of the received proposals in the first round, there was a second round of evaluation in which the jury chose the finalists in each category. In addition there were 10 winners with two winners in the category of care for the community, where two applications have achieved the same evaluation result. This was followed by the evaluation of applications for the CSR Grand Prix, i.e. enterprises that reported projects in all three areas of CSR (care for employees, the community and the environment).

The general impression and conclusion of all, that all the participants of the competition, all 114 projects, and all 60 companies winners, and that these projects are full of empowering and optimistic message and positive energy, so necessary in the business sector. Therefore, at the end of the project, CEA’s Director-General, Mr Davor Majetic invited everyone to continue to be successful and creative in devising innovative socially responsible answers to the problems of today, and to continue to be an inspiration and encouragement to the entire Croatian business community.
The award in the category of concern for the community (large enterprise) is assigned to Allianz for the project “Wholehearted coaches”, which is the first project in Croatia focused on the development of sports for children with disabilities at the local level and includes sustainability of all such schools, and the support of local community. This is a project in which the children with disabilities have been integrated with other children, with the help of certified trainer’s that motivate children and create an atmosphere where children support each other and through the synergy of individual and group work children learn to cope with new skills.

1. Date, Duration and Location: 01.07.2013.-01.01.2014. Čakovec, Opatija, Pula, Split, Varaždin, Vinkovci, Sisak, Koprivnica, Virovitica, Slavonski brod, Osijek, Karlovac and Adamovec. Two more schools are planned to be open in the south of by the end of 2014.

2. Shareholders: Allianz in cooperation with the Croatian Paralympic Committee initiated the project “Wholehearted coaches”. Sport programs within the project were designed in cooperation with CIV consulting, Paralympic athlete Ana Sršen and Tomislav Krstićević from Faculty of Kinesiology Zagreb. The project brings together local authorities, Paralympics, coaches, NGOs, associations of persons with disabilities, as well as managers of the sport facilities, and through cooperation and dialogue, they work to ensure continuous allocations for the project and thus ensure its sustainability.

3. Project Activities:

- The first step in the project development was to examine the level of development of sports for persons with disabilities at the local level (in 39 Croatian cities with a population over 10,000) and also to find answers to: the number of persons with disabilities, the accessibility of sports facilities, the offer of sports activities for persons with disabilities and the cities’ support for persons with disabilities.

- Development and implementation of special designed sport programs with certified coaches: Water is a medium that regardless to the type and degree of disability allows a new kind of freedom, uninhibited movement and thus increased confidence. Therefore, it was decided that sports activities will be related to water. Due to the limited offer of swimming pools another sport discipline was chosen. School of athletics with a unique circuit training which was specially designed for children with disability.
• Development of a communication strategy which reduces fears and increases trust: In the sports community, it is customary to single out the benefits of exercise/sports, but among the parents sport is not mentioned. They talk about coaches. So the communication focus is directed at the - wholehearted coaches - by Ana Sršen, a known Paralympic athlete and certified Halliwick coach, who lost a leg as a child, the program gained credibility.

• Communications instruments: social networks were combined (FB Allianz ParaSport, interactive map with contacts of schools, video series), media advertising and opening events (each school was opened with a trial lesson in which the program was introduced to the parents and local authorities. Over 35 ambassadors (athletes) expressed their support by participating in the trial lesson

• Initiating a dialogue with the local government to ensure systematic support and sustainability: Direct contact, Opening events and the Word of mouth marketing, were and still are a fruitful tactics.

4. Outcomes and Achievements: From day one the sustainability was the main paramethar of success.

• to enable children with disability to practice sport in at least 10 Croatian cities without a disabled sport offer

• 13 cities were enriched by a sports program for children with disability and that is a giant step towards equality and inclusion

• to reduce the fear of parents and increase trust so that at least 10 children will be attending the program per city

• over 160 children participate or participated in the »Wholehearted coaches« program. Some of them already started them swimming sports career.

• to ensure the sustainability of the activities initiated

• The majority of the cities have joined the project from day one and it is been included in their annual planning. The schools which started in 2013 (7 of them) were supported in 2014 with a total amount of 76,900 hrk - for swimming pool and /or education of coaches. In Sisak the program was initiated directly from the city and in the meantime interest showed some new cities - Daruvar and Šibenik.

5. Contact:

Applicant Department: Marketing Department
T: 00385993670302
E-mail: vanja.bzik@allianz.hr
Website: Facebook page- Allianz Parasport
BIOVEGA LTD.

EVALUATION OF ORGANIZATIONAL CULTURE AND REVISION OF THE FUNDAMENTAL VALUES OF EMPLOYEES

CARE FOR EMPLOYEES AWARD (MEDIUM ENTERPRISE)

The award in the category of care for employees (medium enterprises) is assigned to Biovega, company that successfully defines desired behavior arising from fundamental values of the company, thus creating an environment in which Biovega employees are able to live in harmony with the promoted values and are able to work with great enthusiasm. They believe in what they are doing and confirm it with their lifestyle.

1. Date, Duration and Location: February-June 2014, Croatia

2. Objectives and Target Group: Purpose of the project is redefining the fundamental values of the company, as the basis of the new wanted organizational culture.

   Target:
   - Defining the wanted behavior that are resulting from the new fundamental values.
   - Understanding of fundamental values.


4. Project Activities: In Biovega the practice is to keep employees updated with information related to new discoveries and trends so that they can advise partners and customers in a reliable and responsible way. Inspiring, recognizing and respecting personal growth and development consider being of utmost importance. Therefore Biovega is implementing this project since June 2014.

CSR activities of BIOVEGA to its employees were as follows: workshops; revision of existing basic values and writing the wanted behavior; questionnaire design and application of the questionnaire; collection and analysis of results; presentation of results and discussion; creating an action plan based on the results; branding fundamental values.

New CSR activities: implementation of the action plan, further training of employees and networking activities with civil associations. All the employees are from the beginning involved in the project and contribute for the definition and adoption of the new fundamental values that everyone will understand and that will reflect what is called Biovega organizational culture.
5. **Outcomes and Achievements:** CSR activities on the company’s business have a big impact. Biovega business activity is focused on the constantly coordination of environmental and economic values, where cooperation with the staff ranks high. One of the aims is for employees to feel good about the company they work for and to feel content when they go to work. Additionally, it is very important to maintain a healthy and open communication within the company, but also towards business partners, customers, and everybody else employees communicate with. Although a clear strategy has helped to build a history of successful growth, unique skills and talents of employees, as well as their creative and innovative solutions, is considered to be the winning combination for Biovega, as well as for Biovega business partners.

6. **Contact:**
   - T: 00385 1-249-8630
   - E-mail: jbp@biovega.hr
   - Website: http://www.biovega.hr/
CEMEX HRVATSKA
LINTAR PROJECT

CARE FOR THE ENVIRONMENT (LARGE ENTERPRISE)

The award in the category of care for the environmental (large enterprise) is assigned to the CEMEX project Lintar, which improved the ecological and visual impact on the environment, and achieved community rehabilitation and reclamation of the mine area by planting of olives, olive oil production and building a relationship with the community by supporting initiatives to work on cooperative principles.

1. Date, Duration and Location: This is an ongoing project, launched in 2009 in CEMEX Hrvatska quarry on the slopes of Kozjak mountain.

2. Objectives and Target Group: CEMEX is focused on achieving sustainability and reduction of environmental impact through community rehabilitation and reclamation of the mine areas (more than 200,000 square meters). These are taken care of by volunteer members of the Association of war veterans, mostly CEMEX former employees who founded the Agricultural Cooperative “Lintar”. The initial purpose of the project was to decrease visual impact of the quarry excavation on the community by engaging in rehabilitation and re-cultivation of the quarry surface. It grew into a comprehensive project that, along with environmental recovery, invests in the company’s relationship with its employees, by supporting initiative of work based on co-operative principles. In this way, CEMEX Hrvatska encourages social entrepreneurship, especially in socially sensitive groups like Homeland war veterans. Moreover, through the encouragement of this project, CEMEX secures higher quality of life for the local community, healthier and more appealing environment, and contributes to preservation of olive cultivation in the Mediterranean.

3. Shareholders: CEMEX employees, including the members of the Dalmacijacement Homeland War Veterans Association, CEMEX management, Tridvajedan tržišne komunikacije d.o.o. which developed the packaging, Vukšić Oil refinery Solin which assists in olive oil production, as well as local community – inhabitants of Kaštela and Solin.

4. Project Activities: After almost a hundred years of excavation, CEMEX Hrvatska began the rehabilitation of the quarry based on a project of the Institute for Adriatic Crops and Karst Reclamation and re-cultivated more than 200,000 square meters. Besides indigenous
species of Mediterranean plants, an olive grove on an area of nearly 35,000 square meters was planted, which is expanding every year and enriched with new saplings, so that today it has around 2,500 olive trees. Since mid-2009, members of the Dalmacijacement Homeland War Veterans Association, mostly employees of CEMEX, have been taking care of olive grove on voluntary basis. Since 2011 their work was formalized with the establishment of Agricultural Veterans’ Cooperative Lintar, which is still active today. Co-operative work allows war veterans to spend their free time usefully, to provide funds for their work and to direct potential profit as help for education of children of fallen war veterans. Hard work and dedication of members of Association was very quickly recognized on the agricultural fairs, where this extra virgin olive oil won numerous awards for quality and packaging. This success was also rewarded by Croatian President Ivo Josipovic who became the godfather of the co-operative, which meant a direct support for the program that gathers Croatian veterans in useful work. Project continues with further work of the Association, to the satisfaction of CEMEX, veterans, but also the whole community that has recognized its value.

5. Outcomes and Achievements: Agricultural - Veteran Co-operative Lintar expanded CEMEX olive groves with more than a 1,000 olive trees in the period from 2011 till today, which tripled the yield. Also, reclamation of quarry and landscape of CEMEX quarry continues. New olive groves are guarantee that olive oil Lintar has a stable foundation for the future. The project included 80 veterans, most of whom are employees of CEMEX, which gave them the opportunity to re-socialize through friendship, to create stronger interpersonal relationships and cultivate a good relationship with the company. The Association is continuously working to increase olive groves, it attends a recognized veteran and olive-oil events and collects a number of gold medals for the quality of extra virgin olive oil, as well as awards for its packaging. Lintar is the first olive oil in Croatia originated from re-cultivated quarry surfaces and it reflects CEMEX’s commitment to the environment, nurturing relationships with employees and investing in the development of the community in which the company operates. Besides numerous awards for the quality of oil, this project was recognized internationally – in 2011 it received the international business award Stevie Award in the category of best European project of environmental responsibility, in the competition of more than three thousand registered projects worldwide.

6. Contact:
   Applicant Department: Corporate Communication & Public Affairs Department
   T: +305 21 201 009
   E-mail: martina.bilanovic@cemex.com
ERICSSON NIKOLA TESLA
EMPLOYEES – KEY TO SUCCESSFUL BUSINESS

CARE FOR EMPLOYEES (LARGE ENTERPRISE)

The award in the category of care for employees (large firms) has been assigned for project of tracking employees’ engagement and satisfaction, and the development of three indicators: (1) index of employee engagement (personal willingness of employees to contribute to the success of a company), (2) index of excellence (monitoring employee attitudes about the quality of the product and services), and (3) index of employee motivation (employees’ commitment to their work and satisfaction with the job done).

1. Date, Duration and Location: Continuous practice in Croatia.

2. Objectives and Target Group: Ericsson Nikola Tesla is a successful Croatian company, operating within Ericsson Corporation in the global information and communications environment. Its business growth and development is based on key comparative advantages, such as:

• Powerful team of some 1800 professionals, mainly university graduates (MENG in ENCS), whose knowledge and expertise have been implemented in all projects and activities in the domestic and export markets;

• Company culture that strongly contributes to the development of professional and motivated employees fostering the culture of winners, focused on achievement of objectives and results.

3. Project Activities: Investment in lifelong learning- The competence development is planned in three categories and in line with strategic guidelines: professional competence development, business competence development and human competence development. Ericsson Nicola Tesla Educational Center coordinates the internal trainers’ network and collaborates with both Ericsson Academy, and renowned educational institution in Croatia and the region. The center’s portfolio also covers a number of programs including the development of general and special knowledge in finance, project management, agile ways of working, sales and marketing areas as well as in managing teams and organization. The Company is especially focused on innovativeness and young talent development. Necessary knowledge is gained on courses, both home and abroad, as well as through eLearning, application of internal corporate software tool for specific knowledge sharing. Additionally, employees may attend seminars, conferences or doctorate studies as well as improve their competence during engagement in complex, global projects.
Ericson Nicola Tesla Center also provides an attractive working environment for the entire employee. Such as: A Lifelong learning, training as well as career development opportunities, performance-based salary system, flexible working hours, providing a high level health care to all, supporting parents in organizing daycare in a nearby kindergarten, offering recreation and socializing in sports and cultural clubs, Compliance with Occupational Health and Safety Management System, Special training courses on health and safety at work are being organized for all new managers and employer’s safety at work representatives respectively.

4. Outcomes and Achievements: Employees’ engagement and satisfaction are monitored by Dialog survey, which is conducted once a year in all Ericsson companies worldwide. These surveys represent important tools for monitoring organizational environment and employees’ opinion about various segments of company’s performance. In 2013, employees’ participation in the survey was 95 percent, which offers an objective sample for analysis of results and good proposals for further improvements. Major factors indicating employees’ engagement and satisfaction in 2013 follow below:

• **Engagement index** - shows a personal readiness of an employee to contribute to the Company’s business success. The result shows that 89 percent of employees are prepared for maximum engagement in order to personally contribute to the Company’s success.

• **Excellence index** – follows the opinion of employees on the quality of products and services. The result of 87 percent indicates a high-performance organization.

• **Motivation index** – shows a percentage of employees committed to their job and satisfied with the achievements. The survey result shows 82 percent.

5. Contact:
   **Applicant Department:** Marketing, Communications and CSR Department
   **T:** +385 1 365 4556
   **E-mail:** snjezana.bahtijari@ericsson.com
The award in the category of care for the community (small enterprises) has been assigned to the Blue radio’s project Kvartoteka for re-instating lively socializing within neighborhoods, providing a better quality of life in neighborhoods, and increases security by raising funds for programs of the national organization of Red Cross.

1. **Date, Duration and Location**: March 17th – June 7th 2014, 12 different locations (neighborhoods) in the city of Zagreb, Croatia.

2. **Objectives and Target Group**: Improve the communication between neighbors which rapidly decreases because of the virtual communication, to promote the importance of physical activity and to encourage other citizens on humanitarian volunteering work.

3. **Shareholders**: 1000 000 citizens of the Croatian capital – Zagreb.

4. **Project Activities**: During the period of twelve weeks, Soundset radio broadcasted the program from each neighborhood. Through its radio program each neighborhood was presented to the listeners in an interesting way - secrets, local celebrities, facts, habits... Through off air activities our goal was to make people living in each neighbourhood feel special – every morning while going to work they had free croissants and coffee near Soundset bus, and on weekends we organized sport events – football tournament - and barbeques. Besides lots of fun, project also had humanitarian aspect. Money that was collected from selling barbeque and beer was donated to the Red cross for their activities.

5. **Outcomes and Achievements**: Returning to traditional hanging out in the neighbourhood that was lost due to modern lifestyle, ensuring higher quality of life, increase of public safety, citizen requesting our team to visit their neighbourhood in future project od “Kvartoteka”

6. **Contact**:
   - T: 01/6064 697 • F: 099 600 81 11
   - E-mail: sasa.ceramilac@soundset.hr
   - Website: www.soundset.hr
MGK-PACK

THE USE OF THINNER TIN SHEETS IN THE PRODUCTION OF TWIST-OFF CLOSURES / MGK-PACK

CARE FOR THE ENVIRONMENT (MEDIUM –SIZED ENTERPRISES)

MGK Pack was awarded in the category of care for the environment for self-sustainability and innovation in the use of plate thickness to 0.15 mm for most of twist-off closures that will make a significant impact on the reduction of waste. Also, the project was conceived and put into practice exclusively based on knowledge of MGK Pack’s own engineers.

1. Date, Duration and Location: 01.07.2012.-01.01.2014. - 18 months, Kukuljanovo / Rijeka/Croatia – production; South East Europe – as a market for improved, more ecological and sustainable product.

2. Objective and Target Group: Purpose: to contribute to the sustainability of the Company’s production, as well as to present to the general public a better, more environmentally friendly product destined to the general use.

3. Project Activities: In order to enhance care for the environment and sustainability, MGK Pack in the previous period of 18 months implement the planned project of thinning the tin sheets in a production of twist off caps in a way that they have chosen sheets with higher hardness and toughness and reduced thickness. In addition, the development of entirely new tools will make a significant impact on waste reduction. Throughout the program, twist off closures make the transition to thinner sheets. MGK Pack has also successfully implemented new tools that enable higher percentage of utilization of sheet metal panels. Successful implementation of thinner sheet metal and waste reduction are influencing MGK PACK’s sustainability in a most positive way.

4. Outcomes and Achievements: With this programme, based exclusively on the know-how and gained experience of MGK Pack own engineers, reduction of waste tin sheets in twist off lids programme – a total of 6.7%.

5. Contact:
   Applicant Department: Technical Design & Quality Control Manager
   T: +385 1 5494894 • F: +385 1 4648 122
   E-mail: ante.andric@mgk-pack.com
   Website: www.mgk-pack.com/pluto/
The award in the category of care for the community (medium enterprises) is assigned to an innovative project “Water against water”, which reduces the cost price of building the dam, increasing the speed and efficiency compared to conventional construction of embankments without risking ground on which they are installed.

1. **Date, Duration and Location:** 01.07.2013 – 01.07.2014, 1 year, Kukuljanovo/ Rijeka / Croatia.

2. **Objective and Target Group:** Summer 2014 brought upon the entire region of South East Europe big floods, with many lives that were lost, property being destroyed or damaged. MGK Pack dd in partnership with Mayo-commerce Ltd. has developed a unique system of rapid construction of dams against floods.

3. **Shareholders:** MGK PACK relies on the expertise of its own engineers, while in this project the company Mayo Commerce Ltd. was chosen as a strategic partner and stakeholder.

4. **Project Activities:** MGK Pack dd in partnership with Mayo-commerce Ltd. has developed a unique system of rapid construction of dams against floods. The dam is “built” by pumping just flood water or water from water supply network or other source in PVC hoses diameter 30-120 cm, depending on the need. The dam is being built at a height of 3 meters, in length – indefinitely, because the hose has connecting elements and are connected into a unique system of dams. Quick and efficient implementation of the system of embankments / dams are quickly filled with water and the water in hoses defends against the invading water. This is considerably cheaper construction than classical dams, that are extremely expensive and slow to be built. Conventional construction of fill can be up to 5 times more expensive and slower which can sometimes be critical, depending on the water advances. The system “water against water” has a great advantage because after the threat of flooding passes, the dam is removed easily, dried, rolled up and easily stored in a warehouse until the next disaster.

Reducing the cost of building the dam, increasing the speed and efficiency compared to conventional construction of embankments and simple disassembled.
5. **Basic Outcomes and Accomplishments:** MGK Pack has developed a project for fast and efficient implementation of the embankment/dam quickly filled with water, so the water within the dam defends against the invading water. This innovation significantly decreases costs and accelerates the construction of the dam. Conventional construction can be up to 5 times more expensive and slower, which can sometimes be critical, depending on the speed of water invasion. The system “water against water” has a great advantage because when the threat of flooding passes, the dam is removed easily, dried, rolled up and easily stored in a warehouse until the next occasion.

6. **Contact:**
   - **Applicant Department:** Tech. Design & Quality Control Department
   - **T:** +385 1 5494894 • **F:** +385 1 4648 122
   - **E-mail:** ante.andric@mgk-pack.com
   - **Website:** www.mgk-pack.com/pluto/
Siemens: project “Equipment granted to the Laboratory of the Faculty of Electrical Engineering and Computer sciences (FER)“ as courtesy to FER. The equipment for automation systems worth € 100,000 granted to the laboratory, in order to improve the quality of education and increase the skills of young people, thus contributing to their employability. The award in the category of care for the community is assigned to the project that assures a high quality education for students and professors of the Faculty, and helps to create a pool of highly educated and well trained young people, as well as helps to start working careers.

1. Date, Duration and Location: 01.7.2013 – 01.07. 2014 (first cycle, including phisical set up, but the project and its benefits are continuous effort) Zagreb, Croatia.

2. Objective and Target Group: The Siemens company granted the equipment for automation systems worth € 100,000 to the laboratory of the Faculty of Electrical Engineering and Computer sciences (FER), in order to improve the quality of education and increase the skills of young people, thus contributing to their employability.

3. Shareholders: Faculty of Electrical Engineering and Computer sciences (FER) as a direct beneficiary, students of this generation, but also the next generations of students yet to come, and in the long run, the entire Croatian business community who will benefit from the increased knowledge of their future employees.

4. Project Activities: Siemens Croatia provided the Faculty of Electrical Engineering and Computer sciences equipment worth 100,000 euros. The newly renovated and sofisticately equipped laboratory for automation systems substantially improved the quality of education of students. The laboratory is available to students for testing their thesis for their final papers, but also in their everyday assignments. Therefore, they are given the opportunity, already during the study, to gain practical insight into the latest technologies. Also, the laboratory serves as a technical support to the business sector to test technical solutions. It is a place to test the proposed application on the newest available platforms. Refurbished laboratories, as a sort of Siemens “show room” with the installed equipment provided by Siemens, has a market value of around 100,000 euros.
5. **Outcomes and Achievements:** The main objective of the project is to provide high quality education for FER and employees FER, assistants, professors. The Siemens Industry Automation and electric motors Division provided the highly sophisticated automation equipment for the Laboratory of FER, which is used by the students of FER in their daily work. In that way they will still during the study gain necessary knowledge that can be useful at the onset of their careers. This will surely contribute to the competitiveness of Croatian businesses community and economic development.

Therefore, this project creates highly educated young people who are well trained to start working career in the real sector.

6. **Contact:**
   **Applicant Department:** Communications Department
   **T:** +385 1 6105 005 • **F:** +385 1 610 5939
   **Website:** https://www.cee.siemens.com/web/hr/hr/corporate/portal/press/novosti_i_priopcenja/priopcenja/Pages/SiemensHrvatskaustupioFER-uopremu.aspx
SV KATARINA
BALANCING THE WORK AND PRIVATE LIVES OF EMPLOYEES

CARE FOR EMPLOYEES (SMALL BUSINESSES)

This project aims to ensure good working conditions that include adjustments to the personal needs of employees. For example, the use of free days or holidays is allowed in cases when it is necessary to provide care for sick family members, or the adjustment of working time while participating in education/training programs. Reconciliation of work and private life enables greater efficiency and employee satisfaction. The award in the category of care for employees was awarded due to the successful promotion of the culture of empowerment, demonstrated support to employees in their personal needs, and developed approaches that undoubtedly contribute to the flexibility of employees and lead to the excellence in business.


2. Objective and Target Group: The main goal of the project is to continuously provide the right balance between the private and professional life of employees. The hospital aims to ensure the best working conditions for the employees. In this hospital it is possible to flexibly use days off, holidays and paid leaves, in order to ensure the best working atmosphere. Flexibility is also the key to enabling additional professional educations and trainings for employees. The hospital encourages the mutual support between the employees, especially when it comes to work in shifts. Also, feedback is sought on effectiveness and a balance between the professional and private life of employees through the regular questionnaires. The hospital pays particular attention to these answers and adapts hospital’s policies in accordance with the employees’ feedback. This is the way to ensure the best possible cooperation between the hospital’s management and employees.

3. Shareholders: Shareholders are all the employees of the Hospital. But also, stakeholders are all the hospital’s patients. When doctors and nurses are happy and satisfied in their work, they are able to provide the best possible help to their patients. On the other hand, employees’ families are directly concerned and benefit from the work-life balance of the hospital’s employees.

4. Project Activities: The hospital provides a highly sophisticated medical care to the patients. Therefore, reconciliation of work and private life enables greater efficiency and employee satisfaction. Activities include:
• Flexibility and adjustments in working time
• Enabling life-long learning
• Flexible working time for employees that work in shifts
• Encouraging mutual support among employees and colleagues
• Surveys and questionnaires on employees’ satisfaction
• Enabling the safe environment for exchange of opinions.

5. Outcomes and Achievements: 85% of the hospital’s employees state that they are satisfied with their work-life balance. The Hospital was awarded with the ISO 9001:2008 quality standard in 2013. Finally, the successful promotion of the culture of empowerment, demonstrated support to employees in their personal needs contributed to the business success of the hospital that has obtained the award: The Leading Hospitals of the World in 2014.

6. Contact:
   T: +385 (0)49 296600 • F: +385 (0)49 296699
   E-mail: igor.boric@svkatarina.hr
SUSTAV JAVNIH BICIKALA D.O.O.
NEXTBIKE PUBLIC BIKE SHARING SYSTEM
ENVIRONMENTAL CONCERNS AWARD (SMALL ENTERPRISE)

The award in the category of environmental concerns (small enterprise) has been assigned to a project which improves public transport services, the development of sustainable innovative solutions of public rental, and due to its contribution to the development of cleaner, healthier and ecological model of urban transportation. The company was declared the best green economy start-up for 2014.

1. Date, Duration and Location: May 2013 in Zagreb and July 2014 in Šibenik.

2. Objectives and Target Group: Public bike sharing system consisting of automated station terminals, parking racks and bikes for simple, convenient and affordable public rentals. This is the most convenient, eco-friendly, financially affordable and fun extension of classic public transport network.

Target customers: students, working people living in urban an suburban areas of Zagreb and surrounding districts and tourists. In Šibenik the project mainly attract tourists and a smaller number of local people and students.

3. Shareholders: Krešimir Dvorski 50% ownership, co-founder and Managing Director. Background: sales and marketing manager with 14 years of experience in 10 different companies. Ante Gustin 50% ownership, co-founder, IT and Logistics Manager. Author of the idea for this project, IT student and logistics expert.

4. Project Activities: The company offers a niche business model enabling the city authorities to solve many transport, environmental, tourist oriented and quality of life issues, whilst promoting corporate partners who show their corporate social responsibility via unique advertising and PR mix. Three main sources of revenues: rental fees, advertising and sponsorships. Once registered in Croatian cities, the end users can enjoy nextbike bike sharing systems in more than 80 cities worldwide which boosts the competitiveness to the maximum extent. There are several approaches that the Project follows when looking for new business opportunities:

• Negotiations with city authorities for pilot projects to show how the system works and to test the market before going into larger investment
• Participation at public tenders
• Lobbying and public relations with all relevant institutions, corporate sector, banks and large audience before, during and after the implementation of the bike sharing schemes
• Promotion of the service via frequent press releases, press conferences, B2B co-
operations, leaflets, newsletters, social media, SMS campaigns, events and new media

• Acquisition of new advertising clients and attracting subsidies from Croatian and 
EU funds in order to boost the expansion of the network within Croatia and other 
surrounding countries

5. Outcomes and Achievements: Reduction of C02 emissions, reduced parking problems, 
great financial savings for public transport users, customer oriented after-sales service, 
promotion of a city as a highly desirable destination for cyclists. In general, our mission 
is to resume operating as social entrepreneurs who reinvest all the profit into expansion 
of bike sharing network serving thousands of existing and acquiring new customers by 
providing a public service for 3 described target groups. Statistics in brief: 6000 registered 
customers, 60.000 rentals, 120.000 kilometres, 4200 Facebook fans, 500+ press releases.

6. Contact:
   Website: www.nextbike.hr /
   Video: https://www.youtube.com/watch?v=4kloyrQ571M
National CSR awards are organized by the Business Confederation of Macedonia, the National Coordinative Body for Social Responsibility and the Ministry of Economy of the Republic of Macedonia. From March 24th to May 21st, a competition took place for assigning awards for best socially responsible practices of Macedonian enterprises. In total 38 enterprises with 56 projects have competed. The national award for the best corporate social responsible practices in the Republic of Macedonia is awarded for the seventh consecutive year. In the past years, Macedonian enterprises reported 408 good corporate social responsible practices, by which they showed their case for the society and the environment.

The applications were evaluated by professional committees comprised of representatives of the public and the civil sector. The commission held 3 meetings to determine the winners. In the period from June 2nd to June 13th 2014, in the premises of the Ministry of Economy, the first working meetings of the commissions took place. The commissions delivered additional questions to part of the enterprises that applied for the award, in order to explain the data in their applications. After getting answers to the additional questions, in the period from June 16th to June 20th 2014, the commissions held second working meeting where they discussed in more detail about the delivered practices of the enterprises in the specific fields of social responsibility. The commissions with most applications also held a third meeting in the period from June 23rd to June 27th 2014, followed by a realization of a visit of a few companies. After finishing the visits, the commissions adopted a final decision and selected the best socially responsible practices. In addition nine best CSR practices– four of small/medium enterprises and five of large enterprise- were awarded with statues. 12 companies were awarded with plaques for successfully implemented socially responsible practice – five for small/medium and seven for large enterprises–.
E VN M A C E D O N I A  
STRATEGICALLY INTEGRATED APPROACH FOR SUPPORT OF THE 
PROFESSIONAL DEVELOPMENT OF YOUTH 
RELATIONSHIP WITH THE EMPLOYEES CATEGORY AWARD 

The Project is awarded due to its innovative professional skills development approach.

1. Date, Duration and Location: 2013-2014 Macedonia in company activity

2. Objectives and Target Group: The objective of the Project is to support the professional development of youth. The target group are employees.

3. Project Activities: The company succeed to increase motivation and satisfaction of work between young employees, through increase of competitiveness, development of skills and complementing of the theoretical knowledge.

4. Outcomes and Achievements: Increase of satisfaction of work between young employees, through increase of competitiveness, development of skills and complementing of the theoretical knowledge.

5. Contact: 
Applicant Department: Human Resource Department 
T: 00389 2 3205 000 
Website: www.evn.mk
The Project is awarded due to its high level standard in motivation of its employees approach

1. Date, Duration and Location: 2013-2014, Macedonia.

2. Objectives and Target Group: The objective is to improve the capacities and motivation of employees. The target group is employees.

3. Project Activities: The company have promoted working in the good atmosphere, and invest in the development in the employees by different trainings workshops through which the employees were improve their capacities and skills, their competitor spirit was activate in an atmosphere where the team work is most important. A lot of trainings, workshops, lesson learned conferences with internal and external experts, group work were part of the activities of the company.

4. Outcomes and Achievements: For the company, the human capital is of utmost importance, and good relations with the employees are essential for successful work. By creating a professional and pleasant atmosphere, by investments in the development of employees to their motivation and retention in the company.

5. Contact:
   Applicant Department: Human Resource Department
   T:00389 34 219 500
   Website: www.ramada.com
The Project is an important practice of GRI and Transparency as model of ethical doing business.

1. Date, Duration and Location: 2013-2014 Feni, Macedonia.

2. Objectives and Target Group: The objective of the Project is the provision of access to information related with the company business behavior.

3. Project Activities: Feni Industries increase communication with suppliers and partners regarding environment protection. Company has established numerous open days in which the citizens, students and all visitors were interested and who wants to see all processes of working of the company can visit them. With these activities the whole group of interested visitors had a chance to ask questions, to get all information needed about the way of working and the effect of the environment by everyday activities of the company.

4. Outcomes and Achievements: The project’s idea is provision of access to information about the company to the interested parties for the purpose of own environmental education and better understanding of the achievements of Feni regarding the environment.

5. Contact:
   Applicant Department: Human Resources Department
   T: 00389 43 414 402
   E-mail: ana.a@feni.com.mk
   Website: www.feni.com.mk
WINERY TIKVES KAVADARCI
EDUCATION, CREATIVITY, INNOVATIVENESS
MARKET RELATIONS CATEGORY AWARD

Tikves winery presents best innovative practices on supply and consumption compliance through education and awareness raising.

1. Date, Duration and Location: 2013-2014, Macedonia.

2. Objectives and Target Group: The objective is to promote culture and heritage of Macedonia widely through the culture of wine consumption. The target group are partners, customers and clients of the company.

3. Project Activities: Tikves winery presents best innovative practices on supply and consumption compliance through education and awareness raising.

4. Outcomes and Achievements: The company is dedicated to promotion of the wine culture in Macedonia through education of associates, buyers and consumers about the characteristics of the quality wine, its production and responsible consumption. These strives are part of the determination of the company for positioning of Macedonia in the world wine map.

5. Contact:
   Applicant Department: Public Relations Department
   T: 00389 2 3175-966
   E-mail: info@tikves.com.mk
   Website: www.tikves.com.mk
The Project is awarded because it’s transferring of know how – energy efficiency in doing business focus on SME’s under CSR category “market relations”

1. **Date, Duration and Location:** October 2012-June 2014 National activity

2. **Objectives and Target Group:** The objective is to raise awareness of the relevance and the benefits from the application of energy efficiency. The target group is SMEs.

3. **Project Activities:** EVN Macedonia have implement numerous activities. Among activities to educate the wide public, they have included:
   - The media as a disseminator of information,
   - They have launched mass media educational campaign,
   - Special television series named “Energy alphabet” was produced to better explain the term energy efficiency in its larger context,
   - They have included social media (facebook page - A special educational game was developed for Facebook users, youtube),

   Two activities were specifically targeted toward businesses in the course of the Platform:
   1. Company visit in which the Minister and the President of the Management Board of EVN personally attended at a demonstration of one of the largest companies’ energy efficiency system.
   2. The second effort was the “Energy efficiency workshop for businesses” with a panel discussion included, where around 200 medium and large company representatives attended.
      - Under the activity named “merging education and practice” they have organized “Business plan competition for energy efficiency” and have developed website for the entire Platform

4. **Outcomes and Achievements:** Raise public awareness about energy efficiency, high multi-stakeholder involvement, introduction of energy efficiency as a topic in education and its inevitable integration in business planning, particularly in small and medium companies, in order to reduce their costs and indirectly to improve their efficiency and competitiveness in the domestic and foreign markets.

5. **Contact:**
   - **Applicant Department:** Communication Department
   - **T:** 00389 2 3205 000
   - **Website:** www.evn.mk
MIKROSAM PRILEP

CUSTOMER SATISFACTION IS THE HIGHEST RECOGNITION FOR THE COMPANY

SUPPLIER/CONSUMER RELATIONS CATEGORY AWARD

The company is committed to establishing and maintaining long-term relationships with customers, by offering a long-term solution for the needs of the customer, rather than product; partnership instead purchase and life support rather than one-off collaboration.

1. Date, Duration and Location: 2013-2014 Mikrosam Academy, Prilep, Macedonia.

2. Objectives and Target Group: The purpose of this project identifies with the mission, vision and values of Mikrosam, which implicate making thorough analysis of each project peculiarities, understanding the specific customer needs, synergizing the interest of all stakeholders, and providing a solution that would not only serve the current production needs, but would anticipate and answer the upcoming market demand. Accomplishment of the project would contribute in strengthening the customer relations’ policies and practices already set by Mikrosam, and would serve as an example to other companies in the business community with whom we would jointly contribute to the improvement of the national CSR standards.

3. Shareholders: This project has been executed to address the interests of potential and existing customers, company, and employees. Aside from the parties that appear to be immediate stakeholders of this project, the national business climate, work ethics, and international business recognition of the country are also affected by it.

4. Project Activities: Officialize the Code of Customer Relations, establishing monitoring mechanism for the implementation of the Code of customer Relations, signed agreement with a scientific research institution to use its laboratory resources in order to provide customers with the opportunity to benefit practical (demonstration, testing, new product/technology development, prototyping) and consulting services to help them make an educated decision to invest in the appropriate equipment; technical support to upgrade, maintain and modernize customer’s equipment; incentives to inspire CSR to customers through the international summer camp.

5. Outcomes and Achievements: Dedication on establishment and maintenance of long-term partner relationship with buyers, by offering a long-term solution for buyer’s needs, instead of a product; partner relationship instead of a relationship between purchaser and a seller and life-long support instead of one-off support.

6. Contact:
   Applicant Department: MIKROSAM-Academy
   T: +389 (0)48 400 100
   Website: www.mikrosam.com
PAKOMAK
CLEAN ENVIRONMENT, CLEAN SCHOOL, CLEAN HANDS
ENVIRONMENTAL PROTECTION CATEGORY AWARD

The Project is awarded because is conceptually focused on raising awareness on personal hygiene through waste management.

1. Date, Duration and Location: 2013-2014 primary schools 6 municipalities in Skopje.

2. Objectives and Target Group: The objective is to create a vision of new, environmentally educated generations that select waste and pay attention to their health. The target group is students and professors at primary schools.

3. Project Activities: Selection of waste with full attention to the students' health, taking care of hygiene in schools, encouraging companies to motivate students at primary schools to take care of waste.

4. Outcomes and Achievements: The vision of new, environmentally educated generations that select waste and pay attention to their health, taking care of hygiene in schools, encouraged the company to motivate the primary schools from 6 municipalities in Skopje to collect plastic waste. The best ones were awarded, and all primary schools were supplied with devices and unlimited quantities of liquid soap.

5. Contact:
   Applicant Department: CSR Department
   T: 00389 2 2044 56
   Website: www.pakomak.com.mk
The company decided to invest in Open promotions facility/space for artists and culture exhibitors

1. Date, Duration and Location: 2013-2014 NLB promo center Skopje, Macedonia.

2. Objectives and Target Group: The gallery of NLB Tutunska banka is booked up until 2016, proves that the aim of the Bank to establish the gallery as a space freed from all the material boundaries and oriented only towards the promotion of the art in Macedonia, has been achieved.

3. Shareholders: In 2013, the gallery of NLB Tutunska banka succeeded in establishing the well-deserved title “best gallery in Macedonia” by organising a total of 13 exhibitions, for which the Bank gladly donated its area, but also contributed with the help in organisation, all in order to promote the art in Macedonia.

4. Project Activities: NLB Tutunska Banka donated of exhibition gallery space. In 2013 the art gallery of NLB Tutunska banka managed to cement its well-deserved primacy as the best gallery in Macedonia by organizing a total of 13 exhibitions. Driven by the goal to promote Macedonian art, the Bank gladly donated their premises and took part in organizing the exhibitions. In the year 2014, a total of 13 exhibitions were held in the gallery.

5. Outcomes and Achievements: Macedonian artists can exhibit their work for free, and promote their art in the gallery space of 200m² in the ground floor of the Bank, where numerous socially responsible activities have been realized in association with several partners.

6. Contact:
   Applicant Department: Human Resource/ Public Relations Department
   T :00 389 2 15600
   E-mail:kabinetuprava@tb.com.mk
   Website:www.nlbtb.com.mk
DUNA COMPUTERS SKOPJE

PROJECT FOR RE-SOCIALIZATION OF THE CHILDREN FROM THE EDUCATIONAL-CORRECTIONAL CENTER TETOVO

INVESTMENT IN THE COMMUNITY CATEGORY AWARD

The Project is awarded because of its holistic and philanthropic activities on children re-socialization.

1. Date, Duration and Location: 2013-2014, Educational and correctional children center, Tetovo, Macedonia.

2. Objectives and Target Group: Children from the educational-correctional center Tetovo.

3. Project Activities: Focus on activity related with re-socialization of the society abandoned children.

4. Outcomes and Achievements: The objective of the project is to help the protégés of the center, to feel like useful members of the society, to acquire skills and to use the leisure time in a creative manner.

5. Contact:
   Applicant Department: CSR department
   T:389 2 3104 500
   Website: www.duna.mk
LIST OF AWARDED COMPANIES: PLAQUE AWARDED

MAKSTIL JSC SKOPJE
PERMANENT EDUCATION OF STAFF – BASE OF BUSINESS SUCCESS MAKSTIL JSC SKOPJE

RELATIONSHIP WITH THE EMPLOYEES CATEGORY AWARD

The company fosters a systematic approach to education of its own staff.

1. Date, Duration and Location: 2013 - 2014 Incompany activity Skopje, Macedonia.

2. Objectives and Target Group: The objective is skills development. The target group is employees and community.

3. Project Activities: Human rights and business systematic approach to education of the employees.

4. Outcomes and Achievements: The company fosters a systematic approach to education of staff and considers that the investments in permanent and continuous education result with motivation and company trust improvement. Improved strategic HR plan.

5. Contact:
   Applicant Department: CSR Department
   T: 00 389 2 3287 023
   Website: www.makstil.com.mk
AKSELTRA LLC SKOPJE
IMPLEMENTATION OF NEW OPEN PRACTICES THAT STRENGTHEN THE ROLE OF THE INDIVIDUAL WITHIN THE CORPORATION

RELATIONSHIP WITH THE EMPLOYEES AWARD

The Project is awarded because of its implementation of high level human rights processes based on freedom of expression and communication.

1. Date, Duration and Location: 2013-2014 In company activity AXELTRA Skopje, Macedonia

2. Objective and Target Group: The objective is to improve working conditions. The target group is the employees.

3. Project Activities: Improvement the working conditions with aim to provide better working performances.

4. Basic Outcomes and Accomplishments: Strengthening the role of the individuals within the corporation goals in order to improve working conditions, to provide better working performances of motivated employees, the company is implementing measures for differentiation from the competitors, through liberalization of the processes in the company by adaption of democratic principles and direct communication with the employees.

5. Contact:
  Applicant Department: AXELTRA CSR
  T: +90 389 2 306 19 42
  Website: www.axeltra.com
SPARKASSE BANK
SUMMER CAMP MEDO SHTEDO
INVESTMENT IN THE COMMUNITY CATEGORY AWARD

The Project is awarded because of its activity based on human processes oriented to SOS Children.

1. **Date, Duration and Location:** 2013-2014 Red Cross camp Struga-SOLFERINO.

2. **Objective and Target Group:** The objective is to improve the networking capacity of Children. The target group is children.

3. **Shareholders:** Our Shareholder Steiermärkische Sparkasse is one of the biggest credit institutions in the south of Austria with balance sheet of EUR 14.2 billion, nearly 500 branches and regional centers, over 6,000 employees and 2.4 million clients in Styria and South-Eastern Europe (based on data from the end of 2013). The Group has long term and sustainable strategy in regional investing and that make our shareholder – Steiermärkische Sparkasse stable and reliable partner and investor. As part of Erste and Steiermärkische Group, Sparkasse Bank Makedonija belongs to the best financial institutions in Europe, with focus on private clients and small and medium-size enterprises.

4. **Project Activities:** The project was started by setting up educational information points in the Sparkasse branches, where the brochures “Banking Alphabet” were distributed. The clients and the visitors in the Bank have the opportunity to inform themselves about the banking terms and receive their own example of the brochure “Banking Alphabet”. Additionally, educational reports in were aired within the TV show “Backstage” on the national TV network Sitel, as well as short educational reports in the morning program on TV Sitel in Juni and July 2013. During the project duration, different banking term was published every day on the Bank’s web site www.sparkasse.mk. Also the Sparkasse Facebook page displayed different banking term every day, with educational videos and appropriate explanation of the term. Additionally, the educational videos were uploaded on www.youtube.com.

The project “Transparency” is still active in our branches across the country, where the clients and the visitors can obtain the “Banking Alphabet” brochures.

5. **Outcomes and Achievements:** In association with the SOS Children’s Village and the Red Cross of RM, the company organized summer camp and provided summer holiday for 30 children from the SOS Children’s Village within the camp of the Red Cross in Struga – “Solferino”.

6. **Contact:**
   **Applicant Department:** CSR department
   **T:** 00 389 2 3200750;(02)3200618
   **Website:** www.netbanking.mk
MAKSTIL SKOPJE
THE RELATIONSHIP WITH THE BUYERS AND THE SUPPLIERS SPEAKS OF US
MARKET RELATIONS CATEGORY AWARD

The Project provides on line transparent supply tool for better access to supply data.

1. **Date, Duration and Location:** 2013-2014 MAKSTIL in company activity Skopje, Macedonia.

2. **Objective and Target Group:** The objective is enabling unlimited access to partners and all potential interested parties. The target group are customers and suppliers of the company.

3. **Project Activities:** Creation of the on-line application for electronic supplies at the web page.

4. **Outcomes and Achievements:** Improvement of the relationship with the buyers and the suppliers based on creation of application for electronic supplies at the web page, the company enables unlimited access to all potential interested parties, thereby increasing the transparency of supplies.

5. **Contact:**
   
   **Applicant Department:** MAKSTIL CSR Department
   **T:** 00 389 2 3287 023
   **Website:** www.makstil.com.mk
PHI RE-MEDIKA

FROM NOW ON, A PRIME IN VITRO FERTILIZATION AND LABORATORY SERVICES IN MACEDONIA AS WELL

INVESTMENT IN THE COMMUNITY CATEGORY AWARD

The Project provides high tech equipment in force of increasing family values and demographic situation in the country.

1. Date, Duration and Location: 2013 – on going RE-MEDIKA Skopje, Macedonia.

2. Objectives and Target Group: Increasing family values.

3. Project Activities: Investment in prime in vitro fertilization and laboratory services.

4. Basic Outcomes and Achievements: Open IVF diagnostic biochemical laboratory, first accredited laboratory in accordance with ISO 15189 in the Balkan and one of the rare such laboratories in Europe.

5. Contact:
   Applicant Department: CSR office
   T :00 389 2 603 122; 2 603101
   Website: www.remedika.com.mk
CEMENT FACTORY USJE SKOPJE
REDUCTION OF THE IMPACT OF NOISE IN THE SURROUNDING OF USJE
ENVIRONMENTAL PROTECTION CATEGORY AWARD

The Project is awarded because of the pioneering activity of the company for environmental protection.

1. Date, Duration and Location: 2013-on going TITAN –USJE surrounding Skopje, Macedonia.

2. Objectives and Target Group: Reduction of noise have been implemented, whereby significant reduction of noise is remarkable, improvement of working environment and the surrounding areas.

3. Project Activities: Investment in OSH noise reduction sources in the factory and surrounding areas. USJE Inc. takes measures in factories and quarries to minimize disturbance of neighboring communities, including, if necessary, the rescheduling of activities. The equipment is kept in closed rooms which reduces the noise level.

4. Outcomes and Achievements: Pioneering activity of one Macedonian company for occupational environmental protection. The main sources of noise in the factory have been determined, a plan has been prepared and several activities for reduction of noise have been implemented, whereby significant reduction of noise is achieved.

5. Contact:
   Applicant Department: CSR Department
   T :00 389 2 786 163, 2 786 164, 2 786 317
   Website: www.usje.com.mk
ADORA ENGINEERING SKOPJE
TOGETHER WE ARE BUILDING THE FUTURE. A CLASS – ECO-HOMES FOR HEALTHY AND SECURE FUTURE
ENVIRONMENTAL PROTECTION CATEGORY AWARD

The Project is awarded because of its activities for building high level housing standards.

1. Date, Duration and Location: 2013-2014 Skopje, Macedonia.

2. Objective and Target Group: The objective is to ensure the energy efficient housing.

3. Project Activities: The company is building two elite residential buildings, which are of energy class”A” implementing high level energy efficiency standards.

4. Outcomes and Achievements: Building of an A class – Eco-homes for healthy and secure future which will be the first buildings in the country that will get the certificates on energy efficiency – Energy passports category.

5. Contact:
   Applicant Department: Public Relations Department
   T: 00 389 2 5 215 215
   Website: www.adora.com.mk
This Project is funded due to its activities for helping the community socially and vulnerable category of the society.

1. Date, Duration and Location: 2013-2014 Skopje, Macedonia.

2. Objective and Target Group: The objective is raising awareness of the company employees towards vulnerable group of the society.

3. Project Activities: The company invest in raising awareness of its employees towards vulnerable groups.

4. Outcomes and Achievements: The bank is dedicated to raising of the awareness of its employees of their active participation in voluntary socially responsible activities, as well as to raising the public awareness of the need of support by the vulnerable groups of the society.

5. Contact:
   Applicant Department: CSR Department
   T: 00 389 2 2 3251 900
   Website: www.alphabank.com.mk
T-MOBILE MACEDONIA
THE FIRST FIVE ARE THE MOST IMPORTANT IN THE WORLD
INVESTMENT IN THE COMMUNITY CATEGORY AWARD

The enterprise is awarded because of its unique approach on equal opportunities among youngest population.

1. Date, Duration and Location: 2013-2014 national activity, Macedonia.


3. Project Activities: The company helps in opening of centers for early child development in marginalized and rural.

4. Outcomes and Achievements: “The first five are the most important in the world” is activity focused on providing equal opportunity for quality early child development for all children in the country, the company helps in opening of centers for early child development in marginalized and rural environments, by the end of 2014, ten such centers in total are open.

5. Contact:
   Applicant Department: Public Relations/CSR department
   T: 00 389 70 122
   Website: www.t-mobile.mk
TINEX MT LLC SKOPJE
HUMANITY IS IMPORTANT – WHO SHALL WE HELP TODAY?
INVESTMENT IN THE COMMUNITY CATEGORY AWARD

The enterprise is awarded because of its activities for disabled people.

1. **Date, Duration and Location:** 2013-2014 national activity, Macedonia.

2. **Objective and Target Group:** The objective is to establish investment in instruments that can help children with impaired vision and hearing. The target group is children with impaired vision and hearing in Macedonia.

3. **Shareholders:** Milk production Bitola.

4. **Project Activities:** Tinexx company with partner support of MLEKARA BITOLA donate instruments to children with impaired vision and hearing.

5. **Outcomes and Achievements:** The main objective is to encourage the other companies and the citizens to do humane projects that will provide better life to people with disabilities.

6. **Contact:**
   **Applicant Department:** Human Resource Department
   **T:** 00 389 2 2727501
   **Website:** www.tinex.com.mk
RADE KONCAR TEP SKOPJE
ONE FOR ONE
INVESTMENT IN THE COMMUNITY AWARD(SME)

This Project is awarded because of its contribution of the company in the development of community; humanity and faith in the company for cooperation with students and assisting them in building engineering career; establishing a two-way communication and taking care of the interests of stakeholders; progress of the Company as a mediator of higher education and the economy and Republic of Macedonia and the rest of the world and creating an environment in which to practice the principles of social responsibility.

1. Date, Duration and Location: 2013-2014 international activity.

2. Objective and Target Group:
   • To provide students with technical experience in their studies, regardless of race, colour, sex or religion.
   • Promoting international understanding and goodwill among students, academic institutions, employers and the wider community.
   • Delivering professional practice of Macedonian students in foreign companies.
   • Providing a source of cultural enrichment practitioners and society hosts.
   • Applying strategically grounded concept of social responsibility in our Company.
   • Need for young, experienced and motivated researchers and engineers - Future engines of the world.
   • Personal development of students and trainees.

3. Shareholders: IAESTE (The International Association for the Exchange of Students for Technical Experience and Students)

4. Project Activities: Rade Koncar company accepted a trainee from the NR China, so that an increased number of Macedonia students interested on international learning processes.

5. Outcomes and Achievements: Through the program for international exchange of students IAESTE, the company increased number of Macedonia students which can obtain professional and practical experience by working in companies worldwide.

6. Contact:
   T :02/2402481; 02/2402482; 02/2402483
   E-mail: marjan.trajkovski@koncar.com.mk
   Website: www.koncar.com.mk
INTERNATIONAL SCHOOLS NOVA SKOPJE
PROGRAM FOR COMMUNAL ASSISTANCE
INVESTMENT IN THE COMMUNITY AWARD

The Project is awarded because of its influence and positive impact on CSR to the students – early approach on CSR.

1. Date, Duration and Location: 2013-2014 national activity, Macedonia.
2. Objectives and Target Group: Boosting feeling of social responsibility, humanness and care among students at school.
3. Project Activities: The program, with an extensive scope of activities, is created for assistance of the community.
4. Outcomes and Achievements: The new NOVA international school program is extended with an human dimension scope of activities, is created for assistance of the community, in order to develop the feeling of social responsibility, humanness and care among students at school, through their direct inclusion by volunteering in extracurricular activities.
5. Contact:
   Applicant Department: Education
   T:389 2 3061-807; 3061-907
   Website: www.nova.edu.mk
MONTENEGRIN EMPLOYERS FEDERATION
CSR AWARDS

14 Montenegrin companies have applied for the MEF CSR Award with 25 projects in different categories, in relation to the scale of enterprise and type of award (social responsibility in community, employees and environment) and according to different criteria related to the projects’ sustainability, innovation and impact.

The public call for application was published on July 16th 2014 and was closed on September 1st 2014. Evaluation Committee, which consisted of representatives of the Government (Ministry of sustainable development and tourism), Economic faculty of National University, two representative trade unions, NGO, media and MEF have chosen 6 projects that, according to their opinion, deserved the award – 2 awards for small enterprises in categories of responsible practices in community and environment; 3 awards for medium enterprises in categories of responsible practices in community, environment and employees and 1 award for a big company in the category of responsible practice in community. Also, one Grand Prize was given to one medium sized enterprise. The award Ceremony was held on september 17th 2014 in Podgorica, Montenegro.
ELKO TIM

CARE FOR EMPLOYEES, CARE FOR ENVIRONMENT AND GENERAL AWARDS
(MEDIUM SIZED COMPANY)

“Elko Tim” has been a member of Montenegrin Employers Federation from the very beginning, which makes the Federation well informed on their CSR activities. However, each member of the Selection Committee has been aware that Elko Tim is a leader in integrating CSR activities in its business. Not only that they invest efforts in care for employees, community and environment, but their activities are well recognised in general society. Along with their reputable references and well organised projects, when it comes to CSR activities, they convince in long term commitment and sustainability.

1. Date, Duration and Location: Continual activity, Montenegro.

2. Objectives and Target groups: Objectives are to raise awareness on environment protection among all generations, better facilities for recreation and support in local community, satisfied and motivated employees with work and family balanced life. Target Group are: Employees, local community and society in general.

3. Shareholders: Company employees, local community members, NGOs.

4. Project Activities: In 2013, the company established a volunteer, sports and recreation club so employees can better organize their time spent at work as well as a leisure time. Every employee, member of the volunteer club, could volunteer 30 hours per year. They are paid for volunteer work as they were in the company that day, so that makes them corporate volunteer worker. The main benefit of the corporate volunteer is to have employees’ engagement improved and that means that ELKO TIM enjoy greater employee satisfaction, higher morale and, as a result, greater productivity. Care for employees continues after the end of working hours because the company allows various forms of recreation, ranging from modern dance training to recreational football and basketball trainings.
Forming and maintenance of the first botanical garden in the Capital City of Podgorica is the desire and need to draw attention to the insufficient number of green areas in the capital. Also, the wish is to educate the young generation in the right way and ELKO TIM decided for the future location of botanical garden to be in the yard of the primary school “Pavle Rovinski”, which is located near the company. This project demonstrates a clear desire of the company to do specific tasks aimed at taking care of the environment, although in the business, in no way threaten environment. ELKO TIM saves the environment with responsible behaviour to resources, such as water and electricity consumption. Marketing materials are printed on recycled paper or paper that comes from tree farms specially cultivated for the purpose of processing paper, the bags are biodegradable or recycled and colours that they use for printing on the bags are water based.

ELKO TIM wants to be the company that will build their future on the common satisfaction of customers and employees. They put a constant effort to maintain a good reputation in the business, providing fast and efficient service to customers in order to fully satisfy their requirements, needs and expectations. Education, training and motivation of employees have priority in Elko Tim and socially responsible business is the basic principle.

5. Outcomes and Achievements: The objectives are raised awareness on environment protection among all generations, better facilities for recreation and sport in local community, satisfied and motivated employees with work - family balanced life; shareholders: company employees, local community members, NGOs

6. Contact:
  T: 00 382 67 285 549
  E-mail: igor@elkotim.me
CEROVO
PROJECT DONATE

AWARD FOR CARE FOR COMMUNITY (MEDIUM SIZED ENTERPRISE)

“CEROVO” has presented a high level of commitment to community and equally to all stakeholders, with special emphasis on vulnerable groups and youths. The Selection Committee for CSR Awards has recognised that this company respects values of multiethnic community, contributes to sports and youth development and takes good care of employees and consumers. With no doubts, it is one of the role models for implementation of CSR principles in private sector.

1. Date, Duration and Location: Continual activity, Montenegro.

2. Objectives and Target Group: As a socially responsible company, we aim at improving our community.

3. Shareholders: local community, young people, vulnerable groups, NGOs.

4. Project Activities: The Company gave contribution in many projects aimed at improvement of local community, and it also implemented CSR project throughout the country. Faithful to the business policy of being socially responsible company, CEROVO, meets the needs of the community and fellow citizens, especially the needs of school children. The company responds to any request from vulnerable groups, young people, sport clubs but special activities relate to improvement and renewal of schools’ facilities. The project “DONATE” contains a list of different stakeholders, NGOs, humanitarian organizations, associations and sport clubs as well as young people.

5. Outcomes and Achievements: Better conditions in schools, improved facilities for sports clubs.

6. Contact:
   Applicant Department: Sales and Marketing Department
   T: 00382 68 834243
   E-mail:kristina.masanovic@cerovo.com
PORT OF KOTOR A.D.

AWARDS FOR CARE FOR COMMUNITY AND CARE FOR ENVIRONMENT (SMALL ENTERPRISES)

It is a great honour of MEF to have in its membership such small company which is very much devoted to environment protection and which takes good care of community and its stakeholders. With no hesitation, the Selection Committee decided to award “Port of Kotor” for its contribution and development of CSR projects and activities in community where it is located. Having in mind that it operates in maritime transport sector, it is obvious that environment protection matters the most. The company proved through different activities that CSR principles are strongly integrated in its daily business.

1. Date, Duration and Location: Continual activity, Kotor-Montenegro.

2. Objectives and Target Group: Objectives are improved and healthier environment, raised awareness on environment protection, better recognition of Kotor as tourist destination. Target group is local community members.


4. Project Activities: Port of Kotor is a joint stock company registered for providing services in international maritime traffic. It is pronounced as the port of national importance and from 2006 it has been specialized for cruising industry. This year, the company was a part of welcoming project for “Peace Boat” as a partner to NGO “Delfin” from Kotor and Municipality. The topic of this event was “The World without Nuclear Waste” and company supported it openly. Also, Port of Kotor introduced the project on waste management through dump separation in glass, plastic and bio waste. Also, they have separated bins in headquarter building for recycling cans. For many years, the company supports green area in their city and cleans seabed in Bay of Kotor. Upon construction of the new headquarter building which is located in the Liberty Park in Kotor, the company has funded new trees and grass in the park. Port of Kotor continually supports many sport teams, activities and festivals for children from local community and many charity organisations and events. With the aim of promoting Kotor as tourist destination, the company and local tourism organization created a short movie “Kotor for All Seasons” which promotes city and which became an ambassador of the city all around the world.

5. Outcomes and Achievements: The objectives are healthier environment, raised awareness on environment protection, better recognition of Kotor etc.

6. Contact:
   Applicant Department: International Projects Department
   T:00(382)69 438 778
   E-mail: majadanilovic@gmail.com
   Website: www.portofkotor.co.me
PORTO MONTENEGRO
ADRIATIC MARINAS

AWARD FOR COMMUNITY (LARGE ENTERPRISE)

As a multinational company operating in Montenegro, it is very important that Adriatic Marines represents one of the best organized companies in terms of commitment to CSR principles and their integration in business practices, especially those related to care for community. Their practice gives guidelines to other investors coming to Montenegro. Therefore, MEF’ Selection Committee has recognized the company’s role in contribution to local community, its sustainable project and continual efforts.

1. Date, Duration and Location: Since 2007 ongoing, Montenegro.

2. Objectives and Target Group: Improvement of condition of local community and target group are local community members.

3. Shareholders: Chiefly financed by Canadian businessman, Peter Munk, plus additional founding investors Lord Jacob Rothschild and Bernard Arnault. The World Bank and the European Bank for Reconstruction and Development (EBRD) are also investing in the upgrade of the local water, sewage, transport and electricity systems.

4. Project Activities: Since its conception in 2007, the development has acted as a catalyst for job creation and the positioning of Montenegro as a high-end tourist destination. It also brings wealth, investment opportunities and long-term skills that draw upon the country’s rich maritime heritage.
   • Dedicated over EUR 2,300,000 to Tivat’s public institutions and NGOs
   • Created the Peter Munk Scholar Programme, offering financial support to gifted undergraduate students, which started in 2007 and has since granted 155 scholarships;
   • Created a completely new award-winning CSR program named Uplifting the Community: investing not only money but a direct involvement from every employee of Adriatic Marinas
   • Free ‘English for Tourism’ language courses are held twice a year for members of the local community - 400 people have participated so far;
   • Investment in Tivat’s cultural scene through annual support of the Tivat Cultural Centre, as well as individual cultural projects: Festival of Mediterranean theatre Purgatorije, co-production of an art exhibitions and a host of independent art sport and culture events onsite;
   • Provided free of charge internet signal at the value of EUR 60,000, through the free Wireless Network project with Tivat Municipality
   • Founded the first Rugby Club of Montenegro
   • Opened the P-821 Hero submarine as a new tourist attraction in Tivat, investment EUR 120,000.
5. **Outcomes and Achievements:** Since 2007 Adriatic Marinas has built a complex strategy of CSR activities, with local stakeholders, Tivat Municipality and a number of local institutions. Miodrag Kankaras, former Mayor of Tivat summarized the success of the Project with his words “The presence of Porto Montenegro has been beneficial to our whole town, from investments in local infrastructure-related projects to a wide range of community based scholarships and workshops.”

6. **Contact:**
   - **Applicant Department:** Marketing Department
   - **T:** 00382 67 221 335
   - **E-mail:** dkalezic@portomontenegro.com
National Council of Small and Medium Sized Enterprises in Romania has announced the winners of the CNIPMMR CSR Awards – First Edition (a CSR projects’ competition that offered public acknowledgment to Romanian companies - no matter their size - that have projects which provide sustainable solutions for social or environmental problems faced by our country) on 28th of October during the Award Ceremony which took place in the presence of 600 guest and important members of Romanian Government. 4 categories of awards were designed, each category with 2 projects: a SME’s project and a big company’s projects.
HOLCIM ROMANIA SA
THE BRICKLAYERS SCHOOL PROJECT
BIG AWARD (LARGE ENTERPRISE)

Total scores for all criteria is maximum.

1. **Date, Duration and Location:** 2011-present, still undergoing, Romania.

2. **Objectives and Target Group:** Given the lack of vocational schools we want through this program to provide educational support and special training craftsmen in the construction industry. “The Bricklayers School” is a professional free training, specially designed and developed for craftsmen builders who want a specialization in the field and will be updated with the latest construction techniques and the best materials used in masonry.

3. **Shareholders:**
   - Internal and external customers that have sent teams of construction workers for specialization in brickwork
   - local community in the areas where we work (we have manufacturing operations)
   - local Technical Colleges from 17 cities
   - National Authority for Qualifications
   - Ministry of Labor, Family and Social Protection (Secretary of State - Codrin Scutaru – that participated to the launch event of the Bricklayers School)

4. **Project Activities:** “The Bricklayers School” is a professional free training that was specifically designed and developed for craftsmen builders who want a specialization in the field and will be updated with the latest construction techniques and the best materials used in masonry. The program was initiated in 2011 in Bucharest continuing until now in 17 cities, being organized 18 training sessions in partnership with the Technical College of the respective cities. Courses are taught by specialist teachers and experts. A complete course in the Bricklayers School covers a period of six days, during which time students participate in 15 hours of theory and 20 hours of practice, followed by a theoretical and practical assessment. Theoretical component of the course includes, in addition to basic information, specific explanations on how to prepare properly mortars using appropriate recipes, how to do effective computations necessary construction materials or technology that is execution of brick walls. Those who attended the School course had the opportunity to develop the knowledge already gained, and to be briefed on the latest techniques and building materials in the masonry and plaster. Until now, 470 bricklayers have graduated the program. In 2014 Holcim Romania has decided to offer each student the opportunity to pass certification examination skills that depending on results, ends with receiving the certification of professional skills in job mason - stonemason - plasterer issued by the National Qualifications Authority (NCA).
5. **Outcomes and Achievements:** According to the survey, over 41% of Romanians who carried out renovations or construction, the past two years, believes it’s pretty important that the builders should provide a degree of skill in the art, shows the national study conducted by Market Research Cult on January 2014. The same study shows that most Romanians prefer to do work on their own, through friends (42%) or using some freelancers masons (27%). In addition, over 74% seek information about craftsmen only from relatives and friends. The number of skilled masons decreased significantly in recent years – being only 5,900 qualified bricklayers in Romania. In this situation, Holcim Romania offers a solution for the construction market, professional training program being carried out so far in 17 cities in Romania, and 17 colleges and was completed by 400 craftsmen masons.

6. **Contact:**
   - **T:** +40745116225
   - **E-mail:** alina.cristea@holcim.com
1. **Date, Duration and Location:** 2014, 12 months, Romania.

2. **Objectives and Target Group:** With a new partnership strategy developed in 2014, the project intends to enhance its relevance to the community reaching a large number of beneficiaries:
   - Increasing awareness of the main issues affecting preparing young people for the future;
   - Generate conversations about education - the lack of labor market issues in the media, involving local authorities;
   - Involvement of stakeholders: media, authorities, civil society and building long-term partnerships to increase impact and strengthen the image of company dedicated to citizens.

3. **Shareholders:** On the opening of the academic year 2014 - 2015, The Project had a special guest at the launch of the Samsung Tech Institute Cluj-Napoca, Prof. Dr. Cho Peck, international expert in the field of digital literacy. He inspired both students and teachers with speeches about the best preparation of students for the jobs of the future. Since the 90s, Prof.Dr. Peck Cho is one of the pioneers of digital literacy both in the US and Korea, known as Professor of the Teachers, and speaker at the UNESCO Global Forum Events. Participants:
   - 230 professors and students;
   - Minister for Higher Education, Research and Technological Development, University of Cluj rectors

4. **Project Activities:**
   Trends of Tomorrow: The project started with the launch of a mentoring program to inspire, educate and familiarize high school students (16-18 years) with digital abilities according to labor market trends. In 2014, for the first time in local high schools, vocational guidance tests have been introduced, internationally certified, “Choose the job that suits you!” - guiding students in the right direction to choose their profession, not according to parents or friends’ suggestions, but based on what suits them best, depending on personality, interests and level of intelligence. Samsung mentors have been involved in over 30 meetings in schools, and they have talked to students about the skills and requirements for careers of their dreams.

   **Smart Classroom** is Samsung vision for the class of the future, offering
   - Integrated solutions: hardware, software, digital content
   - Digital content according to high school curricula (16-18 years)
Strategic partnership with the Ministry of National Education in Romania. In 2014 the Project opened 3 Smart Classrooms and increased access to new learning possibilities for 2000 students. These classrooms are designed to become digital hubs: digital literacy centers for teachers and students. The new projects were launched on September 2014:

**Smart Classroom Extra**
- Online communication skills - new curricula for high school students to prepare them better in an area for a potentially attractive career.
- The online platform Smart Classroom - A program that provides teachers and students courses and encourages them to use an online platform for creating interactive courses for their students
- Complex training during 3 months for teachers - in partnership with the Institute of Educational Studies - to familiarize teachers with more digital literacy classroom in smart spaces

**Tech Institute**

Vocational Training Platform for the jobs of the future:
- Infrastructure: Innovation Lab, hardware equipment for programming; Developing content for courses based on skills jobs of tomorrow;
- Involve teachers and mentors business for curriculum development. In two laboratories of innovation (Innovation Lab) from the Polytechnic University of Bucharest and the Technical University of Cluj-Npoca, Samsung Tech Institute helps 300 students to learn how to develop Android applications and to better prepare for one of IT specialists which is so much needed in Europe. The curriculum includes the latest mobile application development skills and Smart TV application development.

5. **Outcomes and Achievements:** Samsung Electronics Romania signed a partnership with the Ministry of Education to support digital education. Until now, the Project has invested 100,000 euros, but the partnership was expanded, following the inauguration of other classes Smart offering complete learning digital solutions, including both hardware and software support, as well as digital content, curriculum adapted recommended to high school students.

- 5,500 high school students took the test in the first 6 cities where the caravan Trends of Tomorrow arrived
- 2,400 young students mainstreamed into the Smart Classroom
- 200 teachers trained in digital skills
- 300 students trained in skills for future jobs
- Involve relevant stakeholders: long-term partnership with education authorities at both national and local level, international educational authority to inspire the local community of teachers and students involved in all Samsung employees as mentors and support programs for technological solutions.

6. **Contact:**
   T: 0751751389
   E-mail: sorina@thepractice.ro
   Website: https://www.facebook.com/SamsungTrends
BANCPOST SA
THE NO PROJECT
BEST PARTNERSHIP AWARD (LARGE ENTERPRISE)

It had the highest score on the criterion “f) The number and quality of involvement of partners / stakeholders”, total scores on the other criteria was above average and the scoring criterion “c) The impact of the applied solutions” was above average.

1. Date, Duration and Location: January – October 2014, 10 months, Bucharest, Craiova, Timisoara, Brasov, Alba Iulia, Ploiești, Iasi, Braila - Romania.

2. Objectives and Target Group: The objective is to inform young people about the phenomenon of human traffic through The NO Project - Art4Freedom. The campaign aims to persuade young people to realize the risks and identify the circumstances in which they can become victims of human trafficking. Target groups are women and children from rural areas, possibly victims of human traffic.

3. Shareholders:
   ANITP - National Agency Against Human Trafficking
   ADPARE and eLIBERARE, NGOs specialized in fighting against trafficking.

4. Project Activities: Art4Freedom with the motto of “Use your talent in the fight against human traffic” has developed a comprehensive platform in 2014. The NO Project - Art4Freedom includes the young people to the main target of the campaign, through art (music, dance and film). Under the justifying umbrella of Bancpost Art4Freedom has initiated a number of activities:
   • Awareness seminars about The NO Project, held during February to March 2014 in 11 schools of art in 8 cities (Bucharest, Craiova, Timisoara, Alba Iulia, Iasi, Ploiești, Brasov, Braila). The seminar was attended by over 450 young people. Information sessions were followed by a competition in which high school students have sent their artistic vision about modern day slavery and solutions thereof.
   • Participation in the competition Hip Hop International Romania. The event lasted 2 days and participants were exposed to information about the risks of modern slavery. At the end of the event one team even created a hip-hop anthem for The NO Project.
• Stand on Women Mătăsări event (6-8 June) urban festival enjoyed every edition of a large participation. Young people presented to Bancpost stand dances, sang classical music also conducted a series of photo sessions called “I am a free man”.
• On September 2014 the project has launched an online exhibition, which includes all the works of art produced by the project: http://www.thenoproject.ro/expozitie/.

5. Outcomes and Achievements:

Informing young people about the phenomenon of human traffic:

• 800 young people involved in direct meetings and over 10,000 participants touched by the messages of the campaign events; Involving young artists to disseminate anti-human traffic message through art:
• 11 seminars in schools of art, 100 works of art in total; Bancpost visibility campaign to combat human trafficking:
• 40 articles in the press; 33 articles on blogs; 800,000 views on social media channels (Facebook and Twitter).
• It is estimated that a total of 2,000,000 people were exposed to the campaign messages through events, printed materials (flyers, brochures), traditional media (TV and radio), online and social media.

6. Contact:
T: +40728 088 897
E-mail: robert.zanescu@bancpost.ro
Website: www.thenoproject.ro
S.C. CUBRAIN STUDIO S.R.L
DONATE DESIGN PROJECT

INNOVATION AWARD (SME)

The project was the highest score on the criterion “e) Innovative character and originality of solutions applied in the project”, total scores on the other criteria is above average and scoring criterion “c) The impact of the applied solutions” is above average.

1. Date, Duration and Location: 2012 - 2014, Bucharest – Romania.

2. Objectives and Target Group: The main objective:

Phase 1: 2012-2014 - Implementation and experimentation:

a. Acquisition of 10 projects to be worked on Donation System Design.
b. Target for donations -45,000 euro

Phase 2: 2015 - Generating exponential donations

- Renewal online platform presentation
- Dissemination of the project on as many media channels
- Promoting the Donation Design system which can be accessed and used by any company, generating greater involvement of the business community and the environment while benefiting from the services quality graphics.
- Advertising Donation system design among designers as healthy recipes of work offers the possibility of improving the graphics quality and facilitates communication and relationship with the client

Covering a wide need of social cases after generating donations from business environment together with designers / creative agencies.

3. Shareholders:

The shareholders are Artsintez free Media.md, New Host.ro, Donation Simplisimo.ro, and Inboxdesign.ro.


Advertising: In 2014 the first two agencies have taken in their marketing strategy and working the Donation Design method. KingStag.ro Agency and Pigna Romania have
donated school supplies for children  441DesignStudio.com will work three projects yearly involving brands like Holcim, Boromir, House on keys, Active Life.

Associates: The project was involved Association Donation Design ProVita - Screzii Valley Association George Ogăraru who was targeted by Donation Design services and donations.

4. **Project Activities:** DD actions for project development are divided into two stages.

   Phase 1: implementation and experimentation period 2012-2014: Identification and analysis of economic and social problems, Development Department involvement strategy and solving problems found, branding and identity development Donation Design, launch the project: Target 10 projects that can gather 45,000 euro donations for 2 years minimum for needy communities, attract partners to develop the project taking into account the minimum financial resources available, promote Donation Design to attract projects working system Donation Design, execution of projects, generate donations - 70% of the project was donated in goods or money to community associations, disadvantaged or social projects.

   Phase 2: 2014-2015: Dissemination of the project period as working system and the exponential growth of the brands involved projects and donations generated: development of a new online platform and promoting the project on as many media channels. It is aimed to promote Donation Design as a working system opened to all companies and designers and its inclusion in the services offer. Companies will get from the experience gained by CUBRAIN in the experimentation stage. In 2014, part of the system testing plan for industry of the project was outsourced to two companies that have implemented the system Donation Design in their services offer: a) Kingstag.com has donated Pigna school supplies to the children of the Screzii Valley worth EUR 2000.  b) 441designstudio.com has signed contracts with brands like Holcim, Boromir and Active Life projects to be executed im Donation System Design. Their objective is to build social center from Campina, Screzii Valley and House Keys through money donstiond, services or products that they sell.

5. **Outcomes and Achievements:**

   Cubrain Company through the social responsibility projects have developed its portfolio of clients and partners and generated considerable revenue for the company and the community donations. It created using CSR, long-term relationships with companies and partners involved. Statistics at the end of the project showed that a project developed by Donation Design with another customer company generated 3 other work orders. The results are community donations approx. 50,000 euro.

6. **Contact:**

   T: +40722-396 -867
   E-mail: daniel.movileanu@cubrain.ro
   Website: www.donezdesign.org
HOLCIM SA
EFFICIENCY AND INNOVATION - WASTE GAS HEAT RECOVERY IN CEMENT FACTORIES HOLCIM ROMANIA PROJECT
SUSTAINABILITY AWARD (LARGE COMPANY)

The project had the highest score on the criterion “f) the number and quality of involvement of partners / stakeholders”, total scores on the other criteria was above average and the scoring criterion “c) The impact of the applied solutions” was above average.

1. Date, Duration and Location: 2010-present, still undergoing, Project Location cement factories of Holcim (Romania) SA – Romania.

2. Objectives and Target Group:

- Reducing dependence on network and growing energy prices, by replacing approximately 15% of electricity sourced from sustainable network energy produced by waste heat recovery process manufacturing cement clinker
- Combating climate change by reducing indirect (nationwide) emissions of greenhouse gases (about 11,500 tons of CO2 annually - for Cement Alesd) that would be generated if the electricity produced without CO2 generation would were stocked in (and produced for) the national grid.

Reduce indirect consumption of natural resources (fossil fuels used to produce electricity network replaced by sustainable electricity produced without additional fuel consumption

3. Shareholders: For the construction of the facility from Alesd were involved over 300 people, 60% of them being Romanian.

- Competent authorities (local and central) - involved in order to obtain necessary permits and various energy efficiency - to raise awareness / recognition project benefits
- Local and International Companies that provides equipment and services
- Employees
- Both NGOs (mainly working on environmental and climate change) and Representatives of local community - to disseminate implementation, raising awareness / recognition project benefits
- Local media, central and specialized

4. Project Activities: The project was initiated in Alesd Cement factory in 2010 through a technical feasibility study of the project development and installation of waste heat recovery resulting from the production of clinker and transforming it into electricity.
In cement production processes already optimized and consistent with the best available techniques, such as those existing in the cement plants of Holcim Romania, the temperature of the gases that are bearing clinkering residual heat is quite low. Therefore, to obtain a waste heat recovery efficiency was decided in late 2010 using Rankine cycle (ORC), the takeover of waste heat is carried out by a special organic fluid / diathermic oil (instead of steam / water overheated). The construction of the cement plant in Alesd occurred in 2011-2012, and in the second half of 2012 there were technical and industrial samples installed system. It allows producing about 15% of the electricity required cement plant without fuel and without emissions (greenhouse gases, dust, NOx, SO2) additional manufacturing process of cement clinker and thereby contributes to:

- Efficient use of resources - by saving fossil fuel that would have been used to produce electricity in power plants saved.
- Achieving the EU 2020 targets in the three climate and energy (20% reduction in greenhouse gas emissions, 20% increase in energy efficiency and 20% renewable energy in the energy mix)

5. **Outcomes and Achievements:** Currently partial results observed after project implementation was as expected, since this is only the first year of operation:

- About 15% of the electricity needed Alesd cement plant was supplied by waste heat recovery unit, increasing energy efficiency
- Reducing demand for electricity taken from the network contributes to reducing fossil fuel consumption (necessary for the production of electricity supplied to the network) and to reduce greenhouse gas emissions (greenhouse, NOx, SO2) nationwide
- The electricity was generated without additional fuel consumption and emissions clinkering process

Implementation of the project led to increased competitiveness and to maintain and increase the number of jobs locally - as required involving over 300 employees, 60% being Romanian.

6. **Contact:**
   - T: +40745116225
   - E-mail: alina.cristea@holcim.com
HEWLETT PACKARD GLOBAL
SMÍLE STUDIO PROJECT
INNOVATION AWARD (LARGE ENTERPRISE)

The project was the highest score on the criterion “e) Innovative character and originality of solutions applied in the project”, total scores on the other criteria is above average and scoring criterion “c) The impact of the applied solutions” is above average.

1. Date, Duration and Location: December 2013 - June 2014, Bucharest - Romania.

2. Objectives and Target Group: The project is part of a wider program that is operated each year in the company. This program is meant to draw attention to problems of children with different disabilities or children with special needs with institutionalized environment, and also to bring comfort, joy and an organized socializing with the employees. The objectives of this project were: Restoration of space for activities and Organizing leisure activities.

3. Shareholders: The Project has worked closely with the Foundation Lights into Europe, as well as management and administrative staff of the School no. 1. HP employees got involved into project development in each of the 5 stages - in total, about 70 volunteers involved.

4. Project Activities:
   The project took place over eight months, during several stages, as follows:

   a) Disability awareness session - supported by Lights into Europe Foundation. The session was addressed to company employees
   b) Design and planning competition - the company’s employees have created a redevelopment concept of space presented initial project planning and interior of the room concerned, taking into account all the needs of children who were going to use it;
c) “Do THEY know it’s Christmas?” - the third phase of the project, which took place at Christmas, when a group of talented colleagues recorded a special song for all children in the project. Stage was designed as an internal communication campaign and fundraising, designed to raise awareness about this cause, promote design competition and the need to engage in social activities.

d) The announcement of the winning project and planning activities room - at this stage projects were evaluated and the winning team had the opportunity to display their winning vision. For a week, Project went every day to achieve at School: painting walls, installing new furniture, assembly and installation of design elements. The official opening hall for activities was celebrated with the children and with the winning team, but also with other volunteers involved in the design contest.

e) Sign language courses - To be able to interact in a more harmonious with the No. 1 public school children- Children with hearing disabilities, some of emploess were trained in sign language during a month.

f) Smile week-ends - the last stage of the project is to organize leisure activities with staff and children in the school; every month, the Project team spent a weekend day with the children through play and activities of inter-relationships.

5. Outcomes and Achievements:
   The main benefit of this space was updating social facilities for children, now used to study and interact with each other in an appropriate manner. In addition, the Project had around 100 volunteers who have learned how to build, write and implement a project.

   Beneficiaries now use this space into a much more suitable way for the social needs of every child, taking into account their disability, which will help them take the next step toward a normal and healthy life as teenagers and young adults.

6. Contact:
   E-mail Address: oana.scarlat@hp.com
   Website: https://www.youtube.com/watch?v=6pnsLox7i7Q
KOOL MEDIA & ADVERTISING SRL-D
“GIVE FIRST SMILE” PROJECT
BEST PARTNERSHIP AWARD (SME)

It had the highest score on the criterion “f) The number and quality of involvement of partners / stakeholders”, total scores on the other criteria was above average and the scoring criterion “c) The impact of the applied solutions” was above average.

1. Date, Duration and Location: May 2014 - indefinitely, Constanta - Romania.

2. Objectives and Target Group: The goal is to provide support to humanitarian causes, especially for children with medical and social problems. Through the actions, the Project supports both the Association “Give Wings” and the local community. The Project is actively involved, so that our projects, whether they are aimed at raising funds and bringing joy on the children faces, to draw attention to both decision makers and companies, and Constanta people, who can help us. The aim:

• Civic involvement of companies and Constanta inhabitants in saving and improving the quality of children’s life, who are born at the moment in unfavorable conditions,

• Educating children and employees in civic spirit, and their social Empowerment

• Decreased mortality and morbidity of children born or transferred in Constanta County Emergency Hospital;

• Rehabilitation, and rearranging the space offered for this Project

• Provide specific medical care for infants’ performance.

3. Shareholders: Authorities - Schools Inspectorate, Constanta County Hospital, Rotaract NGOs and companies or individuals.

4. Project Activities:
• May 31, 2014 event: It was dedicated to the 1st of June (International Children’s Day) to children with hematologic and cancers recorded to the Medical Center FOCUS SCJU Constanta.
• Give Wings Association with the support of Kool Media & Advertising organized an event for children with cancer and hematological diseases with records to Medical Center daily of the SCJU FOCUS Constanta.

• 150 children aged 3-15 years attended. The children had a special meeting with other children survivors (which danced) with clown Sica and Ciresarri band, with face-painting and team superhero (embodied by climbers in Superman and Spiderman) who descended on a multi-storey car park to say hello and to encourage. Some kindergartens, schools and companies in Constanta were invited to give smiles of joy to these children by donating some gifts that were handed out at the event.

5. Outcomes and Achievements: Actions and events performed by Kool Media & Advertising for Association “Give Wings” were promoted through many different channels, such as: Rollups, Sampling baloons and flyers, Stickere- mirrors and People-stoppers also Panels located in the Shopping Center (http://www.koolmedia.ro, http://www.marinimcenter.ro and http://www.daruiestearipi.ro/) Advertisment on social and written media as well as radio broadcasts (www.facebook.com/KoolMedia)

6. Contact:
   T: +40723.732073
   E-mail: elena@koolmedia.ro
   Website: http://www.daruiestearipi.ro
MOL ROMANIA SA
MOL PROGRAM FOR CHILDREN’S HEALTH PROJECT
SUSTAINABILITY AWARD (SME)

The project had the highest score on the criterion “f) the number and quality of involvement of partners / stakeholders”, total scores on the other criteria was above average and the scoring criterion “c) The impact of the applied solutions” was above average.

1. Date, Duration and Location: Annually since 2009 - Romania.

2. Objectives and Target Group: The MOL program for the children follows a dual purpose: to provide constant support to participating organizations, to benefit from their experience and practice for children with various disabilities. The Project intends to remain a reliable partner for participating organizations whose projects are not isolated, for one year, but continue as long as needed. The projects funded under the MOL for children’s health, besides offering resources to be able to enjoy a life of diversity, we involve the notion of public space in which children with disabilities are visible, may participate and are helped to express their emotions and feelings through art. The Project showed how children become so self development actors, practicing new capacities and talents alongside the specialists in arterapie, which is just beginning to form and is looking its place throughout therapeutic devices.

3. Shareholders: MOL Romania, as sponsor of the MOL program for children’s health, has to approve the annual activities and objectives of the program and establish objectives and selection criteria for projects, without getting involved in the judging process or in the winning project implementation. The program is structured as a design contest run by the Foundation for Community. In this design contest are invited nonprofit organizations that carry out activities related to the program order. During the five years more than 300 NGOs were registered, and 496 registered projects. Project proposals evaluated by specialists and selected as eligible projects both in terms of form and content, are shown to the jury. The jury consists of specialists in various fields (psychologists, doctors, media representatives, etc). NGOs that receive support in turn engage the local communities, authorities and other partners.
4. **Project Activities:** During the five years of its launch, the program has supported 90 projects art therapy and emotional therapy, targeted the more than 7,300 children and youth with special needs. The 90 projects were carried out by 66 NGOs. Five projects of the Association Little People Romania were conducted in Pediatric Oncology centers in Cluj, Timisoara, Iasi, and Bucharest. Specialists and volunteers used drama therapy techniques and medical themed play therapy to help over 750 children hospitalized into nine oncology hospitals from Romania and Moldova pass easier the suffering. Project psychosocial rehabilitation and development of communication skills through photography for students with hearing Beethoven Special Technology High School in Craiova, followed improving not only artistic skills but also social and emotional needs of children. Ten participants completed the work with a photographic exhibition at the headquarters of Dolj County School Inspectorate. The Special School Paşcani saw a pottery workshop for “special artists” and was created the first cabinet multisensory stimulation in Iasi County, where they benefit for various therapies and support for social integration of 145 students of the school, that have severe disabilities (autism, Down syndrome, ADHD). The clinic is an example and an inspiration for other special schools in the county. Hippotherapy sessions organized by the Association of Aiud Hip-Tep helped more children to be admitted to kindergarten, after being previously denied entry because of severe deficiencies. In the project, 15 children with severe disabilities attended weekly meetings of hippotherapy for ten months. About 100 adolescents with type 1 or juvenile diabetes overweight and obese participants in the camp Bóbita Yuppi managed to rediscover their own forces and overcome limiting condition resulting from the perception of the disease. Therapy Method-the outdoor experiences, new in Romania, was applied to the camp Yuppi by 40 volunteers trained in two training courses. A total of 52 children from associations: Hóvirág Gheorghieni and Down Bucharest have participated in projects of therapy through dance, practiced important elements for the physical and created harmonious interpersonal relationships with young volunteers for their age. In the animal assisted therapy sessions organized by associations Elfi and Mind Forte, 35 children have developed emotional self-control, and improved networking skills, increasing self-esteem and facilitating positive affects. The project “Give color to your life” Association for Promoting Personal Development from Bacau improved the quality of life for 15 children addicted to alcohol and psychoactive substances. Public events organized within the project offered real alternatives to these children and young people, showing them that they can achieve great things to feel proud, and get confidence for new chance.
5. Outcomes and Achievements: MOL Romania is part of MOL Group’s strategy on long-term sustainability of the activities. An internal survey conducted by Aon Hewitt in 2012 showed that 95% of the employees believe they work for a responsible company, which reinforces their commitment to the company. Organizing MOL Healthy Children Program, Foundation for Community succeeded in getting to know better implementation aspects of complementary therapies and non-profit associations working in the field, becoming known and recognized in the civil sphere. After five years of continuity is found out that financial support under the program MOL for children’s health helped in developing and implementing complementary therapies that would not have existed without this program and, in a broader horizon, not only support individual projects but, and improving the perception of mental health and development of this scientific field.

6. Contact
   T: +40755-045699
   E-mail Address: office@pentrucomunitate.ro
TURKISH CONFEDERATION OF EMPLOYER ASSOCIATIONS (TİSK) CSR AWARDS

TİSK has granted the “TİSK 2014 CSR Awards” at the National Conference took place in İstanbul Le Meridien Otel on September 17, 2014. 68 Projects, consist of 58 large-scale and 10 SMEs, had applied to TİSK 2014 CSR Awards. These 68 enterprises were first evaluated by the Nomination Committee which consisted of CSR experts on 15th of July 2014 at TİSK’s Headquarters. Based on the preliminary screening, 20 Projects, consist of 17 large scale and 3 SMEs, passed to the finale. The finalist 20 projects afterwards evaluated by the Selection Committee which composed of respected names from different stakeholders on 1st of September, 2014 at TİSK’s Headquarters. The committee members were the representatives of trade unions, employer organizations, government, media, academia and NGOs. Accordingly, the Selection Committee selected 8 winner projects in the categories of effectiveness, best practices, inclusion, sustainability and innovation and also one large scale company and one SME for the Grand Prize.
KOÇ HOLDING INC.

VOCATIONAL EDUCATION: A CRUCIAL MATTER FOR THE NATION

GRAND AWARD

Vocational Education: A Crucial Matter for the Nation Project aims to develop a model based on cooperation between private and public sector, through which the quality of education in vocational high schools will increase. Within the scope of this project, a sustainable relationship model targeting the businesses and schools has been developed by creating awareness in the society regarding the importance of vocational education and encouraging students to receive vocational education. During the Project, a sustainable volunteering platform has been formed with the participation of all units of the Company. In addition to this, the model has been adopted and expanded by many other companies apart from Koç Holding. Vocational Education: A Crucial Matter for the Nation Project has won the Grand Prize by receiving the appreciation of the Jury in all categories (sustainability, inclusion, effectiveness, best practice and innovation) of TİSK 2014 CSR Awards.

1. Date, Duration and Location: The project was implemented in all of 81 provinces in Turkey for 7 years between 2006 and 2013.

2. Objective and Target Group: The main objective of the project was to develop a model of collaboration between the public and private sector so as to increase the education quality of the vocational high schools. Within the scope of the project, it was aimed to reach 8,000 vocational high school students throughout Turkey. Demographically, the members of the target group were the vocational high school students who were from economically disadvantaged families, who have skills and are willing to make use of their potentials. At the end of the project, 10,567 students were reached through scholarships and active scholarships were granted to 8,118 students in 264 schools in 81 provinces. Supporting activities and a multi-tiered communication strategy addressed to different target groups enriched and strengthened the project’s outreach. The schools of the scholarship students, their parents, environment and the members of the public were included in the target group which is to benefit from the multiplier effect.

3. Shareholders: Koç Holding Companies and Ministry of Education collaborated with Koç Holding in the operation and outreach. Vehbi Koç Foundation provided scholarships and steered the relations with the schools. As the project evolved various stakeholders such as business and trade associations joined in.

4. Project Activities:
   1. Communication and Awareness Raising Activities
   2. Practice of the Student Support Programme:
      2.1. Practice of the scholarship programme
      2.2. Practice of Internship Programme
2.3. Ensuring Priority in Employment  
2.4. Practice of Social Development and Training Programmes

3. Development and Practice of the Coaching Model  
3.1. Development of the coaching curriculum  
3.2. Practice of Training on Coaching  
3.3. Practice of Coaching Programme  
3.4. Organization of Project Competitions

4. Installation and Management of Laboratory, Training of Trainers and Support for Opening New Departments.

5. Dissemination Activities:
   5.1. “Guide on Collaboration between School and Organizations” was prepared in the light of the experiences achieved during this project for other organizations which are willing to implement similar projects.
   5.2. Activities were conducted to implement micro MLMM (Vocational Education) Projects which are specialized for the needs of Koç Group companies.
   5.3. Management of the Vocational High School Coaching Program was transferred to The Private Sector Volunteers Association.
   5.4. “Quality of Vocational Education and Training” was initiated with the Educational Reform.

5. Outcomes and the Achievements  
At the first phase, the project was launched with the commitments to ensure scholarships supported with internship programs and priority for employment of the vocational high school students. However, as the project unfolded itself, it was observed that the multiple needs and challenges faced by vocational education can only be resolved by a more extensive response. Therefore, it was decided to expand the area of implementation. In order to ensure that the project contributed to a sustainable increase in the vocational education capacity, new elements such as the installation of laboratories and coaching programs were added to the planned model of collaboration between the school and organizations.

Output 1: Public awareness was raised by dissemination of the motto “Vocational Education: A Crucial Matter for the Nation”
Output 2: The students were encouraged to take part in the vocational education.
Output 3: A model of collaboration between the schools and organizations was developed.
Output 4: Personal development model to meet the needs of the vocational high school students.
Output 5: New models were developed to ensure that the children develop technical skills.
Output 6: “Collaboration Model between the Schools and Organizations” was expanded.

6. Contact:  
Applicant Department: Koç Holding Directorate of Corporate Communication and External Affairs  
T: +90 216 531 03 88 F:+90 216 343 15 37  
E-mail: burcug@koc.com.tr  
Website: www.mlmm.com.tr
ENVIRONMENTALIST PHARMACISTS COOPERATIVE (CEKOOP)
UNHINDERED MEDICINE

GRAND AWARD (SME)

Accessible Medicine Project has contributed to finding solutions to the health problems and risks that visually impaired persons encounter while using medicine. Since the model has set an example and been embraced by the society, the sustainability of the Project has increased. In terms of inclusion, the Project has also offered an effective solution to the problems faced by visually impaired persons while buying medicine. Therefore, the Project has been awarded the Grand Prize in the SME category.

1. Date, Duration and Location: June 2013 – The project won’t finish, will continue expanding.

2. Objectives and Target Group:
   • The main mission of the Project is, to make all the visually-impaired people to get out of the system, which is going to come out of with this Project to make the visually-impaired people living in Izmir and countries equal with the other people while they are benefitting from health services in a pharmacy.
   • To eliminate the health risks, which come out because of the medication errors of the visually-impaired people
   • To eliminate the human rights violations faced by the visually-impaired people
   • To comply with the rule as stated in the oath pharmacy, about which, without any discrimination, giving each patients an equal and a true health service is.
   • To draw the attention of the public and legislators to disability issues
   • The main aim of the project is to make the needs of health-related information of the disabled people in Turkey good, to solve the health problems and risks of visually-impaired people while they are taking medicine. Thus, as appropriate, to pharmaceutical oath, will contribute to the formation of an equal standard of pharmacy services and health services.

Target Group: Visually impaired citizens living in İzmir and counties.

3. Shareholders:
   - İzmir City Council
   - EDAK Pharmaceutical Cooperative
   - Ege University Faculty of Pharmacy
   - İzmir Contemporary Visually–Impaired Association
4. Project Activities:

Project coordinator, project assistant and representatives of the project partners’ were decided. Questionnaires for the visually-impaired people were prepared. Meetings were held with the Members of İzmir Contemporary Visually–Impaired Association and suggestions about their problems and the project were received. Discussed with Ministry of Family and Social Policies and Ministry of Health Medicines and Medical Devices Agency about the difficulties and the solutions.

Determination of the volunteer pharmacies: CEKOOP and EDAK Pharmacy Cooperative announced their members to determine the volunteer pharmacies. In addition 100 pharmacies were recorded as volunteers.

Preparation of project materials:

- In addition to the research results, it is decided to buy Braille labelers from Canada.
- The voice recorders planned to be used were investigated. But it is understood that the examples of the voice recorders in the world is useless and expensive. In talks with Turkey Pharmaceuticals and Medical Devices Agency, it is also understood that these recorders are not suitable for the use of pharmaceutical legislation in Turkey. Therefore, CEKOOP has created a new, suitable for the legislation and an economic voice recorder with the help of a company in Turkey. The volunteer pharmacist of this project attaches a Braille numbered label onto the medicine packages. Looking these Braille numbered label, the pharmacist records the directions for use of the medicine to this special recorder, so when a visually-impaired patient wants to take his/her drug, he/she listens the directions about how to use the drug, what the expiration date of the drug is etc. This is a simple but life-saving audible warning.
- Posters and billboard designs were prepared.
- The Braille labelers, voice recorders and the survey sheets were distributed to the volunteer pharmacies
- The volunteer pharmacies started giving the “Unhindered Medicine Project” service to their visually-impaired patients.
- A project team of university lecturers of the Ege University Faculty of Pharmacy trained twice in İzmir Contemporary Visually–Impaired Association

5. Outcomes and Achievements:

- 2013 Golden Mortar Contest - Social Responsibility Project Award of the Year
- The feedbacks received from the visually impaired customers showed that it helped a lot to make purchasing medicine so much easier.
- Variety has been provided across the country
- To spread the Project through Grand National Assembly of Turkey, Commission of Health, Family, Labor and Social Affairs have been contacted.

6. Contact:

T: +90232 487 3246 - 0506 147 9083
E-mail: bilgi@cekoop.org.tr
ANADOLU GLASS IND. INC.
GLASS AND GLASS AGAIN
SUSTAINABILITY AWARD

The Glass Again Glass Project, aiming to reinstate glass recycling and boost savings, has gradually improved the glass recycling rate over the implementation period, also supporting Turkey’s adaptation process into the EU. In this context, both enabling energy saving and highlighting the value of recycling, the Glass is Glass Again Project has received the Sustainability Award.

1. Date, Duration and Location: 2011-2020, Turkey.

2. Objective and Target Group: The main goal of the project is to increase glass recycling rate to 60% by 2020 which is also one of Turkey’s commitments as part of harmonization with the EU, while boosting glass recycling that has been neglected by the stakeholders of the system, and ensuring maximization of the aforementioned advantages. For this goal to be achieved, the following objectives must be fulfilled:
   • Improving the infrastructure for the collection of glass packaging waste
   • Raising the awareness of public
   • Modernizing and enhancing the capacities of recycling facilities

The target groups of the Project are primary school students, student parents, consumers of products packed in glass, establishments where glass packaging waste is produced in large amounts (hotels, restaurants, bars etc.)

3. Shareholders: A country-wide platform of cooperation has been established under the leadership of Anadolu Glass:
   95 district municipalities in 14 provinces: As laid down in the relevant legislation, working out a management plan aimed at collecting all glass packaging waste within the borders of the district and ensuring the collection of the said waste.
   Provincial and District Directorates of National Education: Ensuring the relevant permissions for the recycling briefing sessions we hold in elementary schools.
   Universities: Organizing seminars on glass recycling with the support of our company, making sure that glass packing waste is collected separately in university campuses.
   Collective consumption areas (Doors Group, Çırağan Kempinski, Ceylan Intercontinental, Migros): Separately storing glass bottles using the glass recycling boxes, containers and glass crusher equipment we provide, and supporting communication studies.
Collection and recycling companies: Collecting and recycling glass packaging waste in the partnering districts.

European Bank for Reconstruction and Development (EBRD): Providing consultancy for the project from countries with best practices, and ensuring financial support for the stakeholders

Sports clubs: Promoting glass recycling in communication activities and events.

4. Project Activities:
   • Cooperation with Municipalities: The project has signed a protocol with 95 municipalities in 14 provinces to ensure source separation of glass packaging waste. With this protocol signed, glass recycling boxes are provided, cullet collection vehicle is granted, briefing sessions are organized for the students of the elementary schools.
   • Production and Dissemination of Recycling Boxes: produced recycling boxes will be donated to the municipalities and this is expected to continue over the coming years. With a view to enhancing visibility some of the recycling boxes have been clothed with the uniforms of Turkish sports clubs.
   • Briefing in Schools: In an effort to build a “society of recycling”, “Glass and Glass Again” project has been designed specifically for elementary schools.
   • Support to Glass Waste Collection Systems: Some Municipalities have been provided with a glass waste recycling box collection vehicle each. Glass crusher equipment have been manufactured and distributed to restaurants.
   • Premiums and Advances: Premiums are paid in an effort to enhance the quality and increase the amount of cullet generated by glass recycling facilities.
   • Automated Cullet Control Line: “Cullet Control Machinery” installed in factories to ensure more efficient check on the quality of the cullet transferred to the factories.

5. Outcomes and Achievements: Since the start of the project, 410.600 tons of glasses have been recycled. In this context, through ensuring the use of cullet in production: 492.700 tons of primary raw materials have been saved, 275.100 tons of carbon dioxide emissions have been prevented, 143.700 MW/h of energy have been saved. Furthermore, thanks to 410.600 tons of glass which have been recycled instead of ending up in trash since the project kicked off; reduction of carbon emission equivalent to that of removing 147.800 cars from traffic has been ensured, the amount of energy saved this way, could provide heating and hot water in 17.200 houses, the amount of sand saved in production equals to the one a 10 meters-wide and 43 kilometers-long beach would hold.

6. Contact:
   Applicant Department: Quality, Environment and Technical Standards Department
   T.: 0212 350 5819   F: +90 212 350 5919
   E-mail: vaydeniz@sisecam.com
BORUSAN

MY MOTHER’S JOB IS MY FUTURE

INCLUSION AWARD

With kindergarten and daycare centers named Borusan Fun Factories in OIZs for the education and care of children between 0-6, the My Moms Job is My Future Project provides opportunities for the women who cannot work because of childcare duties, improves women’s employment especially in the industry sector by removing the obstacles for the mothers, and creates an educational environment that serves to mentally and physically improve the children who are unable to receive pre-school care and education services. The Project raises awareness among the public regarding these issues with a comprehensive, superior model and has thus received the Inclusion Award.

1. Date, Duration and Location: The Project continue between 2013 and 2017 and will be active in Organized Industrial Zones (OIZ). There will be 10 in total. The first one is opened in Adıyaman on July 25, 2014. The remaining ones will be constructed in Malatya, Şanlıurfa, Balıkesir, Karaman, Diyarbakır, Ordu-Fatsa, Çorum, and Mardin OIZ’s until 2017.

2. Objectives and Target Group: Borusan aims to build daily child care facilities called “Borusan Joy Factory” within the scope of “My Mom’s Job is My Future” social responsibility project that has been initiated in collaboration with the Ministry of Family and Social Policies and the Ministry of Science, Industry and Technology. ‘My Mom’s Job is My Future’ paves the way not only for the empowerment of women, but also for strengthening of both family and our country’s economy by facilitating the participation of more women in labor market of the industry sector. The main objectives of Borusan Joy Factories, are to provide education and care of children between ages of 0 to 6 include;

• Providing opportunities for women who are unable to work because of child care,
• Eliminating the obstacles in the way of women’s participation in the labor force,
• Increasing women’s employment rate in industry,
• Establishing a suitable environment of education for the mental and physical development of children who are unable to benefit from pre-school care and education services.
3. Shareholders:

- Ministry of Family and Social Policies
- Ministry of Science, Industry and Technology
- 10 Executive Board of 10 Organized Industrial Zones
- Governorship of the 10 implementation cities
- Municipalities of the 10 implementation cities
- Local NGOs in the 10 implementation cities

4. Project Activities: In order to ensure the development of the child and at the same time allow the same degree of insurance for the business and social lives of mothers and fathers, this project aims to build daily child care facilities through “Borusan Joy Factory”. Borusan has undertaken the construction project of the ten Borusan Joy Factories which will be built until 2017. In collaboration with Yapı-Endüstri Merkezi, Borusan launched the ‘National Architectural Design Competition for Daily Child Care Facilities in OIZ’s’ in an attempt to attain architectural designs for the construction of the mentioned Borusan Joy Factories. Furthermore, Borusan plans to organize panels, seminars, and workshops in the cities where ‘My Mom’s Job is My Future’ project is implemented. These activities will also contribute to a greater public awareness in terms of the need to increase women’s employment rate in industry and their economic empowerment.

5. Outcomes and Achievements: Borusan has organized an architectural design competition for the construction of the Borusan Joy Factories within the scope of the project titled My Mom’s Job is My Future. The competition, which was organized in accordance with YEM, (Turkey’s Building Information Centre) received a record number of applications with a total of 963 pre-registrations and 188 delivered projects. Decided by a jury of Turkey’s leading architects, the winners of the competition are the young architects Hakkı Can Özkan and Serdar Koroğlu. A major step was taken in “My Mom’s Job is My Future” with the Ministry of Family and Social Policies and the Ministry of Science, Industry and Technology. The first Borusan Joy Factory, which is a part of “My Mom’s Job is My Future” project designed to open daily childcare facilities in 10 OIZ launched in Adıyaman. The Adıyaman Borusan Joy Factory provides pre-school education for 75 children. In addition, the second child care facility which is in Afyon, is now in operation with full capacity of 75 children. With two child care facilities in operation, around 150 women have started working in the organized industrial zones. Women’s employment allows them to support their families’ and Turkey’s economy.

6. Contact:

Applicant Department: Corporate Communications Department
T: 0530 153 34 23
E-mail: bturkay@borusan.com
Website: http://anneminisi.org/en/Home.aspx
BOYNER HOLDING A.Ş.

POMEGRANATE ARILS: STRONGER WOMEN, BRIGHTER FUTURE

BEST PRACTICE AWARD

Aiming to prevent the exclusion of young women between 18-24 who have been raised under State’s care and possess at least a high school degree, the Pomegranate Arils Project has contributed to raising youth employment and improving gender equality by achieving successful outcomes such as 57% of the women participants joining the workforce, 25% continuing their education and 18% beginning to look for a job. With these systematically working aspects of it, the Project has received the Good Practice Award.

1. Date, Duration and Location:
   2009-2013: Young Women Empowerment Program
   2013-2015: Children Empowerment Program

2. Objectives and Target Group:
   The project’s objective is to provide support to young women aged 18-24, who were raised in orphanages and subjected to social and economic exclusion, in order for them to continue their education, bolster their personal development, and to prepare them for the job market by improving their job-seeking skills. From 2009 through 2012, 162 young women from across Turkey completed a two-week educational program and received a year of mentorship support. In 2013, as part of the Pomegranate Arils: Stronger Young Women, Brighter Futures / Child Empowerment Program, initiated efforts to support the development of children aged 13-18 and who were raised in the orphanages of the General Directorate of Child Services. Under the child development project, our objectives are as follows: Supporting public employees (such as care personnel, group teachers, sociologists) through various training programs; Increasing cooperation among public agencies (national employment agency İŞKUR, and Ministry of National Education); and Enhancing partnerships with local stakeholders

3. Shareholders:
   Ministry of Family and Social Policy, UNFPA, General Directorate of Child Services, and the Human Management Association of Turkey (PERYÖN), Family Health and Planning Foundation of Turkey (TAPV).

4. Project Activities:
   Activities between 2009 and 2013: Stakeholder dialogue and collaboration: Collaboration made with public institutions to create active employment precautions, public, private
sector and NGO. Introduction meetings and personal interviews at provinces: Project letters were sent to the 955 young women between 2009 and 2012. Then interviews were made with 469 interested young women. At total worked with 162 young women. Selecting and placing of mentors and pomegranate arils, Trainings of trainers, mentorship trainings, trainings of personnel of public institutions, social inclusion activities, raising public awareness with publications, monitoring activities and were materialized.

**Activities between 2013-2015:** Needs analysis activities, personnel of corporation, accomplishment and monitoring trainings, distance training support, supervision and İŞKUR trainings, publications for supporting child development process.

5. **Outcomes and Achievements:** In 2009-2012 period young women who participated the project; 57% of young women employed, 25% of young women continue education, 18% in job seeking process. Social inclusion process provided with social, cultural and historical activities for young women. Boyner Grup Volunteers organized social inclusion activities and 223 volunteers spend 1509 hours for young women. In addition; 117 PERYÖN volunteers worked 8812 hours as mentors for pomegranate arils. Communication process of project includes store activities; 380 stores and 30 brands which are belong to Boyner Grup, became a communication channel for the pomegranate arils. In second period of pomegranate arils, 305 personnel of public institutions participated; mentorship skills, coaching-problem solving, development of individuals (styles of learning, behaviours, values), taking responsibility, communication with children, sexuality, anger management trainings in four provinces.

6. **Contact:**
   - **Department of the Applicant:** Corporate Responsibility and Sustainability Department
   - **T:** +90 212 366 89 93
   - **E-mail:** asayin@boynergrup.com
   - **Website:** http://www.nartaneleri.com/
FRITERM A.Ş.
“KIDS OF OUR STREET” SOCIAL RESPONSIBILITY PROJECT FOR STREET ANIMALS IN ORGANIZED INDUSTRIAL ZONES”
“EFFECTIVENESS AWARD” (SME)

Kids of Our Street Project, aiming to put stray/uncontrolled/domestic street animals under OIZs' (Organized Industrial Zone) protection and thus making them owned/controlled animals, has managed to spread the initiative it undertook and encouraged it to be adopted by all OIZs. Thanks to this expansion strategy and the effective model created, it has received the Efficiency Award under the SME category.

1. Date, Duration and Location: İstanbul Leather OIZ-Tuzla 2009 – ongoing Makine İhtisas OIZ -Dilovası 2011- ongoing

2. Objective and Target Group: The project aims to provide protection for street, uncontrolled domestic animals in organized industrial zones and turning them into owned, controlled pets while ensuring a safe environment of coexistence.

   Target Group: Street animals, uncontrolled, domestic animals living in or near organized industrial zones:

3. Shareholders:
   - İDOSB (İstanbul Leather Organized Industrial Zone-Tuzla)
   - Makine İhtisas OIZ Dilovası
   - İstanbul Metropolitan Municipality
   - Kocaeli Metropolitan Municipality

4. Project Activities: Street Animals Social Responsibility Project was initiated in İstanbul Leather OIZ in 2009 as a model and pilot study. The project was later extended to Makina İhtisas OIZ in 2011. Project implementation is currently underway in both locations. The activities are: Feeding, Population control, Health care

5. Outcomes and Achievements:
   - Food and water have been provided to 420 dogs.
   - 84 feeding stations have been established in an area of 13000 acres.
• A Care Unit has been dedicated to sick, young, disabled, old and pregnant animals.
• Almost all animals have been sterilized so the population control has been ensured.
• Animals are vaccinated against rabies.
• Sterilized and vaccinated animals are registered by the Municipality through ear tags and chips.
• Pregnant animals and their new-born/puppies are protected in the care unit;
• Veterinary service takes care of animals with health problems. The procedures applied are listed below: (total number of procedures between 2009 and 2013)
  – General treatment: 208 procedures
  – Internal and external parasites: 514 procedures
  – Surgical operations: 81 procedures
  – Combination vaccines: 157 procedures
  – Others: 17 procedures

The challenges the project has faced:
• The practices laid down by the Law 5199 on Protection of Animal Rights were not fully implemented by the relevant organizations; animals were kept in shelters instead of undertaking the aforementioned practices, animals were killed or abandoned in the forest,
• The Law 5199 on Protection of Animal Rights and relevant regulation lack necessary sanction; tasks and responsibilities are not clearly formulated and the network of relations is not properly established by the legislation,
• The Metropolitan Municipalities refrain from investing in “Animal Hospitals” referred to in the law, district municipalities lack the structure to ensure medical services other than vaccination and sterilization,
• The laws and regulations for OIZs in Turkey lack the necessary provisions to ensure protection of animals, which hinders implementation,
• Due to the cultural texture and urbanization in our country, not many households have pets; moreover, there is lack of toleration for unprotected and stray animals on the streets, as a result of the metropolitan life style.

6. Contact:

  **Applicant Department:** Friterm Social Responsibility Commission
  **T:** +90 216 394 12 82 (Pbx)  **F:** +90 216 394 12 87
  **E-mail:** bizimsokagincocuklari@friterm.com and info@friterm.com
  **Website:** www.bizimsokagincocuklari.com and www.friterm.com
IBM
ON DEMAND COMMUNITY
INNOVATION AWARD

IBM On Demand Community Program has been built on the idea of enabling IBM workers to act as volunteers on a flexible platform equipped with efficient tools and thus having them share their professional skills and abilities gained in the workplace with non-governmental organizations efficiently and effectively. Enabling support for various NGOs and volunteering activities of the workers, the Project has been elected for the Innovation Award.

1. **Date, Duration and Location:** 2008 – ongoing, İstanbul.

2. **Objectives and Target Group:** IBM’s endeavor to contribute to the society stands on two main pillars: ensuring that partner NGOs benefit from IBM’s technology and expertise, and creating opportunities for the staff to volunteer. IBM drives its experience and human resources -the most essential one of its resources- towards its targeted areas of interest. While designing technological solutions to overcome social problems, in an effort to improve their capacities, we make our know-how available for the organizations we cooperate with. Whenever IBM introduces a new technology for its clients, it makes sure that the partners of the on demand community program also have access to these technologies and systems; this is how we develop our projects. Therefore, it is safe to say that the aim of “On Demand Community” program is to ensure that its employees, i.e. one of the most profound assets of IBM, put their knowledge, skills and experience at the disposal of social development projects. The target groups of the project are IBM’s employees and retirees and Non-Governmental Organizations.

3. **Shareholders:** The project involves 3 main actors. The first one is the IBM’s employees and retirees, the second one is the non-governmental organizations and the third one is the CSR Program Manager who brings the first two actors together and guides the process. IBM Program Manager supports the programs by performing internal communication studies.

4. **Project Activities:** Introducing on Demand Community Program within the company:

   - **Database:** IBM volunteers can find out about the volunteer activities around them through the database and get registered to participate. Non-governmental organizations enter the information on what the activity would be like, after creating a profile within the database.

   - **Activity Kits** – The activity kits made available to IBM employees for their volunteer work provide opportunities for enriching and facilitating the activities of the volunteers. These kits consist of educational modules and presentations produced making use of IBM experience, and the relevant details on how to use them. IBM shares these activity kits with all its social stakeholders via the following link:

- **Sharing with external shareholders:** IBM has dedicated its centennial anniversary to the on demand community program and celebrated it as a volunteer day. CSR department hosted 25 NGOs at IBM headquarters; booths were set up, and NGOs introduced themselves in parallel sessions. This was a major step IBM has taken within its corporate capacity to end the vicious circle where companies always supported similar programs repeatedly conducted only by a few NGOs with greater visibility.

- **Grant Programs:** IBM supports organizations that receive volunteer services by providing grants on behalf of its employees who have volunteered for more than 40 hours.

5. **Outcomes and Achievements:** The most outstanding aspect of the program is that it provides IBM employees with the chance to volunteer on a flexible platform using efficient tools. The infographic on the basic indicators, produced in October 2013 can be found at https://www.thinglink.com/scene/444602724097458176. The total number of volunteer hours was 14,353 as of 25 June 2014. The most outstanding aspect of the program is that it provides IBM employees with the chance to volunteer on a flexible platform using efficient tools.

6. **Contact:**
   - **Applicant Department:** Corporate Citizenship and Corporate Affairs
   - **E-mail:** ceyhung@tr.ibm.com
   - **Website:** www.ibm.com/tr
OPET PETROLCULUK
CLEAN TOILET CAMPAIGN
EFFECTIVENESS AWARD

The Clean Toilet Campaign aims to bring forward the issue of toilet hygiene and create a permanent public awareness regarding this issue. The standardized model developed by the campaign has been enforced by Ministry of Interior in all toilets including those at workplaces and restaurants. The Clean Toilet Campaign encompassing all segments of society has led to the creation of a permanent standard by affecting the community and had long lasting impact on the sector as well. In this context, the Clean Toilet Campaign has become the Project that most deserved the Effectiveness Award.

1. Date, Duration and Location:
   Project that has been in practice since February 2000 and being implemented in:
   - OPET fuel stations,
   - Educational institutions that are being trained and the collaborating institutions within the scope of the project
   - Villages and towns where awareness raising works are being conducted
   - Rehabilitated toilets at squares and resort areas,
   - Toilets on train stations, terminals and trains associated with the Turkish State Railways (TSR).

2. Objectives and Target Group:
   The main objective of this project is to create a common hygiene awareness by drawing attention to the importance of clean toilets in Turkey. OPET has taken its first step in this direction by transformation of toilets at its stations. To this end, certain standards have been set for OPET fuel stations. While the personnel in the stations were being trained, the toilets in stations became more hygienic. The Project then spread across the entire nation and became a permanent project with an emphasis on its difference with the importance it has attached not only to standard corporate image and service quality but also to cleanliness and hygiene in all OPET stations.

Target Group:
   - Customers visiting OPET fuel stations,
   - Teachers and students at schools and, albeit indirectly, the parents of the students,
   - Collaborating corporations and institutions and consumers associated with such entities,
   - Municipalities involved in awareness raising activities, and the populace in their towns and villages,
3. Shareholders:
- OPET dealers and employees: Through frequent inspections and diligent endeavors of the dealers a permanent set of station standards has been established.
- Collaborating municipalities and local administrations
- Turkish Infection Foundation: Joint studies were initiated and training support was obtained for diseases spreading from toilets.
- National Education Ministry and Provincial National Education Directorates
- OPET Perfection Ambassadors and Secret Clients that have provided feedback for the inspection mechanism through onsite station inspections.

4. Project Activities: OPET has launched the implementations in the stations by having trained team of experts that responsible from the overall hygienic condition of the toilets. Stipulated that every fuel station should have a disabled toilet and baby diaper change rooms. Having extended its project scope beyond its stations, OPET has;
- Conducted seminars at schools all across the nation with Ministry of National Education and Ministry of Culture
- Trained teachers and school staff in cleanliness and hygiene in 32 countries of Istanbul through National Education Directorates, launched “My Clean School Project” in every school associated with the İstanbul Provincial National Education Directorate.
- Implemented different sub projects such as Love is Protection and Cleanliness on Track throughout the country.
- Used Media by advertisement films and cartoons.
- Adapted “Cleanliness on Track” Project to include the train stations, terminals.
- In 2012, the project was exported to the Turkish schools in Saudi Arabia, In 2013, to Skopje, Macedonia.
- As of today, OPET Training Team has covered more than 5.5 million km and reached more than 8 million people by providing 5500 hours worth of trainings in 72 provinces nationwide in the last 14 years.

5. Outcomes and Achievements: The concept of “Clean Toilet” has now been associated with the OPET trademark. Having achieved in promoting the awareness of hygiene and cleanliness to the highest possible level at its stations, OPET aims at creating a clean and healthy society through its “Clean Toilet Project”. Having made a difference through its Clean Toilet Campaign in the last 14 years, today OPET is presented as a company that is; the number one choice in fuel stations by especially female customers and those who are traveling with their families.

6. Contact:
   Applicant Department: Corporate Communications Directorate
   T: 0216 522 90 00 F: 0216 522 90 10
   E-mail: info@opet.com.tr
   Website: www.opet.com.tr
This Project is implemented by TİSK, IOE, BCM, HUP/CEA, MEF/UPCG and CNIPMMR.

SOUTH EAST EUROPE 2014 CSR AWARDS
Organized by Corporate Social Responsibility For All Project Partner Employer Organizations

TİSK Project Office
Hoşdere Cad. Reşat Nuri Sokak No. 108
Çankaya 06450 Ankara/TURKEY
T. +90 (312) 439 77 17 • F. +90 (312) 439 75 92
Project Web Site: www.csrforall.eu • E-mail: info@csrforall.eu

November, 2014
This Project is funded by the European Union
This Project is implemented by TİSK, IOE, BCM, HUP/CEA, MEF/UPCG and CNIPMMR.