



Corporate Social Responsibility for All (CSR for ALL) Phase II

CSR for ALL
NATIONAL REVIEW STUDY

Republic of Serbia



I. INTRODUCTION

- National Review Study conducted by CEFE Serbia
- Consists of two parts:
 1. Desk review & 2. Survey
- Data collection Procedure
 - E-mail + face-to-face / phone explanations (to SMEs)
 - 500+500+400 = 100

II. COUNTRY PROFILE ...

- POPULATION

- Statistical Office RS, January 2015: 7,14 Million citizens (excluding Kosovo and Metohija)
- Constant decline in population growth
- GDP per capita 3.988 USD
- 24.6% at risk of poverty

cont. II. COUNTRY PROFILE ...

- **ECONOMY**

- Dramatic internal changes over last 20 years + international financial crisis
- Its economy is mostly based on various services, industry and agriculture
- SMEs 99.5%

- **LABOUR MARKET**

- Unemployment rate 16,8% (end 2014)
- Average net wage 360 EUR (end 2014)

Cont. II. COUNTRY PROFILE

- CSR Profile

- General awareness of CSR

- Relatively new concept, promoted over last decade
 - Still, majority has knowledge about CSR
 - Better understanding more common in MNEs

- Sustainability Reporting Profile

- General awareness of SR

- Only a small number of companies report
 - Mostly MNEs and those present at foreign markets

IV. COMPANY SURVEY RESULTS

Information on the survey sample

- CSR&SR Priorities
 - Responsibility towards employees (majority micro companies)
 - Human rights (majority medium-size companies)
 - Securing jobs (all sizes, highest on scale for big companies)

IV. COMPANY SURVEY RESULTS

Information on the survey sample

- Use of CSR & SR instruments, tools and initiatives
 - 12% uses them (big companies mostly)
 - Some use more
 - UN Guiding Principles for Business and Human Rights, UN Global Compact, GRI and ISO 26000 most combined
 - One company uses own strategy and system

IV. COMPANY SURVEY RESULTS

Information on the survey sample

- Challenges implementing CSR&SR (3 statements)
 - 47%: anti-corruption, social and environmental legislation not properly enforced by the state
 - 29% not sure what a comprehensive CSR policy is
 - 29% do not have time and resources

IV. COMPANY SURVEY RESULTS

Information on the survey sample

- Reasons for engaging in CSR & SR
 - 65% culture of the company
 - 60% attitude of CEO
 - 53% reputational risk concerns

Conclusion...

- Future development of CSR & SR needs:
 - Various forms of state aid
 - Encouraging legislation adopted in consultation with all stakeholders
 - Information dissemination
 - Education
- Need of training
- Analysis of the overall study results

... Conclusion

- Need of training
 - 49% answered yes, 66% are small and medium
 - Practical implementation, step by step
 - Environment protection, responsibility towards employees, non-financial reporting (what it is, best way)
- Analysis of the overall study results
 - Positive attitude of companies for respencing CSR principles and necessity to include and educate the whole society: public sector civil society and business community

Recommendations

- Identifying gaps in existing national policies
- Promoting CSR & SR and the benefits of doing business in accordance with CSR
- Raising public awareness on CSR
- Education of all stakeholders