



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

CSR for ALL
NATIONAL REVIEW STUDY

Croatia



I. INTRODUCTION

- National Review Study was conducted by Promocija Plus Ltd. Promocija Plus is among three leading market research agencies with a 12% market share.
- Their Consultant, ie Research Coordinator is a Director of Croatian Business Council for Sustainable Development Ms. Mirjana Matešić
- Consists of two parts:
 1. Desk review &
 2. 2. Survey
- Data collection Procedure

II. COUNTRY PROFILE

- **POPULATION:**
- 4 284 889 according to the 2011 Census
- 48,2% man 2,066 mil – 52,8% women 2,218mil
- Noticeable trend of population ageing:
- Population 41,7 years old – among the oldest in Europe
- **ECONOMY:**
- 2014 was a sixth consecutive year of recession for Croatia.

II COUNTRY PROFILE (2)

- **GDP - real year-on-year rate of growth**

2008.	2009.	2010.	2011.	2012.	2013.	2014.
2,1	-7,4	-1,7	-0,3	-2,2	-0,9	-0,4

- **GDP per capita**

2008.	2009.	2010.	2011.	2012.	2013.	2014.
10.856	10.181	10.191	10.453	10.300	10.242	10.129

- **Foreign Direct investment**

2008.	2009.	2010.	2011.	2012.	2013.	*2014.
3.700,4	2.303,5	1.068,6	1.035,9	1.133,8	740,6	2.637,5

- **General government debt (as % of GDP)**

2011.	2012.	2013.	2014.
63,7	69,2	80,6	85,0

II. COUNTRY PROFILE (3)

- According to the first estimate the quarterly gross domestic product for the first quarter of 2015 increased in the real terms by 0,5% as compared to the same quarter of 2014.

• **LABOUR MARKET (2014) in '000**

- Working age population (15+): 3 613
- Labour force: 1 899
- Persons in employment: 1 552
- Unemployed persons 347
- Activity rate: 52,6
- The registered unemployment rate for May 2015 was 17,1%.

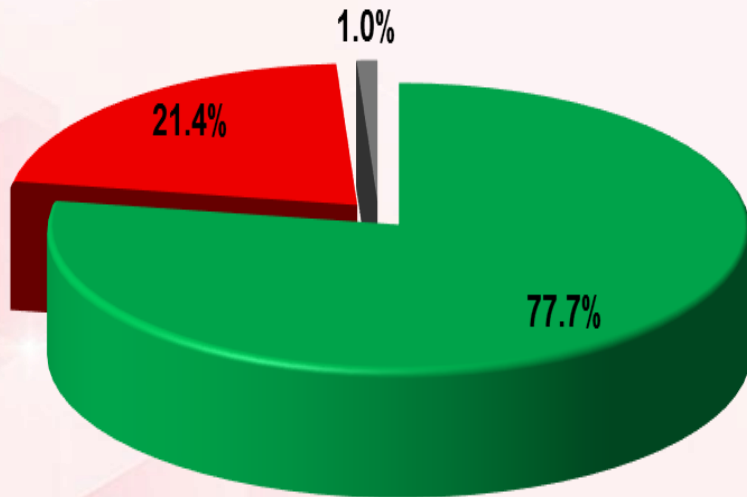
II. COUNTRY PROFILE (4)

- **CSR Profile: General awareness of CSR**

Very good: 92,2% (L:96% M: 100% S: 95,5%)

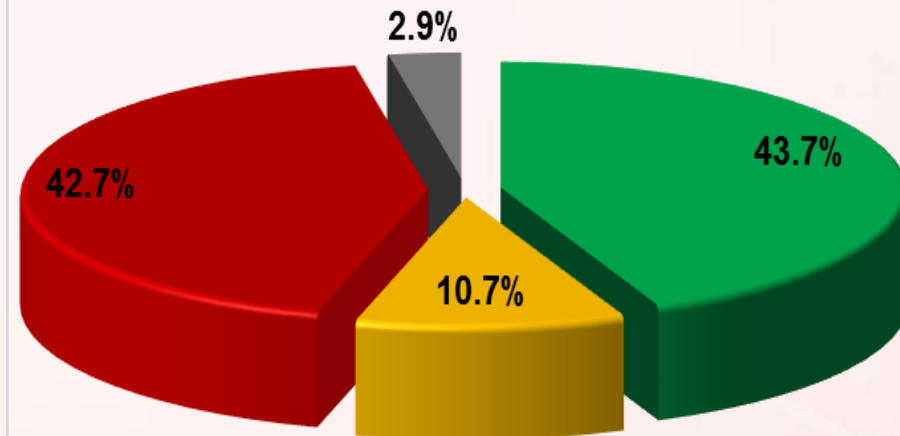
Sustainability Reporting Profile: General awareness of SR

Company CSR activity status



- Company is active
- Company is not active
- No answer

Disclosure of non-financial information



- Yes
- No, but we are preparing to do it
- No
- No answer

IV. COMPANY SURVEY RESULTS

Information on the survey sample

- CSR&SR Priorities in Croatia:
- multitude of actors, interests, responsibilities
- Use of CSR & SR instruments, tools and initiatives
- Croatian Business Council for Sustainable Development: CSR Index

IV. COMPANY SURVEY RESULTS 2

Information on the survey sample

- Use of CSR & SR instruments, tools and initiatives
- **Global Reporting Initiative, 38.6%**
- **UN Global Compact** since 2007, CEA secretariat
33 companies, private, publishing COPs (-1) -19,3%
GC information campaign and trainings on CSR
- Croatian Chamber of Economy – support
- Croatian Employers' Association
- Main motivation: good corporate governance

IV. COMPANY SURVEY RESULTS 3

Information on the survey sample

- Challenges implementing CSR&SR
- Prolonged recession,
- lack of governmental support & incentives
- CSR not perceived as a management tool
- Reasons for engaging in CSR & SR
- it improves the company image,
- Strengthens ties with the community
- Long tradition of philanthropy
- Obligations introduced by the new Directive

Conclusions

Analysis of the overall study results

Knowledge:

- Similar size of the surveyed sample, although not the same firms – impossible to make definite conclusions, just trends
- Increase in the level of knowledge: from 84% to 92%
- Best results in the manufacturing sector – mainly large companies

Reporting:

- Lesser percent of companies practice NFR: from 46,4 to 43,7%
- Bigger potential: 10,7 % companies intend to start NFR

Development:

- Certain stagnation due to the economic situation but large interest in NFR and a number of companies planning to do it.

Conclusions

- Future development of CSR & SR in Croatia

Better economic situation + more awareness raising/trainings = better CSR situation

- Training needs:

Significant:

distinction: CSR vs. Philanthropy

CSR as a management tool

NFR trainings – CEA already started!

Recommendations

- Role of the **CSR for ALL** Project: more public campaigns!
- Promoting CSR with SMEs: interest-based
- Better ties between public administration “responsible” for CSR and CSR business leaders
- Use the momentum created by the transposition of the Directive 2014/95/EU and offer more trainings on NFR.