



Experience of Croatian Business Council for Sustainable Development in implementation of CSR in Croatian companies

**Mirjana Matešić, director
HR BCSD**

Croatian Business Council for Sustainable Development



- ⇒ non profit business association
- ⇒ registered in 1997, today network has 39 member companies

MISSION

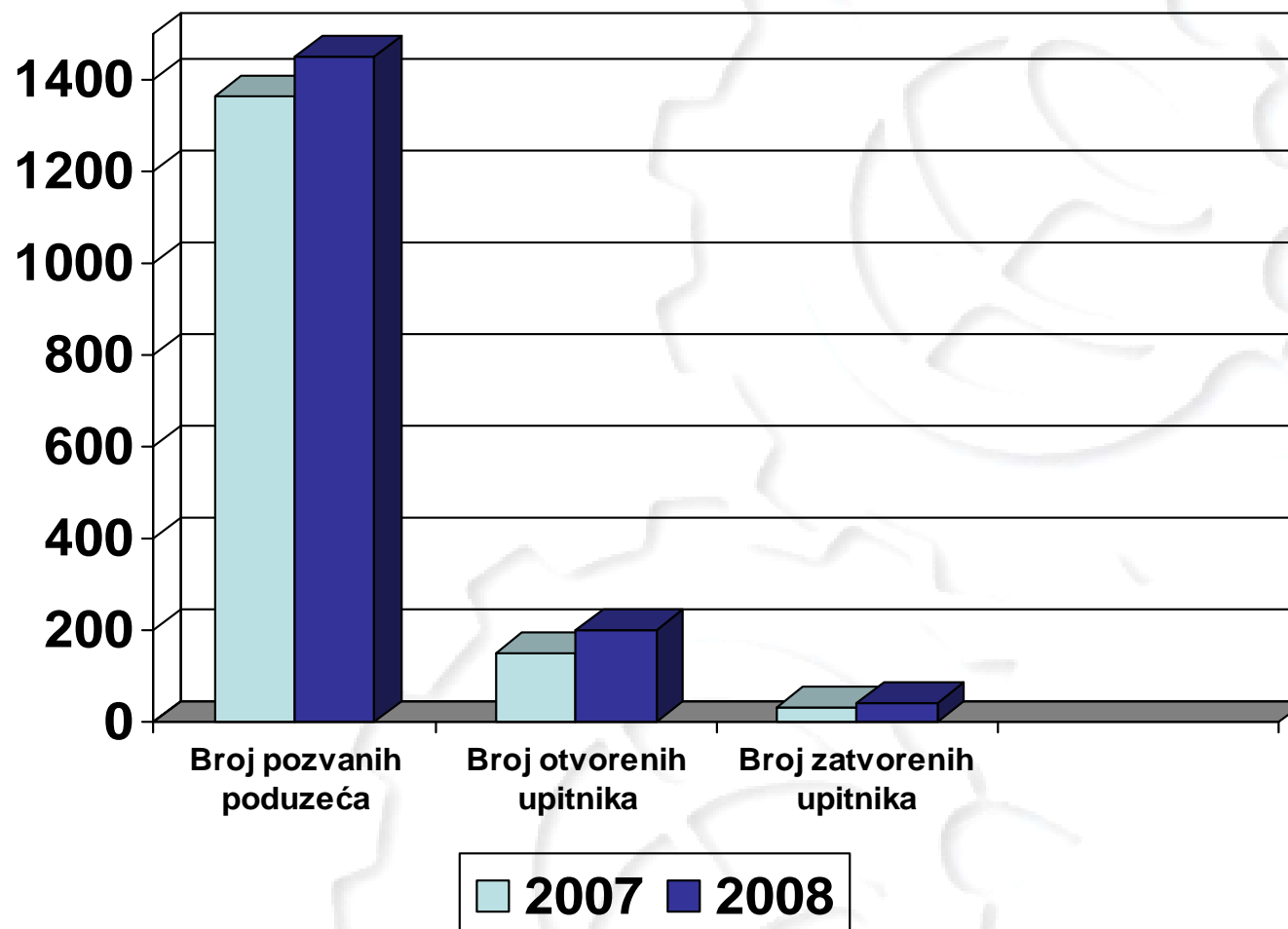
- ⇒ represent business sector interests in sustainable development issues,
- ⇒ participate in framework development to support sustainable development
- ⇒ support sustainable development implementation in business sector

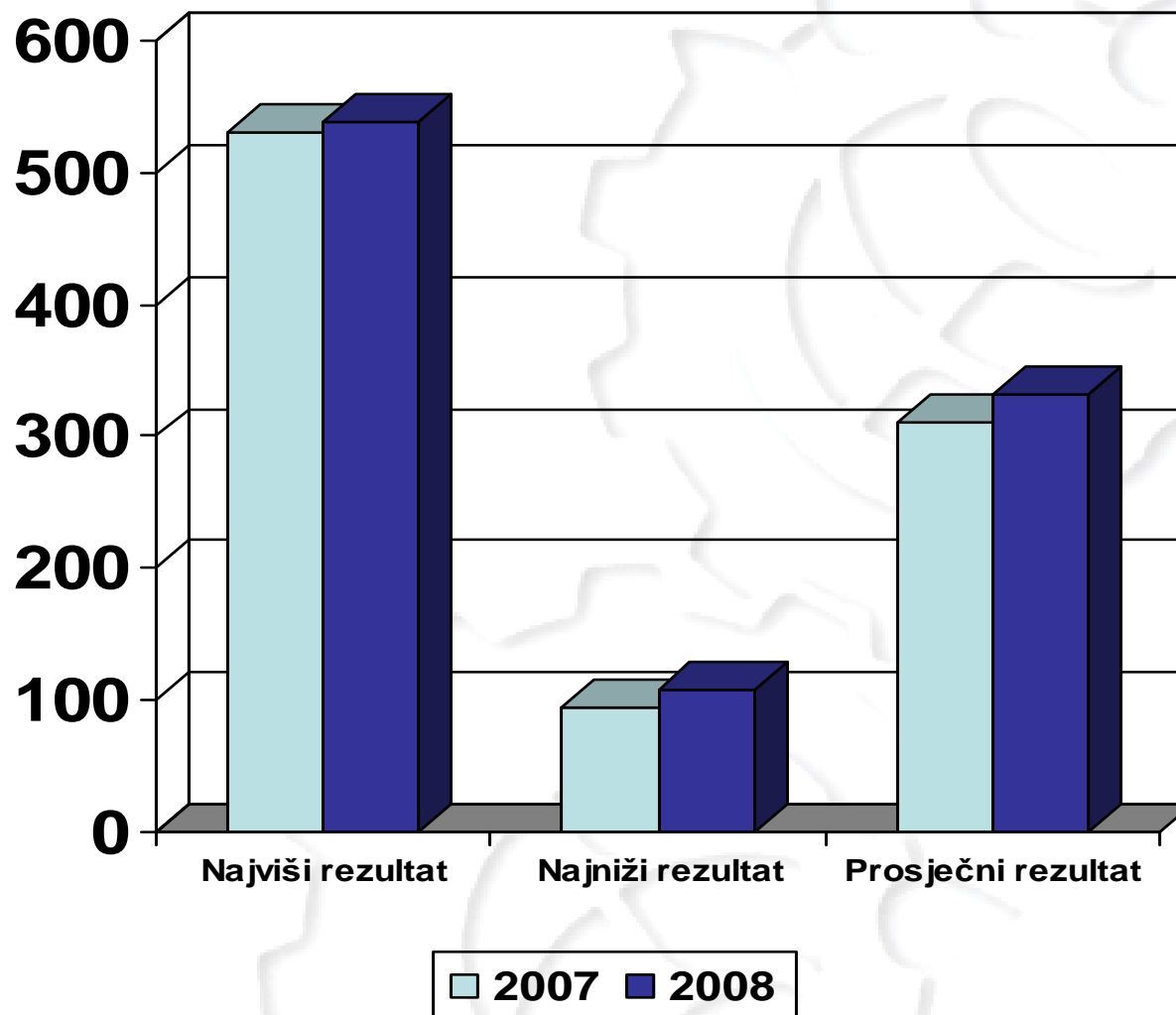
www.hrpsor.hr

CSR Index



- Initiative of HR BCSD and CCE, started in 2006.
- Methodology developed by Croatian experts but with support from international methodologies (BITC, GRI)
- Developed on-line questionnaire with cca. 120 questions and the result is a ranking list based on CSR activities
- Companies are grouped in three groups based on size, pre-elimination factor is economic results
- Best in each group are awarded
- In December third award ceremony planned





Support to GRI reporting



- Public events on GRI organized
- Translated G2 and later G3 guidelines
- Printed version available
- Support to Croatian companies on preparation of reports
- Third party verification offered
- Database of Croatian reports available on web site

Education, seminars, workshops, publications



- 5 one-day educational seminars on CSR developed
- Numerous workshops and public debates on various CSR topics organized
- Publications on CSR and newsletter printed
- Participation and organizations on various CSR conferences
- Presentations on business faculties

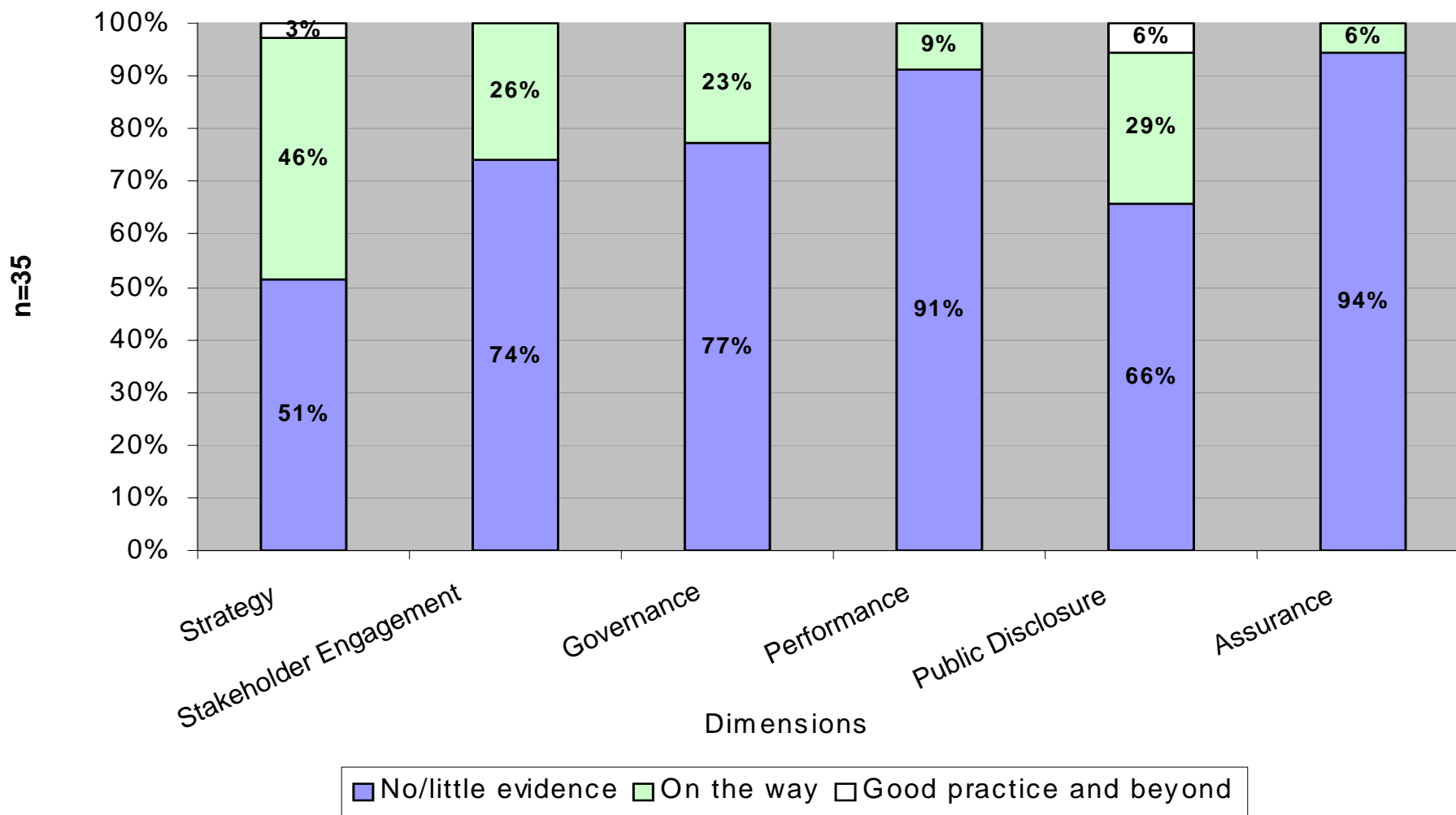
Participation on public policy development



- Participation in public debates on all relevant environmental, sustainability or development documents
- Commented on Laws on environmental protection, Sustainable Development Strategy, Croatian Development Strategy etc.
- Active in preparation of Action Plans for deployment of SD Strategy
- Participation insufficient



CSR Engagement - Croatia



HZN, National workshop on CSR, September, 2010.

Obstacles to stronger CSR implementation



- Companies don't understand the concept
- Customers are not educated
- There is complete lack of support from government
- The support needs to come from different angles to achieve synergic results

National CSR Platform



- Project funded by EC (CIP Fund)
- HR BCSD lead, partners: CCE, Global Compact, HUB, HUP, HUS, Economic Faculty
- Associates: Green Action, ODRAZ, Ministry of Economy
- Aiming of establishing a sustainable coordination on CSR to support implementation and visibility
- Support to CSR Index, educational seminars, collection of case study database, web portal and development of partnership among various stakeholders