

National Coordinating body on Corporate social responsibility

Macedonian Economic-Social Council



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Coordinating body on Corporate social responsibility

- The present condition of CSR in Macedonia
 - CSR or SRE? We decided to go with SRE
 - Social (Drustveno) or socialistic ?
 - Who was active in this before?
 - What is actually CSR: Responsible business !

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- What do CSR and ISO have in common?
- Is working according to the laws not CSR?
- Why should anyone “waste” time on CSR?
- How will this effect our profits?
- How are we with CSR as a country?

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- Why does Macedonia need CSR?
 - Improving the business environment
 - EU/NATO perspectives
 - Foreign investments
 - Attract Socially responsible investors

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- An incorrect thesis: Macedonian enterprises are socially irresponsible
 - We don't have the judgment criteria – we are now building the national responsibility criteria
 - We don't have a database on CSR: we don't know which enterprises and in what amount have supported their environment
 - We don't have the instruments, to stimulate enterprises to be socially responsible

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Judging and criticism is not the solution, it only brings us further from the goal!

We decided to be positive:

We choose to put an accent on the positive practices, because there are many of them...

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In order to ensure coordination of the ongoing activities on national level, the Coordinating Body for CSR was founded in December 2007 at the initiative of the GlobalCompact network.

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- Founding

Reasons

The different initiatives and activities coming from a number of institutions need to be coordinated in order to provide institutional approach and achieve best results

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- Founding

- Mission

- Mobilize enterprises and all stakeholders to incorporate CSR as a key strategy in their business and thereby make the Macedonian economy more competitive on the global business market

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- Founding
 - Goals
 - Improving the business environment
 - Raising awareness on the meaning of CSR and promoting cooperation, acceptance and incorporation of CSR
 - Provide Communication on progress on CSR
 - Education programs
 - Building and implementation of ethics standards

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- Founding
 - Tasks

The Coordinative body is the main carrier of activities promoting CSR in Macedonia, by:

- Developing national strategy and action implementation plan on CSR;
- Identifying national priorities in CSR;
- Follow the implementation of the CSR strategy and amends the strategy whenever necessary
- Serve as a forum for a dialogue of policies and multi-stakeholder consultations on CSR

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- Founding

Coordinate activities for the promotion of CSR and serves as a joint action carrier;

- Spread knowledge of good practices in Macedonia, issuing information material and organize events for education and dialogue;
- Improves the business climate in Macedonia
- Provides support and resources for CSR promotion activities by any stakeholder
- Provides implementation of quality standards and membership in relevant international institutions

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- Founding-tasks

- Initiate research on subjects of the CSR field;
- Build a system of criteria about the results from the implementation on CSR
- Analyses and customizes basic international documents of relevance for CSR, in order to identify the challenges the private sector, the civil society and state institutions can deal with.

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- **Founding**
 - **Structure**

In order for the CB to be efficient in realizing its tasks, it consists of 17 persons, all high-ranking officials, managers and experts from companies, chambers of commerce, employer organizations, trade unions, the civil sector, government institutions, academia and the media.

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- Assistance from supporting institutions
 - InWent - Germany
 - UNDP – UN Globalcompact
 - USAID – U.S.A.
 - Ministry of Economy of Macedonia

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- Basic principles of work of the Coordinating body
 - Promoting good practices
 - Establishing the dialogue
 - Awareness raising on CSR and education

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In achieving our goals, we are building relations of collaboration with institutions in Macedonia and the region, the media, such as the Macedonian Stock Exchange, The Securities Commission and other, as part of the Corporate Governance system, which can not be complete without CSR

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The Coordinating body is realizing the regional CSR-Award for two years now, as the best possible promotion of good practices, and strengthening of CSR awareness in the country

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- Our experiences in the past 12 months:

Since the first session on December 10th 2007, we have achieved visible results, proving this to be the best way to deal with CSR challenges on national level:

- We brought the internal acts of the CB, defining the role, mission and goals, the Book of rules and defined the relations with our donors;
- We brought the working plan of the CB for 2008 and 2009 and we are now completing the work plan for 2010
- We organized many dialogue forums and presentations throughout Macedonia for many stakeholder groups: specifically for business-people, the media, lawyers, NGO's etc.

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- Our experiences in the past 12 months:
 - We hosted a large number of experts-consultants sharing best practices from global experiences
 - We defined working groups for CSR glossary, inspirational stories for best practices, the National agenda on CSR, dialogue, awareness raising and other issues, which are active

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NATIONAL AGENDA ON CSR

The Macedonian government approved the National CSR agenda, prepared by the CB, on October 21, 2008, which is the best sign of serious dedication to CSR on national level, and it is being printed at this moment.

The Agenda is the most relevant 5-year period action plan on national level and we have high expectations from its implementation and already have very good results.

We are currently working on the National CSR 10-year strategy, along with our donors and we expect to have it ready by spring, 2010.

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Achievements

- We held 11 working sessions/meetings in 19 months with a high participation of all members
- We organized and attended 28 different events, including workshops, seminars, conferences, award ceremonies and governmental initiatives
- We visited many countries in the region and further and shared experiences, as we do today

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We put special accent on promoting local and regional cooperation: We are being approached daily with new initiatives from companies, NGO's from Macedonia as well as the region and work on joint activities.

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Our experience has shown:

In this region, we share similar problems and we can solve them only if we establish a regional cooperation and sharing of our experiences.

We will be glad to work together and hope to intensify our contacts in the future.

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Thank you for your attention

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