



CSR Index

Croatian Business Council for Sustainable Development



- ⇒ registered in 1997,
- ⇒ today network has 36 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



Representation of business

- Member of the Economic council of the President of the Republic of Croatia
- Member of the State Council for Sustainable Development and Environmental Protection
- Active in various Working Groups on policy development



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 (60 for small companies) and the result is a ranking list based on CSR activities
- Questions are uploaded into an on-line application which produces ranking list based on the pre-defined scoring model
- Best in each group are awarded
- <https://dop.hgk.hr/>



Methodology

- Methodology is result of the work of domestic experts
- In development of Index, experiences of BITC CR index were used
- Index values 6 basic dimensions:
 1. Economic sustainability
 2. Inclusion of CSR in business strategy
 3. Working environment
 4. Environmental management
 5. Market relations
 6. Community relations



Methodology

- Each of the basic 6 dimensions were described with a set of criteria which were developed based on their **RELEVANCE, AVAILABILITY AND VARIFABILITY**
- For each criteria, a set of indicators were developed
- Indicators were translated into questions answering which gives **ADEQUATE, MASURABLE AND VARIFIABLE** information
- Every dimension carries 100 points!
- After three years awarding companies according to size (small, medium and large company category, a public category was introduced



Methodology

BASIC CRITERION!!

Business excellence

Only 500 best in categories small, medium and large based on the criteria of Golden kuna were invited to participate, others can participate if positive balance sheets are presented

CSR Index



- Awards are given by some of the highest ranked officials
- Awarded is best company from each size category, best companies in one of three sectors and best improvements
- Total of 8 awards



CSR Index



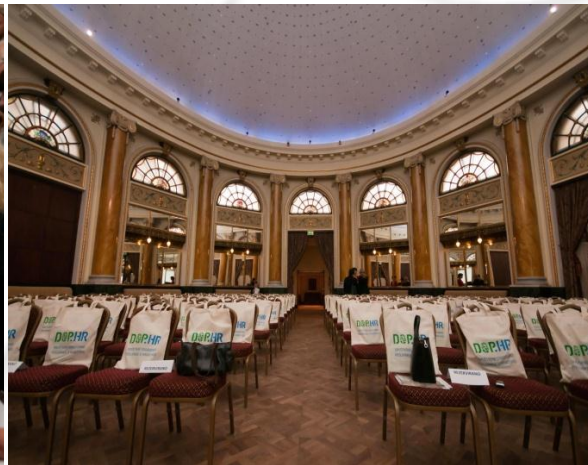
- Companies are grouped in three groups based on size, plus public companies, pre-elimination factor is economic results
- <https://dop.hgk.hr/>



National CSR Conference

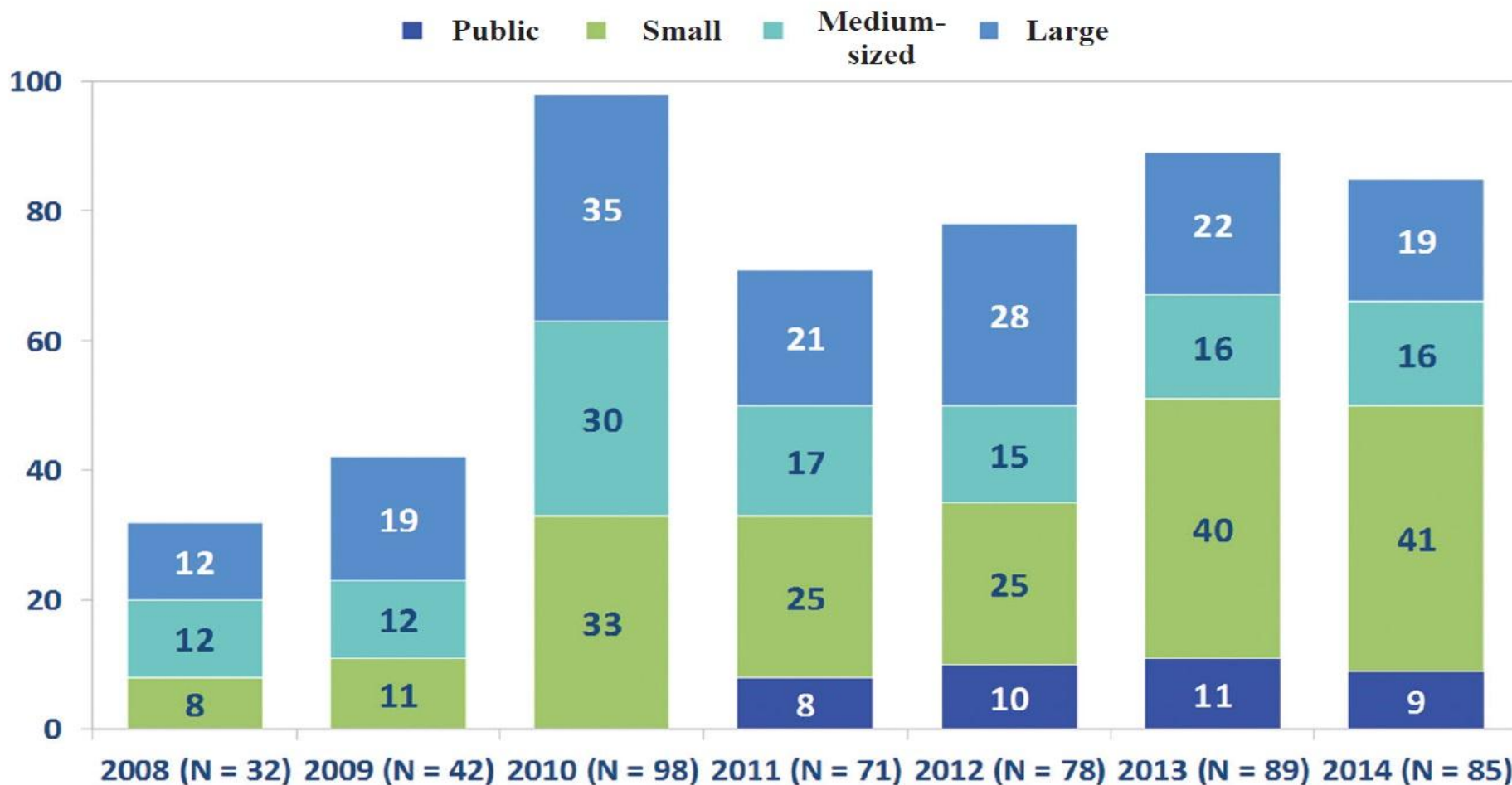


- Annual event organized by HR BCSD
- A national Conference on responsibility of business sector
- A yearly overview of all relevant activities in Croatia
- Hosts from region and EU, talking about policies, activities and experiences



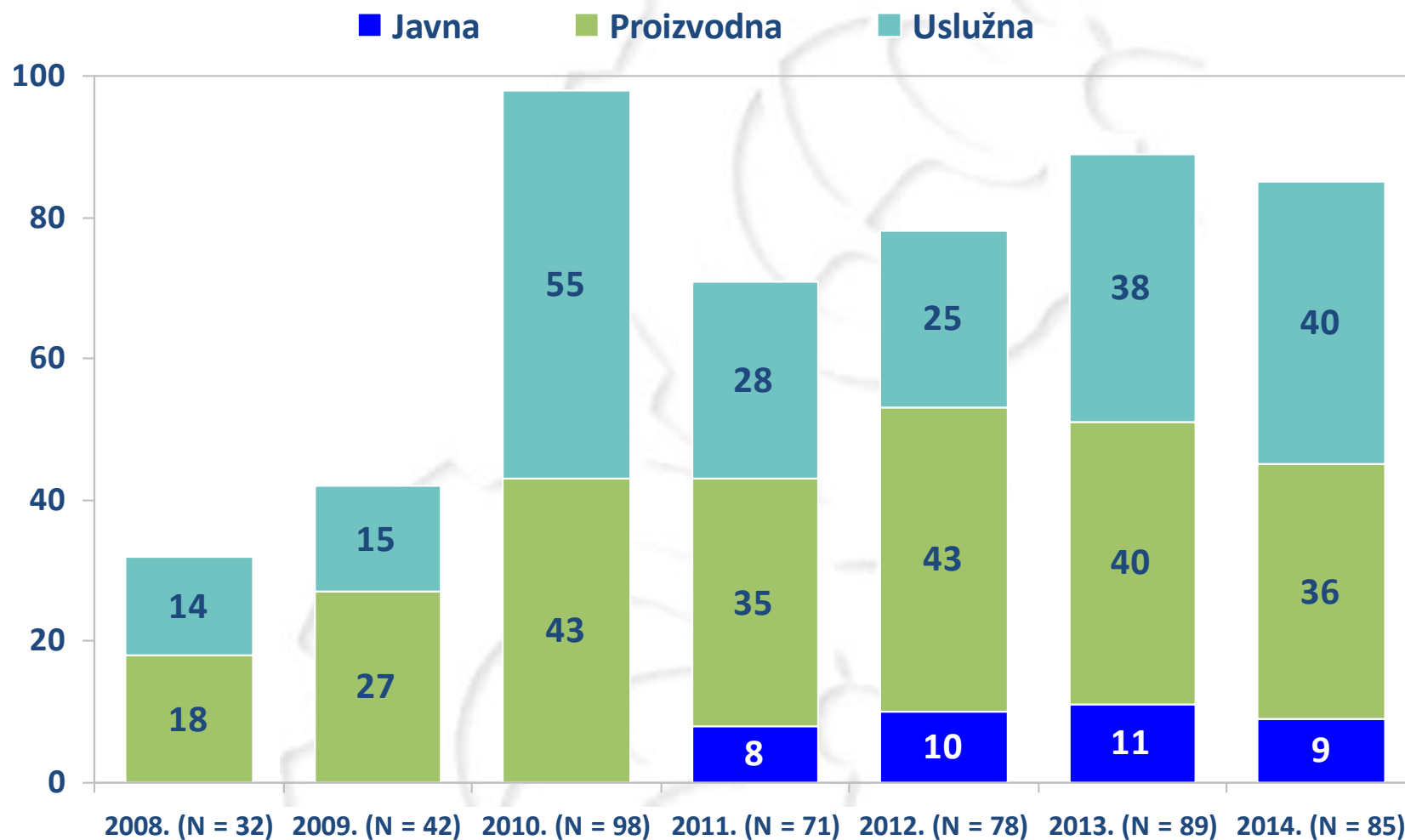


Number of participants in CSR Index 2008 – 2014 according to size





Number of participants in CSR Index 2008 – 2014 according to business type





	All enterprises which have submitted their financial reports FINA 2013.	Enterprises in CSR Index, 2013	All enterprises which have submitted their financial reports FINA 2011.	Enterprises in CSR Index, 2011	All enterprises which have submitted their financial reports FINA 2009	Enterprises in CSR Index, 2009
Average share of export in enterprise's total income	16,20 %	33,30 %	10,49 %	27,17 %	13,00 %	23,00 %
Average monthly net wage in HRK	4.699,00	6.659,89	4.729,00	6.406,65	4.634,00	6.070,34
Average income per employee in HRK	730.073,04	937.965,25	733.862,20	1.674.589,00	689.644,00	1.089.637,11



Average gross added value in kunas in 2013 – according to the total result in CSR Index

	WHOLE SAMPLE - average	QUARTILES from total result in CSR Index			
		1 st	2 nd	3 rd	4 th
Gross added value in HRK in 2013	310.787.275	25.053.618	223.163.489	428.328.004	506.686.614
Gross added value in HRK in 2011	456.653.566	33.661.252	60.148.598	688.490.144	968.859.254
Gross added value in HRK in 2009	315.968.279	21.432.242	45.056.827	115.004.634	751.244.692



Income per employee average – according to the total result in CSR Index

	WHOLE SAMPLE- average	QUARTILES from total result in CSR Index			
		1 st	2 nd	3 rd	4 th
Income per employee – average 2013 (HRK)	937.965	433.641	1.107.884	1.013.086	1.097.611
Income per employee – average 2011 (HRK)	1.674.589	1.998.090	2.101.729	1.626.144	1.030.409
Income per employee – average 2009 (HRK)	1.089.637	516.316	1.171.280	1.341.171	1.301.939



Average net wage – according to the total result in CSR Index

	WHOLE SAMPLE - average	QUARTILES from total result in CSR Index			
		1 st	2 nd	3 rd	4 th
Average net wage – average in 2013 (HRK)	6.660	5.460	5.421	7.634	7.892
Average net wage – average in 2011 (HRK)	6.407	5.576	6.318	6.766	6.898
Average net wage – average in 2009 (HRK)	6.070	4.881	5.612	6.418	7.037



Share of women in the total number of managers – according to the result in CSR Index

	WHOLE SAMPLE - average	QUARTILES from total result in CSR Index			
		1 st	2 nd	3 rd	4 th
Share of women in the total number of managers – average 2013	27.8%	11.6%	33%	31.1%	34.8%
Share of women in the total number of managers – average 2011	28.2 %	11.2 %	25.9 %	36.9 %	35.5 %
Share of women in the total number of managers – average 2009	27.5%	18.2%	24.5%	34.7%	32.5%

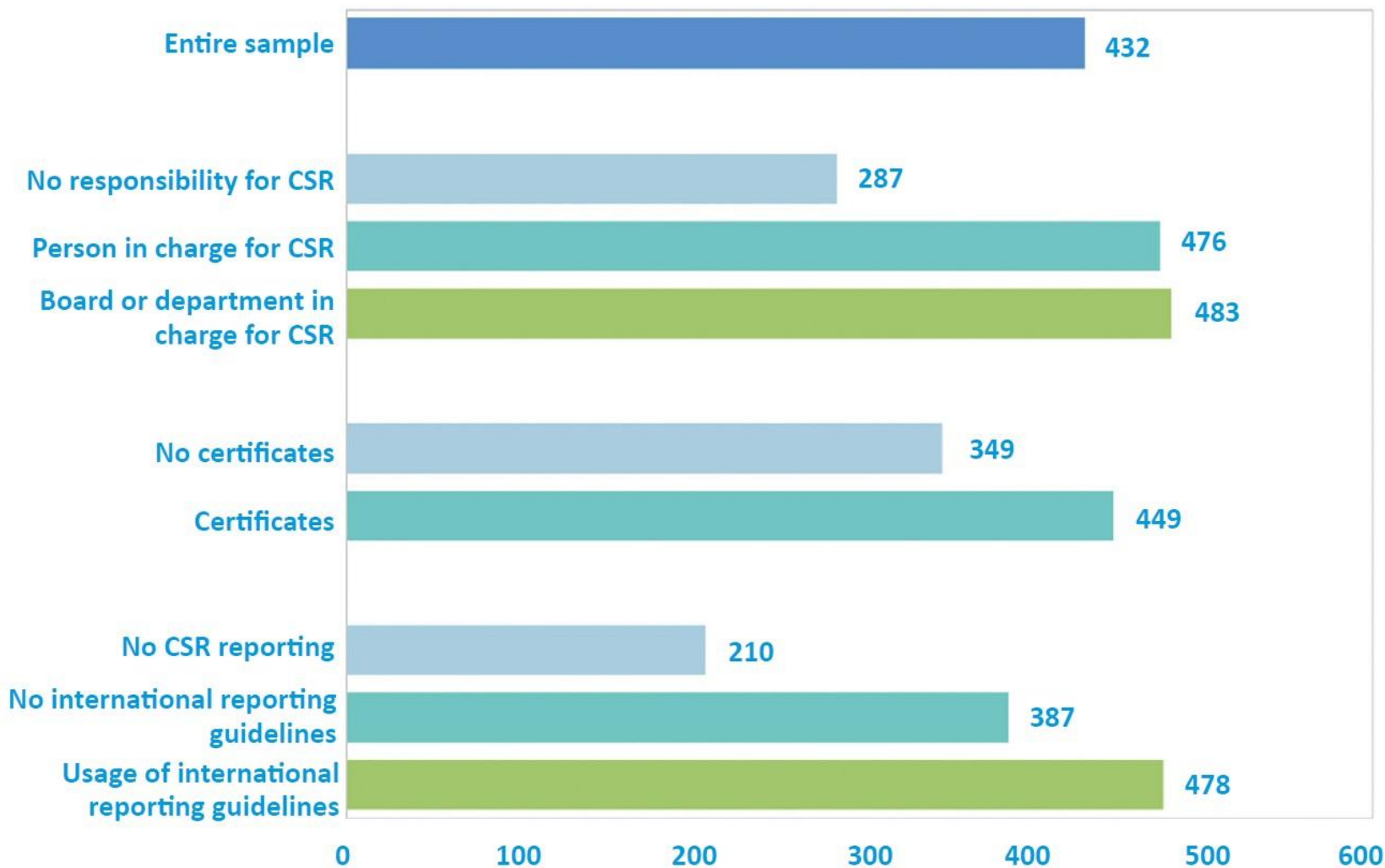


Employee / committee / department in charge of CSR or sustainable development (multiple answer):

Rezultati	Ukupno uzorak	Osoba	Radna skupina/ Odbor	Odjel	Ništa od toga
2013	85	74,3%	40%	51,4%	17,1%
2011	120	42.5%	31.7%	19.2%	33.3%
2009	98	39%	22%	17%	39%



Average results in CSR Index 2013



Obstacles to stronger CSR reporting



- Companies don't understand the concept
- Customers are not educated and it has limited impact on reputation
- There is complete lack of support from government – about to change due to the EU Directive
- The support needs to come from different angles to achieve synergic results