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State of Corporate Social Responsibility in the CR's Environment

Professional study

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Introduction – study task

This study was elaborated for the needs of Interreg Europe project number PGI02364 named Road CSR, the target of which is to "popularize" the topic CSR and to implement it based on the action plan into the environment of companies and other interested subjects (local self-administration, educational institutions etc.). The project implementation term is planned for 48 months, it was started on January 1, 2017.

The theoretical part of the study includes the introduction into the CSR issue (definition, the present state in the CR vs development in the EU, important milestones), analysis of basic legislative frameworks of CSR in the Czech Republic, analysis of the National Action Plan of CSR CR (status priorities, planned outlook), including consultations with the relevant representatives of the Ministry of Industry and Trade and analysis of possible sources of financial and non-financial support of CSR implementation in the Czech Republic.

The next part of the study is the survey in companies having implemented/ implementing the topic CSR or its essential part into their internal processes. The survey and analysis were carried out based on the direct interviews or questionnaire surveys with the responsible employees in selected companies. The purpose of the survey is to acquire the relevant base for making the conclusions about CSR status, i.e. in the following particular areas of company processes:

- rights and responsibility towards the supplier chains,
- social area and human resources policy (internal),
- evaluation of customers and responsible promotion of the own activity of enterprises,
- support of social and health activities (external),
- financial and non-financial report of enterprises,
- educational and information activities on CSR principles, education,
- anti-corruption measures,
- environmental area – environment care

The survey is focused on the above mentioned areas and elaborated as a complete report describing the status of CSR implementation level on the selected sample of companies in the stated topics. Particularly what topics/processes are developed at most and why, what could help with the complete implementation of CSR and what are the possible barriers of this implementation. What are the positive aspects of CSR or its partial units' implementation for companies and what are the prospects of companies into future in the sense of CSR implementation into their enterprise processes. Based on the acquired information the so-called best practises were selected, i.e. information being in relationship to CSR transferable into other companies and having, in view of their character, a positive influence on functioning of processes and company' interaction with the environment.

1. Introduction into CSR

1.1. CSR definition

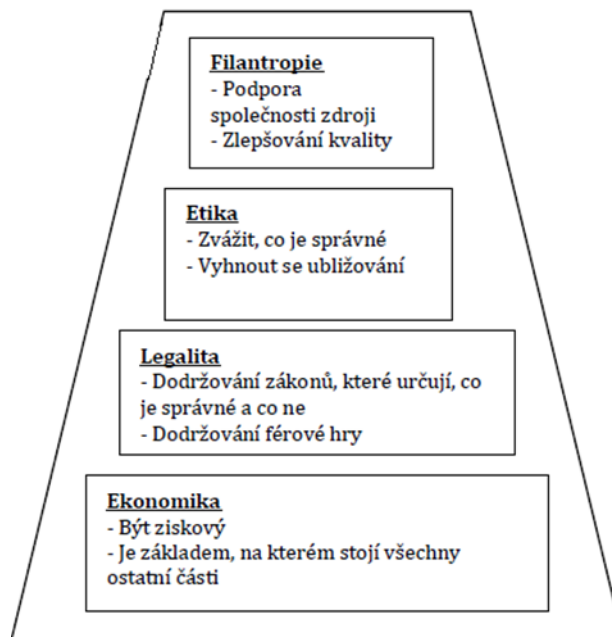
Social responsibility of organizations ("corporate social responsibility", hereinafter referred to as "CSR") is a voluntary tool by which the organization undertakes to take into consideration the needs of all the subjects and components of environment, concerned by its activity directly as well as indirectly. These are first of all customers, suppliers, clients, employees or inhabitants of the territory in which our organisation operates.

The concept and area of CSR is so wide that there is a large amount of various definitions to express it. The European Commission states the definition of CSR in the Green Paper from the year 2001 (EU, 2017): "CSR is a voluntary implementation of social and ecological aspects into the business operations and interaction of the company with other subjects and environment". The international organisation Business for social responsibility defines CSR as: "Management of entrepreneurial activity in such a way that it fulfils or exceeds the ethical, legal, commercial and public expectations of the society from the economic sector". (Kotler P., 2005).

The benefit of the application of CSR principles and procedures is for organisations improving image and credibility of the company and acquiring stable customers appreciating these values.

1.1.1 CSR principles (pillars)

Hierarchy of CSR principles follows clearly from the pyramid, made up by A. B. Carroll:



Picture 1 CSR Pyramid (Carroll, 2017)

From down to top: Economics – to be profitable, base on which the other parts are based
 Legality – observing the law determining what is right and what not, observing fair play
 Ethics – considering what is correct, to avoid hurting somebody
 Philanthropy – support of society by sources, improving quality

The CSR pyramid base is the profitability of the company, or fulfilment of the purpose of public institutions. Together with the legal responsibility, the healthy economics is the base for higher floors representing already above standard principles of organizations operation. The parts of

fundamentals is a.o. keeping profitability, ethics of doing business, purity and transparency of actions at the market, work environment, behaviour towards suppliers, customers, investors or intellectual property protection.

Ethic responsibility includes first of all the environmental topics, including the natural resources protection. Philanthropy represents social responsibility - support of inhabitants, charity or care for employees and their families above the standard.

1.1.2 Areas of CSR impact, sustainability

In the individual CSR definitions, the following target areas of CSR issues and procedures occur most frequently:

- environmental area,
- social area,
- economic area,
- interest groups (stakeholders),
- optionality

1.2. CSR development and status

1.2.1 World development

1.2.2 European development

1.2.3 Development in the Czech Republic

In the history of business in the CR, it is possible up to now to find the sources of inspiration for particular measures, concerning especially the entrepreneurial environment and human resources policy. The worldwide popular example is Tomáš Baťa, whose business concept was based on quality product, friendly and responsible access to customers, long-term profit as well as care for the development of employees and their families – through the increase of qualification, health care, recreation or sport and social facilities. This attitude had the positive influence on the development of the region as well as the whole society visible up to now. Within Baťa concern, the schools of work, hospitals or supporting funds were formed. The employees were also interested in the company's profit. The base of the entrepreneurial strategy and philosophy of Tomáš Baťa are the following principles:

1. Doing business is the service for life
2. The work is the service for life
3. The mission of business is the service
4. All the process participants must acquire profit.

1.2.4 Absorption potential of CSR by MSP (small and medium-sized enterprises)

The statistic data to CSR implementation however, are not available in the Czech MSP, and in big enterprises either.

Association for CSR – member enterprises

Among the member companies in the organizations Business for Society and Business Leaders Forum CR, only two MSP were identified of the total number of 72 members. Among the member

companies of the Association of Social Responsibility, approximately 70 enterprises may be classified as MSP of the total number 83 enterprises.

According to the Association's representative, corporate social responsibility is natural for many MSP, however, these enterprises do not work with it as with CSR, it represents for them moreover the way of good conduct towards employees, customers, nature, surroundings and community where they do the business.

With increasing awareness about CSR, also the SME sector starts to access CSR more strategically and conceptually and starts to present its socially responsible activities externally, when the enterprises develop independent projects in this area and try to involve into their activities also their employees, most frequently in the form of volunteer activity.

A number of smaller companies try to implement CSR principles in the enterprise in some way, but they do not know completely how to do it. For all the companies, the most difficult task is to select the really meaningful activities having the benefit for the given enterprise as well as for its stakeholders, which will be sustainable for future.

If the smaller enterprises decide to implement the concept, they should do, at first, the audit of what they are doing actually in this area. Then the companies should think about what are the company goals, what activities support their achievement and how the key strategic activities should be developed, how they should be measured, evaluated and improved.

Corporate responsibility for MSP

In principle the same starting points are stated in the publication *Tips and tricks – Corporate responsibility for the small and medium-sized enterprises* (Czech translation and responsibility National Centre for Quality Support, 2016), the publishing was supported by the Association of Small and Medium-Sized Enterprises and Crafts of the CR:

"For a number of small and medium-sized enterprises, the corporate social responsibility is completely natural. It is a higher form of "good conduct" to the employees, customers, nature and environment. The most small companies behave like this, without knowing that this is CSR – abbreviation the contents of which they do not know."

Conclusions

Potential for the implementation of the comprehensive CSR system in the small and medium-sized enterprises in the CR is very high. It may be expected that a considerable part of MSP fulfils in their usual operation much of the total CSR range. In MSP in the CR, some areas are certified to a certain extent and continually improved (e.g. systems of quality management, EMS /environmental management/, BOZP /occupational safety/). On the level of municipalities, town and regions, sponsoring activity is usual, especially of sport activities and various celebrations and holidays, associations and clubs.

A large part of the Czech MSP could probably quite quickly, effectively and without high demands introduced the comprehensive CSR system.

The question is the benefit of such step and the interest of MSP representatives following from this. Formal implementation of CSR is, similarly like other volunteer activities, usable moreover in the B2B level and often only on the interstate level. Here, the problem is often the excessive formalization which may lead, partly, only to the formal implementation of any management system.

One of the possible ways to increase attractiveness of CSR for MSP is e.g. requiring and applying its principles within public procurement.

2. Analysis of basic CSR legislative frameworks in the Czech Republic

One of the basic principles of CSR is voluntary involvement. Socially responsible behaviour is procedure above-standard i.e. meeting obligations above the scope of law. This principle was discussed several times in the past and continually, the ways and scope of introduction of obligatory measures for organisation of profit sector as well as public administration are discussed.

2.1. Non-financial reporting

One of the first obligatory measures is the duty of large enterprises to state regularly non-financial information about their activity. This duty concerns the public trading companies with the annual capacity exceeding 500 employees, with the balance sum higher than 20 million EUR and net profit exceeding 40 million EUR. In this scope this measure should concern approximately 30 organisations in the Czech Republic as supposed.

2.2. National Action Plan for CSR

One of the legislative tools is also the National Action Plan for CSR, to which the following chapter 3 is devoted.

2.3. Management standards and systems

To introduce, manage and declare the attitude to the social responsibility, it is possible to use one of the known certification programs and standards. In CR's business environment, the following management systems are quite widespread: quality management under ISO 9001, environmental management under ISO 14001 and occupational health and safety management under OHSAS 18001, either independently or as integrated whole. These management systems overlap in individual areas to a considerable extent with the CSR principles and procedures.

3. Analysis of National Action Plan of social responsibility of organisations in the Czech Republic

The National Action Plan of corporate social responsibility of organizations in the Czech Republic (hereinafter referred to as "NAP" is a strategic, non-legislation document, elaborated by the Ministry of Industry and Trade of the CR.

The Czech Republic's government approved NAP on April 2, 2014 by its resolution No. 199. NAP was created in connection with the A renewed EU strategy 2011-14 for Corporate Social Responsibility. The updated NAP was approved by the government on January 25, 2016. NAP is an open document, the current NAP version is applies to the years 2016-2018.

The main intentions of the updated "National Action Plan of social responsibility of organisations in the Czech Republic" are:

- Strengthening the understanding and credibility of the concept of the corporate social responsibility in the company.
- Support of corporate social responsibility development in organisations.
- Sharing experience and transfer of international know—how.

3.1. Structure of NAP CSR CR

The document begins with the words of the minister of the Industry and Trade of the CR, expressing the hope that the National Action Plan gets into consciousness of all the organizations and leads them to the responsible business, providing services and following already existing examples of good practice. The action plan is focused, in the first place, on the relationship of the responsibility, competitiveness and sustainability of organisations.

Further split of NAP is as follows:

1. Starting points in the Czech Republic
2. Hitherto practice in the Czech Republic
3. Key areas of the National action plan (priorities and activities)
 3. 1 Promotion and support of corporate social responsibility concept
 3. 2 The dialogue and co-operation of interested parties of the corporate social responsibility.
 3. 3 Task of bodies of public administration.
 3. 4 Spreading, implementation and observing international code of conduct
 3. 5 International co-operation
 3. 6 Observing human rights
 3. 7 Social business
 3. 8 Education and research in the area of corporate social responsibility
 3. 9 Appraisal of organisation for corporate social responsibility
 3. 10 Protection of consumer interests

Conclusion

3.2. Selective contents of NAP chapters

3.2.1. Starting points in the Czech Republic

The contents of this chapter is the definition of CSR, description of basic pillars, including their components. Identically as in the introduction of the document, the voluntary acceptance of CSR based on self-regulation is accentuated. Moreover the benefits of CSR implementation for organizations are mentioned - improvement from the viewpoint of risk management, savings of cost, access to the capital, relationships to customers, employees and other interested parties (especially to the public) and last but not least also the development of services and innovation of products.

The state task consists in the support of CSR by creating corresponding conditions for its spreading, support of its promotion and socially responsible activities.

Among the organisations, there are entrepreneurial subjects, but also non-state non-governmental organizations, subjects of social business, bodies and institutions of state administration and local self-administration.

In NAP, the concepts set by the European Commission are involved as well as its recommendations towards the member states stated in the Renewed EU strategy 2011-14 for Corporate Social Responsibility.

The Ministry of Industry and Trade (MPO) was authorised for the CSR area and by elaborating NAP in the Czech Republic.

3.2.2 Hitherto practice in the Czech Republic

This chapter contains the list of tools associated with certain areas of CSR as on the year 2015.

Program of National Quality Policy, Quality Council, National Award of CR for CSR

The Quality Council of the CR is authorized by the program implementation; MPO is authorized by management of Quality Council activity. Strategy in CSR area is a part of strategic intention of the Council since 2006.

Every year, the Quality Council declares the National Award of the CR for CSR, taking into consideration first of all the systematic approach and synergy effects.

CSR promotion

The section Corporate Responsibility of the organisations of Quality Council of the CR is authorized by the promotion and co-ordination of activities.

Public opinion survey (poll) in the CSR area

CSR RESEARCH 2014 (IPSOS, 11/2014) has shown that the people expect from the market leaders in CSR area especially activities in the area of environment protection, moreover truthful communication towards customers and assurance of employees' safety. CSR topic remains important during purchase for 71% of public, in the employment for 85% of economically active people. 2/3 of inhabitants of the Czech Republic have shown the willingness to pay more for an environmental friendly product.

Other non-governmental organisations in the CSR area

In the document, other NGO are stated participating in CSR in the CR:

- Corporate Responsibility Association (A-CSR),
- Business Leaders Forum (BLF),
- Business for Society (BPS),

- Czech Business Council for Sustainable Development (CBCSD) and
- Global Compact National Network Czech Republic (GCNCR).

3.2.3 Key areas of the National Action Plan (priorities and activities)

Promotion and support of corporate social responsibility concept

In this chapter, the importance of small and medium-sized enterprises (MSP) is strongly accentuated as well as the regional dimension of CSR potential.

Weaknesses of the area:

- non-precise awareness of the public as well as enterprises, especially MSP,
- limitation of MSP activities on charitable activity,
- applying CSR activities without necessary connection with the main activity (core of business), hereby win-win (bilateral) benefit is limited,
- weakly informed public and missing knowledge of CSR concept as demotivating factor.

State task:

- creation of conditions for the promotion and larger spreading of CSR concept,
- removal of bureaucratic elements while preserving the transparency and respecting the CSR concept not only in entrepreneurial subjects but also in bodies of state administration and local self-administration.

Strategic priorities of this area are:

- spreading information and promotion of CSR concept, creation of environment for organizations so that they can develop their concept of the responsible and sustainable business,
- support of exchange of good practice and information from CSR area.

Fulfilled tasks:

- Creation of NAP strategic document
- Publishing "Tips and tricks – Guide in corporate social responsibility for small and medium-sized enterprises" (http://narodniportal.cz/wp-content/uploads/2016/04/prirucka_MSP_online_2016-2.pdf)
- Creation and administration of the National information portal about CSR

Continual tasks:

- Creation of supporting information material with the CSR topic for the organization and public
- Implementation of information campaigns to CSR topic
- Promotion of national documents and policies associated with CSR
- Informing about national standards for the certification of CSR systems and other methods of CSR evaluation
- Organising professional events (nation-wide conferences, round tables, seminars, workshops, etc.)

The dialogue and co-operation of interested parties at the corporate social responsibility.

In this chapter, 2 groups of interested parties are identified.

- Basic (key) interested parties - owners, employees, customers, social partners, suppliers, investors and creditors.
- The second group of interested parties - citizens, non-profit organisations, community in neighbourhood of the organisations.

Moreover it is repeated: the authorised entity for CSR is MPO (Ministry of Industry and Trade), NAP was adopted and the CSR national network created - the so-called Platform of interested parties of the corporate social responsibility (CSR). By these procedures, the obligation of the state to support CSR development in the CR as well as the opportunity for unification of the current activities in the central and coordinated dialogue under the auspices of the state is confirmed.

The platform is publicly available to the entrepreneurial subjects, their roofing organisations and other interested parties - organisations of the private and public sector. The organisation, activities and outputs of the Platform are assured by the Quality Council of the CR through the Professional Section for the Corporate Social Responsibility and Sustainable Development. Among the communication tools of the Platform are seminars, discussions, presentations, lectures and National information portal about CSR at the homepage of the Quality Council of the CR and MPO (www.narodniportal-csr.cz). The platform enables to its members to participate in formulation of targets and priorities of the Platform, to express opinions, to exchange experience and examples of good practice, to collect and to monitor the tools and initiatives in the area of CSR and sustainable development and their evaluation. Platform outputs contribute to the implementation of NAP tasks.

The strategic priority of this area is:

- co-operation with the roofing entrepreneurial, employers associations and Trade Unions, business subjects and non-profit organizations

Fulfilled tasks:

- Creation of CSR national network – Platforms of interested parties of CSR

Continual tasks:

- Organising professional events (nation-wide conferences to CSR, round tables, seminars)
- National CSR conference – every year
- Coherent access to NAP and co-ordination of co-operation between branches

3 Task of bodies of public administration.

Task of bodies of public administration (hereinafter referred to as "VS bodies"):

- passive role - users of CSR activities implemented by the private sector,
- active - CSR implementation,
- creation of favourable environment and encouraging conditions of CSR development.

Possibilities to use of the current tools for the co-operation and communication:

- central level – expert groups
- regional and local level - concept of the local Agenda 21 (hereinafter referred to as "MA 21")

Support of the voluntary measures to the benefit of self-regulation:

- transparency, creation of general conditions for reporting,
-

- introduction of the control systems,
- marking of products (quality marks, environmental marking, products produced by the disabled person etc.),
- more effective use of sources (cleaner production etc..),
- voluntary certification of employers,
- applying corporately socially responsible placement of public contracts or entering the so-called voluntary agreements and principles of responsible research and innovations.

Supporting governmental programs, methodologies and strategic documents:

- EMAS National Program, Environmental Marking National Program, Czech Quality Program, Safe enterprise, National program for cleaner production
- The rules of applying environmental requirements while placing public contracts in the area of IT and furniture (2010); at present, in accordance with the European Green Public Procurement (GPP) the purchase rules for other product groups are being prepared; Methodology of the socially responsible placement of public contracts (2014)
- The National Action Plan supporting positive ageing for the period 2013 – 2017, Health 2020 – National strategy for the health protection and support and illness prevention, Priorities and procedures of government when asserting equal opportunities for men and women, Government strategy for the equal position of women and men in the CR (2014), Quality Charter of the CR (2012)

In this chapter, the not used potential of the responsible placing of public contracts is accentuated - possibility to take into consideration more viewpoints simultaneously (e.g. support or small and medium--sized companies, employment of disabled persons, dignified work conditions, observing the social rights and rights of employees, support of health of employees, support of education, accent on reduction of the environmental burden, evaluation of the health impact etc.).

Strategic priorities of this area are:

- CSR support based on the real knowledge of the present activities and needs,
- creation of environment of clear rules and trust,
- using CSR in the purchase and placing public contracts.

Achieved goals:

- Publishing the CSR manual for public administration (http://narodniportal.cz/wp-content/uploads/2016/12/Pr%CC%8C%81loha-c%CC%8C.-1_Pr%CC%8C%81ruc%CC%8Cka-CSR-pro-ver%CC%8Cejnou-spra%CC%81vu_online-verze.pdf)

The goals not achieved up to now:

- creation of criteria for other product categories within the Rules for applying environmental requirements in public procurement
- Mapping nation-wide, regional and local voluntary activities (incl. MA 21)
- Creation of methodical instructions for strategy of the socially responsible public procurement according to the national as well as regional needs

Continual goals:

- Using the CSR possibility as criterion for allocating national subsidies.
- Support for spreading the information to MA 21 topic for entrepreneurial subjects in CSR context and assuring spreading the information about possibilities of using MA 21 in the scope of the social responsibility of authorities.

- Awarding subjects of the entrepreneurial sector for the co-operation during MA 21 implementation (possibility to get involved into the prestigious national awards of the CR and National award for the social responsibility), awarding of subjects implementing MA 21.
- Co-ordination of the newly prepared governmental strategic documents regulating CSR and their harmonization

Spreading, implementation and observing international codes of conduct

In this chapter, the international CSR standards and their main principles are stated, which are described in more details in this study in the chapter No. 2. It is stated that a wider awareness of the standards is very low.

Strategic priorities of this area are:

- increase of awareness and education of entrepreneurial subjects as well as of the public about international standards and declarations,
- increase of the number of companies which voluntarily report their non-financial activities (support of non-financial reporting).

Achieved goals:

- To inform about international CSR tools at one national CSR portal - "CSR National Information Portal"- www.narodniportal-csr.cz
- Creation of UN Global Compact national network in the CR - host organization of the national network is the Social Responsibility Association (since 2015)
- Creation and activity of the Working Group at MPO for the consultation when transposing the non-financial reporting directive

Continual goals:

- Using NKM (established within OECD guideline for multinational enterprises) for sharing information
- Co-operation with the Global Compact Czech Republic National Network
- Support to companies during non-financial reporting

International co-operation

The co-operation is defined on three levels:

- with the European Commission (hereinafter referred to as "EK") – first of all the active participation in the High Level Group on Corporate Social Responsibility,
- with member states of the European Union (hereinafter referred to as "EU"),
- with international organizations and institutions.

Hereinafter the basic non-governmental platforms are stated, collecting information to CSR:

- CSR Europe – national partner organization in the CR are Business Leaders Forum and Business for Society
- European Alliance for CSR - Czech enterprises are represented here by the Confederation of Industry of the CR, through their membership in BUSINESSEUROPE

Strategic priorities of this area are:

- support of involvement of the Czech enterprises and relevant organizations into the international co-operation,
-

- monitoring the development of CSR within EU and the subsequent communication of outputs,
- organisation of the European CSR Award based on the winners of the national awards.

Continual goals:

- Identification of relevant international projects for involving CR – priority topics,
- Regular participation in the meetings of the High Level Group at DG GROW EK,
- Active participation of the public administration representatives in the possible EK Peer review projects,
- Support of winners of the National CSR Award for the entry into the European CSR Award.

Observing human rights

In this chapter, the way of human rights protection is described, formulation in the Charter of Fundamental Rights and Freedoms and their protection by the court system. Moreover, the solution of individual areas of human rights, international conventions and basic principles is described.

Strategic priorities of this area are:

- increasing awareness of the society about national and international documents and principles concerning observing the human rights in connection with doing business,
- asserting diversity and equal opportunities for men and women,
- integration and support of employment of disabled or socially disadvantaged and excluded persons.

Achieved goals:

- Making visible and better promoting of NKM activity and possibility of alternative effective out-of-court settlement of disputes through NKM – distribution of information materials, regular participation at common meetings of the Working Group for the responsible business acting and NKM in OECD registered office etc..
- Formulation of the middle-term strategy for the equality of women and men; preparation of action plans concerning the well-balanced proportion of women and men in the leading positions and violence against women - governmental strategy for the equality of women and men in the Czech Republic for the years 2014 – 2020 was approved in 2014. The action plan for the well-balanced proportion of women and men in the leading positions was approved in 2016.
- Publishing international documents in the Czech language at the national CSR portal.
- Formulation and promotion of the national branch principles and guides to observing human rights in connection with doing business.
- Formulation and promotion of the national branch principles and guides to observing human rights in connection with doing business.
- Information activities concerning the harmonization of the work, private and family life targeted among others on the employers.
- Formulation of the Strategy of fight against social exclusion for the period 2016 – 2020.

Continual goals:

- Implementing measures of the National plan for the support of equal opportunities for the disabled persons for the period 2015 – 2020.
-

- Promotion of the Age Management concept, its use as an inseparable part of the human resources management and corporate social responsibility as mean of the fight against the occurrence of age discrimination.
- Implementation of the Strategy of fight against social exclusion for the period 2016 – 2020.

Social business

Social business deals with the entrepreneurial activities beneficial for the society and environment. The profit is used, for the most part, for the subsequent development of the social enterprise.

Social enterprises are split into two types - general social enterprise and integrating social enterprise. For the identification of both types of social enterprises, the indicators are fixed the fulfilment of which is, a.o., the condition for obtaining the subsidy for the formation and development of the social enterprises from the Operational Program Employment. In the CR, integrating social enterprises prevail at present achieving the socially beneficial target by employment and social integration of the persons disadvantaged at the labour market

The indicators are fixed for:

- 1. socially beneficial goal
- 2. social benefit
- 3. economic benefit
- 4. environmental benefit
- 5. local benefit

Strategic priorities of this area are:

- increasing the awareness of the public on the social business concept,
- education of the professional as well as wide public,
- research of social enterprises,
- legislative regulation of social business,
- achieving the agreement of the main interested parties on the direction of the social business/entrepreneurship the CR,
- promotion of good practice examples in the CR,
- acquiring goods practice in the social entrepreneurship from abroad,
- encouraging the initiation and development of entrepreneurial activities in the area of social entrepreneurship,
- supporting and asserting interests of social enterprises.

Achieved goals:

- Preparation and approval of the Social Entrepreneurship Act

The goals not achieved up to now:

- Creation of strategy of social entrepreneurship development

Continual goals:

- Administration and extension of www.ceske-socialni-podnikani.cz and the supporting PR activities
- Spreading information about social entrepreneurship in press

- Educational programs on various levels (universities, educational institutions) – subjects, courses, seminars
- Quantitative and qualitative research
- Selection and description of good practice examples in the CR
- Communication with the partners from abroad, membership in the GECES group
- Financial support for the start of new social entrepreneurial activities
- Support of the educational and consulting structure for the social entrepreneurs and persons interested in social entrepreneurship

Other goals, without fixed implementing subjects:

- supporting and asserting interests of social enterprises,
- informing the public administration on the social entrepreneurship concept,
- support of education on social entrepreneurship at elementary, secondary schools and universities,
- creation of financial tools for social enterprises.

Education and research in the area of corporate social responsibility

In this chapter, the importance of informing about targets, principles and possibilities of CSR in all the university branches and the necessity to include it into the relevant educational programs is accentuated.

Strategic priorities of this area are:

- to raise awareness and to deepen the knowledge particularly of the young generation about CSR with the target to influence their life attitudes in this area in time,
- increase of competences in CSR area (of students, pedagogues, enterprise management),
- development of awareness about CSR issue and higher quality of the Czech entrepreneurial and managerial environment

Continual goals:

- Nation-wide competition for the best pupil and student essay with the CSR topic (short stories, seminar essay, bachelor's thesis, degree thesis, doctoral dissertation thesis)
- Initiating the involvement of the CSR topic into the curriculum of the elementary, secondary and higher professional schools
- Further education and support of projects dealing with CSR development of youngest children
- Research of CSR issue
- Effective co-operation of the academic sphere and enterprise practice (public, private)
- Regular exchange of experience between the academic sphere and enterprises in the CSR area through conferences, workshops, round tables etc.

Awarding organisation for corporate social responsibility

The Ministry of Industry and Trade supports the programs: National Quality Award of the CR and National Social Responsibility Award of the CR The program of the National Social Responsibility Award of the CR is a part of the CSR National Strategy.

To strengthen the responsible behaviour of organization in the regions, the CR' Quality Council established the award Governor's Award for Social Responsibility. At present the Governor's Award is declared annually in the Moravian-Silesian, Plzeň, South Moravian and Ústí and Vysočina Regions.

The next of the programs declared within National Quality Policy is the Award for social responsibility "We do business responsibly". This is appreciation for the small and medium-sized entrepreneurs and family companies the responsible behaviour of whom influences the society as well as the consumers positively. A special category in the award are social enterprises.

Additional awards are e.g. award of Hospodářské noviny (Economic Newspaper) Responsible company of the year, TOP Responsible Company awarded by the platform Business for Society, award VIA BONA for philanthropy of VIA Foundation, EY Socially beneficial entrepreneur of the year, award for the socially beneficial business Social Impact Award, award for social innovation Sozial Marie.

Besides the public awards, the state may support the socially responsible companies and their products by the guarantee of quality marks (Czech Quality Program) and also e.g. by permission of the CSR logo location (holders of the National CSR Award of the CR) or other designations/marks proving the responsibility of the organisation at the products, promotion or other materials.

Strategic priorities of this area are:

- to deepen the interest for CSR on the national level,
- to deepen the interest for CSR in the regions,
- support of programs for awarding the prizes to organizations of implementation of the concept and activities in CSR area, socially beneficial entrepreneurship and social innovations.

Annual targets:

- National Award of the CR for CSR and the sustainable development,
- Award We do the business responsibly,
- Governor's Award for CSR,
- CSR award given by other non-profit subjects dealing with CSR,
- Awarding social innovations and socially beneficial projects including the start-up support.

Protection of consumer interests

It is stated in this chapter that this issue is being solved, to a large extent, in the scope of the applicable legislation; in spite of this it is necessary to create and to apply effective self-regulation tools - quality marks, voluntary activity of an independent third party evaluating the accordance with the requirements of the technical regulations and standards, codices of ethical behaviour, best practice manuals etc.

The consumer protection is, among others, a part of the strategic document "Priorities of the consumer policy 2015-2020". The next important element in this direction is the activity of the Consumer Consulting Committee established under MPO. There is a possibility of the support of this issue by MPO's subsidy policy.

Strategic priorities of this area are:

- increasing the health protection and safety of the consumers,
- increasing the protection of consumer's economic interests (services, unfair practices, customers service, complaints, out-of-court settlement of disputes),

- increasing awareness of quality with the target to achieve a higher quality of products and services,
- understanding the advantages of the sustainable consumption,
- protection of the personal data and privacy-

The goals not achieved up to now:

- creation of the legislative and normative framework where it is missing, especially in the area of services
 - Analysis of the possibility of the legislative solution of services safety (2017),
- support of preventing the unfair business practices
 - support of creation and distribution of the manuals of the correct practice for preventing the unfair practices (2018),
- support of the wide use of the newly introduced system of the out-of-court settlement of consumer disputes
 - elaboration of the manuals of the best practice (or similar output) for submitting and arranging the application for dispute settlement; supplementing events, seminars etc.
 - elaboration of the specific manuals of the best practice (or a similar output) for on-line disputes solution; supplementing events – seminars, etc. (2017)
- supporting the quality marks, support of the transparency and credibility of the trademarks used at the market (2018),
- increasing the awareness of the principles of the sustainable consumption, creation and asserting tools for a wider use of these principles at the market
 - campaign, including seminars, best practice manuals etc. with the target of understanding and spreading principles of the sustainable consumption. Implementation of the information campaign with the topic of environmental marking, application of the clever gauges and clever networks etc.
 - Initiation of the national discussion among interested parties concerning the life-time of consumer products, its transparent statement in the information for consumers, using normalization and other tools for this (2018)
- Increasing the awareness of the principles of assuring the personal data and privacy protection (2018),
- Creation and asserting the tools for the wider use of these principles at the market (campaign, including seminars, manuals, best practice manuals etc.) (2018)

Continual goals:

- consequent, in the wide scope performed check of safety of products at the market
 - assuring the physical taking samples of the consumer goods and performance of their tests in relation to the safety requirements and check of safety of services offered and provided at the market),
 - support of creation and use of self-regulative tools for strengthening the safety of products at the market
 - support of elaboration and use of technical standards, quality marks, voluntary activity of an independent third party when evaluating the accordance with the requirements of technical regulations and standards, manuals of correct practice etc. including the support of involvement of the consumer organizations into the processes.),
-

- increase of the awareness of quality in the society among the consumers as well as organizations doing business - i.e. information and education campaign concerning quality
 - concept of quality, transparent declaration of quality, possibility of evaluation if the price corresponds to the purchased quality

3.2.4 Conclusion

In the conclusion of the document, the most important NAP issues are summarized:

- CSR is a volunteer concept, NAP is of non-legislative character,
- National entity authorized for CSR is MPO,
- CSR shall provide competitive advantages to implementing subjects,
- purpose of NAP is strengthening the understanding and the credibility of CSR concept, support of development of the social responsibility in organizations, sharing experience and transfer of the international know-how,
- NAP defines 10 key areas. From the Promotion and support of the development of the concept of social responsibility through e.g. Dialogue and co-operation of the interested parties of CSR, International co-operation, Awarding organizations for the social responsibility, for the Protection of consumer interests. Newly, one of the key areas is the Social entrepreneurship.
- NAP determines the survey of activities to be implemented in 2016 – 2018, in individual CSR areas.

3.3. Planned outlook

To establish the planned development of NAP, Ing. Hana Šimková was contacted, head of the Department of Regulation Impact, Section of entrepreneurial environment and internal trade of the MPO CR.

Based on the announcement of Ing. Šimková - at present the continual as well as dated tasks and targets of NAP takes place to be evaluated in the second half of the year 2017. In this period, or its 4th quarter, the discussion will take place on the further direction of NAP and the whole CSR issue.

This process will take place until the second half of the year 2018, when a new strategic document will be elaborated and discussed among branches in the form of the updated NAP, or a completely new document. A considerable role during the document elaboration will be played by the development of the issue on the EU level, which is continually followed.

The involvement into the development of the strategic document within CSR is possible by contacting Ing. Šimková:

Ing. Hana Šimková; VO 41110 Department of regulation impact; simkova@mpo.cz; +420 224 852 225.

4. Analysis of possible sources of financial and non-financial support

4.1. Social area

4.1.1 European Social Funds (ESF) - OP Employment 2014 – 2020 (MPSV - Ministry of Labour and Social Affairs)

4.1.2 European Funds for Regional Development

4.1.3 Other sources of support

4.2. Environmental area

4.2.1 Analysis of possible sources of financial subsidy

European Structural and Investment Funds - OP Environment 2014 – 2020 (Ministry of the Environment /MŽP/, SFŽP)

*National Environment Program – State Environmental Fund (SFŽP)
MPO EFFECT*

4.3. Possibilities of non-financial support

4.3.1 Public procurement

5. Survey

5.1. Results of survey in ČEZ company

General information

company:	CEZ Group
Number of employees:	6 500 ČEZ 31 000 ČEZ Group
Year of the start of CSR implementation:	2007
Work load connected with the position of CSR co-ordinator (% load):	1
Estimated cost for CSR assurance (% from the turnover):	5

Information from the viewpoint of the total functioning of CSR in the society

What do you see as the largest barriers of the further development of CSR in your company?

Large work load of the employees.

What particular aid in the CSR would you welcome at most?

Larger CSR promotion in the customer and market environment.

What benefits of CRS implementation in your company do you consider for the most important?

The increased prestige and reputation of the company and products – assurance of the permanent company development.

On which CSR area your company focuses at most and why?

Human resources policy, investment into the employees – assurance of satisfied and fully qualified employees helping to the ČEZ Group and on the contrary.

What recommendations (Best Practice) would you formulate especially for smaller companies wanting the start CSR implementation?

To start with a regular activity not burdening the run of organisation – e.g. a small event in the surrounding of the business premises and gradually in view of the results and possibilities to develop further activities.

To try to have maximum mutual relationship, first of all with the employees and customers – looking for weaknesses and their correction.

Activities in individual CSR areas:

Rights and responsibility towards the supplier chains

YES

Particular currently applied procedures:

During the choice of the supplier companies, the factors taken into consideration are: attitude to the environment, safety, health protection and social aspects of their activity – the database of suppliers and evaluation of potential risks serve for this. If, during the course of time, they would stop meet the requirements associated with the social responsibility and they would not done any correction even after the warning, they would be excluded from the database.

It is monitored for potential suppliers if they have introduced the quality management systems, systems for protection of health, safety and environment.

The position of ombudsman, who can be addressed in case of doubts.

During public procurement, also local companies get the opportunity and acquire the possibility to apply the competitive advantages of the proximity of customer in the offers.

Plans of further development

YES

Particular planned procedure:

Development and improvement of the above mentioned procedures.

Particular benefits of introduced measures:

Maintaining of the permanently high quality of the supplies.

Increasing prestige of the company in the surroundings of business premises.

Barriers to the further development in the area:

The limited selection of suppliers of specific products.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

Higher requirements on quality and transparency within public procurement – general increasing the awareness of the needs of permanent quality.

Best Practice tips:

Making up and permanent improving and specifying the database of suppliers, based on the indicators the consumers themselves wants to improve and to declare.

A clear formulation of several basic conditions for the suppliers.

Social area and human resources policy (internal),

YES

Particular currently applied procedures:

Fundamental principles

Since 2013, observing the rules of the Memorandum on the support of equal opportunities at the labour market and active application of the principles of gender balance (Memorandum Diversity 2013+).

Trade Unions – entering collective contracts (of a higher degree), main strategic issues are discussed by the representatives of all the members of the ČEZ Group.

Remuneration of employees - In the ČEZ group, the employees are provided wages corresponding to the long-term economic results of the company. Variable wage components assure the connection with the company's as well as individual targets and the conduct in accordance with the company's principles.

Blanket benefits

Benefits in the ČEZ group - abbreviated working hours to 37,5 hours weekly. 5 weeks holiday, time off with the wage compensation above the scope fixed by the legal regulations.

Personal accounts determined especially for recreation, contributions to additional pension insurance, life insurance, enterprise canteen, contributions for the time of the first three days of the illness, health care, remuneration at the occasion of life anniversaries and retirement.

Offer of the advantageous purchase and services provided by selected companies.

Awareness of employees - ČEZ NEWS journal, intranet including the audio-visual ČEZ TV, addressed newsletters with key announcements, sms or audio-reports, information on notice board or elements of internal marketing.

Orange box – email as well as material box – for submitting employees questions and opinions.

Development and motivation

Development programs and support of the further education of employees.

Award for the best employees of divisions, organisational units and subsidiaries - ČÉZAR is award for individual ordinary employees. Those employees are awarded who contributed considerably to the results of the department in the last year and had excellent results when achieving personal goals.

Award Positive motivation – twice a year declared award for the individuals as well as teams who achieved the results above the scope of determined targets, who have initiative, come with ideas and support the cooperation.

Transport - I project We drive safely, protect lives, save finances – the purpose is to remind to the employees the road traffic rules, to inform them about the most frequent causes of the traffic accidents and to recommend how to prevent them.

Extraordinary benefits

The employees may reduce their work load and get back to the full work load (if possible).

Program Mobility Support determined for the key employees changing the place of work within the ČEZ company or ČEZ group.

Program Outplacement – support of employees leaving the company in consequence of the organisational changes – workshop, consultation, re-qualification.

Support of disadvantaged persons

Employment of 120 OZP.

Active involvement into the thematic expert group Age Management, dealing with the issue of employment with regard to specifics of various age groups of employees within the platform Business for the Society.

In extraordinary cases, single social aid.

Foundation Seniors of ČEZ Group (support of the former employees) and support of pensioners club.

Feedback

Employees poll every 3 years – research results are used for changes and improvement of the environment.

Plans of further development

YES

Particular planned procedure:

Continuing regular activities.

Further looking for ways of employment of disadvantaged person.

In this year, the survey of employee's opinions will be implemented, evaluated and taken into consideration again.

Particular benefits of introduced measures:

Low staff turnover, especially managers turnover, in view of the high number of employees.

Permanent and transparent human resources policy enabling quick solution of staff issues and disputes.

Assurance of the permanent continual increase of employees qualification – increasing company's value.

Awards:

NPP Temelín and NPP Dukovany are holders of the title Safe Enterprise.

1st place – Most important "company" donor.

1st place – Senior-friendly Company

1st place in the competition Nutcracker for the interactive project Cool Work-Team.

Award of the public in the enquiry for the most responsible company declared by the server iHNED.cz

The title Investor into human capital and work conditions from the Bulgarian Business Leaders Forum for the safe and healthy work environment for employees.

A letter with thanks from Pardubice Region in co-operation with the NGO Coalition of Pardubice-Region for the activity to the benefit of society.

Barriers to the further development in the area:

Limited, stable and quite filled labour market in the Czech Republic.

High requirements on the natural and physical capability of employees limit the possibility to employ disabled persons.

High demands on the non-stop assurance of quality services limit the possibility of individual job plans or reduced work load.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

Improvement and simplification of conditions for the employment of employees with a reduced work load.

Best Practice tips:

Determination of clear rules for the unified attitude towards the employees, including the wage policy.

Determination of clear rules for the individual attitude to the employees, including the precise description of situations leading to such attitude.

Determination of a simple method for the regular acquiring and evaluating the feedback from employees.

Evaluating the possibility to employ disabled persons based on the defined requirements on the particular jobs.

Evaluation of customers and responsible promotion of the own activity of enterprises YES

Particular currently applied procedures:

Fundamental principles

Customer codex - defines clearly the standards of communication with the customer and offers to the clients a summarising and understandable survey of possibilities of communication with the ČEZ group.

ČEZ Corporate services – maintaining quality of service provided to the customers also in the period of company transformation. Motivation to hand-over of information by the leaving employees – seminars, development plan for the new as well as leaving employees, financial remuneration for engaged employees, offer to be involved into several tenders of identified potential employers.

Corporate data – data on the position at the market and further strategic information is acquired by the internal and external channels.

Communication with customers – email, phone and personal form. Information centres of power plants.

Public Affairs dept. – principal strategic communication on the international level – strategy and standpoints of the Group towards state administration, inhabitants, power engineering development, climatic changes etc.

Opening towards customers

Regular as well as irregular communication above the legislation scope - with shareholders / with media / with the professional public.

Information centres of individual power plants enable the excursions into the operation.

Promotion of professional activity

The competition of the degree theses ČEZ Award – for the best students of the power engineering and electrical engineering branches of the Czech universities.

ČEZ group is a traditional general partner of the competition of the scientific and technical projects of the secondary school pupils Expo Science.

Plans of further development YES

Particular planned procedure:

Extension of services for customers, professional and wide public through introduced procedures.

Particular benefits of introduced measures:

Considerably improved image of the company perceived by the public in the last ten years, which

is proved by the internal as well as external research.

Promotion of the own activity is closely connected with the human resources policy and enables us to look for potential employees.

Barriers to the further development in the area:

None.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

None.

Best Practice tips:

Clear definition of the ways of communication with individual groups of customers.

Declaration and observing the fundamental principles of treating customers.

Start of co-operation with the secondary/high schools and universities with associated branches – a long-term human resources policy.

Support of social and health activities (external),

YES

Particular currently applied procedures:

General projects

Regional partnership - Support and development of local enterprises, infrastructure, support of social programs and community life and co-operation with roofing organisations.

Regional projects

Project Region with a better prospects – co-operation with municipalities on the preparation of the cultural events, as Funfair in Mariánské Radčice, Feast in Braňany or the cultural event in Březno municipality.

ÚJV (Nuclear Research Institute) Řež – smaller investments in the surroundings of premises – repairs of changing room at the football stadium, reconstruction of the public staircase, repair and painting of the bus stop, renovation of footbridge connecting the right and left Vltava bank (painting handrail and exchange of board). Support of municipalities after the flood.

Foreign projects

Company activities in Sofia (Bulgaria as important market for ČEZ) – location of the artistic town furniture, support of the children's ice-hockey, support of the children's cycling race.

Activities "When you want to go safely on the street you must a reflective element on your clothing" (Poland.)

Energy for children in hospitals – purchase of glasses for the children in hospitals, preparation and distribution of information materials for parents – how to take care of the ill child. (Poland.)

Instructing video for the traffic safety for children, focused on particular towns and places in the surroundings. (Poland.)

Educational program about heat for schools – excursions, instructing materials, competitions. Instruction to the rational use of heat. (Poland.)

Annual support of medical centres (e.g. in Cogealac municipality, children hospital Craiova, hospital Recita etc.) - acquiring new medical facilities, training the medical staff, new ambulance. (Romania)

Summer camps for the children for results at school. (Romania)

Support of renewal of historical buildings in municipalities. (Romania)
 Support of infrastructure of municipalities – sewerage, gas pipeline etc. (Romania)
 Reconstruction of buildings of the nursery and school, purchase of equipment in several municipalities in the surroundings of the premises in Romania.
 Christmas gifts for children from socially weak families (winter clothing). (Romania)
 Continual support of international as well as regional festivals and local interest associations (sport, music etc.). (Romania)
 Caravan of stories – travelling, discussion and experience plays for children from remote rural area of Romania, associated with equipment of local libraries with new books.
 ViaSport – weekend sport program for families in the city centre (Bucuresti).
 Support of the renovation of the cinema in Resita town (Romania).

Plans of further development

YES

Particular planned procedure:

Continuing long-term activities and preparation of projects based on the long-term following the needs and interests of the target groups and territories (nature protection in the surrounding of operating plants, support of local community - schools, health care etc.).
 Looking for ways of closer co-operation with the local governments and NNO.

Particular benefits of introduced measures:

Considerable improved image of the company and particular operating plants in the area when they operate by the public as well as public administration.
 Measures are simultaneously a marketing tool of the company.
 All the activities are simultaneously suitable for looking for potential company's employees.

Barriers to the further development in the area:

In individual cases, unjustified opposition against company' activities from the part of public administration and NNO.
 High administrative load associated with some activities.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

General reduction of the administrative burden associated with the support of projects with social and environmental added value.
 Reduction of tax burden of activities and projects associated with the support of projects with social and environmental added value.

Best Practice tips:

Elaboration of analysis of the main environmental and social problems in the place of company's activity, evaluation of seriousness and possible forms of aid and co-operation, determination of priority projects based on the needs of the surroundings and possibilities of the company.

Financial and non-financial report of enterprises

YES

Particular currently applied procedures:

Acquiring strategic data from the internal and external sources, for assuring a wide scope of data and their interpretation – weekly / monthly / annually.
 CSR – measuring the standpoint of the public to CSR issue in connection with the ČEZ Group

(independent agency; once in a year).

Regular publishing annual and balance reports (for 3-5 years) on the activity in CSR area.

Plans of further development

YES

Particular planned procedure:

Increasing the number of monitored indicators based on the development of CSR issue.

Particular benefits of introduced measures:

Clear and precise measuring of CSR indicators enabling further planning of activities.

Presentation of results is associated with marketing and addressing of potential company's employees.

Barriers to the further development in the area:

A large amount of methodologies for measuring CSR performance efficiency, making the orientation in results much more difficult.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

Taking into consideration the results of measuring CSR performance efficiency in the scope of public procurement preparation.

Best Practice tips:

Connection of internal and external monitoring performance efficiency.

Clear and structured skeleton of documents, presenting CSR performance efficiency.

Environmental area – environment care

YES

Particular currently applied procedures:

Fundamental principles

Introduced EMS system under ISO 14001.

Investments into ecological innovations exceeds several times the legislative requirements.

Branch principles

Voluntary agreement with the MŽP (Ministry of the Environment) of emissions reduction above the scope of legislative requirements (2010).

Increasing the renewable share in electricity production.

Regular measuring of greenhouse gas emissions checked by an independent auditor.

Electro-mobility support – seminars, materials, programs for schools.

Regional projects

Project Region with better prospects - informing the inhabitants living in the surrounding of mines about the quality of re-cultivation and environment care - support of environment improvement in Ledvice.

STOP DUST – joint activity of municipalities and town underneath the mountain Bořeň, in proximity of North-Bohemian mines. The target of activity is improving the quality of air (including looking for and presentation of proposals for solution). It associates the municipalities and towns in the surroundings of the quarry Bílina, North-Bohemian mines and team of air protection experts.

Projects with narrow specialisation

Providing nests for storks – installation of safe structures of nests - combination of nature protection requirements with safety of the distribution network.

Action to save trees – transition to the electronic invoices and artistic expression of this change (installation Sofia – Bulgaria).

Month of forests – annual planting of trees in desertification areas of Romania.

Co-operation at the protection of the peregrine falcon - location of safe nesting boxes.

Long-term project for the modification of the el. mains which will be not dangerous for birds (to be completed till 2024), monitoring killed birds under the mains – identification of risky places.

Co-operation with rescue stations, sponsorship of zoological gardens and nature preserves.

EVVO

Virtual tours of the water, wind and photovoltaic power plants, BSP (biogas station) and in operation for biomass burning.

Creation of educational programs – e.g. Electricity is Cool – focused a.m. on the Environmental Education.

"For children and energy" is the educational campaign of the ČEZ group in co-operation with the ministry supporting rational and safe electricity use among the pupils of elementary schools in the Western Bulgaria. The campaign takes place every year in two modules – discussion with students on the topic of Energy effectiveness, reasonable use of electricity and lessons about the safe use of electricity.

EcoChampions - Voluntary ecological educational project focused on children, learning how to prepare and (in practice) to implement an ecological project.

Plans of further development

YES

Particular planned procedure:

To continue and to develop the long term above mentioned activities.

Annual revision of needs and possibilities of improving the environmental company profile on the global, regional and local level.

Wider co-operation with the local communities and NNO.

Particular benefits of introduced measures:

Important increase of prestige and positively perceived company image by the public and public administration.

The title Investor in the area of environment protection and biological diversity from the Bulgarian Business Leaders Forum for the protection of stork nests on electrical columns in the West Bulgaria near the municipality Dolno Ozirovo.

Barriers to the further development in the area:

In individual cases, unwillingness of the public administration to co-operate, especially at the narrowly focused projects and the connected associated excessive administrative load.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

Reduction of administrative load while implementing the ecological projects.

Best Practice tips:

Elaboration of analysis of risks towards environment, associated with the company activity – products and places of business. Professional valuation of risk importance and possibility of their

elimination. Making up the plan of risk elimination in view of their importance and possibilities of the company.

Connection of the environmental topic with the local community, with accent on the children and youth and local action NGO.

Anti-corruption measures,

YES

Particular currently applied procedures:

The anti-corruption arrangement is concluded with all the suppliers within contracts.

The position of ombudsman, who can be addressed in case of doubts.

Plans of further development

YES

Particular planned procedure:

Continual verification of observing the set rules.

Particular benefits of introduced measures:

Transparent and verifiable company economy in the area of contractual obligations.

Barriers to the further development in the area:

Threat of setting too many limiting rules in the company.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

None.

Best Practice tips:

To fix particular job position (e.g. "ombudsman") for the transparent and just solution and treating incentives and complaints.

Connection of anti-corruption provisions with the contractual obligations, concluded with company's partners.

Support of non-profit sector (financial as well as non-financial)

YES

Particular currently applied procedures:

Fundamental principles

ČEZ Foundation – since 2002, it splits 150 mil. on average annually. CZK

- support of activities of children and young people (construction of Orange playground),
- support of disadvantaged fellow citizens (challenge Orange Bike),
- active co-operation with the regions (grant procedure Support of Regions),
- support of projects focused on education and removal of barriers at schools (project Orange Classroom and project Orange Stairs)
- renewal of green areas in municipalities - grant procedures Trees
- Orange Crossing – lighting of pedestrian crossings

Company's volunteers – co-operation with the portal Business for Society which is designed and verified by the organization to which the aid is provided and it enables connecting sources of aid for particular projects. The employees may actively suggest the necessary subjects, with which they have a personal experience.

Time for a good thing – one day for the employee providing him/her the possibility to get involved into a volunteer activity of his choice.

Regional support

Regional partnership - Support and development of local enterprises, infrastructure, support of social programs and community life and co-operation with roofing organisations.

- Handing over the vehicles put out of operation (often special vehicles) to the non-profit organizations in the form of a gift.
- Project We help – donor's and sponsor's activities in the surroundings of business premises of the North Bohemian Mines

Projects with narrow specialisation

We fulfil the wishes, we think of others – charity project focused on the aid to active seniors– co-operation with the Foundation of Charter 77, account Barriers.

Organisation of Christmas markets of protected workshops.

Dog superday – co-operation with the company Helppees at the training of assistance dogs.

Plans of further development

YES

Particular planned procedure:

Elaboration of further programs for the ČEZ foundation, assuring the course of present programs.

Particular benefits of introduced measures:

Important increase of prestige and positively perceived company's image by the public.

Barriers to the further development in the area:

None.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

None.

Best Practice tips:

Involving into some of current charity foundations.

Involving employees into the choice of charity organization or project.

Considering the possibility of introducing the own system of means split (Foundation) or

contribution to selected NGO.

Educational and information activities to CSR principles, education.

YES

Particular currently applied procedures:

Internal activities

A well-thought internal program of continual education of employees – development of strategic management, development programs, a wide portfolio of e-learning courses.

Support of increase and deepening the qualification, especially at the secondary technical schools and universities.

Since 2013, the project Electronic descriptions of jobs to increase the safety, the target of which is to enable to the managers to connect the activities executed by their subordinates with the choice of qualifications with the increased regard to "safety requirements".

Knowledge management - Preserving and shares experience of experts plays an important part when decreasing risks associated with mobility and staff ageing.

External activities

ČEZ Potentials program for graduates of technical or economic universities. After the successful participation in selection procedure, Program participants are allocated particular jobs in the companies of ČEZ Group, where they take part in the intensive further education.

Education program Energy World –aid to schools when understanding power engineering and involving energy topics into the lessons – offer of educational materials, talks with students, seminars for teachers, physic club called Energy World Club, competitions for finding and support of talented students. It has been developing activities already for 27 years.

Offer of electronic educational materials with power engineering topic – free available.

Organisation of partner schools network – for certain branches at faculties and secondary schools – scholarships, summer practice in operation.

Announcing annual children competitions – e.g. I know why – competition for the most interesting video with a physical topic.

Offer of fellowship for the teachers in electricity branch.

Scholarship program University Student – elite program for hopeful students.

Creation of educational programs – e.g. Electricity is Cool – focused a.o. on the Environmental education, information on power engineering, electrical engineering, promotion of electrical engineering branch at schools.

Scholarship program for the students in Bulgaria.

Program of exchange stay between the Czech and Bulgarian schools.

Plans of further development

YES

Particular planned procedure:

Further development of current activities and proposal of particular mini-projects associated with them.

Particular benefits of introduced measures:

Program Knowledge Management in ČEZ was designated as good practice by the International Atomic Energy Agency.

The educational program Energy World was designated as good practice example by the international OSART mission as well as IAEA and recommended for following by the operators of

nuclear power engineering. The Union of Czech mathematicians designated Energy World as important act in physics popularization.

Many awards in student enquiries for evaluation of potential employers (Clear Choice, The Most Desired Company etc.).

Award for the Electricity is Cool Program - the first place in the competition of PR agencies.

Barriers to the further development in the area:

Generally low interest of students in technical branches.

The proposal of measures for the improvement of the state (from the viewpoint of state support, legislative changes etc.):

Higher support of close co-operation between the industrial sector and schools, especially in the area of technical branches.

Best Practice tips:

Determination of procedures and plans for increasing the qualification of employees – continual as well as single events.

Start of co-operation with the secondary/high schools and universities with certain branches – offer of practice etc..

Creation of internal educational system based on the information transfer.

5.2. Results of survey in Siemens company

General information

Company:	Siemens Czech Republic
Numbers of employees:	10 000
Year of the start of CSR implementation:	2014
The work load falling on assuring the position of CSR co-ordinator (% of work load):	0,5
Orientation cost of CSR assurance (% of turnover):	3

Information from the viewpoint of the total CSR operation in the company

What do you see as the most important barrier to the further CSR development in your company?

The low extent of respecting the CRS introduction and CSR level by customers, especially within public orders.

What particular aid within CSR area would you appreciate at most?

Taking CSR into consideration more significantly in tenders, particularly within public contracts.

What contributions of CSR implementation in your company do you consider for the most important?

Human resources policy of a very good quality – a strong engagement of employees in the development and operation of the company, low fluctuation, pride that they are employees of this company.

On what area of CSR does your company focuses at most and why?

It cannot be determined unambiguously, however, with a highest probability it focuses at most on the human resources policy – individual access to the employees and effort for their engagement in the operation and development of the company.

What recommendations (Best Practice) would you give especially to smaller companies which would like to start the CSR implementation?

Individual attitude to the employees, looking for ways how to involve them into the long-term company operation. The possibility of anonymous as well as individual (stating the name) announcing of problems, comments or incentives by the members of a high management.

Activities in individual CSR areas:**Rights and responsibility towards supplier chains**

YES

Particular currently applied procedures:

The function of (multinational) enterprise ombudsman for the employees and third parties.

The tool "Tell us" – possibility of nonstop announcement of violating „Siemens Business Conduct Guidelines“ for employees, customers, suppliers as well as other business partners.

The internet information and training platform for suppliers, providing the feedback.

Best Practice Tips:

Establishment of the position of independent evaluator of incentives (ombudsman) – respected member of high management.

Determination of clear rules (Guidelines), the violation of which may be transparently remedied and enforced.

Social area and area of human resources policy (internal)

YES

Particular currently applied procedures:

System management under OHSAS 18001, own program "Model of safe work culture", OHSAS help-mail.

Position (of multinational) enterprise ombudsman for employees as well as third parties.

"Tell us" tool – possibility of nonstop announcement of violating "Siemens Business Conduct Guidelines" for employees, customers, suppliers as well as other business partners.

The complex attitude to the needs of employees, harmonisation of work and personal life – award Family Friendly Company.

Employment of OZP (persons with disability) – flexible working hours, active search for suitable OZP, founding protected workshops (4% of the share of employees), participation in the OZP competition "Employee of the year".

Providing 2 paid free days for disabled persons for rehabilitation, spa etc..

Regular survey of satisfaction of employees – looking for possibilities of improving.

Every employee may purchase company's shares.

Program for suggesting improvements by employees and remuneration in case of positive evaluation.

Round table of top managers with employees on particular topics.

Special CEO box for the direct communication with employees.

One day of the home work in the week, sliding working hours, shortened work load.

Contributions to free time and meals.

Financial benefits for pension insurance and saving, life insurance within portfolio of contract partners.

Language teaching –groups, individual teaching, language stay in the Czech Republic or abroad, E-learning courses.

5 weeks of holiday.

Bridging days – company's management may determine, several time a year, the paid free time in the period between the state holiday and weekend.

Free paid day for the wedding, birth of the child, death of a family member, in case of a closest

relative 2 days.

The contribution for survivors of the died employee (15 k CZK).

The company subsidizes nursery for children from 1,5 year, language teaching, interest circles, open 7-18 hours, including the holiday.

Financial remuneration for work jubilees when the employee retires.

Severance pay above the legal amount.

Creating conditions for the equal opportunities – employees older than 50 years etc. – Memorandum Diversity 2013+.

Co-operation with prisons in employment of condemned prisoners.

Best Practice Tips:

Individual attitude to employees – looking for ways how to satisfy the needs of employees and employers.

Assurance of the direct communication of employees with the representative of company's management.

Regular survey of satisfaction of employees.

Program for suggesting the improvements by the employees and remuneration in case of positive evaluation.

Evaluation of customers and responsible promotion of the activity of enterprises

YES

Particular currently applied procedures:

Creation of the team for external communication, team representative from each local operating premises, where he takes care of the communication with local media.

Active communication with stakeholders through social networks as YouTube, Facebook, Twitter, Google Plus or LinkedIn.

Best Practice tips:

Regular monitoring of satisfaction of customers as well as consumers.

Assuring the informed and engaged employees for communication with particular media in individual branches of the company.

Support of social and health activities (external)

YES

Particular currently applied procedures:

Co-operation with local communities – financial and material support, sponsoring of educational institutions, voluntary work of employees.

The head of local units decide on particular activities.

Blood donation – regular semi-annual mass blood donation; support of employees with the low contents of haemoglobin – providing medicaments; for the donors – certificate of donor for tax relief, meal coupons and 1 day of free time.

Best Practice Tips:

Starting the co-operation with the local community – survey with the target of search for problems and their solution, focus on school facilities, cleaning surroundings etc.

Enabling to the employees to donate blood etc.

Financial and non-financial report of enterprises

YES

Particular currently applied procedures:

Publishing annual reports, including a detailed balance sheet.
Review of annual reports by an independent auditor.

Best Practice Tips:

Review of annual reports by an independent auditor.

Anti-corruption measures

YES

Particular currently applied procedures:

Membership (founding member) in Coalition for transparent business.
Co-operation with the Platform for transparent public orders.
Support of portal <http://www.vsechnyzakazky.cz/>.
Position of (multinational) enterprise ombudsman for the employees as well as third parties.
“Tell us” tool – possibility of nonstop announcing the violation of “Siemens Business Conduct Guidelines” for employees, customers, supplier as well as other business partners.

Best Practice Tips:

Participation in projects supporting transparent business.
Co-operation with portal <http://www.vsechnyzakazky.cz/>.
Creation of internal connection of employees with the member of a high management / position of ombudsman etc.

Environmental area – environment care

YES

Particular currently applied procedures:

Keeping EMS management system in accordance with ISO 14001, EMS help line mail, improving environmental profile based on indicators (decrease of consumption, increase of the volume of recycling etc.).

Competition “Every Plant Saves the Planet” to Earth Day – motivation of fans of Siemens ČR on facebook for planting.

Environmental friendly attitude to the car park – appreciation Fleet Awards for decreasing the emission limits, purchased cars, competition „the most economical driver“ – decrease of the covered private km, a part of the fleet consists of electro-mobiles.

Support of action By bike to work, possibility of use of bike storage rooms, showers.

Environmental portfolio – development of products in the area of energy savings, use of OZE and environmental technologies.

Green week – thematic focus of individual days in the week (water, mobility, building, energy, waste).

Best Practice Tips:

Introducing EMS system with clearly measurable indicators of development.

Announcing ecological competitions and events, associated with company's activities and products.

Support of non-profit sector (financial as well as non-financial support) YES

Particular currently applied procedures:

Multinational program Siemens Help Fund – it associates the charity gifts of the company, during 7 years, 250 projects were subsidized, with the contribution of almost 15 mil. CZK; every month, grants amounting CZK 100 k for NNO and allowance organisations (50% of the budget), commission consisting of NNO representative and 1 member of Siemens.

World-wide program Siemens Caring Hands.

Member of platforms Business for Society, founding member of the group Standard -Responsible Company – standardized system of measuring cost for donor activities and measuring effects and results of expended means.

Publishing brochure How to support the involvement of employees into the publicly beneficial projects and activities.

Involving teams of employees into the NNO activities as team-building.

Every employee may spent 2 workdays as volunteer in the non-profit organisation.

Purchase of goods from protected workshops.

Special charitable support in the scope of everyday customer evening – customers vote for the support of selected projects.

Restart Program – employing of persons without home, recommended by NNO (Salvation Army etc.), creation of suitable place, entering the employment contract for 1 year with possible subsequent extension, standard employment benefits.

Best Practice Tips:

Creation of own fund with the budget fixed in advance, indicators, target topics and rules.

Involving into the platform Business for Society.

Purchase of goods from protected workshops or from NNO supporting disadvantaged groups (e.g. gifts and benefits for customers and employees etc.).

Involving teams of employees into the NNO activity as team-building.

Involving of important customers into the deciding processes and support of projects or NNO.

Educational and information activities to CSR principles, education YES

Particular currently applied procedures:

Training for NNO free of charge – professional consultation of management of Siemens provided to non-profit organisations, from the viewpoint of management of various activities.

Publishing the brochure How the support involvement of employees into the publicly beneficial projects and activities - manual for companies and NNO.

Annual conferring Siemens Award including the financial evaluation for the best degree, doctoral dissertation and research theses in technical branches.

Long-term co-operation with technical universities, best students may become a part of the top research teams of the company.

Awarding the prize for the best publication in the area of radiology, two-year interval.

Best Practice Tips:

Start of co-operation with schools in the respective branches.

Motivation of students of respective branches for involving into the company's activities (awards, grants etc.).

5.3 Results of survey in the company Staropramen Breweries

General information

Company:	Pivovary Staropramen a.s.
Number of employees:	750
Year of the start of CSR implementation	2011
Work load falling on assuring the position of CSR co-ordinator (% of work load)	?
Orientation cost of CSR insurance (% of turnover):	?

Information to the total CSR position in the company

What to you see as the most important barrier to the further CSR development in your company?

High work load of employees.

What particular aid in CSR area would you welcome at most?

Higher possibilities of tax relief for CSR activities.

What contributions of CSR implementation in your company do you consider for most important?

Concentration of individual activities in the unified CSR system.

On what CSR area your company focuses at most and why?

Support of physically handicapped persons.

What recommendation (Best Practice) would you give smaller companies wanting to start CSR implementation?

Summarization of current activities, falling into CSR area and adding white spots by proposals of employees.

Plan and implementation of pilot actions which will become the regular CSR manifestation of CSR presence in the company (events focused on the physically handicapped persons etc.).

Activities in individual CSR areas:

Rights and responsibility towards supplier chains YES

Particular currently applied procedures:

Independent system for evaluation of suppliers based on criteria.

Best Practise tips:

To make-up and keep the database of suppliers based on the criteria important for the producers.

Social area and area of human resources policy (internal) YES

Particular currently applied procedures:

Increasing qualification of individual employees as well as groups – support of education.

Long-term project Staroprmen Sales Academy – voluntary increasing of qualification for the employees of the business department.

Every 2 years, the employees' survey takes place – results are evaluated and used for improvement.

The company joined Memorandum Diversity 2013+ on the support of equal opportunities at the labour market and signing the European Diversity Charter.

Best Practice Tips:

Making up the plan of obligatory and volunteer increase of qualification of employees and their motivation.

Establishing the opinion of employees and reaction in the form of suitable measures.

Involving into some of the platforms – i.e. Business for Society.

Evaluation of customers and responsible promotion of own activity of enterprises YES

Particular currently applied procedures:

Code of commercial communication – strict ethical rules for company as well as branch communication.

I drive and drink soft drinks – involving into the annual preventive event focused on alcohol drinking.

"Person do not annoy you!" – involving into the project focused on the limitation of the sale of alcohol to minors.

Stating the responsibility message concerning the legal age for the consumption of company's products on all the marketing materials as well as request for their responsible consumption above the scope of legal requirements.

Best Practice Tips:

Creation of clear rules for communication in the company and outside the company.

Focus on negative aspects of production, products and effort for their mitigation.

Support of social and health activities (external)

YES

Particular currently applied procedures:

Days when we help or Community Days – event every year focused on the voluntary activity of employees – aid in the Centre for Training of Dogs for handicapped persons “Helppes”, in the Station of Natural Scientists and in the Community Centre Laundry, help with cleaning and renovation of public premises of the municipal parts of Moravská Ostrava and Přívoz.

Staropramen Festivals without barriers – project focused on making accessible music festivals to disabled persons on wheelchair, thanks to which the first barrier-free festivals in the Czech Republic came into being.

Co-operation with organization Helppes, Station of Natural Scientists or Municipal parts Moravská Ostrava and Přívoz.

Continual support of Children Rehabilitation Day-Care Centre in Ostrava-Poruba, by the employees of Ostrava brewery.

Best Practice Tips:

Motivation and support of employees for involving into the voluntary activity, ideally in the proximity of the business premises.

Preparation and implementation of the particular marketing strong concept of the event for the target disadvantaged group.

Co-operation with the well-established and certified organization – Helppes etc.

Financial and non-financial report of enterprises

YES

Particular currently applied procedures:

Publishing reports on CSR.

Best Practice Tips:

Publishing reports on CSR.

Anti-corruption measures

YES

Particular currently applied procedures:

Internal anti-corruption measures involved in company's strategy.

Best Practice Tips:

Determination and observing the clear anti-corruption regulations.

Environmental care - environmental care

YES

Particular currently applied procedures:

Innovative activities in production relating among others to the decrease of impact on the environment – savings of water, electricity and heat.

Waste management – 95 % produced waste is sorted.

Involvement into EKO-KOM.

Long-term project Good Idea – motivation of employees for suggestion of cost-saving measures.

Internal educational event in the scope of World Water Day, Earth Day and World Environment Day.

Sanitation of tap facilities is carried out by biologically degradable means.

We assure the environment friendly disposal of light promotion.

Project Staropramen EKO Rallye – competition for drivers from business teams in the economical treatment of fuel.

Project Collect caps, We built..... – transformation of caps from PET bottles into public play elements and town equipment, competition in the collection of sheet metal, recyclable caps.

Best Practice Tips:

Motivation of employees to suggest savings in operations.

Looking for ways of more economical assurance of services – use of environment friendly means, return of usable materials from consumers.

Support of non-profit sector (financial as well as non-financial support)

YES

Particular currently applied procedures:

Co-operation with Helpes organization – product support of events, legal consultation free of charge etc.

Co-operation with the Station of Natural Scientists or City Districts of Moravská Ostrava and Přívoz.

Support of Laundry community centre.

Best Practice Tips:

Co-operation with the verified and suitable NNO, working in the same area as producer.

Educational and information activities on CSR principles, education

YES

Particular currently applied procedures:

Support of the education of employees, possibility of development in our company as well as in the scope of Molson Coors group.

Staropramen Sale academy – increase of qualification of employees of purchase department.

Internal educational event in the scope of World Water Day, Earth Day and World Environment Day.

Best Practice Tips:

Active support of education of employees in the respective branch and associated areas (environment protection, energy savings etc.).

5.4 Results of survey in the ŠKODA AUTO company

General information

Company:	ŠKODA AUTO
Number of employees:	27 000
Year of the start of CSR implementation	2010
Work load falling on assuring the position of CSR co-ordinator (% of work load)	1
Orientation cost of CSR insurance(% of turnover):	3

Information to the total position of CSR in the company

What do you see as the most important barrier to the further CSR development in your company?

Low appreciation of CSR aspects in public orders.

What particular aid in CSR area would you welcome at most?

More significant appreciation of CSR performance of the applicants for public contracts in CR.

What contributions of CSR implementation in your company do you consider for most important?

CSR associates several areas of external production functions of corporation and enables their mutual synergy and effective management.

On what CSR area your company focuses at most and why?

Care for employees and environment.

What recommendation (Best Practice) would you give smaller companies wanting to start CSR implementation?

Making up a long term plan of areas and activities to which the company would like to devote. Evaluation of their demands and comparison with the possibilities of the company.

Care for employees and their involving into the planning and implementation of CSR activities.

Activities in individual CSR areas:

Rights and responsibility towards supplier chains YES

Particular currently applied procedures:

Basic principles

Strategic document – Concept of permanently sustainable development in the supplier relationships, integrated into the process of purchase together with other priorities as quality, price and deadlines.

Obligatory internal document – Requirements of Volkswagen concern on sustainable development in the relationships with business partners – topics: environment protection, employee’s rights, transparency and fairness of conduct.

Local production in the place of main markets (minimizing logistics and cost, regional development).

Requirements on suppliers

Applying and monitoring standards of sustainability in the supplier chain – minimization of risks, anchoring of the obligatory observing sustainability standards in the purchase process (obligation of suppliers to be observed).

Requirement on introducing EMS under ISO 14001 or EMAS and other environmental aspects of supplier (minimizing waste, education of employees, insisting on the same requirements in relation to sub-suppliers – self-certification of preceding supplier chains).

Company system for registration and database of suppliers, including the registration of fulfilment of supplier duties.

Electronic schooling module with the topic of sustainable development – duty for the suppliers to participate, possibility to use the module in supplier company.

Sustainability Procurement Network – monitoring and measuring the performance of suppliers , including the possible measures in case of violating the requirements.

Best Practice Tips:

Making up rules the customer necessarily requires from the suppliers, introducing the method of the verified self-certification of the suppliers.

Introduction of management system (EMS, QMS, OHSAS) and requiring their introduction in the premises of suppliers and sub-suppliers.

Looking for way to use the local production.

Social area and area of human resources policy (internal) YES

Particular currently applied procedures:

Basic principles

In the nine-member supervisory board of ŠKODA AUTO, two members represent the employees.

The wages of employees shall follow the collective contract, which applies to all the employees of the enterprise in the Czech Republic.

In case of comparable work position, there are no different wages for men and women; their wage conditions are identical.

The company program of innovations program Z.E.B.R.A. – each employee may submit the

proposals for improvement, which are evaluated and in case of the success, the employee is remunerated.

Rights of employees

There are four Trade Union organisations in ŠKODA AUTO.

Concluded agreement in the area of flexi accounts of working hours – increasing flexibility of reaction on the swings in the car production – security of employment also in the case of a slump of the worldwide car demand.

Charter of agency employment - it strives for setting the same conditions for the own as well as agency employees.

Signing the document Diversity 2013+, devoted to equal opportunities at the labour market and principle of equality of sex. This memorandum is co-ordinated by the organization Business for Society, it is a member of the non-profit organization CSR Europe, in which also ŠKODA AUTO develops activities since 2011.

Regular organisation of the survey of employees' satisfaction.

Benefits

Among the employees advantages, there is enterprise pension assurance, health care and possibility of the purchase of cars and accessories for the attractive acquisition prices.

As aid for employees acquiring the own housing, ŠKODA AUTO provides the loans free of interest, contributing to the economic development in the surroundings of production facilities of the enterprise.

The enterprise organizes the transport between the place of employment and place of residence of employees, living in place with the limited or non-existing access to the mass transport.

The enterprise offers the possibility of local accommodation to the employees who cannot commute to work every day.

The restaurant for enterprise (canteen) offers meals with subsidized prices.

The enterprise provides to employees the financial support in the form of birth benefit or contribution to the pre-school care, free days for the care for the ill child etc.

During the maternity holiday the employees have the possibility to remain in contact with the enterprise or to work from home.

The enterprise is actively involved into the organizing recreation activities for its employees, their families and associated municipalities.

The guidelines for the support of women have a clear frame and define the specially set programs for the pre-school and school attendance of children, reintegration into the employment after the end of the maternity or parent holiday, the increased accent on adopting women when acquiring new employees and support of women within the so-called ŠKODA AUTO talent pool.

The employees of ŠKODA AUTO shall be not involved into the discrimination behaviour in any form.

Multidisciplinary team consisting of physicians and employees of technical development - the team deals with the targeted preventive programs, suggested for the needs of the particular workplaces, simulations of work procedures in the suitable physical positions and compensation exercises.

The enterprise in Mladá Boleslav has its own medical centre, where it provides to the employees directly on the spot not only the services of the head physician, but also the specialized outpatient care. The offered outpatient's services include stomatology, ORL, ophthalmology, dermatology, orthopaedics, internal medicine, cardiology, gynaecology, surgery, X-ray photographs, pulmonology and additional services.

Support of disadvantaged persons

The enterprise has in its production enterprises in the Czech Republic six protected workshops, in which it employs more than 200 physically handicapped persons.

Special programs for the needs of elderly employees include requalification, relocation within the enterprise to another place with the guaranteed income, rehabilitation stays, five additional days of holiday and preventive medical services.

Education of employees

Continual education by e-learning – the employees have available around 100 various online courses which may be used at the workplace as well as at home.

Plan of personal development for every employee.

Programs of free prevention – assurance of healthy food, decrease of body weight, increase of movement, prevention of addiction and promotion of generally healthier life-style.

Best Practice Tips:

Appointment of the management member as representative of employees.

Determination of clear rules for the equal conditions of all the employees.

The connection of offered employee benefits with the portfolio of the company.

Making up the individual employee programs.

Evaluation of customers and responsible promotion of own activity of enterprises YES

Particular currently applied procedures:

Regular training of sellers concerning the enterprise standards, strategy, Code of Conduct in Škoda auto.

The manual of organization of service – summary of information about procedures for meeting the targets in the area of the sustainable development in the world-wide scale and service network of ŠKODA mark.

Code of Conduct – clearly given rules for the responsible behaviour of all the employees which shall assure that the Company accepts its responsibility.

Best Practice Tips:

Creation of rules for negotiations with customers.

Definition of procedures by which the customers may be involved, for a long time, into the portfolio and development of the company.

Support of social and health activities (external)

YES

Particular currently applied procedures:Basic principles

Grant programs of Škoda auto – they focus on the priorities of CSR and sustainable development and are determined for the regions with the production facilities of the enterprise. The municipalities, non-profit organisations and other subjects may ask for the contribution.

An independent program enabling to the employees to nominate and to support financially good projects. ŠKODA AUTO contributes by the double amount to the acquired revenue. From the resulting amount, 80% are sent to the chosen organisation and the remaining 20% are devoted to the children's home in Aurangabad in India.

Particular activities and projects

The enterprise supports the organisations operating at several places, the traffic playground and it creates the respective conditions for the transport education of children in primary schools.

Journey through the towns – Škoda as general partner of the project introducing into practice the exemplary solutions for making the traffic in the Czech towns and municipalities quiet and promotes the certified procedures in the traffic education.

The partnership with the technological park iQLANDIA Liberec.

Project POSPOLU/TOGETHER – foundation for co-operation in the area of dual education between the lower degrees of the school system and universities. The main target of its activity is introducing the higher extent of the practical education at schools.

ŠKODA plays - internet application free of charge, focused on the youngest participants of the road traffic.

Support of the Foundation Tereza Maxová for children.

Long-term partnership co-operation between ŠKODA AUTO, foreign and renowned cultural institutions among which is Czech Philharmonic, National Theatre in Prague, National Museum and National Technical Museum.

Support of the opera festival Smetana's Litomyšl, Festival of films for children and young people in Zlín, Prague Theatre Festival of the German language and the world-known exhibition of photographs World Press Photo.

Best Practice Tips:

Involving employees into the deciding on the support as well as particular activities.

Implementation of projects and co-operation with NNO in the area of the professional activity of the organisation.

Using activities in the marketing strategy of the company.

Financial and non-financial report of enterprises

YES

Particular currently applied procedures:

Publishing reports on the sustainable development of the company, including the economic analysis of the company situation.

The enterprise issues regularly the annual report, the structure of which as well as contents corresponds to the internationally acknowledged regulations for accounting and reporting. The report submits detailed information about the economic and financial situation of the enterprise.

Best Practice Tips:

Publishing the reports on CSR, which are as complete as possible.

Anti-corruption measures

YES

Particular currently applied procedures:Basic principles

Involvement into the initiative for the transparency of mining industry (EITI), fighting against corruption and trying to increase the transparency of cash flow when trading with commodities.

Corporate governance code – based on OECD principles, with the purpose of asserting transparency and ethical business principles.

Observing the Convention on Combatting Bribery of Foreign Public Officials in International Business Transactions, 1997 (OECD).

The Company supports the inland as well as international initiatives for the prevention of the bribe and corruption.

The Company has its obligatory internal conduct rules which cover such topics like hand-over and accepting of gifts, offering and adopting invitations as well as rules associated with refreshment in the contact between the companies.

The position of ombudsman (2 persons) – each stakeholder may submit incentive for examination by the ombudsman; he submits the proposal for solution.

Address of the electronic mail “sustainability@skoda-auto.com” serves as an additional way which may be used by the interested subjects to submit the incentives in the area of employee’s matters, ecological issues, human rights, social impacts or other subjects, concerning the sustainable enterprise development.

Duties of employees

Membership in the organization Business for Society .

The obligatory computer course for the prevention of corruption acting, training, individual anti-corruption training in subsidiaries, individual training in the area of the economic competition and anti-monopoly legislation.

All the employees have the duty to announce the situations with the danger of conflict of interest.

Best Practice Tips:

Determination and observing clear anti-corruption rules in the company.

Focus on places of potential occurrence of corruption situations.

Environmental care - environmental care

YES

Particular currently applied procedures:

EMS system introduced under ISO 14001 and energy management under ISO 50001.

The principle that within the whole life cycle, each new car model should achieve better values in the environment protection than its predecessor.

The internal standard VW98000, defining methodology of verification of indicators of environment protection.

Concern Control Committee for the environment protection, energy savings and for decreasing CO2 emissions.

GreenFuture Strategy – merge of the environmental activities of the concern – in the area of environmental production (GreenFactory), environmental cars (GreenProduct), and in the area of sale points (GreenRetail).

Environmental audits of sellers – possibility of providing ecological certificate to sellers.

Since 2007 the Company plants a tree for each ŠKODA car sold in the Czech Republic.

Company's program of improvement proposal Z.E.B.R.A. contains also an independent category for submitting employee's proposals in the area of Company's sustainable development.

EDIS Project – electrical internal enterprise environmental transport.

Development of own light and folding transport container.

Intensified use of the videoconferences, teleconferences and internet conferences – for the elimination of the useless transport.

Association of IT application – saved server performance.

Best Practice Tips:

Motivation of employees to think out innovations in operation.

Conception of product in view of the highest possible recycling amount.

Support of non-profit sector (financial as well as non-financial support)

YES

Particular currently applied procedures:

The gifts may be given only to subjects with the statute of charity organisations or subjects authorized under the special regulations to accepting a gift.

The support of the non-profit organization Clown for Health which organizes, under the motto "laughter heals" the visits of gravely ill children by professional clowns throughout the Czech Republic.

Project I WILL START IT UP! – professional support of disadvantaged children in homes for children aged 11 to 15.

ŠKODA Handy – program, within which the physically handicapped persons are provided specialized consulting, information about a number of possible technical modification of vehicles and available financing. Consultants in ŠKODA Handy programs are also disabled persons.

A long-term co-operation with the Centrum Paraple, offering to the disabled persons rehabilitation programs and a wide scale a free time activities.

Interactive map Vozejkmap – in co-operation with the Czech Paraplegic Association (CZEPA), a mobility study was elaborated the target of which was to increase the individual mobility of disabled persons on the Czech roads.

Providing cars to organisations, providing the day care to gravely ill children.

Best Practice Tips:

Determination of clear rules for gifts for organisations.

Involving employees into deciding on the support as well as particular activities.

Implementation of project and co-operation with NNO in the area of the professional activity of the organization.

Using activities in the marketing strategy of the company.

Educational and information activities on CSR principles, education

YES

Particular currently applied procedures:

Code of conduct - clearly given rules for the responsible behaviour of all the employees who shall assure the take-over of the responsibility by the Company. The obligatory legal Framework for any possible legal and ethical challenges which they can encounter during their everyday work + obligatory computer course to the Code of Conduct.

The organization of international training and workshops on the topic of sustainable development serving for intensification of the development of suppliers (Brasil, Argentina, Poland etc.).

ŠKODA AUTO has the representation at Universities: ČVUT (Technical University) Prague, VUT Brno, Technical University Liberec, Faculty of mechatronics, Academy of Arts, Architecture and Design in Prague, Academic Council of the University of Economics in Prague, Jan Evangelista Purkyně-University in Ústí nad Labem, ŠKODA AUTO University and Czech University of Life Sciences in Prague.

Enterprise professional education with the guarantee of finding a good job in the society, with a special program for girls.

The vocational school ŠKODA AUTO offers also special jobs for disabled pupils, especially pupils with a light mental disability.

ŠKODA AUTO University is the first and sole enterprise university in the Czech Republic.

Best Practice Tips:

Co-operation with the secondary schools and universities with similar branches.

5.5 Results of survey in PwC ČR company**General information**

Company:	PwC Czech Republic
Number of employees:	800
Year of the start of CSR implementation	2013
Work load falling on assuring the position of CSR co-ordinator (% of work load)	0,2
Orientation cost of CSR insurance(% of turnover):	2

Information to the total function of CSR in the company**What to you see as the most important barrier to the further CSR development in your company?**

In the CR, CSR is not perceived as added value of the demanded products or services. The cost of CST implementation do not return in the increase of the volume of orders which is demotivating for the management as well as employees of the company.

What particular aid in CSR area would you welcome at most?

The larger asserting the introduced aspects of CSR in the trade relationships, especially in the area of public contracts.

What contributions of CSR implementation in your company do you consider for most important?

CSR helps to the comprehensive and natural development of the company on several levels, including the relationship with suppliers and customers and continual increase of the qualification of employees.

On what CSR area your company focuses at most and why?

We try to connect our services with the interest in CSR area. It follows from our focus that we concentrate at most on the administrative aid to social enterprises and organizations.

What recommendation (Best Practice) would you give smaller companies wanting to start CSR implementation?

The sorting point to CSR implementation is the subject and field of business on which the CSR activities in individual area should be based.

In case of already introduced management systems (under ISO 9001 etc.) it is suitable only to extend the already functioning model gradually not to overload own employees.

Activities in individual CSR areas:

Rights and responsibility towards supplier chains

YES

Particular currently applied procedures:

Policy of responsible purchase – made-up concept of evaluation of suppliers based on meeting the business requirements and ethical standards, minimization of negative impact and increase of positive impact on the environment and society.

We work only for the companies the entrepreneurial activities of which are in accordance with the law and do not violate our ethical principles – we evaluate the possible impact of co-operation with potential clients on our good reputation at the market.

Best Practice Tips:

Making up a simple and transparent system of the long-term evaluation of suppliers.

The start of the co-operation with the suppliers also outside the business relationship – co-operation in social projects, sharing employees and services.

Social area and area of human resources policy (internal)

YES

Particular currently applied procedures:

Ethical Code and strategy of independency – basic rules valid for all the employees. All the employees are obliged to declare their independency every year.

Regional ethical line – employees of the company may announce, any suspect acting or discrimination to the anonymous ethical line. Every incentive is verified and evaluated.

Professional development of employees - internal program for global mobility, program for key talents and individual coaching – personal coaching meetings for individuals. Free training capacities are offered also to interested persons – partners from non-profit sector.

Active support of personal development of employees.

Flexible work conditions – we enable to every employee in the fixed limits the own setting of the work program – in the area of working hours and place or harmonization of the work and private life.

Benefits for employees – social café in the rooms of the company, sport afternoon also with the former employees, innovation laboratory, Car Fleet – leasing car with a discount, After work – drink after the work on each last Friday in the month, Christmas party, ecological building, iPhone for all the wifi in the whole building.

Women as back-up – possibility of work for employees at maternity leave.

Baby office – a modified sitting room offers to the parents with children the comfort for arrangement of the necessary job-related matters.

Babysitter and nursery – discounts for operators of nurseries in the surroundings of the office, discounts for company's babysitters who help you to take care of children.

Support of HeforShe campaign – the target is to mobilize one million men in the whole campaign to support the gender balance in the world.

PwC Choices – system of optional employees benefit - each employee will receive a virtual account in the form of points thanks to which he/she may utilize the service and products from more than 2000 providers as per the own preferences.

Company sport afternoon – also the former employees are invited. Focused on non-traditional sport activities.

Participation in the sport-charity race of dragon ships – support of humanitarian organization Plan International and Foundation fund for the modern treatment of arrhythmia.

Position of CSR ambassador – key person in the particular department for the spreading and co-ordination of responsible activities.

CSR Fan club – community of persons interested in CSR.

Company's responsibility award – internal award for the most engaged volunteer.

First aid training – for 300 employees in the last year.

Best Practice Tips:

Effort for maximum accommodation of work conditions to the needs of employees.

Looking for possibilities for the continual involvement of the temporarily excluded employees. (women at maternity leave etc.).

To enable to the employees their own choice in the area of benefits or voluntary activities.

Evaluation of customers and responsible promotion of own activity of enterprises	YES
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Particular currently applied procedures:

We are members of almost 40 professional organizations. Since 2010, we are also active members of platforms, supporting responsible business, particularly Chamber of Industry and Commerce of the Czech Republic and CSR Committee of American Chamber of Commerce.

Annual survey of opinions of the general directors – with the target to assure how the leader of the Czech business see the local entrepreneurial environment and the subsequent use of knowledge in the portfolio.

Annual survey of satisfaction of employees – we ask how the people in the company feel and what they would like to improve. We evaluate and solve the acquired answers.

The regular survey Student Barometer – finding out and evaluation of the opinion of students.

Best Practice Tips:

Involving into the already established CSR structures (Business for Society etc.), facilitating, to a large extent, the CSR implementation.

Elaboration of own survey of opinions of the target groups, with focus on key issues of the company.

Support of social and health activities (external)	YES
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Particular currently applied procedures:

Active survey of job opportunities for handicapped persons in the company or in the network of suppliers.

Best Practice Tips:

Identification of work positions, in which the handicapped persons may work, identification of obstacles and possibilities of their removal (regulation of work position etc.).

The co-operation with suppliers as well as customers in employment of handicapped persons.

Financial and non-financial report of enterprises	YES
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Particular currently applied procedures:

Reporting on sustainable development – every year we publish the expertise under the international GRI methodology.

Best Practice Tips:

Elaboration of the report on CSR under the methodology – e.g. GRI.

Anti-corruption measures	YES
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Particular currently applied procedures:

In the company, rules of internal anti-corruption communication and training are defined.

Best Practice Tips:

Determination and observing the clear anti-corruption rules.

Environmental care - environmental care

YES

Particular currently applied procedures:

The continual solution and decrease of value of the carbon trace – through the decrease of the consumption of paper, energy and water, decrease of waste production, minimizing the journeys abroad, use of environment-friendly transport means. The carbon trace is measured according to the international methodology Greenhouse Gas Protocol.

The company building has background for bikers to make the life easier for people coming to work by bike.

To a large extent, we use also the shared transport in one vehicle.

We support print at both side as initial possibility in all the printers in our offices and print on the environment friendly paper.

Non-traditional teambuilding – we help to nature in the surroundings of our offices also physically (by collection of waste, planting trees etc.).

Best Practice Tips:

Determination of environmental indicators and way of their measuring and following, the system of postulation of company targets based on it.

Support of employees using the environment friendly transport – background for bikers etc.

Use of ecological production means – recycled paper, environmental friendly cleaning detergents etc.

Connection of internal enterprise event with cleaning and making the surroundings of the operating premises nicer.

Support of non-profit sector (financial as well as non-financial support)

YES

Particular currently applied procedures:

Social enterprise We start (Startujeme o.p.s.), operator of our internet café employs persons with a light mental disorder.

The internet café is being used for single events – e.g. charitable breakfast – employees sell the delicacies they have cooked/baked themselves to their colleagues. The whole yield of the collection will be invested in the support of activities.

1 workday in the year for volunteering – e.g. volunteer day at the Farm „We start“ in Ledce near Kladno (picking apples).

Pro-bono mentoring – intermediation of experience especially to social companies so that their plans and entrepreneurial modules are sustainable.

Pro-bono services – especially the audit and check of operational health of non-profit organizations.

Support of social business - through the consulting and individual mentoring, use of services of social enterprises as our suppliers (environment friendly products, operation of internet café).

Support of NNO, enabling the work of disabled persons.

Christmas charity – subsidized non-profit organization selected by employees who contributed in the form of wage deduction for the fourteenth time (Funds of Endangered Children, Safety Line, social Safety Line, social enterprise: Café Bazaar).

Within the training of the First aid, more than 20 k CZK were accumulated for the production of teaching materials to the first aid for children from children's homes.

Donation of not necessary things to employees of the organization Borůvka o.p.s. – in the last year, 15 big sacks with clothing, toys, books, CD etc. were donated which may be sold in charity shop the Cycle - yield from the sale will be devoted to the support of jobs for young handicapped persons. Not used textiles are recycled in Forewear social enterprise.

VIA Foundation – we are long-term partners.

Day for non-profit organizations – NGO Day – conference for non-profit organisations which included lectures, workshops and case studies focused on the use of technologies in the non-profit sector.

Best Practice Tips:

Direct or indirect support of social enterprises.

Considering the possibility of foundation of own social enterprise (e.g. public café, used especially by employees and clients of the company).

Providing advantageous or free services and products of the company to selected NNO or social facilities.

Involving employees into the selected projects.

Collection and charity sale of not necessary things of employees (textile, books etc.).

Co-operation with the well-established charity organization – Foundation VIA etc.

Educational and information activities on CSR principles, education

YES

Particular currently applied procedures:

Preparation and implementation of the conference on the topic Sustainability for production and

business or necessary pre-condition for competitiveness.

Pike of the Czech business – partnership in the project, the target of which is to increase the awareness of the importance of the sustainable doing business and its further development.

The co-operation with 14 universities and 4 student organizations – research fellowship, programs of the development of young talents etc.

Step by step – 3year - trainee program determined for the students of universities (from the 3rd, or 2nd year). It enables to young people to acquire the first work experience already during the studies.

Talentship – community of talented students of the last two years of universities – work with the partial work load in the technological team of the company and client (2 job positions).

Brainstorming – hackathon for the students interested in technologies. The tasks were focused on the work with data and visualisations. Additional 4 clients of the company participated in the competition.

Best Practice Tips:

Co-operation with suitable secondary schools and universities in the branch of company's activity – responsible preparation of potential employees.

5.6 Summary of recommended Best Practices

CSR area:	Total recommendations for starting CSR implementation
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Suggested Best Practices:

1. To start with a regular activity not burdening the run of organisation – e.g. a small event in the surrounding of the business premises and gradually in view of the results and possibilities to develop further activities.
2. Possibility of anonymous as well as non-anonymous announcing problems, comments or incentives to the representative of top management.
3. Summary of current activities falling into the CSR area and filling white spots with employees proposals.
4. Plan and implementation of a pilot event which will become a regular CSR presentation in the company (event focused on the disabled etc.).
5. To try to have maximum mutual relationship, first of all with the employees and customers – looking for weaknesses and their correction.
6. Individual attitude to employees, looking for ways how to involve them into the long-term company business
7. Making up a long-term plan of areas and activities to which the company would like to devote. Evaluation of their demands and comparison with company's possibilities.
8. Care for employees and their involving into the planning and implementation of CSR activities.
9. Starting point for CSR implementation is the subject and branch of business on which the CSR activities in individual areas should be based.
10. In case of already introduced management systems (under ISO 9001 etc.) it is suitable only to extend the already functioning model gradually not to overload the own employees.

Commentary

It follows from the answers that the subjects interested in the comprehensive CSR implementation should start with making up the plan of already implemented activities and proposal for their supplementing to implement the total CSR concept. After making up the plan, the evaluation of

feasibility of activities and making up their schedule should follow, based on the significance and possibilities of the company.

It is recommended to involve the employees maximally into deciding on the ways of implementation which increases their engagement during implementation.

Also the connection of the branch of company's activity with the contents and form of activities is of great importance which may considerably increase their marketing use and other use.

CSR area:	Rights and responsibility towards the supplier chains
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Suggested Best Practices:

General principles:

A clear formulation of several basic conditions for the suppliers.

Determination of clear rules (Guidelines), the violation of which may be corrected and the correction enforced transparently.

To make-up and to keep the database of suppliers based on the criteria important for producers.

Making up a simple and transparent system of long-term evaluation of suppliers.

Particular activities:

Making up and permanent improving and specifying the database of suppliers, based on the indicators the consumers themselves wants to improve and to declare.

Establishing the position of independent evaluator of incentives (ombudsman) – a respected member of top management.

Making up the rules the customer requires from the supplier, introducing the method of verifiable self- certification of suppliers.

Introducing management system (EMS, QMS, OHSAS) and requiring their introduction in companies of suppliers and sub-suppliers.

Start of co-operation with suppliers also outside the main commercial relationship – co-operation at social projects, sharing employees and services etc..

Commentary

All the research respondents recommend the continual keeping the database and evaluation of suppliers, based on the aspects important for the customers. The evaluation system should be simple and transparent.

Also the possibility of communication of any stakeholder (employees, suppliers, customers) with an independent management representative (position of ombudsman, Email- box for notices etc.) in case of doubts about observing the company rules is accentuated.

Possibility for the evaluation of suppliers is the full or partial self-certification, when observing the rules is checked by the suppliers themselves to a certain extent which strengthens the commercial relationships with partners.

CSR area: Social area and human resources policy (internal),

Suggested Best Practices:

General principles:

Determination of clear rules for the unified attitude towards the employees, including the wage policy.

Determination of clear rules for the individual attitude to the employees, including the precise description of situations leading to such attitude.

Determination of a simple method for the regular acquiring and evaluating the feedback from employees.

Individual attitude to employees – looking for ways how to satisfy the needs of employees as well as of the employer.

Particular activities:

Evaluating the possibility to employ disabled persons based on the defined requirements on the particular jobs.

Assuring the direct communication of employees with the representative of company's management.

Regular research of employees satisfaction.

Program for suggesting improvements by the employees and remuneration in case of a positive evaluation.

Making up the plan of obligatory and voluntary increase the qualification of employees and their motivation.

Assuring the opinion of employees and reaction in the form of suitable measures.

Involvement into one of the platforms – e.g. Business for Society.

Appointment of a management member as employees representative.

Determination of clear rules for equal conditions for all the employees.

Connection of offered employees benefits with the company's portfolio.

Making up individual employees' programs.

Effort for maximum accommodation of work conditions to employees' needs.

Looking for possibilities for continual involving the temporary excluded employees (woman on maternity leave etc.).

To enable to the employees the own choice in the area of benefits or voluntary activities.

Commentary

Basic quoted principles in this area is the unified and transparent HR policy, acquiring and use of feedback from the employees and individual attitude to the employees.

Involving employees into the run of company in a practical way are the programs for remunerated suggesting improvements in various areas.

Identically as in other areas, involving companies into various branch organisations as e.g. Business for Society is recommended, which may facilitate importantly CSR implementation as well operation.

A very recommended procedure is the effort to accommodate the work environment and conditions to particular needs of employees, in the form of individual plans, partial work loads, support of employees with young children etc.

CSR area: Evaluation of customers and responsible promotion of the own activity of enterprises

Suggested Best Practices:

General principles:

Clear definition of the ways of communication with individual groups of customers.

Declaration and observing the fundamental principles of treating customers.

Creating clear rules for communication in the company as well as externally.

Creating the rules for behaviour towards the customers.

Particular activities:

Start of co-operation with the secondary/high schools and universities with associated branches – a long-term human resources policy.

Regular monitoring the satisfaction of customers and consumers.

Assuring informed and interested employees for the communication with particular media in individual areas of company's activity.

Focus on negative aspects of production and products and the effort for their moderation.

Definition of procedures by which the customers may get involved into the company's portfolio and development for a long time.

Involvement into the already established CSR structures (Business for Society etc.), facilitating CSR implementation to a large extent.

Own surveys of target groups' opinions, with focus on company's key issues.

Commentary

Survey respondents recommend in accordance the determination of clear rules for the internal and external communication.

In the answers, the needs of acquiring the opinions of stakeholders on the company's activity and portfolio are mentioned and the acquired information are taken in consideration in the next company's development.

CSR area: Support of social and health activities (external),

Suggested Best Practices:

General principles:

Motivation and support of employees for involvement into the voluntary activity, ideally in the proximity of the business premises.

Co-operation with the well-established and certified organizations – Helpes etc..

Involvement of employees into the decisions on the support as well as particular activities.

Implementation of projects and co-operation with NGO within the professional activity of organisation.

Use of activities in the marketing strategy of the company.

Particular activities:

Elaboration of analysis of the main environmental and social problems in the place of company's activity, evaluation of seriousness and possible forms of aid and co-operation, determination of priority projects based on the needs of the surroundings and possibilities of the company.

Starting the co-operation with the local community – survey with the target to look for problems and their solution, focus on school facilities, cleaning of surroundings etc.

Enabling to employees the blood donation etc.

Preparation and implementation of a particular concept of action with marketing focus for the target disadvantaged group.

Identification of jobs, in which it would be possible to employ disadvantaged person, identification of obstacles and possibilities of their removal (modification of job etc.).

Co-operation with the suppliers and customers during the employment of disadvantaged persons.

Commentary

The main mentioned principles is co-operation with the well-proved NGO, involving employees into decisions on the support, the focus on activities associated with company's activity and using activities in marketing.

Survey respondents recommend to enable employees the involvement into the voluntary activities within the work load, to focus on environment and community in surroundings of business premises.

To employ disadvantaged persons (OZE), it is recommended to create suitable jobs and to co-operate with business partners in this area.

CSR area: Financial and non-financial report of enterprises

Suggested Best Practices:

General principles:

Connection of internal and external monitoring performance efficiency.

Clear and structured skeleton of documents, presenting CSR performance efficiency.

Particular activities:

Reviewing annual reports by an independent audit.

Publishing reports on CSR.

Publishing reports on company's sustainable development, including the economic analysis of company's situation.

Elaborating the report on CSR as per the methodology – e.g. GRI.

Commentary

The respondents concur on the elaboration and publishing the reports on CSR (on the sustainable development).

CSR area: Anti-corruption measures,

Suggested Best Practices:

General principles:

Determination and observing the clear anti-corruption rules in the company.

Focus on the places of potential occurrence of corruption situations.

Particular activities:

To fix particular job position (e.g. "ombudsman") for the transparent and just solution and treating incentives and complaints.

Connection of anti-corruption provisions with the contractual obligations, concluded with company's partners.

The participation in projects supporting transparent business.

Co-operation with the portal <http://www.vsechnyzakazky.cz/>.

Creation of internal connection of employees with the representative of a high management / function of ombudsman etc.

Commentary

The position of ombudsman, representative of company's management seems to be beneficial. He verifies and suggests solutions based on the incentives which may be submitted by any interested subject (employee, supplier, customer etc.).

CSR area:

Environmental area – environment care

Suggested Best Practices:

Elaboration of analysis of risks towards environment, associated with the company activity – products and places of business. Professional valuation of risk importance and possibility of their elimination. Making up the plan of risk elimination in view of their importance and possibilities of the company.

Connection of the environmental topic with the local community, with accent on the children and youth and local action NGO.

Introduction of EMS system with clearly measurable development indicators.

Organising ecological competitions and events, associated with company's activities and products.

Motivation of employees for savings in operating plants.

Search for ways for thrifty assurance of services – use of ecological means, return of usable materials from customers.

Motivation of employees for innovations in operating plants.

Product concept considering the highest possible extent of recycling.

Determination of environmental indicators and ways of their measuring and following and the system of postulating company's targets based on it.

Support of employees using ecological transport – background for bikers etc.

Use of ecological production means – recycled paper, ecological cleaning agents etc.

Connection of internal enterprise action with cleaning and making the surroundings of the business premises more beautiful.

Commentary

Survey respondents accentuate the benefits of implementation of environmental activities in the surroundings of business premises, the connection with local communities and NGO, which can provide valuable information for the effective implementation of measures.

Quite widespread are internal environmental awards which can contribute to the savings in operation – competition for the most thrifty driver, proposals for savings in operation etc.

CSR area: Support of non-profit sector (financial as well as non-financial)

Suggested Best Practices:

General principles:

- Involving into some of current charity foundations.
- Involving employees into the choice of charity organization or project.
- Determination of clear rules of organization's donation/gifts.
- Co-operation with a certified and suitable NGO, operating in the same area as the producer.
- Involvement of employees into the decisions on the support as well as particular activities.
- Use of activities in the marketing strategy of the company.
- Direct or indirect support of social enterprises.
- Considering the possibility of introducing the own system of means split (Foundation) or contribution to selected NGO.

Particular activities:

- Creating own fund with the budget determined in advance, indicators, target topic and rules.
- Involvement into the Business for Society platform.
- Purchase of goods from protected workshops or from NGO supporting disadvantaged groups (e.g. gifts and benefits for customers and employees etc.).
- Involving teams of employees into the NGO activity as team-building.
- Involving important customers into decision processes concerning the projects or NGO support.
- Implementation of projects and co-operation with NGO within the professional activity of organisation.
- Considering the possibility of establishing the own social enterprise (e.g. a public café, visited especially by company's employees and clients).
- Providing advantageous or free services and products of company to the selected NGO or social facilities.
- Involving the employees into the choice of subsidized projects.
- Collection and charity sale of unnecessary things of employees (textile, books etc.).
- Co-operation with the well-established charity organisation – VIA Foundation etc.

Commentary

- Survey respondents accentuate the advantages of involving employees into the deciding on the support of activities and projects.
- It is recommended to involve or to develop partnership with the well-proved NGO.
- A big potential is hidden in the social enterprises which the interested subjects may support or form themselves.

CSR area: Educational and information activities to CSR principles, education.

Suggested Best Practices:

General principles:

Start of co-operation with schools in the respective branches.

Particular activities:

Determination of procedures and plans for increasing the qualification of employees – continual as well as single events.

Start of co-operation with the secondary/high schools and universities in certain branches – offer of practice etc..

Creation of internal educational system based on the information transfer.

Motivation of students of respective branches to get involved into the company's activity (awards, grants etc.).

Active support of employees' education in the branch and associated areas (environment protection, energy savings etc.).

Co-operation with the secondary schools and universities focused on pertinent branches.

Co-operation with suitable secondary schools and universities in the branch of company's activity – responsible preparation of potential employees.

Commentary

Survey respondents recommend especially to start the co-operation with universities and secondary schools, active in respective branches which enable to acquire and to prepare potential company's employees.

6. CSR in the small and middle-sized enterprises (MSP)

Statistic data for the CSR implementation in the Czech MSP and in the big enterprises are not available.

Association for CSR – member enterprises

Within member companies in the organizations Business for Society and Business Leaders Forum ČR only 2 MSP from the total amount 72 members were identified. Among the members of the Association for Social Responsibility – 70 enterprises of the total number 83 enterprises approx. may be designated as MSP.

According to the Association representative, the social responsibility is natural for many MSP; however, these enterprises do not work with it as with CSR, it represents for them moreover the way of the decent conduct toward the employees, customers, nature, surroundings and community where they do the business.

With growing increasing awareness of CSR, also the MSP sector starts to perceive CSR more strategically and conceptually and starts to present its socially responsible activities externally, the enterprises develop independent projects in this area and MSP sector tries to include in its activities also their employees, most frequently in the form of company volunteering.

A number of small companies try to involve CSR principles into the enterprise in some way, but they do not know how to do it. It is most difficult for all the companies to select really meaningful activities which will represent a contribution for a certain enterprise as well as its stakeholders and will be sustainable also for future.

If the smaller enterprises decide to implement the concept, they should make an audit at first, what do they already do in this area. The companies should think, what are the company goals, what activities support their achieving and how to develop their key strategic activities, how to measure, evaluate and improve them.

Social responsibility for MSP

In principle, the same starting points are stated in the publication Tips and tricks – Social responsibility for small and middle-sized enterprises (Czech translation and responsibility of National Centre for Quality Support 2016), the issue of which was supported by the Association of Small and Medium-Sized Enterprises and Traders of ČR:

"For a number of small and middle-sized companies, the social responsibility is completely natural. It is a higher form of "decent behaviour" to employees, customers, nature and surroundings. The complete majority of the small companies behaves like this without knowing that it is CSR – they know neither the abbreviation nor the contents."

Conclusions

The potential for the implementation of the comprehensive CSR system in the small and middle-sized enterprises in the CR is very high. It may be expected that a considerable part of MSP fulfils during their usual operation much of the total CSR range. Some of the areas are certified in MSP in the CR to a considerable extent and they are continually improved (e.g. systems of quality management, EMS, occupational safety). On the level of municipalities, towns and regions, the sponsoring especially of sport activities and various local festivities, feasts or associations is provided.

A large part of the Czech MSP could quite quickly, effectively and modestly introduce the comprehensive CSR system.

The contribution of such step and the interest of MSP representatives following from this is questionable. The question is the formal implementation of CSR similarly as the other voluntary activities usable moreover on the level of B2B and frequently only on the intrastate level. Here, the problem is often the excessive formalization which may lead, partly, only to the formal implementation of any management system.

One of the possible ways for increasing the attractiveness CSR for MSP is e.g. requiring and applying its principles in the public contracts.

7. Observing human rights in the scope of the responsible management of the supplier chain

In NAP CSR in the CR, the area of observing human rights is mentioned with reference to the Charter of Human Rights and Freedoms applying especially to the national environment. The issue of the responsible management of the supplier chain is not solved in detail in NAP.

The human rights or basic rights and freedom represent the most important individual rights. In the CR, they are guaranteed especially by the Charter of Human Right and Freedoms and by the international treaties.

As for the international documents, CR is bound especially by the Treaty of the International Labour Organization No. 29 of the forced or compulsory labour, International Covenant on Economic, Social and Cultural Rights, European Convention for the Protection of European Convention on Human Rights and Freedoms and European Social Charter, defining the right to work, the right to the favourable work conditions, prohibition of the forced or compulsory work, prohibition of child labour, right to favourable work conditions, right to the just fair remuneration for work, right to the free choice of profession and right to the aid during the job selection. In connection with the right to the free choice of the profession and its change, any form of the direct and indirect discrimination based on the sex, sexual orientation, race or ethnical origin, nationality, state citizenship, social origin, sex, language, health state, age, religion or belief, social origin, property, marital and family status or duties towards family, political or other thinking, membership and activity in the political parties or movements, Trade Unions or organisations of employers is prohibited expressly.

The responsible management of the supplier chain is the subject of the “Guide through CSR – Management of Supplier Chain (CSR COMPASS)”. It is the online instrument free of charge which can help to the companies to implement responsible management of the supplier chain. This tool is focused on the small and middle-sized production companies, business and service companies. The tool is the result of co-operation between the Ministry of the Trade and Growth of the Denmark and Confederation of Danish Industry and in the CR, it was intermediated within the project financed from the OP Human Resources and Employment.

In May 2017, MPO (Ministry of Industry and Trade) organized a seminar on the topic “Responsible business from the viewpoint of the supplier chains in the clothing and shoe sector”. Speakers in the seminar: The representatives of the Secretariat of the Czech National Contact Point (NKM), representative of the development agency The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), owner of the company VAVI, s.r.o., family enterprise focused on the production of shirts, and representative of the Institute of Circular Economics.

Conclusions

The issue of responsible management of the supplier chain within CSR is known on the national level, but it is not systematically solved.

8. Social and employment policy

As follows from the research, the social and employment policy is for the companies probably the most preferred element of CSR, as the satisfaction of employees influences directly its total performance. Within the research, various types of provided benefit were identified:

- Direct support of the employment relationship – providing service car, contribution to the transport into employment etc.
- Qualification development and education of employees – educational courses, language courses, training etc.
- Health aspects of the life of employees – providing additional holiday, providing vitamins and medicine, enterprise medical care, vaccines against influenza, relaxation stays etc.
- social aspects of the life of employees – social loans, loans for residential purposes, and for coping with difficult financial situation etc.
- benefits for free time - sport and cultural activities etc.

The most important support of employing of disadvantaged employees on the state level is the duty to employ persons with disabilities and contribution to the support of employment of these persons.

Under the section 81 (1) of the Act No.435/2004 Coll. of employment, as amended, the employer employing more than 25 employees in the labour relation is imposed the duty to employ the persons with the physical disability in the extent of 4% of obligatory share in the total number of their employees. Complying with this duty is announced regularly.

The employer employing in the protected job (CHPM) more than 50% persons with the physical disability from the total number of its employees is provided the contribution for the support of the employment of these persons in the form of a partial payment of means expended on wages, salaries and other cost.

The Labour Office of the ČR evaluates the application for definition or establishment CHPM and if the set conditions are complied with, The Labour Office of the ČR concludes with the applicant the agreement for definition or establishment of the necessary number of CHPM. For the purpose of establishing some facts the Labour Office of the ČR performs the investigation at employer's premises before entering the respective agreements.

In case of CHPM (protected job) establishment, the Labour Office of the ČR provides the contribution for the equipment necessary for the new job for OZP (handicapped person). A part of the application may be, in this case, the entrepreneurial intent relating to the establishment of new jobs. The Labour Office evaluates for CHPM establishment, besides the above mentioned conditions also the effectiveness of exerting the means from the state budget, i.e. viability of the business intent and pre-condition of sustainability of the established jobs, economic situation of the employer, structure of free jobs in the given region suitable for disabled persons etc. The applicant does not receive any contribution for CHPM definition from the Labour Office of ČR. CHPM is defined in the relationship to the following contribution for the partial payment of the operating cost of CHPM or contribution for the support of employment of disabled persons in the protected job.

CHPM may be defined for the period of 3 years and it is necessary to occupy it with OZP minimally for the period of 3 years. After this time, CHPM may be defined again. In the agreement concluded between the employer and Labour Office, the maximum number of OZP employees are agreed who may work in the defined and established CHPM. The Annex of the agreements on defining and establishing CHPM is CHPM characteristics. When agreeing this characteristics, the base is the application for defining CHPM or establishing CHPM, where the applicant submits the CHPM characteristics.

The Labour Office of the ČR maintains also the online Catalogue of organizations employing more than 50% handicapped persons and self-employed disabled persons and the Portal Neslysimpracuji.cz – portal of jobs for persons with hearing disorder.

For the further support in the employment area especially European Social Fund (ESF) - OP Employment 2014 – 2020 (Ministry of Labour and Social Affairs) and European Regional Development Fund may be used, it is described in details in the chapter 4.1.

9. Consumer rights and the responsible promotion

The right to the consumer protection regulates the social relationships associated with entering the so-called consumer contracts. The consumer contracts are purchaser contracts, contracts for work or other contracts when the contract parties are the consumer at one side and the entrepreneur at the other side. The right to consumer protection follows the target to assure the increased protection of the consumer as weaker party of the obligatory legal relationship.

This issue in the Czech Republic is regulated by the Act No. 634/1992 Coll. on Consumer Protection as amended.

The right regulates the private law as well as public law aspects of consumer protection. The private law consumer protection is subsequent protection. The body for consumer protection is the court in the private law regulation. It is necessary for the implementation of this protection that the subject itself requires it through the submission of the complaint and request for remedy.

The public law regulation enables to punish the violation of rights and duties without the particular necessary action of the consumer. It starts usually based on the will of the stated body through an administrative procedure. The public law protection combines the subsequent protection (imposing fines), as well as preventive protection (e.g. stopping the trade licence certificate, prohibition of sale). In comparison with the court proceedings, the proceedings before the administrative bodies are undoubtedly quicker and flexibler.

The law defines also the protection of consumers from unfair business practices. The business practices is unfair "if the acting of the businessman towards the consumer is in contradiction with the requirements of the professional care and is able to influence significantly his deciding so that he may make a business decision which he otherwise would not have made." The use of unfair business practices during offering or sale of the products, offering or providing services, is not prohibited by the law. Particularly deceptive and aggressive business practices the exemplary list of which is stated under the Act on Consumer Protection, are designated as unfair.

Besides the above mentioned, the consumer is protected also by a number of other means. These are, among others, various information duties of the sellers, prohibition of discrimination of consumers and also prescribed regulation of complaint procedure.

10. Reporting and publishing CSR

Non-financial reporting is one of the first obligatory measures within CSR in the CR. This duty concerns the publicly marketable commercial companies with the annual capacity exceeding 500 employees, with the balance amount higher than EUR 20 mil. with the net profit exceeding EUR 40 mil.. In this scope, this measure should concern in the Czech Republic approximately 30 organisations.

This duty is based on the Act 462/2016 Coll. by which the Act No. 563/1991 Coll. on Accounting is changed, as amended (Accounting Act). The Act came into effect on January 1, 2017. Stating the non-financial information became the part eight of the Accounting Act and it sets for the contents and scope of the report:

The information shall be stated in the scope "necessary for understanding the development of the accounting unit or the group, its performance, position and impacts on its activity, non-financial information concern at least:

- a) environmental issues,
- b) social and employment issues,
- c) respecting human rights and
- d) fight against corruption and bribery.

(2) The non-financial information under the section 1 shall be stated in the following structure:

- a) short description of the business model of the accounting unit stating non-financial information or groups,
- b) description of measures which the accounting unit stating the non-financial information or group applies in relation to these issues, including the applied procedure of the due diligence; if no measure is applied to any of these issues, the justification is stated for what reason the measure is not applied in the given issue,
- c) description of results of these measures,
- d) description of the main risks associated with these issues which are connected with the activity of the accounting unit stating the non-financial information or group, including, if they come into consideration and if they are appropriate in view of its business relationships, products and services which could have unfavourable impacts on these areas and way in what the accounting unit stating the non-financial information or group controls these risks,
- e) non-financial key performance indicators relating to the respective entrepreneurial activity."

Non-financial reporting may be a part of the annual or independent report and for its making up, some of the methodologies of CSR reporting may be used and need not be used. It is recommended to refer to the report with comments to amounts stated in the financial statement. The report shall concern also the future CSR development in the society, if hereby the sensitive information is not published. The non-financial CSR report replaces the obligatory contents of a part of the annual report under the section 21 (2e), of the Accounting Act "on activities in the area of the environment protection and labour law relationships". Independent non-financial report shall be published together with the annual report or within 6 months from the balance day at the website of the accounting unit.

A part of the provision is moreover the verification of the elaboration of non-financial information by the auditor.

11. Education and training in CSR

Education and training in the CSR area are available to the interested persons in various forms. MPO ČR (Ministry of Industry and Trade of the CR) organizes as guarantor of CSR issues, in irregular intervals various events, as e.g. the Meeting of the Platform of parties interested in CSR, CSR round table or meeting of working groups for the consultation of non-financial reporting. At its homepage, it informs about these events and results of these events.

MPO ČR is also the co-founder and operator of the National Information Portal to CSR. The portal contains, among others, the calendar of events, containing the letter of invitation and registration form for the conference "Social responsibility of organisations in connection with the operation programs", or the festive hand-over of the National Quality Award of the Czech Republic and National Award of the Czech Republic for Social Responsibility and Sustainable Development We Do Business Together which take place in the Spain Hall of the Prague Castle annually.

The annual conference "Social responsibility of organizations" is organised also by Vysočina.

The paid courses to CSR are offered e.g. by the Czech Society for Quality. The two-day-course involves the complete knowledge what is the Social responsibility of organisation (CSR), what level it includes, what standards may be used for its setting, what is the used practice in our country as well as in the world. The course target is to realize the benefit of the introduction of CSR conception and to provide aid while defining the interested parties. Last but not least, the program brings a survey of the important organizations dealing with the support of the topic;.

It may be stated finally that the area of education and training is not covered systematically in the Czech Republic, however, the interested persons, however, have sufficient possibilities to take part in it.

12. Sustainable placing orders for public contracts

The responsible public purchases may be implemented by adding social and ecological criteria to the public contracts and minor public purchases in accordance with the Act No. 134/2016 Coll. on placing public contracts as amended. Of course, it is necessary, during elaboration of the tender documentation, to respect the basic principles of European rights (free competition, non-discrimination, transparency). A closer description is stated in the chapter 4.3.1.

Considering environmental as well as social criteria in public contracts is a part of the Program declaration of the government of August 4, 2010: "When placing the public contracts, the government will support asserting environmental as well as social requirements, in view of the economic profitability."

During placing orders, it is suitable to proceed from the strategic targets of the organization and hereby to limit the risk of the single advantage for some of the applicants. A thorough analysis of priorities of the given institutions is the most important document for a transparent and effective preparation of the public contract. The required parameters shall be described in the technical specification in tender conditions; they may be also entered into the contractual conditions and criteria of bid evaluation. Attention should be devoted not only to connection to strategic plans, but also to a thorough preparation of the contract, so that the social criteria are present in all the stages of the tender procedure (specification of tender conditions, selection of suppliers, evaluating criteria, concluding and check of contracts).

13. Socially responsible investments

The socially responsible investing is the method corresponding to the values of the sustainable development for investing as well as following care for these investments. The funds focused on the sustainable development use, besides the financial criteria for the selection of securities into the portfolio an additional set of scales, so-called filters testing the access of issuers (especially companies) to social aspects of business.

The range of products orientated on socially responsible financing is being offered in the CR by several European fund administrators (e.g. BNP Paribas, Belgian KBC or Société Générale), but also other companies, e.g. Erste Sparinvest.

For the people not accepting the credit risks of companies, a fund exists focused on the governmental as well as multinational issuers. The benchmark in this case is e.g. fight against corruption, prevention of laundering dirty money or applying ESG criteria concerning the social or environmental performance/effectiveness (education, fight against poverty, expenses exerted on the health system or renewable sources). The CR is, under our methodology, included into the middle third, i.e. neutral third and the fund accepts CR as bond issuer.

In the area of green funds, a large selection of share funds focused on the companies from green branches exists. Besides the regulated funds investing into the publicly marketable funds with the important share of "green" revenues, qualified investors may find, specialized funds focused on private equity (English concept means the middle term to long-term financing provided for acquiring the share in the basic capital of enterprises, the shares of which are not marketable on the stock exchange and have the potential for the creation of value in future), i.e. publicly non-marketable funds or "green" hedge funds with a special focus (These are special funds, funds which are not subject to regulation; they are highly risky investments, which may bring a high revenue, but also a high risk. They try to achieve an absolute revenue independent on the general economic development and development of capital markets.).

The data on the total volume of investments, which may be included among socially responsible in the CR, are not available.

14. Financial responsibility and fight against corruption

The guarantor of the fight against the corruption is the Ministry of Interior of the ČR. The main conceptual material in the area of the creation of the anti-corruption government policy is the Government conception of the fight with corruption for the years 2015 to 2017 approved by the resolution of CR's government of the 15th December 2014 No. 1057 (hereinafter referred to as "Government's conception"). The government's conception is implemented by the one-year action plans for the respective year which are evaluated independently. Priority areas of the current anti-corruption policy are:

- Effective and independent executive – adopting the State Service Act and its consequent bringing into practice, asserting a new State Prosecutor's Office Act.
- The transparency and the open access to information – the project of electronic Collection of Laws and Collection of International Treaties and Electronic Legislation Process, submitting the amendment to the Interest Conflict Act, stricter system of financing of political parties, submitting the Central Register Act, creation of obligatory standards for the appointment of the state representative.
- Economical treatment of the property of state – preparation of new rules for placing public contracts, submitting the draft of the Act which will assure the transparency of ownership, support of central purchases and electronic auctions, extension of NKÚ (Supreme Audit Office) powers, creation of the Internal Management Act and inspection.
- Development of citizen's society – adopting legislative solution for the protection of corruption announcers (whistle-blowers).

The action plan of the fight with the corruption approved by the government resolution is declared for every year. It postulates the targets in achieving of which all the bodies of state administration participate, first of all the Ministry of Interior, Minister for Human Rights, Equal Opportunities and Legislation, Ministry of Finance, Ministry for Regional Development and Ministry of Justice.

The Government Council for the co-ordination of the fight with corruption established by the resolution of CR's government of the July 30, 2014 No. 629 (hereinafter referred to as "Government Council"), is the consulting body of the government for the area of the fight with corruption. A part of the power of Government Council is the co-ordination and evaluation of the fight with corruption, submitting the drafts to the government for adopting anti-corruption measures, share in the preparation of the conceptual government documents for the fight with the corruption, control of their performance etc. The Government Council consists of 18 members, its chairman is, based on his office, the minister for human rights, equal opportunities and legislation, the vice-chairmen are the minister of interior, minister of finances, minister of justice and the vice-chairman of the government for the science, research and innovations. Additional members are the director of the Department for revealing corruption and financial criminality of the Service of Criminal Police and Investigation, director of General Inspection of Safety Corps, Supreme State Prosecutor, Chairman of the Union of Towns and Municipalities of the Czech Republic, president of the Economic Chamber of the CR, public protector of rights and six members of professional public elected by the Council.

Activity of the Government Council is assured, from the organisational viewpoint by the Department for the fight against corruption of the Section for Evaluation of Regulation Impact of the Office of the Government of the Czech Republic which is simultaneously authorized by the co-ordination of the tasks following from the above mentioned conceptual documents on the government level.

15. Access of CSR to the environmental sustainability and climate change

The right of the human beings to the favourable environment is contained in the Environment Act No. 17/1992 Coll. as amended. The law defines the permanently sustainable development as development preserving for the present as well as future generation the possibility to satisfy their basic life needs and does not decrease the manifold nature and preserves the natural functions of eco-systems.

In the ČR, the first Strategy of sustainable development was approved in the year 2004, the currently valid document was approved, as Strategic Framework of Sustainable Development of the Czech Republic, by the government resolution in 2010. This document represents a long-term framework for the political deciding in the context of international liabilities adopted by the CR in connection with the membership in EU, OECD and UNO, respecting simultaneously the specific conditions of ČR. It serves as starting point for the elaboration of conceptual materials (sector policies or action programs) and for strategic deciding in the scope of state administration and local public administration and for their co-operation with interest groups. In connection to SRUR ČR situation reports are elaborated are under the auspices of the Government Council for Sustainable Development the target of which is to map if the targets stated in the Strategic Framework are achieved and to inform the politicians and public on the status and development in the area of sustainable development in the CR. At present, this document is being updated.

By adopting the Strategic Framework of the Sustainable Development, CR supports the conclusions of the conference Earth in 1992 and the conference Rio+20 in 2012 in Rio de Janeiro in Brazil. Its most important formal result was approval of the intent to accept the global goals of the sustainable development (SDGs - Sustainable Development Goals), associated with the Millenium Development Goals from the Declaration of Millenium UNO from the year 2000 (MDGs – Millenium Development Goals). This intention was achieved in September 2015, when 17 SDGs were adopted at the UNO summit (25.- 27th Sept. 2015).

The main strategic document of the Czech Republic in the area of decrease of emissions of the greenhouse gases is the Policy of Climate Protection in the CR, approved by the government resolution No. 207 of March 22, 2017. In October 2015, the government approved the Strategy of accommodation to the climate changes in the conditions of the CR which is focused on the issue of accommodation to the negative impacts of climate change.

One of the main targets in the power engineering is assuring the energy needs of the Czech Republic in the long-term time horizon. The present wording of the State Energy Conception supposes that the safe energy suppliers for the acceptable price will be guaranteed by the preferential use of the all the available inland energy sources using the best available technologies, in the maximally environment friendly way. By the drop of production in connection with the economic transformation, by the change of the composition of energy sources or growth of energy effectiveness, energy consumption is decreased gradually.