



**Action Plan Proposal for promotion of  
corporate social responsibility of  
companies and research organizations in  
the Republic of Slovenia for the period  
2019-2020  
(CSR AP 2020)**

Authors: Maruša Babnik, Barbara Kobale, Ksenija Napast

"If the government understood the concept of corporate social responsibility, it would realize that the country has already done a lot in this area and that it is only necessary to write it down. "

*Anita Hrast, IRDO  
about the missing national strategy on corporate social responsibility  
Ptuj 14. 6. 2018*

## Content

|          |                                                                                             |           |
|----------|---------------------------------------------------------------------------------------------|-----------|
| <b>1</b> | <b>BASIC INFORMATION .....</b>                                                              | <b>5</b>  |
| <b>2</b> | <b>PRESENTATION OF THE PROJECT ROAD-CSR .....</b>                                           | <b>6</b>  |
| <b>3</b> | <b>SUMMARY OF THE ACTION PLAN.....</b>                                                      | <b>7</b>  |
| <b>4</b> | <b>PROCESS OF PREPARING THE ACTION PLAN.....</b>                                            | <b>8</b>  |
| <b>5</b> | <b>THE POLICY CONTEXT.....</b>                                                              | <b>9</b>  |
| 5.1      | DIRECTIVE 2014/95 / EU ON NON-FINANCIAL REPORTING.....                                      | 9         |
| 5.1.1    | <i>Reasons for Improving the Instrument .....</i>                                           | <i>9</i>  |
| 5.1.2    | <i>Priority Objectives and Measures Addressing the Instrument .....</i>                     | <i>10</i> |
| 5.2      | OPERATIONAL PROGRAM FOR THE IMPLEMENTATION OF COHESION POLICY 2014-2020.....                | 10        |
| <b>6</b> | <b>OVERVIEW OF THE CURRENT SITUATION IN THE FIELD OF CSR IN SLOVENIA .....</b>              | <b>11</b> |
| 6.1      | REVIEW OF POLICIES AND LEGISLATION .....                                                    | 11        |
| 6.2      | CSR IN PRACTICE IN SLOVENIA .....                                                           | 14        |
| <b>7</b> | <b>PRIORITY AREAS AND ACTIVITIES TO PROMOTE CORPORATE SOCIAL RESPONSIBILITY.....</b>        | <b>14</b> |
| 7.1      | PRIORITY AREA 1: STRENGTHENING VISIBILITY AND PROMOTING THE CONCEPT OF CSR IN SLOVENIA..... | 16        |
| 7.2      | PRIORITY AREA 2: RAISING AWARENESS OF SMEs FOR ADOPTING THE CSR PRINCIPLES.....             | 21        |
| <b>8</b> | <b>MONITORING THE IMPLEMENTATION AND IMPACT OF THE ACTION PLAN .....</b>                    | <b>24</b> |
| <b>9</b> | <b>SOURCES .....</b>                                                                        | <b>25</b> |

### *List of abbreviations and sources*

|                      |                                                                                                                                                                                     |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AP                   | Action Plan                                                                                                                                                                         |
| Consultation         | Inter-sectoral consultation "Promoting social responsibility in the Republic of Slovenia", organized in Ljubljana on June 29 <sup>th</sup>                                          |
| CSR                  | Corporate social responsibility                                                                                                                                                     |
| CSR AP 2020          | Action Plan for Promoting CSR in the Republic of Slovenia for the period 2019-2020 (proposal of Road-CSR project)                                                                   |
| Directive 2014/95/EU | EU Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups                                                   |
| EC                   | European Commission                                                                                                                                                                 |
| EU                   | European Union                                                                                                                                                                      |
| ESF                  | European Social Fund                                                                                                                                                                |
| GZS                  | Chamber of Commerce and Industry of Slovenia                                                                                                                                        |
| IRDO                 | Institute for the development of social responsibility                                                                                                                              |
| ISO26000:2010        | Standard (Guidelines for Action) for Social Responsibility ISO 26000                                                                                                                |
| MDOS                 | CSR Network Slovenia                                                                                                                                                                |
| ME                   | Ministry of the Environment and Special Planning                                                                                                                                    |
| MEDT                 | Ministry of Economic Development and Technology of Republic of Slovenia                                                                                                             |
| MESS                 | Ministry of Education, Science and Sport                                                                                                                                            |
| MFA                  | Ministry of Foreign Affairs                                                                                                                                                         |
| MLFSEO               | Ministry of Labour, Family, Social Affairs and Equal Opportunities                                                                                                                  |
| MPA                  | Ministry of Public Affairs                                                                                                                                                          |
| NCP                  | National Contact Point                                                                                                                                                              |
| OECD                 | Organization for Economic Cooperation and Development                                                                                                                               |
| OP Cohesion          | Operational Programme for the Implementation of the European Cohesion Policy in the 2014-2020 period                                                                                |
| Organization         | company, non-governmental or non-governmental organization, institution, cooperative (legal person)                                                                                 |
| Road-CSR             | project "Plan for Integration and Review of Business Practices of Corporate Social Responsibility in EU Countries" co-financed by the Interreg Europe Program of the European Union |
| SDGs                 | Sustainable development goals (Agenda 2030)                                                                                                                                         |
| Shareholders         | interest groups that AP organization / person meets with in their work                                                                                                              |
| SMEs                 | small and medium enterprises                                                                                                                                                        |
| SPIRIT               | Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology                                                                                        |
| SVRK                 | Government Office for Development and European Cohesion Policy                                                                                                                      |

## 1 Basic Information

|                                     |                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Document:                           | Proposal of the action plan to promote corporate social responsibility and research organizations in the Republic of Slovenia for the period 2019-2020 (CSR AP 2020)                                                                                                                                                  |
| Status:                             | Draft, 15.12.2018                                                                                                                                                                                                                                                                                                     |
| Project:                            | A Roadmap for Integrating Corporate Social Responsibility into EU Member States and Business Practises" (short Road-CSR)                                                                                                                                                                                              |
| Partner organisation:               | E-institute                                                                                                                                                                                                                                                                                                           |
| Country:                            | Slovenia                                                                                                                                                                                                                                                                                                              |
| NUTS2 Region:                       | SI0 – Slovenia (SI03 – East Slovenia and SI04 – West Slovenia)                                                                                                                                                                                                                                                        |
| Contact person:                     | Darko Ferčej<br>e: <a href="mailto:darko@ezavod.si">darko@ezavod.si</a><br>t: (02) 749 32 25<br>f: (02) 749 32 17<br>URL: <a href="http://www.ezavod.si">www.ezavod.si</a><br>Project URL: <a href="http://www.ezavod.si/eu-projekti/tekoci-projekti#road-csr">www.ezavod.si/eu-projekti/tekoci-projekti#road-csr</a> |
| Contact person for the AP proposal: | Lenka Puh, Etri Community<br>e: <a href="mailto:lenka.puh@etri.si">lenka.puh@etri.si</a><br>URL: <a href="http://www.etri.si">www.etri.si</a>                                                                                                                                                                         |

## 2 Presentation of the Project Road-CSR

The purpose of the project "A Roadmap for Integrating Corporate Social Responsibility into EU Member States and Business Practises" (short Road-CSR) is to support EU Member States in introducing Corporate Social Responsibility as AP integrated model of governance in SMEs. This will help SMEs to increase their competitiveness, sustainability, and innovation, and to achieve long-term profitability through social justice and environmental protection.

In addition, one of the important results of the project will be to make recommendations for the revision of Directive 2014/95 / EU and to further develop the foundations for policy-making in the area of corporate social responsibility of large and small companies.

For this purpose, six national thematic studies and a joint thematic study have been created, within the project focusing on factors that form the national priorities of CSR, the current state of development of national action plans and national priorities, the provision of plans for the use of corporate social responsibility as a comprehensive the management approach, the state of corporate social responsibility in SMEs and the level of integration of the 2014/95 / EU Directive on non-financial reporting in national law.

The main result of the 48-months project (01.01.2017 - 31.12.2020) will enable the countries in the project partnership to exchange experiences, models of good practices and create the basis for integrating corporate social responsibility into legislative, program and action documents, both at national level regional levels.

The Development Agency for the District of Larnaca and Famagusta District, Cyprus (Lead Partner), (Administrative) Region of Crete, Greece, Directorate General of the Regional Ministry of Education and Employment of the Government of the Extremadura Region in Spain, the Norwegian University of Science and Technology (NTNU ), E-institute, Institute for Integrated Development Solutions, Slovenia, South Bohemia Support Agency for Innovation and Association of Chambers of Commerce of the Veneto Region, Italy are partners in the project.

The project is co-financed by the European Union through the Interreg Europe program.

### 3 Summary of the Action Plan

The proposal of the Action Plan for the Promotion of Social Responsibility in Companies and Research Organizations in the Republic of Slovenia for the period 2019-2020 (hereinafter referred to as the CSR AP 2020) represents a joint message from the economy, civil society and the public sector working in the area of corporate social responsibility, and as such presents AP in-depth implementation of social responsibility in the existing national strategic documents and the basis for the completion of the already initiated process of preparing a national CSR strategy for Slovenia.

In October 2011, the EC published a Communication on a renewed EU Corporate Social Responsibility (CSR) Strategy, in which it invited all Member States to develop or renew their action plans for promoting CSR within the Europe 2020 strategy, in line with its new definition of CSR, by mid-2012, as well as outlined its Action Plan for the period 2011-2014.

This proposal of the action plan is based on the efforts and consultations of the inter-sectorial group for the preparation of the Slovenian National Strategy in the area of corporate social responsibility, with emphasis on corporate social responsibility and on the exchange of knowledge and experience within the Interreg Europe Road-CSR project. The basis for the preparation of the draft action plan are the existing European and national strategic documents, including the EC's Action Plan, implemented directive on non-financial reporting and the Slovenian Development Strategy 2030, as well as the working draft of the National Strategy for Corporate Social Responsibility (CSR) and Sustainable Development in Slovenia for the period 2017-2030, which was prepared within the framework of the inter-sectorial group.

On the basis of past studies in the field of corporate social responsibility in Slovenia and meetings with the representatives of civil society, business and public administration, the proposal of the action plan outlines two priority areas already addressed by many Slovenian companies and civil society through their CSR strategies or their awareness raising activities and which should be addressed more holistically by the government to help facilitate further economic development and welfare society during the next two years. The highlighted areas are strengthening the understanding and promotion of the implementation of the concept of CSR in Slovenian SMEs, as well as international stakeholder participation, thus providing AP example for other organizations in all sectors, raising awareness, informing on internationally recognized CSR guidelines and principles, and encouraging their implementation in organizations operating in Slovenia. The Action Plan also highlights the monitoring of the fulfilment of human rights in business, another aspect of CSR, which Slovenia covers under a separate National Action Plan on Human Rights in Business, adopted in 2018.

## 4 Process of Preparing the Action Plan

The Action Plan proposal is based on the efforts and meetings of the inter-ministerial group for the preparation of the Slovenian National Strategy in the area of social responsibility, with emphasis on corporate social responsibility. The mentioned interdepartmental group includes representatives of the Government, non-governmental organizations, the economy and educational institutions. On June 29, 2017, the first inter-sectoral conference "Promoting Social Responsibility in the Republic of Slovenia" was organized in Ljubljana ("Conference"), organized by the Partnership for the Green Economy of Slovenia and in cooperation with the Institute for the Development of Social Responsibility - IRDO, the Network for Social responsibility of Slovenia and partner organizations. At the conference, 46 representatives of the Government, the economy and civil society were present. Following the consultation, the Government of the Republic of Slovenia, in cooperation with a narrower group of representatives of various sectors, started to prepare the text of the National Strategy of Corporate Social Responsibility, with emphasis on companies.

Furthermore, the proposal of the Action Plan covers the draft strategy of corporate social responsibility in Slovenia, prepared by the narrower group of the above-mentioned interdepartmental group, other relevant strategic documents of Slovenia (with emphasis on the Development Strategy of Slovenia 2030) and relevant international documents (with emphasis on the Directive 2014 / 95 / EU). Last but not least, the proposal is also prepared on the basis of exchanges of experiences and good practices of project partners and other stakeholders in international meetings organized within the framework of the activities of the Interreg Europe Road-CSR project and other events, since it is also necessary for creating the foundations for dialogue and communication to look at CSR in more advanced European countries, thus participating in the wider European Multi-stakeholder Forum.

During the preparation of the proposal of the action plan, the drafters of the proposal consulted with the participants of the organized consultative events:

- ✧ within the fair GREEN 2018: Presentation of the draft proposal of the strategy of Corporate Social Responsibility in Slovenia, Gornja Radgona, 5. 4. 2018,
- ✧ within the conference of the Institute for the Development of Social Responsibility Social Responsibility and Challenges of the Time 2018: Social Responsibility and Sustainable Development in Science, Education and Economy, Maribor, 27 September 2018,
- ✧ within the Days of Social Responsibility 2018, a conference Presentation of the draft proposal for the Action Plan for Social Responsibility for Slovenia, Ljubljana, 28. 11. 2018, and as part of individual meetings, among others, with representatives of:
  - ✧ the management association of Slovenia and the Ministry of Labor, Family, Social Affairs and Equal Opportunities (Directorate for Social Affairs and Directorate for Disabled, War Veterans and War Victims),
  - ✧ Chamber of Commerce and Industry of Slovenia,
  - ✧ Network for Social Responsibility of Slovenia (MDOS),
  - ✧ Ekvilib Institute,
  - ✧ Institute for the Development of Corporate Social Responsibility (IRDO)
  - ✧ The Government Office for Development and European Cohesion Policy (SVRK)
- ✧ with the State Secretary in the Cabinet of the Prime Minister, in the capacity of the Head of the Directorate for Social Entrepreneurship and



- ✧ members of the Council for the Sustainability and Corporate Responsibility of Enterprises of the University of Maribor,
- ✧ at the international conference Transformation into Sustainable Business Models in Bled, 5. 6. 2018
- ✧ at the International Conference on Circular Economy in Maribor, June 21, 2018,
- ✧ at the debate on the list of diversity.

## 5 The Policy Context

The project is addressing the Operational Program for the Implementation of Cohesion Policy for the period 2014-2020 and Directive 2014/95/EU.

### 5.1 Directive 2014/95 / EU on Non-financial Reporting<sup>1</sup>

The European Directive 2014/95 / EU on the disclosure of non-financial information and information on the diversity of certain large companies and groups was transferred by Slovenia to the Companies Act (ZGD-1J) on March 21, 2017. The Directive requires the disclosure of the company's business in social, economic, and environmental issues. In accordance with the law, companies in the public interest with more than 500 employees, with assets over 20 million and turnover above EUR 40 million, are obliged to include in their annual business reports disclosure of data on policies, results and risks related to at least: environmental matters, social aspects and aspects of employees, respect for human rights, anti-corruption issues and diversity in committees.

Also, through the transfer of the Directive, Slovenia indirectly introduced a link to international guidelines and tools in the area of corporate social responsibility (UN Global Compact, United Nations Guidelines for Respecting Human Rights in the Economy, the OECD Guidelines for Multinational Companies, the Tripartite Declaration of the International Labour Organization on Multinational enterprises and social policies and guidelines for the area of corporate social responsibility (ISO26000, GRI etc.). Slovenia has already committed itself to the promotion of some of them prior. In itself, the Companies Act does not mention the aforementioned international framework in the field of CSR in its explanations, which would provide companies with guidelines for the preparation of reports. It is possible that the Ministry of Economic Development and Technology is waiting for the EU guidelines.

#### 5.1.1 Reasons for Improving the Instrument

The transfer of the directive into Slovene legislation was done literally, without a clearer consideration of the importance of the directive for the national context or possible adaptation to the Slovenian situation. In the explanatory notes, the draftsman of the law assessed that the conditions in the directive, which were unchanged in the transfer into Slovenian legislation, probably correspond to less than 50 companies. According to AJPEŠ data from 2017, this figure could even be closer to 10 companies if insurance companies (138) and banks (69) are not taken into consideration, as they are quoted on the stock exchange. Similarly, subsidiaries are not obliged to report insofar as parent companies publish consolidated reports. Despite the potential impact of non-financial reporting on companies in the supply chain of reporting entities, they are very unlikely to make major changes in the field of CSR in a shorter period in Slovenia or in Europe; therefore it is advisable to integrate

environmental, social and economic aspects of operations and reporting in practice, small and medium-sized enterprises.

The purpose of the instrument, as well as the Action Plan, is to raise awareness of CSR among small and medium-sized enterprises, which account for more than 96% of all enterprises in Slovenia. It is therefore necessary to revise the instrument and its impact on the spread of social responsibility and the reduction of conditional values.

Furthermore, legislation does not provide for a substantive assessment of published data; auditors should only determine whether the company has submitted a description of its diversity policies and a "non-financial report". This does not solve the problem of the comparability in reporting or poor-quality presentation of data. The improvement of the instrument can already be promoted by the training of companies for non-financial reporting, which is already being implemented by some NGOs and networks in Slovenia, and it is even better to require a substantive assessment of data by qualified auditors.

#### 5.1.2 Priority Objectives and Measures Addressing the Instrument

The Action Plan addresses the instrument of non-financial reporting within the priority area 4 - "Raising awareness and information on international guidelines and principles and promoting their implementation and compliance in enterprises", objective 4.4. »Support to companies in carrying out compulsory and voluntary non-financial reporting«. In order to achieve the objective, the Action Plan foresees the revision of the Directive 2014/95 / EU and transferred into national legislation on the basis of stakeholder recommendations, supporting training and education of companies committed to non-financial reporting, and encouraging companies, especially SMEs, to voluntarily disclose non-financial information. The instrument of non-financial reporting is also indirectly addressed by the other objectives of priority area 4, which aims to promote the implementation of international guidelines and principles in Slovenian companies.

### 5.2 Operational Program for the Implementation of Cohesion Policy 2014-2020

The operational program for the implementation of the cohesion policy for the period 2014-2020 (hereinafter referred to as the OP Cohesion 2014-2020) is intended to support particularly less developed regions in complementing EU policies in the fields of education, employment, energy, the environment, the single market and research and innovation. The OP ensures the investment framework and the strategy for achieving the agreed growth targets in the framework of the Europe 2020 Strategy. Slovenia has available about of EUR 3.312 billion from the European Structural Funds and the Cohesion Fund in the period 2014-2020, with the majority of funds taking the utmost account of the implementation of the EU 2020 Strategy and priority is given to four key areas for economic growth and job creation:

- research and innovation,
- information and communication technologies,
- increasing the competitiveness of small and medium - sized enterprises and
- Support for the transition to a low-carbon economy.

The European Commission has identified 11 thematic objectives within which Member States that can contribute to joint achievement of the objectives of the EU 2020 strategy.

"The resources of the European Regional Development Fund and the European Social Fund are primarily aimed at investing in research and development, strengthening and developing human resources, investing in the education system and a training system for a faster transition to the labour market, promoting entrepreneurship, starting up new businesses, internationalization, developing new business models for small and medium-sized enterprises and, consequently, job creation. With incentives, Slovenia will create the conditions for a long-term stable environment, which, taking into account the societal challenges (demographic trends, pressures on the environment, access to food, etc.), will stimulate the development of new, high-quality jobs and the preservation of existing ones with a changed structure of the economy."

OP Cohesion 2014-2020 has already been recognized as a key source of funding for activities in the field of implementation of social responsibility in enterprises for the period until 30 September 2022. The Ministry of labour, Family, Social Affairs, and Equal Opportunities, has announced as part of the OP 2014-2020, a public tender for the co-financing of the system of certification of socially responsible companies in the amount EUR 2,000,000.00. The activities that will be financed with this public tender will depend on the selected applicant, but are partly defined by this public tender's purpose.

## 6 Overview of the Current Situation in the Field of CSR in Slovenia

### 6.1 Review of Policies and Legislation<sup>2 3</sup>

In October 2011, the European Commission (EC) published a Communication on a renewed EU CSR Strategy, which newly defines CSR as "corporate responsibility for their impact on society." <sup>4</sup> The condition for taking this responsibility is to respect the existing legislation and collective agreements between the social partners. Companies should have a procedure for integrating social, environmental and ethical issues, human rights and consumer issues into their business and a central strategy in close co-operation with stakeholders in order to consistently fulfil social responsibility in order to maximize the creation of common values for owners and stakeholders and society in general; and to identify, prevent and mitigate possible negative effects.

The EC Communication takes the view that the development of CSR should be guided by the undertakings themselves, but that the public authorities of the Member States should play a supporting role through a deliberate combination of voluntary policy measures and, where necessary, complementary rules. In addition, although it is necessary to provide businesses with the flexibility to innovate and develop an appropriate approach to CSR, they are appreciating the principles and guidelines of public authorities that can assess their policies and performance and promote a level playing field. Therefore, the EC has invited all Member States to develop or update their Action Plans to promote CSR under the Europe 2020 strategy by mid-2012 and to submit their Action Plan for the period 2011-2014.

The design and implementation of the Action Plan represents a structured way of implementing international and domestic commitments: In the Slovene Strategy of Smart Specialization (Government of the Republic of Slovenia 2015, 36), in the chapter "Growth and Development of SMEs", the state's commitment to CSR is written in one sentence, namely: "Developing socially responsible internal entrepreneurship in companies at the level of management and other employees." The relationship to the term "social responsibility" is not made in the strategy.

At the initiative of SPIRIT Slovenia, the Public Agency of the Republic of Slovenia for the Promotion of Entrepreneurship, Internationalization, Foreign Investment and Technology, the IRDO Institute prepared a proposal for measures to promote corporate social responsibility in Slovenia in 2015. The SPIRIT Slovenia is gradually implementing part of these measures. In the draft Vision of Slovenia 2050, the Government Office for Development and European Cohesion Policy has put the quality of life of all in the foreground, which Slovenia can only achieve with trust and AP open and innovative society. Nature provides human society with a quality and healthy living environment, natural resources and space for relaxation and recreation, while human recognizes the value of nature in itself, without weighing its own benefits. To this end, in October 2015, the Government adopted the Framework Program for the transition to the green economy, since the transition to the green economy while reducing environmental pressures also represents AP opportunity and a challenge to find and design new solutions for products, processes, modes of use, business models, governance, and relations among stakeholders.

On 21 March 2017, Slovenia passed in the Companies Act the European Directive 2014/95 / EU on the disclosure of non-financial information and information on the diversity of certain large companies and groups<sup>5</sup> that required the disclosure of the company's business on social, economic and environmental issues<sup>6</sup>. With the introduction of the Non-financial Reporting Directive in the Member States' legislation, Europe has moved towards the harmonization of the legislation of the Member States, which previously required some companies to disclose such information in the countries in which they operate, but it was unclear and ineffective in certain areas. The Companies Act requires the inclusion of a statement of non-financial business in a business report from entities of public interest whose average number of employees in the financial year is more than 500 on the balance sheet date.

Slovenia, together with other countries, has committed itself to implementing the Agenda 2030 and the Sustainable Development Goals (SDGs) that entered into force in 2016. The 17 interlinked SDGs represent three dimensions of sustainable development (economic, social, and environmental) that are linked by Agenda 2030.<sup>7</sup> With the Agenda 2030, for the first time, the private sector was actively involved in the creation of a sustainable development agenda, which is recognized as a target group and as a partner in achieving the goals.<sup>8</sup> Despite high awareness of SDG in the international business community (at the top management level), taking responsibility for achieving goals from the private sector is slow<sup>9</sup>, but it is growing with AP increasing understanding of SDGs, which are "very aligned with corporate values and sustainability strategies and are considered as AP important catalyst for new business opportunities and cooperation with several stakeholders."<sup>10</sup> In order to play a more active role in the implementation of the SDG, while fully exploiting business benefits and for greater innovation, companies need to educate and integrate their middle management and employees. The potential benefits of SDG are also detected by some SMEs in Slovenia, especially social enterprises,

where the first awareness-raising activities for SMEs and micro-enterprises are already organized, how to identify how their work contributes to the realization of the SDG.<sup>11</sup> At the same time, the international and Slovenian community<sup>12</sup> deals with the question of how to measure and manage the social impact of companies and organizations and their impact on sustainable development.

As part of the implementation of the Agenda 2030, on 7 December 2017, the Government of the Republic of Slovenia adopted the Development Strategy of Slovenia 2030, in which it committed itself to ensuring "quality living for all" through balanced economic, social and environmental development, which takes into account the constraints and capabilities of the planet and creates conditions and opportunities for present and future generations. In order to achieve this central objective, it presents 12 development goals, amongst others goal 6: a competitive and socially responsible entrepreneurial and research sector that directly addresses the promotion of corporate social responsibility.<sup>13</sup>

Slovenia does not yet have AP officially adopted document identifying national priority areas in the field of CSR. The basis of National Strategy for Corporate Social Responsibility has been prepared, but the Interdepartmental Group remained without a coordinator in 2018. Nevertheless, in practice, various policy areas are being prepared, accepted and implemented, which contribute to the development of the concept of CSR.

A more detailed overview of relevant policies and legislation is covered by a thematic study of the Road-CSR project for Slovenia. In the strategy of international development cooperation of Slovenia, adopted in December 2018, the social responsibility of Slovenian companies is promoted, thereby strengthening their role in the sustainable development of partner countries. For Slovenia, climate change is AP important foreign policy priority, and in December 2016, it ratified the historic Paris Agreement.

On November 8, 2018, the Government adopted the National Action Plan of the Republic of Slovenia for the implementation of the UN Guidelines for Respecting Human Rights in the Economy, whose preparation was coordinated by the Ministry of Foreign Affairs within the Interdepartmental Expert Subgroup. Respect for human rights is, according to the ISO 26000: 2010 Social Responsibility Standard, one of the seven themes of corporate social responsibility. By adopting the document, Slovenia committed itself to achieving the goals of the UN Guidelines on the respect of human rights in the economy as well as other relevant international mechanisms in the field of protecting and promoting human rights in economic activities, such as the OECD Guidelines for Multinational Companies and the Tripartite Declaration of the International Labour Organization on multinational businesses and social policy<sup>14</sup>. The remaining core themes of ISO 26000 are organizational management, work practices, the environment, fair business practices, consumer affairs, community integration, and its development. The standard emphasizes interdependence topics and a holistic approach to addressing them.

The present action plan directly addresses the implementation of the 6th objective of the Slovenia's Development Strategy 2030 (and indirectly other goals), the Directive on the disclosure of non-financial information by large companies and other policies and legislation on the topics covered by the concept of corporate social responsibility under GRI.

## 6.2 CSR in Practice in Slovenia<sup>15</sup>

The United Nations Global Compact Slovenia made a prominent role in the Slovenian space in the area of corporate social responsibility. For more than a decade, the Association Managers and the Association of Employers of Slovenia, as well as the Slovenian Public Relations Society and the Chamber of Commerce and Industry of Slovenia, the American Chamber of Commerce (AmCham), the Styrian Chamber of Commerce and other organizations, have been involved in this field for over a decade.

In Slovenia, some organizations are already aware of their environmental and social impacts. The interest of Slovenian and foreign companies in Slovenia for integrating corporate social responsibility into business practice is increasing. They present themselves to the public with their good practices, and other organisation and companies are inspired by their example. AP example is the various awards in this field, e.g. Slovenian Award for Social Responsibility Horus, Gold Thread, Family-Friendly Enterprise Certificate, Corporate Social Responsible Enterprise Certificate. In addition, public institutions are increasingly involved in raising social responsibility in their field of work.

Due to the new European and Slovenian legal obligation, companies with the public interest with more than 500 employees should report on non-financial aspects of a business as early as 2017, because the field of corporate social responsibility in Slovenia is becoming more important. The directive addresses the commitments of large enterprises, but it is advisable to promote the integration of environmental, social, and economic aspects of the operation and reporting into the practice of small and medium-sized enterprises, with a view of wider awareness of socially responsible and sustainable behaviour of organizations and individuals.

All mentioned organizations and initiatives, policies and legislation and their fragmentation indicate that Slovenia needs a national council, a CSR development centre or a nationally accredited organization to carry out AP overview of the area, the development of a concept in accordance with international guidelines and commitments and the promotion of integration of CSR into Slovenian companies and organizations.

## 7 Priority Areas and Activities to Promote Corporate Social Responsibility

The action plan contains the commitments of Slovenia and proposals for companies and other stakeholders in the field of promoting the integration of corporate social responsibility into companies operating in Slovenia. The Action Plan was built based on existing initiatives and networks, which were promoted by the multi-stakeholder dialogue between the government, the private sector, and civil society over the years and biased on best practise from project Road CSR. The plan is in line with national and international initiatives to strengthen CSR.

Slovenia will always take into account the specific characteristics of SMEs, in particular, their limited capacities and resources, when implanting the Action Plan SMEs in Slovenia account for 99.8% of all

enterprises, generating 68% of revenues, 65% of added value, and employing almost three-quarters of people (73%). The preparation of further relevant sectoral documents will have to be prepared to strengthening cross-sectoral cooperation by implementing a multi-beneficiary approach, wherever possible and appropriate.

In the conclusions of the consultation on 29 June 2017 organized by the Partnership for Green Economy of Slovenia in cooperation with the Institute for the Development of Corporate Responsibility IRDO, the Network for Social Responsibility of Slovenia and partner organizations states: "In Slovenia, the corporate and civil society has recognized social responsibility as instrument of competitiveness years ago and as AP important tool for achieving sustainable development. Therefore, Slovenia undertakes, in this spirit, to prepare a national strategy in this area, if possible, by the end of this year at the latest [2017]."<sup>1</sup>

On the basis the conclusions of the Government, Business and Civil Society Consultation "Promoting Social Responsibility in the Republic of Slovenia"<sup>16</sup> from June 2017 and highlighted themes in the EC Communication, the Slovenian Report to the European Commission on the Implementation of CSR, the Strategy for the Development of Slovenia 2030 and the draft Strategy for International Development Cooperation and Humanitarian Aid Slovenia until 2030, and we will be following priorities and activities in the field of social responsibility presented below:

In order to implement the CSR Action Plan 2020, existing structures will be used, synergies will be created, and the development of parallel structures will be avoided. To coordinate and monitor the activities of this area, AP appropriate competent will be appointed by authority.

- ✧ **Priority Area 1: Strengthening visibility and promoting the concept of CSR in Slovenia**
  - Action 1.1.: CSR trainings for SMEs employees
  - Action 1.2.: CSR certification system for SMEs
- ✧ **Priority Area 2: Raising awareness of SMEs for adopting the CSR principles**
  - Action 2.1: Market rewards for CSR

---

<sup>1</sup> On June 29, 2017, in the Grand Hall of the Government of the Republic of Slovenia, a seminar entitled "Promoting Social Responsibility in the Republic of Slovenia" was held between 8:30 and 12:00. The conference was organized by the Partnership for Green Economy of Slovenia in cooperation with the Institute for the Development of Social Responsibility, IRDO, the Network for Social Responsibility of Slovenia and partner organizations. 43 representatives of the government, business and civil society were present at the conference. The conclusions of the consultation are available at <http://www.vlada.si/fileadmin/dokumenti/si/projekti/2016/zeleno/170629sdo.pdf>

## 7.1 Priority Area 1: Strengthening Visibility and Promoting the Concept of CSR in Slovenia

| Action 1.1.                                        | CSR trainings for SMEs employees                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Policy context                                  | Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 2. Background                                      | <p>The roots of social responsibility in Slovenia date back several decades ago, and as a word is known from 2006, when the awareness of the meaning of this phrase or concept has begun to increase, due to the activities of civil society and the economy in this field.</p> <p>In Slovenia, over the past thirteen years, several sections of CSR have been established by individual professional organizations. In 2004, the Institute for the Development of Corporate Responsibility - IRDO was founded by the initiative civil society actors. The IRDO Institute, through research, education, counselling, networking and promotion, contributes to the development of social responsibility on a Slovenian and global scale. They cooperate with domestic and foreign experts, institutions, organizations, governments and businesses, thus contributing to the exchange of knowledge and experience on corporate social responsibility. In the year 2013, the Ekvilib Institute has been established and they promote a holistic aspect of social responsibility. Since 2006, they promote sustainable reporting and coordinates the Network for Social Responsibility of Slovenia. Both the IRDO Institute and the Ekvilib Institute gather members from organizations and institutions, as well as individuals who want to contribute to sustainable development and to act as socially responsible. Leading CSR institutions as mention above are already carrying out various trainings' sessions, workshops conferences in field of CSR for SMEs, public organizations, institutes etc. The training programs will be developed and implemented by CSR experts from Slovenia, and abroad. The training topics will be defined on basis of needs and market trends in Slovenian SMEs in the field of CSR.</p> |
| 3. Lessons learned from the project best practices | <p>The importance of CSR training and education of all stakeholders has been highlighted throughout the process of development of AP. The three approaches of best practices were studied and compered:</p> <ol style="list-style-type: none"> <li>1. The <a href="#">DIRSE mentor plan</a> from Spain (2016-2017) provides an interesting good practice as it facilitates a mentoring program, enabling shadowing of CSR professionals by future managers of social responsibility, who to this point only received theoretical knowledge. The program has additional value as it also aims to boost the visibility of CSR functions in and among organisations.</li> <li>2. There are many international guidelines, principles and tools available for the integration of CSR approach. One of the tools highlighted in good practices is the <a href="#">Socially responsible investment tool (SRI)</a>. The tool can be considered as a part of the objectives that shape the European Union's CSR policy, encouraging investors and businesses to contribute to sustainable</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                      | <p>development through socially responsible investment decision. However, as stipulated in the good practice it is crucial to provide training on CSR and SRI for accurate use of the tool.</p> <p>3. An initiative of <a href="#">Al-Ahli Holding Group UK</a> and its partners (government and private sector entities, institutes, NGOs, universities and embassies) has develop and enhance sustainability activities among students and corporate social responsibility professionals. Through capacity building mechanisms they aming at engaging the Private Sector, Academia, and Government entities in formulating strategies that are more responsive to community needs. In the CSR Action programme they proposed 6-days interactive trainings with high caliber trainers and speakers, building the participants capacities in underlying principles of CSR, and exposing them to the best national and international practices, and participants in teams present their projects ideas to an esteemed judging panel, which will qualify them to move to the second stage.</p> <p>The last approach is also preferred for development of CSR trainings in Slovenia and the link to presented good practise is evident from the presented purpose of the tender below.</p>                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4. Action description and objectives | <p>The SME's use the OECD, ILO guidelines, as well as the Global Compact UN, the GRI standard, the ISO26000 Corporate Social Responsibility Guideline when planning their work on CSR. The SMEs mainly see the CSR as charity work and not as a strategic tool. The employees in SMEs are dealing with lack of knowledge in preparing phase and time in implementation phase of the CSR strategy. The international guidelines, principles and mechanisms in the field of CSR could help companies and organizations to better understand the concept of CSR and be able to identify their degree of maturity in CSR issues and be able to do their own CSR strategy and plan. The knowledge will be obtained by different forms of training, workshops, conferences etc.</p> <p>Within the framework of Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020 the public tender by the ministry will support a long-term implementation processes in SMEs to promote sustainable social responsibility in the context of change in organizational management. The last could be accomplished through trainings and workshops.</p> <p>The training programs will be developed and implemented by organisation selected on public tender by the ministry and the content must be in line with the purposes of the public tender which are (i) raising awareness among employers, workers and the general public on the importance of health in the workplace and encouraging the promotion of health-improving improvements in the working and organizational environment; and (ii) raising awareness of the general public about the importance of social responsibility.</p> |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <p>The objective of the actions is focused on business culture in SMEs, to:</p> <ul style="list-style-type: none"> <li>• Organize trainings for SMEs and other interested stakeholders.</li> <li>• Exchange experiences and good practices among stakeholders at the national level: <ul style="list-style-type: none"> <li>○ Organize of specialized national and local events for the exchange of good practices;</li> <li>○ Support to existing annual conferences and awards that promote the exchange of good practices in CSR.</li> </ul> </li> <li>• Strengthen public confidence in businesses (promoting common understanding and expectations): <ul style="list-style-type: none"> <li>○ Encourage and organize a public debate with citizens businesses and other stakeholders on the role of businesses;</li> <li>○ Conduct public opinion surveys on citizens' trust in companies and their relationship with CSR.</li> </ul> </li> </ul> |
| 5. Stakeholders    | <ul style="list-style-type: none"> <li>• Platforms and non-governmental organisation developing the CSR, such as MDOS, IRDO, Ekvilib Institute, ETRI Community etc;</li> <li>• Relevant ministries, government agencies as SPIRTI or Chamber of Commerce of Slovenia etc;</li> <li>• NGO's, employers and business associations, social partners etc;</li> <li>• SMEs (all levels of management).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 6. Timeframe       | 2019-2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 7. Funds           | cca 50.000 € (56 % West cohesion region and 44 % for East cohesion region)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 8. Funding sources | <p>100 % cofunding rate</p> <p>Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020 - Priority axes 8. Promoting employment and supporting transnational labour mobility, 8.3 Access to employment for job-seekers and inactive people, including the long-term unemployed and people far from the labour market, including through local employment initiatives and support for labour mobility, Specific objective 1: Increase employment of the unemployed, in particular of those over 50, the long-term unemployed and those with below ISCED 3 education level</p>                                                                                                                                                                                                                                                                                                                                                   |
| 9. Expected impact | <p>The companies and organisations will be publicly acknowledged as being corporate responsible businesses in Slovenia. The workshops/trainings will increase the skills and competences on CSR and will create capable CSR managers/employees, that have knowledge for implementation of CSR strategy into companies and will empowered employees and corporate management in the area of corporate social responsibility and sustainable development, promoting the implementation of sustainable activities in the company, and finally addressing social responsibility, including the strengthening of the values of management and employees with emphasis on non-discrimination in the workplace. The public awareness will be raised through public relations of SMEs, training provider and other communication tools.</p>                                                                                                                    |

| Action 1.2.                                        | CSR certification system for SMEs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Policy context                                  | Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 2. Background                                      | <p>By promoting the integration of CSR in companies and by informing the public about the achievements in the field of socially responsible behaviour of SMEs, as well as the open warning of the irresponsible behaviour of some SMEs or the excessive demonstration on merit in the environmental or social field or other fields, the state can also influence the improvement of public confidence in companies.</p> <p>Among the decisions of the consultation was highlighted the awareness raising and information on social responsibility, not only companies but also the public, voluntary and non-governmental organizations, public institutions and government institutions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 3. Lessons learned from the project best practices | <p>As Slovenia's organisations are at the stage, where promotion of the CSR concept and its understanding is still very much required, they are putting a lot of effort in networking, awards and certificates approach. Therefore, it was interesting to observe how the promotion of CSR is done in other countries, especially <a href="#">the case of promotion of CSR among SMEs by WORL DCOB standard</a>. Still, the major concern remains in the lack of benefits by governments to reward socially responsible companies, lack of consumer demand for responsible products, as well as limitation of resources and understanding of CSR by SMEs. Based on presented best practice we have included in AP activity about establishment of certification system in Slovenia that will be systematically funded which is not yet the case today.</p>                                                                                                                                                                                                                                                                                                                                                |
| 4. Action description and objectives               | <p>The action is focused on strengthening the correct understanding of the importance and dimension of the concept of CSR through awareness-raising and information for SMEs, public administration and citizens, promoting CSR as a strategic and integrated approach to business, and promoting dialogue between businesses and stakeholders. The system of certification will be developed in two stages (i) establishment of the 'Corporate Social Responsibility' certificate system for SMEs and (ii) implementation of certification in SMEs through public invitation / tender.</p> <p>The certification system will be developed and implemented by organisation selected on public tender by the ministry and the content must be in line with the purpose of the public tender, that will be (i) the empowerment of employees and the management of enterprises in the area of corporate social responsibility and sustainable development, the promotion of the implementation of sustainable activities in the company and the integrated addressing of corporate responsibility, including the strengthening of the ethical values of management and employees with an emphasis on non-</p> |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <p>discrimination in the workplace, promoting the reconciliation of work, family and private life throughout the life cycle of an individual, (iii) raising the proportion of intergenerational cooperation with an emphasis on adjusting jobs to older employees and taking into account the specific needs and needs of employee in all life spans.</p> <p>The activity will be supported (financed) in the frame of Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020, through public tender by the ministry. The "Corporate Social Responsibility Company" certificate will be developed for SMEs to promote sustainable social responsibility in the context of change in organizational management, with emphasis on responsibility to employees, responsibility for the natural environment.</p> |
| 5. Stakeholders    | <ul style="list-style-type: none"> <li>• Platforms and non-governmental organisation developing the CSR, such as MDOS, IRDO, Ekvilib Institut etc. (existing awards and certificates)</li> <li>• Relevant ministries, government agencies as SPIRTI or Chamber of Commerce of Slovenia etc.</li> <li>• NGO's, employers and business associations, social partners such as newspaper Finance, ETRI Community etc.</li> <li>• SMEs (all levels of management).</li> </ul>                                                                                                                                                                                                                                                                                                                                                               |
| 6. Timeframe       | 2019-2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 7. Funds           | cca 1.900.000 € (56 % West cohesion region and 44 % for East cohesion region)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 8. Funding sources | <p>100 % cofounding rate</p> <p>Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020 - Priority axes 8. Promoting employment and supporting transnational labour mobility, 8.3 Access to employment for job-seekers and inactive people, including the long-term unemployed and people far from the labour market, including through local employment initiatives and support for labour mobility, Specific objective 1: Increase employment of the unemployed, in particular of those over 50, the long-term unemployed and those with below ISCED 3 education level</p>                                                                                                                                                                                                                                  |
| 9. Expected impact | <p>The visibility tools, promotion actions, and CSR Certification will increase the number of enterprises that are implementing CSR and give more visible concept of CSR in Slovenia.</p> <p>The public tender has been published by MLFSEO and ESF to establish a certificate system and the implementation of SMEs certification for "socially responsible company" by:</p> <ul style="list-style-type: none"> <li>• Promoting the reconciliation of professional, family, and private life throughout the life cycle of an individual.</li> <li>• Raising the share of intergenerational cooperation with an emphasis on adjusting jobs to older employees and taking into account the</li> </ul>                                                                                                                                   |

|  |                                                                                                                                                                                                                                                                                                                                                                                                      |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>specifics and needs of each individual life period.</p> <ul style="list-style-type: none"> <li>• Raising awareness among employers, workers and the general public, about the importance of health in the workplace and friendly improvements in the working and organizational environment.</li> <li>• Raising awareness of the public about the importance of social responsibility.</li> </ul> |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 7.2 Priority Area 2: Raising awareness of SMEs for adopting the CSR principles

| Action 2.1.                                        | Market rewards for CSR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Policy context                                  | Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2. Background                                      | <p>Increasingly conscious consumers buy products and services from socially responsible businesses. Larger socially responsible companies cause changes in the performance of smaller businesses along the supply chain. Young people judge future employers by the impact of the organization on society and the environment; more socially responsible companies get better employees, employees in such companies are more satisfied and motivated. Finally, social responsibility contributes to a greater reputation of the organization.</p> <p>The EC has recognized that the positive effects of CSR on the competitiveness of companies are increasingly recognized, but that companies are still putting themselves in a tight position, where socially responsible behaviour is not necessarily the most profitable, which is often not the case at least in the short term.</p> <p>Therefore, in addition to promoting the sustainable models and strategies of SMEs, recognition and award system, ethical values and market incentives for corporate social responsibility should be encouraged and strengthened, which is possible through improved spending, public procurement and investment policies.</p> |
| 3. Lessons learned from the project best practices | <p>There are a few opportunities for companies to be recognised for their CSR activities or approaches and two best practises has been study:</p> <ol style="list-style-type: none"> <li>1. <a href="#">Horus Award</a> was established due to the business needs for an organised approach to introducing corporate social responsibility in business practices. The Award encourages stakeholder engagement and approach to introducing corporate social responsibility strategy in an integrated manner while recognising its interdependence. It consists of three kinds of awards for legal entities Award for strategic integrity of the legal entity (for a strategic approach to SR by companies and institutions), Project Award (for economy, education and youth cooperation) and Press</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                |

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                      | <p>Recognition (award for the publications on CSR in the media).</p> <p>2. An interesting good practice of market driven awards that has been considered for preparation of action is from <a href="#">ethical bank Banca Popolare Etica</a> in Italy. The bank manages savings of private citizens, institutions, companies and other organisations by investing them in initiatives pursuing both social and economic objectives, operating in full respect of human dignity and the environment. While doing so, the Bank promotes financial education of both the savers and borrowers by enhancing the awareness of the former about their saving's destination, and encouraging the latter to develop their management and entrepreneurial abilities.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 4. Action description and objectives | <p>Slovenia needs to raise promotion of the corporate and social responsible SMEs and set up the recognition and awards system, market incentives for social responsible companies should be encouraged and strengthened.</p> <p>This is possible to set up through green public procurement which is already in place and with strengthening the interest in CSR at national and local level and recognizing the examples of good practices and projects in the field of CSR supporting programs for rewarding companies and organizations for work in the field of CSR from the lessons learned. The emphasis should be on integrating business concept of CSR. SMEs need support in providing product information and encouraging customers to make more sustainable decisions (initiatives such as Etriketa, Good with Good and Purchase with a Purpose by the ETRI Community, reuse, exchanges and material libraries, etc.).</p> <p>Promoting socially responsible public procurement through the integration of social and environmental aspects into public procurement, with the aim of supporting under-represented companies such as SMEs and social enterprises in accessing the procurement market. Empowering employees and corporate leadership in the field of corporate social responsibility and sustainable development, promoting the implementation of sustainable activities in the company and the holistic addressing of corporate social responsibility, including strengthening the ethical values of management and employees with AP emphasis on non-discrimination in the workplace.</p> <p>To accomplish the action purpose the change in the business models of SMEs must be made. The establishment of sustainable business transformation need to be integrated into all levels of business and the basis should be the SME strategy for CSR. The government agency will support the SMEs in the</p> |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <p>business transformation through public tender. The tender has not been lunch yet, but it is expected to be lunch end of year 2019.</p> <p>The activities objectives are:</p> <ul style="list-style-type: none"> <li>• Raising awareness of the economy, public and public administration about social enterprises and promoting business cooperation;</li> <li>• Promoting the reconciliation of work, family and private life throughout the life cycle of the individual;</li> <li>• Raising the share of intergenerational cooperation with AP emphasis on adapting jobs to older employees and taking into account the specifics and needs of each individual life period;</li> <li>• Raising awareness among employers, workers and the general public about the importance of health in the workplace and promoting the promotion of health-improving improvements in the work and organizational environment;</li> <li>• Monitoring the social impact of social enterprises.</li> </ul> <p>The activity will be supported (financed) in the frame of Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020, through public tender public government agency SPIRIT. The tender will include the transformation of business models of SME's fully and the change of company CSR strategy represent one part of the change.</p> |
| 5. Stakeholders    | <ul style="list-style-type: none"> <li>• NGO's, employers and business associations, social partners such as MDOS, IRDO, Ekvilib Institut, ETRI Community etc.</li> <li>• Newspapers such as Finance</li> <li>• PRSPO (Slovenian business excellence price)</li> <li>• Relevant ministries (MLFSEO), government agencies as SPIRTI or Chamber of Commerce of Slovenia etc.</li> <li>• SMEs in need of transformation</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 6. Timeframe       | 2019-2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 7. Funds           | cca 50.000 €                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 8. Funding sources | <p>Part of cofounding rate for projects is 100 % for SMEs and part of cofounding rate for implementation projects of SMEs is 50 %.</p> <p>Operational Programme for the Implementation of the EU Cohesion Policy 2014-2020 - Priority axes 3. Dynamic and competitive entrepreneurship for green economic growth, 3.2 Developing and implementing new business models for SMEs, in particular with regard to internationalisation. The total budget of the Program for support and awareness of the Slovenian economy on the topic of sustainable business transportation is 8 mio €.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 9. Expected impact | <p>The funds are intended for sustainable strategic business transformation of companies by preparing a sustainable business strategy and models and financial supporting SMEs in implementing sustainable business strategies. The part of the transformation of business strategy includes also the CSR</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|  |                                                                                                                                      |
|--|--------------------------------------------------------------------------------------------------------------------------------------|
|  | principlesComprehensive promotion and awareness of the importance of a sustainable business transformation of the Slovenian economy. |
|--|--------------------------------------------------------------------------------------------------------------------------------------|

## 8 Monitoring the implementation and impact of the Action Plan

In order to ensure the implementation of the Action Plan, the Government of the Republic of Slovenia establishes AP interdepartmental multi-agency body, namely the Commission for monitoring the implementation of the Action Plan for the Promotion of Corporate Social Responsibility in the Republic of Slovenia (hereinafter: the Commission). Representatives of government, business and civil society (trade unions, non-governmental organizations and academic spheres) will be involved in the Commission - appointed members will be from individual areas of social responsibility and their deputies. The Commission will, in cooperation with the ICT, carry out AP overview of the implementation of the measures and make recommendations. It will also promote and direct activities to develop mechanisms and tools to promote corporate social responsibility. The Commission will formulate a work plan itself.

A periodic review of the implementation of the Action Plan is carried out annually (in combination with AP overview of the area for international organizations). It is coordinated by the Commission, which, as part of its tasks and on the basis of its findings, may also propose amendments to the Action Plan. Update of the Action Plan will be made in 2020 for the next period from 2021.

Table to monitor the implementation of the action plan

| Activity /Indicator                                                                                                                  | Measurement | Category of region | Target value 2023                                | Data source                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|--------------------------------------------------|----------------------------------------------------------------------------------------------|
| No. of SMEs included in the certifying process of CSR                                                                                | Share       | Whole Slovenia     | 200                                              | Monitoring                                                                                   |
| Share of successfully obtained CSR certifications from no. of SMEs involved in the certification process                             | Share       | Whole Slovenia     | 100                                              | Monitoring                                                                                   |
| Share of companies with acquired CRS certificate, involved in the periodic evaluation of implemented measures between SMEs employees | Share       | Whole Slovenia     | 10 to 30 % of SMEs that obtained the certificate | Monitoring                                                                                   |
| SMEs' net turnover from sales in foreign markets                                                                                     | Share       | Whole Slovenia     | 38,4                                             | SORS/ IMAD/ Agency of the Republic of Slovenia for Public Legal Records and Related Services |



## 9 Sources

- <sup>1</sup> Summarized after a thematic survey for Slovenia prepared within the Road-CSR project:  
[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1523529607.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1523529607.pdf)
- <sup>2</sup> Summarized after a thematic survey for Slovenia prepared within the Road-CSR project:  
[https://www.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1523529607.pdf](https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1523529607.pdf)
- <sup>3</sup> Summarized by the draft proposal of the National Strategy for Corporate Social Responsibility (CSR) for Slovenia, IRDO, 2017  
<https://eur-lex.europa.eu/legal-content/SL/TXT/HTML/?uri=CELEX:52011DC0681&from=EN>
- <sup>5</sup> Directive: <http://eur-lex.europa.eu/legalcontent/EN/TXT/HTML/?uri=CELEX:32014L0095&from=EN>
- <sup>66</sup> DFIGE: How Can Companies Adapt To The EU Directive On Non-Financial Reporting?, EcoVadis, 22.8.2016  
<https://www.ecovadis.com/blog/can-companies-adapt-eu-directive-non-financial-reporting/>
- <sup>7</sup> Ministry of Foreign Affairs of Republic of Slovenia: Sustainable Development Goals  
[http://www.mzz.gov.si/si/zunanja\\_politika\\_in\\_mednarodno\\_pravo/mednarodno\\_razvojno\\_sodelovanje\\_in\\_hum\\_anitarna\\_pomoc/politike\\_mrs/cilji\\_trajnostnega\\_razvoja/](http://www.mzz.gov.si/si/zunanja_politika_in_mednarodno_pravo/mednarodno_razvojno_sodelovanje_in_hum_anitarna_pomoc/politike_mrs/cilji_trajnostnega_razvoja/)
- <sup>8</sup> Schönherr, Findler, Martinuzzi: Exploring the Interface of CSR and the Sustainable Development Goals, UN Conference on Trade and Development, 2017 [http://unctad.org/en/PublicationChapters/diaeia2017d4a3\\_en.pdf](http://unctad.org/en/PublicationChapters/diaeia2017d4a3_en.pdf)
- <sup>9</sup> PwC: New global goals: are they business critical, Survey, 2015  
<https://www.pwc.com/gx/en/services/sustainability/sustainable-development-goals/sdg-research-results.html>
- <sup>10</sup> Frost & Sullivan and GlobeScan on behalf of CSR Europe: The Sustainable Development Goals (SDGs): The Value for Europe, whitepaper, 2017  
[https://www.csreurope.org/sites/default/files/FS\\_WP\\_Sustainable%20Development%20Goals\\_05112017\\_RD\\_0.pdf](https://www.csreurope.org/sites/default/files/FS_WP_Sustainable%20Development%20Goals_05112017_RD_0.pdf)
- <sup>11</sup> Ivana Božič on behalf of Etri Community: Etri skupnost v sozvočju z OZN trajnostnimi cilji – AGRA 2018, 24.8.2018 <https://etri.si/uncategorized/etri-skupnost-v-sozvocju-z-ozn-trajnostnimi-cilji-agra-2018/>
- <sup>12</sup> [https://www.javnirazpisi.com/branch/naprave\\_za\\_merjenje/izdelava-aplikativnega-modela-in-aplikacije-za-merjenje-dru%C5%BEbenih-u%C4%8Dinkov-socialnih-podjetij.-referen%C4%8Dna-%C5%A1tevilka-dokumenta-430-32018?searchProfileId=3513&user=&token=&uuid=b4bcf36c-bd8b-11e8-860f-002655ffd6c8](https://www.javnirazpisi.com/branch/naprave_za_merjenje/izdelava-aplikativnega-modela-in-aplikacije-za-merjenje-dru%C5%BEbenih-u%C4%8Dinkov-socialnih-podjetij.-referen%C4%8Dna-%C5%A1tevilka-dokumenta-430-32018?searchProfileId=3513&user=&token=&uuid=b4bcf36c-bd8b-11e8-860f-002655ffd6c8)
- <sup>13</sup> [http://www.vlada.si/fileadmin/dokumenti/si/projekti/2017/srs2030/Strategija\\_razvoja\\_Slovenije\\_2030.pdf](http://www.vlada.si/fileadmin/dokumenti/si/projekti/2017/srs2030/Strategija_razvoja_Slovenije_2030.pdf)
- <sup>14</sup> [http://www.mzz.gov.si/fileadmin/pageuploads/foto/0114/NAN\\_za\\_spostovanje\\_cp\\_v\\_gospodarstvu.pdf](http://www.mzz.gov.si/fileadmin/pageuploads/foto/0114/NAN_za_spostovanje_cp_v_gospodarstvu.pdf)
- <sup>15</sup> Summarized by the draft proposal of the National Strategy for Corporate Social Responsibility (CSR) for Slovenia, IRDO, 2017
- <sup>16</sup> On June 29, 2017, in the Grand Hall of the Government of the Republic of Slovenia, a seminar entitled "Promoting Social Responsibility in the Republic of Slovenia" was held between 8:30 and 12:00. The conference was organized by the Partnership for Green Economy of Slovenia in cooperation with the Institute for the Development of Social Responsibility, IRDO, the Network for Social Responsibility of Slovenia and partner organizations. 43 representatives of the government, business and civil society were present at the conference. The conclusions of the consultation are available at  
<http://www.vlada.si/fileadmin/dokumenti/si/projekti/2016/zeleno/170629sdo.pdf>