

# TRENDI V KOMUNICIRANJU DRUŽBENE ODGOVORNOSTI IN SLOVENSKA PODJETJA - KJE SO ŠE PRILOŽNOSTI SMO OPOLNOMOČENI Z DRUŽBENIMI MEDIJI, VIZUALNIMI PRIKAZI, INFOGRAFIKO, VKLJUČUJEMO ZAPOSLENE IN VODILNE...?

**Alenka Jakomin,**  
starejša svetovalka // senior consultant  
Pristop, Trubarjeva cesta 79, Ljubljana  
[alenka.jakomin@pristop.si](mailto:alenka.jakomin@pristop.si)

**Povzetek:** Kateri so trendi in kako lahko podjetja komunicirajo svoje družbeno odgovorne zaveze in aktivnosti na relevanten in učinkovit način? Komuniciranje družbene angažiranosti podjetja na prvem mestu zato, ker »trendseterska« podjetja vsa po vrsti ugotavljajo, da se dobro načrtovan in komunikacijsko podprt t.i. CSR (Corporate Social Responsibility, v nadaljevanju CSR) projekt ali kampanja odraža tako na ugledu, pozicioniranju blagovne znamke kot na ostalih finančnih kazalnikih uspešnosti poslovanja.

**Ključne besede:** komuniciranje, trendi v komuniciranju družbene odgovornosti, komuniciranje družbeno odgovornih aktivnosti podjetja, merjenje pokazateljev uspešnosti družbeno odgovornih aktivnosti podjetja, prikazovanje pokazateljev uspešnosti CSR

## **Tveganja, ugled in nove platforme diskurza**

Hkrati s tem za podjetja narašča tudi tveganje na področju njegovega ugleda. Ta postaja z vsemi novimi digitalnimi platformami veliko bolj ranljiv. Tudi dobro podprti zaposleni lahko postanejo ambasadorji CSR strategije podjetja. Digitalna orodja pa nudijo izjemno priložnost za vstop v dialog z vplivneži in potrošniki ter nudijo možnost in priložnost, da prisluhnemo vprašanjem in odgovorom čim prej, v realnem času, če je le mogoče, takoj. Diskusije o zavezah podjetja morajo biti odkritosrčne in naj predstavljajo akcije, katerih vplivi oziroma učinki so izmerjeni. Izpostavijo naj tudi ovire in omejitve. Deležniki namreč zahtevajo informacije o konkretnih aktivnostih, povezanih s kakovostjo izdelkov ali storitev. Komuniciranje trajnostnih vprašanj je lahko inovativno, kreativno in motivacijsko. Racionalne vidike CSR diskurza morajo spremljati odnosi, emocije in projekcije v želeno in trajnostno prihodnost. Nova orodja in strategije spreminajo načine komuniciranja in izmenjave informacij poslovnega sveta. Družbeni mediji postajajo transparentna, vključevalna in kompetentna konkurenčna prednost, ki jo deli trajnostni »biznis«.

## **Kaj pa v Sloveniji?**

V družbi Pristop smo julija in avgusta 2014 vzeli pod drobnogled 30 slovenskih pretežno delniških družb, ki so se pojavljale tako na seznamih TOP 101 liga največjih (Finance; maj 2014) in Top družbeno odgovorni v letu 2011 (Finance, maj 2011) ter na lestvicah 100 največjih (Dnevnik, 2014) ter s pomočjo desktop analize pregledali vse javno dostopne podatke, kot so letna poročila, poslovni plani in spletne strani, FB, twitter, ...

Ugotovili smo nekaj glavnih razlik med slovenskimi in tujimi podjetji in v podporo komuniciranju ponudili tudi nov produkt, ki smo ga poimenovali Trajnostni komunikator. Z njegovo pomočjo omogočamo podjetjem merjenje učinkovitosti in komuniciranje učinkov družbeno odgovornih aktivnosti. Tuja podjetja, sodeč po spremljanju trendov v tujini, imajo na spletnih straneh jasno prikazane CSR projekte, mnoga celo na vstopnih korporativnih straneh, ali pa jasne povezave vodijo uporabnika do posameznih CSR kampanj/projektov. Uporabljajo veliko slik, infografik, video predstavitev ipd., pri slovenskih podjetjih so CSR

projekti občutno manj izpostavljeni, uporabnik jih mora iskati, ni veliko vizualnih prikazov, infografik ali videopredstavitev. Običajno so prikazi tudi slabo ločeni glede na področja družbeno odgovornih aktivnosti. Podjetja v tujini uspešno uporabljajo družbene medije kot kanal komuniciranja (predvsem YT, pa tudi Facebook in Twitter). Pri nas imajo na primer podjetja lahko prepoznaven CSR projekt/kampanjo, ki celo generira medijske objave, na korporativni spletni strani pa ni izpostavljen. Pogosto CSR aktivnosti slovenskih podjetij niso predstavljene na spletu. Če pa že imajo prepoznavni projekti svojo spletno stran, se pri tem pogosto zgodi, da korporativna spletna stran nima povezave do ločene spletne strani o CSR projektu. Pri slovenskih podjetjih, ki prakticirajo CSR, pogosto manjka shematičen prikaz teh aktivnosti po področjih delovanja in prikaz projektov skozi video vsebine, slike, grafike. Prav tako slovenska podjetja le redko komunicirajo dosežke (merljive cilje), ki jih tuja podjetja vedno bolj postavljajo v ospredje s primerjanjem svojih t.i. KPI-jev (key performance indicators) med posameznimi obdobji. Med analiziranimi podjetji v Sloveniji meri učinke svojih aktivnosti manjšina, še posebej pri aktivnostih, ki imajo »mehke« kazalce. Je pa med analiziranimi slovenskimi podjetji tudi nekaj takih, ki so že prepoznala pomen merjenja, predvsem svojega okoljskega odtisa (ena zavarovalnica in podjetja v industrijski panogi).

Namesto zaključka kratko priporočilo: Izmerite učinkovitost, spremljajte v številkah, odstotkih, zneskih, komunicirajte svoje CSR aktivnosti in programe, grafično jih prikažite, fotografirajte, posnamite, izmerite učinkovitost in si določite indikatorje uspeha, pri tem vstopite v viralni svet odnosov z deležniki, prisluhnite jim na vseh ravneh, ne zgolj na okoljski, vključite zaposlene in vodilne in skrbite dolgoročno za svoj ugled tudi na ta način. Pa ne zato, ker to morate, temveč zato, ker to od vas pričakujejo vaši deležniki.

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# **TRENDS IN COMMUNICATION OF SOCIAL RESPONSIBILITIES IN SLOVENIAN COMPANIES - WHERE ARE THE OPPORTUNITIES ARE WE EMPOWERED BY VISUALISATIONS, INFOGRAPHICS AND ARE WE INCLUDING OUR EMPLOYEES AS WELL AS EXECUTIVES?**

**Abstract:** What are the trends and how can companies communicate their corporate social responsibilities and activities as relevant and effective as possible? Firstly, »trendset« companies are coming to the conclusion that well supported and planned so called CSR project or campaign, can reflect company's reputation and position of a brand, as well as other financial indicators of company's performance.

**Keywords:** communication, trends in communication of corporate social responsibility, communication of company CSR activity, measurement of KPI on the field of CSR activity of company, communication of CSR key performance indicators

What are the trends and how can companies communicate their corporate social responsibilities and activities as relevant and effective as possible? Firstly, »trendset« companies are coming to the conclusion that well supported and planned CSR project or campaign, can be reflected on company's reputation and position of a brand, as well as on other financial indicators of company's performance.

## **Risk, reputation and new platform discourse**

At the same time the company's reputation becomes more vulnerable and the risk of losing it becomes higher due to the emergence of these new platforms. Well supported employees can become the ambassadors of the CSR strategy of a company. Digital tools provides an excellent opportunities that lead into a dialog between influencers and consumers, in addition, they are giving us a chance to hear and answer all the questions as soon as possible.

Discussions about company's commitments should be sincere and should represent the actions, which impacts or effects could be measured. Discussions should also highlight barriers and limitations. Indeed, stakeholders request the information about specific actions related to product or service quality.

Communicating questions about sustainability can be innovative, creative and motivating. Rational aspects of CSR discourse should be accompanied by relationships, emotions and projections in sustainable future.

New tools and strategies are changing the communication models and exchange of information in business world. Social media is becoming competitive advantage of sustainable business that is transparent, inclusive and competent.

## **What about Slovenia?**

In August 2014, our company Pristop took under the microscope the biggest 30 mainly shareholding Slovenian companies from the list TOP 101 League's the biggest (Finance, May 2014), TOP social responsible in the year 2011 (Finance, May 2011), as well as Top 100 – 'The biggest'. With the help of desktop analysis we examined all available public information such as annual reports, business plans and websites, Facebook pages, Twitter...

We have found a few main differences between Slovenian and foreign companies and to support the communication strategies we have offered a new product, called Sustainable

communicator. With this new tool we enable the companies to measure their effectiveness and to communicate the effects of socially responsible activities that they undertake.

According to trends from abroad, many of the foreign companies have clearly defined CSR projects that are shown on their websites or entry pages of their corporate sites, or there are links that lead the user to the individual CSR campaign or project. Foreign companies are also using a lot of images, infographics, video presentations, whereas in Slovenian companies CSR projects are significantly less exposed. The user must show an effort to find such projects, in addition there is lack of video presentations, images or infographics. Moreover, the displays are poorly separated according to different areas of socially responsible activities. Social media (especially YT, as well as Facebook and Twitter) are successfully used by foreign companies as a channel of communication. In Slovenia, some companies can have a very recognizable CSR project/campaign, which could even generate a media reports, however company's corporate web site may say nothing, or very little about it. Very often CSR activities of Slovenian companies are not presented on the web. When projects are shown on their website, there is very often a case when we cannot find a link to separate website of the CSR project.

Slovenian companies that perform CSR, often lack a schematic representation of these activities through videos, images, graphics with clearly defined areas of activities. Slovenian companies also very rarely communicate their achievements (measurable objectives), which are more and more placed in the forefront by foreign companies. These achievements are compared with so called KPI (key performance indicators) during different periods of time. There are only few Slovenian companies that measure the effects of their activities, especially activities with soft indicators. However, there are some Slovenian companies that have recognized the importance of measuring their environmental footprint (one health insurance and few companies of industrial sector).

Instead of conclusions brief recommendation: Measure the performance and follow the numbers, percentage, amounts, communicate your CSR activities and programs, show them graphically, photograph, record and measure the performance and then define the indicators of success. Through these activities you will be able to enter in a dynamic world of virtual relations with stakeholders. Try to listen them not just on environmental level, but on all levels, include employees and executives and by doing so maintain your reputation on the long run. Not because you have to, but because it is expected from you your stakeholders.

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