



## CORPORATE RESPONSIBILITY CLUB

### CREATING SHARED VALUES, ROUND TABLE

26/03/2015, Hotel Pyramida

Round Table on the "Creating Shared Values" (CSV) topic was held at the SYMA conference, which is organized every year by the Czech Society for Quality. NCCC members were invited to join the discussion moderated by Ing. Alena Plášková, CSC., honorary Chairman, CSQ.

CSV represents a higher form of realization of CSR which, unlike pure philanthropy aims at Core Business, it means CSV links voluntary CSR activities with core business based on win-win principles. Every activity which helps on one side, should be measurable and bring some positive impact on the efficiency index on the other side (real and useful impact, valued by the provider). Thomas Bata is a nice Czech example, M. E. Porter and M. R. Kramer are considered as worldwide authors of CSV principles.

CSV can be realized in the following relationships:

- company versus employees (satisfaction-active involvement-efficiency),
- company versus customers (satisfaction-loyalty-efficiency),
- company versus owners (satisfaction-efficiency),
- company versus suppliers (satisfaction-efficiency),
- company versus society (satisfaction-support-efficiency).

It is very difficult to quantify the direct impact of CSR activities on company achievement. What is missing is some

type of guideline helping companies to develop and create a realistic calculation in relation to their efficiency, as well as an appropriate pressure mechanism from all stakeholders and the state.

The Roundtable discussion showed directions for the future, particularly in the following areas:

- product improvement and innovation to increase customers satisfaction, their specific segments and environmental protection;
- reducing the consumption of inputs and resources as a precondition for effective cost reduction and environmental protection;
- employees care and their development with emphasis on the possibilities of self-realization;
- focus on the local community (local employees and suppliers, increasing of the economic and social development of the local community, increasing purchasing power in the local community).

Finally, it is important to highlight that Creating Shared Values does not supplant philanthropy. It is always important to do something good for society regardless of the core business, also due to the strengthening of the company's image. In the future, we can assume a combination of both approaches, CSR and CSV. However, it must also respect legislation which could impose limitations.



Press conference with Jan Mládek, Minister of Industry and Trade



Audience at Impact Hub following the speech of Georg Kell



Miloš Malanik (NCCC Board member) with Lucie Mádlová (Association of Corporate Responsibility)

In the afternoon, there was an International conference at the Impact Hub with Georg Kell, representatives of the signatories (IKEA, T-Mobile, ROSSMANN), and representatives of the National network from France and Germany. This was open for signatories and guests.

The Czech National Network, should provide local companies a chance to share best practices, benefits from International know-how and useful contacts. The Netherlands-Czech Chamber of Commerce, as one of the signatories will inform you about the National Network news and activities.

Visit the official website of the National UN GC network Czech Republic at [www.globalcompact.cz](http://www.globalcompact.cz).

### UN GLOBAL COMPACT: ESTABLISHMENT OF THE NATIONAL NETWORK

02/04/2015, Ministry of Industry and Trade, Impact Hub

Memorandum on the establishment of the Czech National Network of the Global Compact, was signed at the Ministry of Industry and Trade of the Czech Republic by Georg Kell, Director and founder of the UN Global Compact, and Lucie Mádlová, Representative of the National Network of Global Compact Czech Republic, and Director of the Association of Corporate Responsibility, which became the host organization. The official ceremony was followed by a press conference with Jan Mládek, Minister of Industry and Trade.



Lucie Mádlová (Association of Corporate Responsibility) during a panel with the signatories (representatives of T-Mobile, IKEA and Rossmann)



Establishment of the Czech National Network of the Global Compact at the Ministry of Industry and Trade

### CSR PASSPORT: CZECH VERSION COMING SOON

Corporate Social Responsibility Passport was introduced by CSR Netherlands in The Hague in 2014. It was developed by the Dutch Ministry of Foreign Affairs in cooperation with the Ministry of Economic Affairs, the Ministry of Social Affairs and Employment, the Ministry of Infrastructure and Environment and CSR Netherlands.

The Netherlands-Czech Chambers of Commerce introduced this brochure during the CSR conference last November. Together with the Embassy of the Netherlands in Prague,

Business for Society and CSR consultants and experts, we are currently working on the Czech version. We plan, not only to translate the original version of about 34 pages, but as well, we will bring you a local update with an overview about local CSR institutions, local CSR examples and best practices, important facts about international business and CSR.

This is not a passport in the literal meaning, but it is a brochure which should be a useful, free online tool, to provide an orientation to the local CSR environment.

### CSR IN ACTION 2015

NOVEMBER 2015

Embassy of the Netherlands in Prague

Theme: Development and changes in CSR in past five years.



Please, contact Veronika Karásková [veronika.karaskova@nlchamber.cz](mailto:veronika.karaskova@nlchamber.cz) if you have any questions, thematic ideas, media or speakers recommendations.