



Global Compact Network
Serbia

Multi-Stakeholder Participation Global Compact Network, Serbia

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The Global Compact Network in Serbia

- Launched in December 2007, by nine founding companies and NGOs, at an event organized by the UNDP Serbia and the National Bank of Serbia;
- Leading up to our one-year anniversary, the total number of signatories has gone up to 38!
- Our main aim for the first year had been organization and structure as well as focusing particularly on the key aspect in this session:
→ Multi-stakeholder participation.
- This notion is of particular importance in Serbia, as a country in transition.



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Signatories to the GC in Serbia

- The Serbian Global Compact Network now has 38 signatories;
- Of these 38, 24 are private companies, 3 are business associations, 8 are NGOs, one is a business school, one a local municipality, and finally we have the central bank.
- Even though we are a young network we have tried to build momentum from day one as a means of ensuring and promoting the notion of multi-stakeholder dialogue and advancing the CSR discourse in Serbia.



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Mission Statement of the Serbian GC Network

The mission of the Serbian GC Network is to promote the Global Compact and Corporate Social Responsibility in Serbia and to ensure the progress of its members with respect to implementation of the ten GC principles through:

- learning,
- partnerships, while also creating opportunities for
- multi-stakeholder dialogue and
- advocacy through collective actions.



Activities of the Serbian GC Network – specific examples in promoting multi-stakeholder engagement (1/2)

- Regular meetings, one every two months to encourage dialogue;
- Specifically organized meetings and conferences to promote multi-stakeholder engagement i.e. providing a forum for discussion between private companies and the civil sector;
- Presentations by members of specific projects and examples of CSR activities as a means of portraying inter-sector collaboration;
- Sharing of contacts and experiences with different service providers;



Activities of the Serbian GC Network – specific examples in promoting multi-stakeholder engagement (2/2)

- Meetings organized with the aim of introducing corporate members with NGOs and others non-profit organizations – specifically with the aim of helping to improve the position of people with disabilities in Serbia;
- Examples from our signatories;
 - Erste Bank and Balkan Fund for Local Initiatives (BCIF): Project “Centrifuge”.
 - Eurobank EFG and CRID. Branch accessibility project
 - Coca-Cola HBC and the International Committee for the Protection of the Danube River (ICPDR). Raising awareness of the importance of the River Danube.



Governance Structure

Proposed structure seeks to promote greater ownership of the initiative by GC signatories and to bring together CSR activities through multi-stakeholder involvement.

Semi-formal organizational structure was voted for by the signatories, which means:

- GC network is not a legal entity,
- The network is governed by **Steering Committee**, and supported by **Secretariat** and **Working Groups**,
- The GC network activities are funded through voluntary financial support from its members.
- The UNDP in Serbia and the NBS jointly support the operation of the Network by performing the role of Network Secretariat.
- There is no membership fee for the members of the Global Compact Network in Serbia



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Network Working Groups – key factor for multi-stakeholder engagement

- The Global Compact Network in Serbia at the moment has 4 working groups:
 - Working Group for the banking and finance sector
 - Working Group on Social Inclusion and Persons with Disabilities
 - Working Group on Fighting Corruption
 - Working Group on evolving a National CSR Strategy



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Working Groups reflecting Multi-stakeholder Dialogue as Network's Priority

- Conference on CSR and Persons with Disabilities (June 2008)
Brought together HR directors of participating companies, major NGOs representing Persons with Disabilities with representatives of Government, to inform and discuss the forthcoming enactment of the new Law on Employment and professional Rehabilitation of PwD, which will introduce a quota system of obligations for all employers in Serbia.
- Formation of Working Group on National CSR Strategy (September 2008)
Response to call by Ministry of Labour and Social Policy to GC Network in Serbia for inputs to the drafting of national CSR strategy/action plan (interest of Government in national CSR strategy arising out of our network inviting govt. representative to the recent CSR conference in Vilnius, Lithuania)
- Formation of Working Group on Fighting Corruption (September 2008)
Follows increased focus of both public sector and civil society on the problem of corruption as well as the enactment of legislation governing the formation of the National Anti-corruption Agency.



Key Lessons Learned

- Our work enabled the building of trust and closer relationships between companies and NGOs and public sector;
- Projects being replicated already by Network participants (adjustment of bank branches for PwD) even without formal agreements or guidance from the Network secretariat (e.g. in direct contact between participating banks and NGOs);
- Accessibility audits for buildings and training of staff to sensitize them to issues in working with PwD another example;
- Informal gatherings generate a wealth of ideas for future cooperation and dialogue as participants find it easier to break the stereotypes about other sectors in more open and informal meetings (e.g. buffet lunch arranged as a networking opportunity for organizations representing PwD and HR/CSR/PR managers of participating companies).



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Thank you

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(currently in final stages of development)

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