



Harmonization and implementation of
Corporate Social Responsibility EU Directives

EVALUATION: 1st QUARTER October 14th 2016 – January 15th 2017

Considering the fact that the project Hi4CSR is composed of different learning and dissemination activities, during and after completion of every project activity that will take place, its quality is monitored and evaluated.

During the first quarter of the project, as it will be continued in the future phases of the project, project's activities quality check is made regularly on a monthly and a quarterly basis. The results of the project are published in the document that is laid before you under the name **Quarterly project report** which includes analysis of the project activities regarding the following tools:

1. QUESTIONNAIRES AND ACTIVITIES EVALUATION

APPLICATION FORM:

After every Learning activity and TPM, in order to evaluate the quality, a feedback from participants (project partners, adults, enterprises and decision makers) will be asked. To increase the number of participants in the survey, printed questionnaires will be used. In situations when there will be no opportunity to have a printed version of a questionnaire, activities will be monitored with an on-line evaluation (like free Qualtrics or Google tools). A coordinator will analyse results and publish it in quarterly project report in order to inform partners of the successful or less successful organization and to make following activities better. At the end of the project, all feedbacks will be analysed to evaluate the whole project. As coordinator and project partners are not statistical professionals, service of statistical evaluation and analysis will have to be outsourced with on-line tools (first condition will be free of charge) and statistical professional.

EVALUATION:

The project Hi4CSR officially began on October 14th 2016. The first activity in the project was the first transnational project meeting that took place in Ljubljana on October 14th 2016. Participants of the first project activity were representatives of seven project partners:

RRiF (coordinator, CRO),

Participants: Ivan Petarčić, Hrvoje Vukić

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IDOP (CRO)

Participant: Jasenka Begić

GiG (GERM),

Participant: Boris Bulatović

LUM University (ITA)

Participant: Donato Calace

Pontis Foundation (SLK)

Participant: Tatiana Caplova, Michal Kissa

ABIS – The Academy of Business in Society (BEL)

Participant: Marco Matrisciano

Hosts of the first TPM were Slovenian partners – **Ekvilib Institute**, whose participants were Petra Hartman and Aleš Kranjc Kušlan.

The project partner that was unable to participate because of unpredicted circumstances was **Trucost (UK)**.

First TPM had several important goals. They were all achieved through equal participation of all project partners. Every project partner presented their organization. The coordinator presented the overall project phases as well as the budget, thus, projected accomplished this set of goals:

1. Opening the project and meeting of partners.
2. Official presentation of the project, main objectives and the budget.
3. Discussing aims, activities, phases and results of the project.
4. Clarifying project partners' responsibilities and obligations.
5. Participation in the informal part of the meeting that included lunch and a walk through Ljubljana.

The meeting lasted from 12:45 until 16:00 pm. All of the partner's presentation as well as the agenda are put on official projects website www.hi4csr.com in the category **Transnational project meetings**.

The evidence of the partner's participation is the participants list which all participants are obliged to sign. The participants list is saved in the official project's registrar that is kept by



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the coordinator. Further on, the participants list is put in the common Dropbox folder that all project partners have access to.

Overall number of participants at the transnational project meeting was **10**.

Even though there are overall seven project partners that participated at the activity, there was one additional person that came from RRiF-plus d.o.o. and Pontis foundation. Those persons were responsible for covering their own costs.

As stated in the application form, at the end of the activity the project coordinator used printed questionnaires in order to assure equal evaluation and participation of all project partners. The first activity was the opportunity to understand that there is no need for usage of Qualtrics or Google tools considering the fact that project partners were and will be present at the activities. Further on, considering the fact that the coordinator, in discussion with the partners, decide to solely use printed questionnaires because they are the most practical and useful, there is no need for outsourcing the evaluation of the questionnaires.

QUESTIONNAIRES

Questionnaires of the activity were designed by the project coordinator, RRiF-plus d.o.o. They are composed of two set of question. Further on, the first set is consisted of two sections that equally make series of five questions. The questions in the first part of the first set are the following and answered by YES or NO:

1. Did the activity meet your expectations as communicated?
2. Did you feel that enough information was provided?
3. Were you able to prepare for the activity easily?

The questions in the second part of the first set were:

What else could we provide in order to improve further activities?

Please write your comments: _____

The second set of the questionnaire is consisted of the table in which partners select following adjectives: *poor*, *satisfying*, *good* and *very good*. These adjectives are used in order to evaluate a) Host project partner – hospitality, organization, provided information, and b) Project coordinator – hospitality, organization, provided information.

All project partners were obliged to fulfil the questionnaire. The questionnaires are saved in the official project's registrar that is kept by the coordinator.

RESULTS

As stated above, all project partners participated in fulfilling the questionnaires.





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Since the organization of the activity was conducted in collaboration with all project partners lead by the coordinator, good results of the first questionnaires were expected.

All the questions of the first set were answered with YES by all project partners.

Additional comments of the partners were following:

- Nice work.
- Everything was perfect.
- More time to prepare.

Further on:

- Nine of ten participants graded the host project partner as very good. The remaining one graded it as good.
- Nine of ten participants graded the project coordinator as very good. The remaining one graded it as good.

We can conclude that the success of the first activity was accomplished with the help of all the partners. There were no difficulties when it came to the communication between the partners, organization of the event, as well as discussing each phase and the responsibilities of the partners.

2. SOCIAL MEDIA AND NEWSLETTER ANALYSIS

APPLICATION FORM:

All participants will be highly stimulated to join and be active on the projects social media pages. Social media will be monitored with social media analytics and statistical insights of every page in order to increase the quality of the content, its reach and visibility, as well as the communication with all relevant stakeholders. Newsletters will be sent by a Mail Chimp account which offers great possibilities when it comes to measuring the reach of information and the number of people who are interested in certain notices. As social media and newsletter on-line platform offer impressive statistical insights, there will be no need for outsourcing statistical analyst. On the other hand, as coordinator and project partners are not specialists at social media and newsletter, the service of its launching and consultation will be outsourced in order to make it professional for the project, and to increase the visibility and influence of the project.

EVALUATION:

During the first quarter of the project, through communication and collaboration with partners, the project coordinator continuously stimulated partners to be active on social



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media. Stimulation for carrying through communication on social media was done through e-mail communication between the coordinator and the partners during general notices and a monthly reminder about dissemination activities. Communication on social media is twofold: the project has its own social media websites that are crucial for disseminating the project. Alongside official social media account's, as already mentioned, project partners are stimulated to communicate about the project on their own social media websites, as well as to include the news about the project in their companies newsletters. Official newsletter of the project is sent by a Mail Chimp account on a monthly basis. Considering the fact that each project partner is obliged to fulfil their own quarterly report, and the first one included the period from October 15th 2016 to January 15th 2017, they were stimulated to note the monthly success of their social media communications.

OFFICIAL Hi4CSR SOCIAL MEDIA CHANNELS

The project Hi4CSR has got the following official media accounts:

1. Facebook,
2. LinkedIn and
3. Twitter.

Official newsletter is used as a tool for communication current notices and blog news about the project once a month.

Considering the fact that the project began in the middle of October 2016 and that the project consortium began with the implementation of the dissemination strategy, valuable statistics were able to be noticed with November of 2016. Project's official media accounts are visibly placed on the right part of the project's website. Further on, the possibility of contacting the consortium and subscribing to the project's newsletter is visibly placed on the right part of the project's website as well as at the bottom. The official e-mail address of the project info@hi4csr.com is managed by the coordinator.

During the first quarter, the project coordinator noted four enquiries:

- CSR Europe: Their possible involvement in the project. Mail: rt@csreurope.org.
- Centre for Civil Initiatives. Reason: If we can we tell them more about the project in order for them to publish the news. Mail: gordana@cci.hr.
- Croatian website Profitiraj.hr. Reason: If we can tell them more about the project, we are free to send all the news we have. Mail: gordana@cci.hr.
- Croatian magazine Poduzetnik.hr. Reason: Possible interview with the coordinator in spring of 2017. Mail: vladimir.mihajlovic@poduzetnik.com.hr.

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During the preparatory phase of the project and the regular communication between the partners the consortium concluded that there is no need for outsourcing the management of social media. Considering this fact, the project consortium agreed that there will be one person in each organization responsible for the social media activity.

I - Statistics of TOTAL REACH of each Hi4CSR social media account per month

	FACEBOOK	TWITTER:	LINKEDIN
NOVEMBER	527 persons	2525 persons	524 persons
DECEMBER	337 persons	4178 persons	702 persons
JANUARY (15 TH as a finishing date)	442 persons	1202 persons	120 persons

NEWSLETTER:

Hi4CSR newsletter is sent once a month to 1000 addresses of companies and CSR professionals across the EU. Even though the newsletter is sent by a Mail Chimp account every month

	Total clicks of the news	Unique clicks of the news
NOVEMBER, Sending date: November 24 th 2016	14 persons	13 persons
DECEMBER, Sending date: December 27 th 2016	21 persons	19 persons
JANUARY, Sending date: January 20 th , 2016	47 persons	28 persons

II

PARTNERS ACCOUNTS

When it comes to social media accounts of project partners, during the first quarter they used their companies' Facebook, Twitter and LinkedIn profiles, what they will continue to do during the future project's phases. While fulfilling their quarterly report, project partners are obliged to note in the report the statistics of their used accounts. During the first quarter, all project partners have, on a monthly basis, included minimum three news about the project on their various social media accounts. By the end of the quarter, total reach of persons on all social media accounts of all seven partners was approximately 20.000 people.

RESULTS



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According to the shown numbers and statistics, we can conclude that, when it comes to the official statistics of Hi4CSR channels, the overall number of reached persons is growing from a month to month. Considering the fact that the projects consortium is consisted of eight renowned organizations in the field of CSR, their constant communication on social media created a great impact and the education of a noticeable number of persons. It is noticed that the highest reach is achieved through Facebook and Twitter, and precisely for this reason, these social media platforms will be continuously developed. Since the project lasts until April of 2018, even greater impact is expected than at this moment. Still, there is work left when it comes to engaging individuals through monthly newsletters.

In order to prove the above stated statistics and number, the project coordinator is obliged to save social media insights as an attachment to its own quarterly report, as well to print them in the official project's register. Further on, the project coordinator is obliged to save the screenshot of each social media posts in order to fully assure the accessibility of the above shown numbers.

3. OFFICIAL WEBSITE AND ON-LINE VIDEO MATERIAL ANALYSIS

APPLICATION FORM:

All projects activities, results and materials, such as CSR Guide, presentations, magazine publications, blog, on-line videos, research papers, social media content and engagement will be published on the official website and of free access for public use. The coordinator will monitor overall number of downloads and visitors activity on the website.

Video material on Vimeo channel will be published after learning activities. Considering the fact that Vimeo offers statistical insights, they will be monitored as well.

Since RRiF will through its website and monthly magazine publish project status and learning information of the project, all the engagement of the visitors and readers will be noted and monitored.

EVALUATION:

As stated in the application form, all projects activities, results and materials, such as CSR Guide, presentations, magazine publications, blog, on-line videos, research papers, social

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media content and engagement are published on the official website and of free access for public use. Further on, in order to assure this statement, one can simply verify these statements by reviewing the project's website www.hi4csr.com - all of the above stated elements have their own visible category and an easy access for download.

Considering the fact that video materials will be published after the first learning activity that takes place after the first quarter, the project consortium in this moment has not set in motion the Vimeo channel.

Below is the statistics of the visitors activity of the www.hi4csr.com

www.hi4csr.com		
	Users	Page views
NOVEMBER	127	70
DECEMBER	332 persons	216 persons
JANUARY	223	899

II

Considering the fact that RRiF-plus d.o.o. through its website and a monthly magazine publishes project's status and learning information about the project, engagement of visitors and readers is monitored.

In the first quarter of the project, RRiF has published overall **three online news** about the project and two articles in its renowned monthly magazine RRiF – Accounting, Audit and Finances. Articles are put on the RRiF website as well as free of use.

In the below stated paragraph are listed the statistics of the visitor's activity on the coordinators website per month during the first quarter of the project:

www.rrif.hr		
	Users	Page views
NOVEMBER	590 persons	544 persons
DECEMBER	251 persons	238 persons
JANUARY	218	234

II

PARTNERS WEBSITES

When it comes to websites of all project partners in the consortium, during the first quarter they are obliged to put on their websites one news about the project per every month. While fulfilling their quarterly report, project partners are obliged to note in the report the statistics of the readers of the news. By the end of the quarter, total reach of persons on all websites of all seven partners is approximately around 7.000 people.

In order to prove partners activity when it comes to communication the project via their companies websites, one can visit the category On partner’s websites on www.hi4csr.com. This category enables clear visibility of regular news about the project on partner’s websites.

	LUM		ABIS		EKVILIB		GIG		PONTIS	
	Users	Page views	Users	Page views	Users	Page views	Users	Page views	Users	Page views
NOV	N/A	N/A	4958	6559	136	136	5	10	N/A	N/A
DEC	N/A	N/A	6559	3453	56	56	5	10	N/A	N/A
JAN	N/A	N/A	4726	5873	359	359	5	10	N/A	N/A

RESULTS

According to the shown numbers and statistics, we can conclude that, when it comes to the official statistics of Hi4CSR official website as well as the website of the coordinator, the overall number of reached persons is growing from a month to month as well. When it comes to the statistics of the Hi4CSR website, we can conclude that the average number of the visitors is between 200 and 300 persons a month. When it comes to the website of the coordinator, we can conclude that the average number of the visitors is between 300 and 500 readers of the news about the project. Since the project lasts until April of 2018, project’s consortium expects even greater impact in the following quarters.

In order to prove the above stated statistics and numbers, the project coordinator is obliged to save Hi4CSR and RRiF website insights as an attachment to its own quarterly report, as well as to print them in the official project’s register. Further on, the project coordinator is obliged to save the screenshots (print: registrar and online: Dropbox) of website evidence in order to fully assure the accessibility of the above shown numbers.

4. PR RELEASES

APPLICATION FORM:

All activities involved in this project will be sent to the local media (like web portals, newspapers, TV, radio) which will be informed in local language about project activities upon every update. Project partners will note and save all the materials published by the media in their countries, as well as inform the coordinator about every media reaction.

EVALUATION:

All activities involved in the project during the first quarter, as it will be continued during the future quarters, are explained through press releases that are sent to the local media. This assures that the local media is informed in local language about project upon every update. The project coordinator is responsible for creating a press release in English language. The release is delivered to the project partners by the coordinator after which they are obliged to translate it and send it to their chosen local media. Considering the fact that partners note and save all the materials published by the media in their countries, as well as inform the coordinator about every media reaction, the proof of published press releases is put on the project's website in the category **Dissemination -> Hi4CSR in media**.

Considering the fact that there are two partners from Croatia, RRIF as a coordinator and IDOP as a partner, one joint press release is sent to the Croatian media. IDOP is in charge for conducting this activity because of its knowledge and experience in the field of public relations.

In the below stated paragraph are listed the EU media that published news about the Hi4CSR in the first quarter:

	LUM	EABIS	EKVILIB	GIG	PONTIS	IDOP RRIF
NOV	LinkedIn Pulse		Delo.si	Open Broadcast Germany	Business Leaders Forum	Croatian Central state portal ; Profitiraj.hr ; Nezavisni.hr
DEC	LinkedIn Pulse		Slovenia PR	Open Broadcast Germany	Business Leaders Forum	Vox Feminae ; Medjimurje Press ; Profitiraj.hr ; Profitiraj.hr – 2 ; ICT Business ; Muralist ; Association Iks ; Civil society ; Zagreb online Student ; ki.hr ; Moj Zagreb ; Nezavisni.hr

JAN	Italian newspapers		Slovenia PR	Open Broadcast Germany	Business Leaders Forum	Poduzetnik.hr ; Moj Zagreb ; Edukacija.hr ; Go Sucker ; Studentski.hr ; Aktualno.hr ; Novagra ; Civil education ; Medjimurje Press ; Moj Zagreb
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The partner ABIS did not send PR releases because this type of activity is not in accordance with the corporate policy of the company.

RESULTS

Considering the fact that the type of news that the project Hi4CSR communicates, it is understandable that specialized business media is more interested in the coverage than the mainstream media. In the first quarter of the project there were overall 33 press releases published by the various European media. Project consortium believes that the achieved number is well, but there is still room for improvement when it comes to addressing larger number of CSR professionals.

5. BLOG

	LUM	EABIS	EKVILIB	GIG	PONTIS	IDOP I RRIF
NOV	EU non-financial directive: end of public consultation in Italy	European Pact for Youth Business-education partnerships to boost youth employment and inclusion in Europe	CSR and employment of people with disabilities	Significance of innovation for a sustainable future	Dozens of Companies in Slovakia Are Required to Disclose Information about Their Corporate Responsibility; Firms could learn about CSR Reporting Methods at	Stimulating the processing of used materials; The culture of food donations in Croatia

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					Slovak Compliance Days	
DEC	SDG and business: which themes?	Commission proposes new rules for consumer centred clean energy transition	Slovenia adds water to constitution as fundamental right for all	Integrated CSR approach: Entrepreneurship and innovation	What Is the Role of Communication in Responsible Business?	Processing of used materials: Variations of recycling; Rules on food donations: The growing number of social supermarkets in Croatia
JAN	Green M&A deals as possible drivers for value creation	The ABIS member ABN AMRO published its first report using the UN Reporting Framework	CSR meets HR: Work life balance	Global Impact Grid presentation on socially responsible food management	How to Get Qualified Workforce Out Of Marginalized Roma Communities?	The Waste Management Plan in Croatia; Overview of the current legislation concerning food donations in EU Member States

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6. LOCAL EVENTS

November

IDOP and RRiF - Educational program " Empowering local communities through communication; Educational services on CSR communications

PONTIS – Slovak Compliance Days

December

IDOP and RRiF - Annual conference 'Corporate Social Responsibility'

January

IDOP and RRiF - Workshop on the issue of food donation system in Croatia

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