



Harmonization and implementation of
Corporate Social Responsibility EU Directives

EVALUATION: 3rd QUARTER

April 1st 2017 – June 30th 2017

Considering the fact that the Hi4CSR project 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 third 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 monthly and quarterly basis. The results of the project are published in the document that is laid before you under the name of **Quarterly project report** which includes analysis of the project activities through 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 feedback 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 professional statisticians.

EVALUATION:

Second Hi4CSR Learning Activity took place during the 3rd quarter, from 15th to 19th of May 2017 at the Steinbeis University in Berlin. Participants of the second Learning Activity were representatives of eight project partners:



RRiF (coordinator, CRO)

Participant: Ivan Petarčić

IDOP (CRO)

Participant: Marina Tomić

GIG (DE)

Participants: Boris Bulatović, TJ Bruder

Ekvilib Institute (SLO)

Participant: Petra Hartman

LUM University (ITA)

Participant: Giulia Netti

Pontis Foundation (SLK)

Participant: Tatiana Čaplova

ABIS – The Academy of Business in Society (BEL)

Participant: Marco Matrisciano

Bridging to the Future (UK)

Participant: Chris Woo

The host of the second LA was project partner GIG (Global Impact Grid). In order to assure the added value of the project described in the application form, project consortium assured the participation of company representatives and experts in the field.

Considering the fact that the primary goal of the project is adult education and the exchange of best practices between project partners when it comes to the harmonization and implementation of European directives in the area of corporate social responsibility to national legal frameworks, a five-day activity was designed in a way that every day was dedicated to a specific area.

FIRST DAY

For the first day the topic was the issue of ecolabels in partner countries followed by a

roundtable discussing new innovations in the field, with topic host being LUM University.
Number of participants: 9

SECOND DAY

The topic for the second day was obligatory Non-Financial Reporting and the transposition of the related EC Directive 2014/95 into national legislation, with the topic host being Pontis Foundation.
Number of participants: 9

THIRD DAY

Third day was dedicated to Stimulating the processing of used materials and innovation in waste management, which was hosted by RRI-F. The discussion at Steinbeis University was followed with the study visit to the EUREF-Campus, where project partners met up with the following companies' representatives: Malgorzata Olesiewicz from *Green City Solutions* and Julia Marczi from *InfraLab Berlin*. Study tour also included a visit to social enterprise *Material Mafia* and a presentation from Simone Kellerhoff.
Number of participants: 9

FOURTH DAY

The topic of the fourth day was legislative framework of food donation systems in partner countries, along with general food law and a growing problem of food waste, with topic host being IDOP. Presentations were held by the following companies' representatives: Dario Adamic from the project *Homeless Veggie Dinner* and dr. Robert Gerlach from the consulting company *mm1*.
Number of participants: 9

FIFTH DAY

The topic of the last day was dedicated to employment of persons with disabilities, followed by the roundtable on the innovation in the field, with the topic host being Ekvilib Institute.
Number of participants: 9

Every day project partners presented innovation from the field, discussed, exchanged good practice examples and collaborated in the process of writing the CSR Guide. The official agenda, summary and presentations from the Learning Activity have all been put on project's official website (www.hi4csr.com).

As stated in the application form, at the end of the activity the project coordinator used printed questionnaires in order to assure equal evaluation by all project partners. The first activity has shown that there is no need to use Qualtrics or Google tools considering the fact that project partners were and will be present at the activities. Second Learning activity has further confirmed this. Also, considering the fact that the coordinator, in discussion with the partners, decided to 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 sets of questions. The first set has two sections, where the first section consists of the following YES or NO questions:

1. Did Hi4CSR project activity meet your expectations as communicated?
2. Did you feel that there was enough information provided?
3. Were you able to prepare for the activity easily?

The second section of the first set consist of the following open-ended questions:

What else could we provide in order to further improve TPMs and LAs?

Please write your comments:

The second set of the questionnaire consists of the table in which participants can select among the following adjectives: *poor*, *satisfying*, *good* and *very good*. These adjectives are used in order to rate a) Host project partner (hospitality, organization, provided information), b) Project coordinator (hospitality, organization, provided information) and c) Enterprise representative (presentation and information provided)

All project partners were obliged to fill in the questionnaire. The questionnaires are saved in the official project's register which is kept by the coordinator.

RESULTS:

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

Since the activity was organized by the host partner and the coordinator, with valuable input from all project partner, good results of questionnaires were expected.

- The first day everybody was satisfied with the organization and the vast majority of the comments were positive.
- The second day everybody was satisfied with the organization, with one comment suggesting more communication in the preparation of the event and a more detailed agenda. The coordinator has noted this suggestion and will from now on provide more details in agendas for future activities.
- On the third day everybody was satisfied with the overall organization and especially with the study tour. Two participants noted that the study tour was very good and inspirational.
- On the fourth day everybody was satisfied with the organization and both the host partner and the coordinator received highest ratings.
- On the fifth day everybody was also satisfied with the organization.

We can conclude that the success of the second Learning Activity was achieved with the help from all the participants. There were no difficulties when it came to the communication between the partners and organization of the event as well as in discussing each phase and partners' responsibilities.

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 third quarter of the project, through communication and collaboration with all partners, the project coordinator continuously stimulated partners to be active on social media. Stimulation for carrying through communication on social media was done, as in the first two quarters, though e-mail communication between the coordinator and the partners through usual correspondence 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 accounts, project partners are encouraged to communicate information 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 through a Mail Chimp account on a monthly basis. Considering the fact that each project partner is obliged to fulfil their own quarterly report (which for the third report included period from April 1st to June 30th of 2017), they were instructed to note the monthly success of their social media communication.

OFFICIAL Hi4CSR SOCIAL MEDIA CHANNELS:

The project Hi4CSR has the following official media accounts:

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

Official newsletter is used as a tool for communicating recent events, news and blog articles from the project and is sent to 900 e-mail addresses every month.

Project's official media accounts are visibly placed on the right part of the project's website. Also, the possibility of contacting the consortium and subscribing to the official 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 third quarter, the project coordinator had two enquiries:

- Thais Brizolara, an MA student in Responsible Management at the Steinbeis University Berlin asked about the possibility to participate in the second Learning Activity. Mail: thaisbrizolara@gmail.com.
- Ema Galović, a student at the Faculty of Economics at the University of Zagreb asked via Facebook about relevant research and guidelines on corporate social responsibility and its relation to responsible marketing with the purpose of writing a MA thesis.

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

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

	FACEBOOK	TWITTER	LINKEDIN
APRIL	79	2,291	83
MAY	592	1,154	163
JUNE	5576	3,329	72

NEWSLETTER:

Hi4CSR newsletter is sent once a month to 900 addresses of companies and CSR professionals across the EU.

	Total clicks of the news	Unique clicks of the news
APRIL, Sending date: May 2 nd 2017	22 persons	21 persons
MAY, Sending date: Jun 8 th 2017	32 persons	28 persons
JUNE, Sending date: Jun 30 th 2017	32 persons	26 persons

II

PARTNERS ACCOUNTS



When it comes to social media accounts of project partners, during the third quarter they used their companies' Facebook, Twitter and LinkedIn profiles, which they will continue to do in future phases of the project as well. While filling in their quarterly reports, project partners are obliged to note the statistics of their social media accounts. During the third quarter, all project partners have included a minimum of three news per month 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 eight partners was more than **40.000 people**.

RESULTS:

According to the numbers shown, we can conclude that when it comes to the official statistics of Hi4CSR channels, the overall number of persons reached is growing steadily. Considering the fact that the projects consortium consists of eight renowned organizations in the field of CSR, their constant communication on social media created a significant impact and resulted in raising awareness about the CSR for a significant amount of people. It can be observed that the highest reach is achieved through Facebook and Twitter, and for this reason these social media platforms will be continuously developed. Since the project lasts until the April of 2018, even greater impact is expected than at this moment. Still, there is more to be done in engaging more people 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 as archiving them in project's official register. Further on, the project coordinator is obliged to save screenshots of every social media post in order to fully ensure the accessibility of the numbers shown above.

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 media content and engagement are published on the official website and have free access, which can be seen on project's official website: www.hi4csr.com. All materials mentioned above have been put in their respective (clearly visible) category on the website, everything is easily accessible and downloadable.

As for the video materials, the project consortium has decided that a better platform for publishing video materials will be YouTube instead of Vimeo, due to YouTube's greater popularity which also means more opportunities for social media engagement and better overall visibility of the project. First video material on the official Hi4CSR YouTube channel has been published in June, and its statistics will be monitored as well: as of right now, the *2nd Hi4CSR Learning Activity* video has 34 views.

Statistics of the visitors' activity of the www.hi4csr.com:

www.hi4csr.com		
	Users	Page views
APRIL	130	730
MAY	132	707
JUNE	144	1.121

I

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

In the third quarter of the project, RRiF has published one **online news** about the project and one article in its renowned monthly magazine *Accounting, Audit and Finances*.

(Računovodstvo, revizija i financije). All articles have been put on the RRiF website and are open-access.

All statistics of the visitors' activity on the coordinator's website from every month of the third quarter of the project are shown below:

www.rrif.hr		
	Users	Page views
APRIL	44	57
MAY	34	37
JUNE	27	33

II

PARTNERS' WEBSITES:

When it comes to websites of all project partners in the consortium, during the third quarter they were obliged to publish one news about the project per month. While filling in their quarterly report, project partners are obliged to also note the statistics of the readers of the news. By the end of the quarter, total reach of persons on all websites of all eight partners is approximately around 5.000 people.

In order to prove partners' activity when it comes to communicating the project via their companies' websites, one can visit the category titled *On Partners' websites* on www.hi4csr.com which enables clear visibility of regular news about the project on partners' websites.

	LUM		ABIS		EKVILIB		GIG		PONTIS		BTTF	
	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks
APRIL	N/A	1861	4958	5935	N/A	363	N/A	N/A	N/A	135914		
MAY	N/A	2372	6835	7584	N/A	1188	N/A	N/A	N/A	135914	N/A	801
JUNE	N/A	N/A	4876	5879	N/A	5	N/A	N/A	N/A	135914	N/A	116

RESULTS:

According to the numbers and statistics shown, we can conclude that when it comes to the statistics of official Hi4CSR website as well as the website of the coordinator, the overall number of reached persons is growing every month as well. As for the statistics of the

Hi4CSR website, we can conclude that the average number of the visitors is between 700 and 1000 persons a month. When it comes to the website of the coordinator, we can conclude that the average number of the visitors is around 100 readers of the news about the project. Since the project lasts until April of 2018, project's consortium expects even greater impact in months to follow.

In order to prove the statistics and numbers stated above, 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 and archive them in project's official register. Also, the project coordinator is obliged to save the screenshots of website evidence (online in Dropbox, printed versions in register) in order to fully ensure the accessibility of all numbers shown above.

4. PR RELEASES

APPLICATION FORM:

All activities involved in this project will be sent to the local media (like news outlets, newspapers, TV, radio) which will be regularly updated on project activities in local language. Project partners will note and save all 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 third quarter, as it will be continued during the subsequent quarters, are described in press releases that are sent to the local media. This assures that the local media is informed in their language about all projects news and updates. The project coordinator is responsible for writing a press release in English, which is sent to all project partners by the coordinator, which are in return obligated to translate it and send it to their local media of choice. 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** and in a Dropbox folder **Dissemination -> LINKS OF PUBLISHED NEWS.**

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 experience in the field of public relations.

EU media which have published news about Hi4CSR in the third quarter are listed below:

	LUM	ABIS	EKVILIB	GIG	PONTIS	BTF	IDOP RRIF
APRIL	LUM Jean Monnet		Slovenia PR	Open Broadcast Germany, Global Impact Grid	Business Leaders Forum		Profitiraj.hr , Idop.hr , Idop.hr
MAY	LUM Jean Monnet	ABIS	Slovenia PR	Open Broadcast Germany, Global Impact Grid	Business Leaders Forum		Profitiraj.hr , Idop.hr , Idop.hr
JUNE	LUM Jean Monnet		Slovenia PR	Open Broadcast Germany Global Impact Grid	Business Leaders Forum		Profitiraj.hr , RRiF , IDOP.hr

ABIS did not sent out every PR release because this type of activity is not in accordance with the corporate policy of the company, and Bridging to the Future joined the project in May.

RESULTS:

Considering the fact that the type of news that the project Hi4CSR communicates, it is understandable that media specialized in business (such as Profitiraj.hr) is more interested in the coverage than the mainstream media. In the third quarter of the project there has been a number of press releases published by various local media, however, project consortium believes that there is still room for improvement when it comes to reaching a potentially larger audience of CSR professionals.

5. BLOG

	LUM	ABIS	EKVILIB	GIG	PONTIS	IDOP & RRI F	BTF F
APRIL	"Life cycle approaches for sustainable regional development" 2017	How the ABIS member Solvay supports the UN Sustainable Development Goals	Millennial generation drives up demand for CSR and positive impact	"The Responsible City: circular metabolism of Berlin" study tour during second Hi4CSR Learning Activity	Sustainability reporting can be fun!	New EU electronic certification system will improve food traceability/ New developments regarding the implementation of the Waste Management Plan in Croatia	N/A
MAY	Building a transformative accounting	European Parliament proposal for cutting food waste	Tackling food waste and social exclusion: Homeless Veggie Dinner in Berlin	Presentation: Methods for sustainable product- and business model innovation	Think "green" while selecting your head office	Redefining waste: the case of Material Mafia / The importance of food waste reduction in the framework of UN Sustainable Development Goals	A growth in grassroots upcycling social enterprises from a Birmingham perspective

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Partners



JUNE	Do you still think that ESG is voluntary ?	How the ABIS member Johnson and Johnson is creating a new vision of health with its Citizenship & Sustainability 2020 Goals	Taxes: a CSR issue often neglected	“CSR Made in Germany” Label	CityTree, an intelligent air filter for cities / First Sixteen Companies Signed the Diversity Charter Slovakia	Prelog: Best practice in sustainable waste management in Croatia / Facilitating food donation: The Good Samaritan Law	The end of the sticky label
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6. LOCAL EVENTS

IDOP & RRiF - Annual Croatian Controlling conference, May 11th 2017

EKVILIB - Annual CSR conference: Corporate Social Responsibility and Challenges of Digitalisation, May 30th 2017

PONTIS FOUNDATION - Slovakian Diversity Charter Initiative, May 30th 2017

ABIS - Annual General Assembly & Knowledge Into Action Forum, 10th-11th May 2017