



Harmonization and implementation of
Corporate Social Responsibility EU Directives

EVALUATION: 4th QUARTER July 1st 2017 – September 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 takes place, its quality is monitored and evaluated.

During the fourth quarter of the project, as it will be continued in its future phases, project's activities quality check was made regularly on monthly and quarterly basis. The results of the project evaluation are published in the **Quarterly project report** which includes analysis of the project activities through the following tools:

1. PROJECT ACTIVITIES: TRANSNATIONAL PROJECT MEETINGS AND LEARNING ACTIVITIES

SECOND TRANSNATIONAL PROJECT MEETING:

Second Transnational project meeting (TPM) within the Hi4CSR project took place on the 5th of July 2017 (Wednesday) in London, United Kingdom.

Participants of the second TPM were representatives of eight project partners:

RRiF (coordinator, CRO)

Participant: Ivan Petarčić

IDOP (CRO)

Participant: Marina Tomić

GIG (DE)

Participant: TJ Bruder

Ekvilib Institute (SLO)

Participant: Petra Hartman



LUM University (ITA)

Participants: Graziano Altieri, Donato Calace

Pontis Foundation (SLK)

Participant: Tatiana Čaplova

ABIS – The Academy of Business in Society (BEL)

Participant: Marco Matrisciano

Bridging to the Future (UK)

Participants: Chris Woo, Xavier Lewis Rodriguez

The host of the Transnational project meeting was project partner Bridging to the Future.

Second TPM was held in the middle of the project and its main goals were to monitor the project, report on its progress, discuss partners' responsibilities and plan future activities.

First presentation by the coordinator included the analysis of the current status of the project, overview of all project activities achieved so far, all local events held by partners as well as a report on the dissemination activities. Second part focused on the CSR Guide, provided information on its structure and partners' responsibilities in the writing process as well as defined all deadlines for its completion, including the ones for translating, graphic design and printing. Second presentation provided information from the Interim project report regarding past activities, overview of companies' representatives and decision makers included in the project, impact on participants, participating organizations, target groups and other relevant stakeholders.

After the discussion, Xavier Lewis Rodriguez from Bridging to the Future introduced project partners to the story behind Impact Hub Islington, where the meeting was held. The Impact Hub Islington is a part of the global network of more than 80 entrepreneurial communities and spaces dedicated to social innovation. The Hub is a physical workspace for start-ups, freelancers, entrepreneurs and small businesses, but it also functions as a support mechanism for its members, helping them to achieve the impact they desire to see at local and global levels.



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APPLICATION FORM:

After every Learning activity, 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.

THIRD LEARNING ACTIVITY:

Third Hi4CSR Learning Activity took place during the 4th quarter, from 11th to 15th of September 2017 at ABIS - The Academy of Business in Society. Participants of the third Learning Activity were representatives of eight project partners:

RRiF (coordinator, CRO)

Participant: Ivan Petarčić

IDOP (CRO)

Participant: Marina Tomić

GIG (DE)

Participant: Boris Bulatović

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: Xavier Lewis Rodriguez

The host of the third Learning Activity was project partner ABIS - The Academy of Business in Society. 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, learning activity was organized to cover all six project topics with an emphasis on the current state of play of CSR policies at the EU level.

FIRST DAY

On the first day, participants worked on two project topics: Employment of persons with disabilities relating to the Directive 2000/78/EC and Stimulating the processing of used materials with the accompanying Directive 2006/112/EC. Topic hosts and chapter coordinators of the corresponding chapters in the CSR Guide were Ekvilib Institute and RRIF-plus d.o.o.

Number of participants: 8

SECOND DAY

The topic for the second day was The Water Framework Directive (Directive 2000/60/EC) and it featured a presentation from every project partner on the topic of EU Water Framework, its transposition into national legislation, current status, challenges and limitations in its implementation as well as best practice examples from partners countries.

Number of participants: 8

THIRD DAY

Third day included a study visit to the institutions of the European Union. Project partners went to the European Commission, Directorate General for Environment, for a meeting with Karen Dalgaard-Sanning, Policy Officer working on the implementation of EU Water Framework Directive, where they had the chance to learn first-hand about the current state of play of EU CSR policies relating to water, difficulties regarding their implementation as



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well as the role of corporate social responsibility in sustainable water management and the rising question of economic value of water. After the meeting, project partners visited Parliamentarium at the European Parliament where they learned more about the EU's history, the evolution of its institutions and the legislative procedure.

Number of participants: 8

FOURTH DAY

Fourth day was dedicated to non-financial reporting and the related Directive EU2014/95. Bruno Van Parys, Corporate Sustainability Senior Officer in Solvay, held a presentation about Sustainable Portfolio Management (SPM), a tool which aims to systematically drive business portfolio towards better and more sustainable business. He explained the growing importance of disclosing non-financial information for companies and embedding sustainability across supply chains, as well as new developments in the field such as the introduction of UN Sustainable Development Goals framework into CSR- and sustainability reporting. Topic hosts and chapter coordinators were Pontis Foundation and Bridging to the future.

Number of participants: 8

FIFTH DAY

The last day was dedicated to two related topics: Eco-labels and the related Regulation (EU) No 1169/2011 on the provision of food information to consumers, as well as food donation in the framework of general food law related to Regulation (EC) No 178/2002. Topic hosts and chapter coordinators of the corresponding chapters in the CSR Guide were IDOP and LUM University.

Number of participants: 8

Every day project partners presented their chapters of the CSR Guide, 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 two learning activities have 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 and the third 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 consists 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 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 if present on the day (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 partners, good results of questionnaires were expected.

- The first day everybody was satisfied with the organization and the majority of the comments were positive.



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- The second day everybody was satisfied with the organization and the information provided, with one participant noting that the topic of the Water Framework Directive was very interesting.
- On the third day everybody was satisfied with the organization of the study tour, with one participant noting that the study visit to the European Commission - DG Environment was educational.
- On the fourth day the majority of the comments were positive, with one comment saying that Solvay company representative, Bruno Van Parys, had an interesting presentation on the SPM. One participant suggested that each partner could organize an activity for the chapter they coordinate, to get everyone to contribute and have more discussion.
- On the fifth day everybody was also satisfied with the organization.

We can conclude that the success of the third 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.





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EVALUATION:

During the fourth quarter of the project, through communication and collaboration with all partners, the project coordinator continuously encouraged partners to be active on social media. It was done, as in the first three quarters, through 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 organizations' newsletters. Official newsletter of the project is sent through a Mail Chimp account on monthly basis. Considering the fact that each project partner is obliged to fulfil their own quarterly report (which for the fourth report included period from July 1st to September 30th of 2017), they were instructed to note the monthly statistics of their social media dissemination.

OFFICIAL Hi4CSR SOCIAL MEDIA CHANNELS:

The project Hi4CSR has the following official media accounts:

1. Facebook,
2. Twitter,
3. LinkedIn and
4. YouTube Channel.

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 fourth quarter, the project coordinator had several enquiries:

- John Hawthorne, a writer at businessconnectworld.com asked more about the topic of food waste regarding our article *The importance of food waste reduction in the*





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framework of UN Sustainable Development Goals published on Hi4CSR blog. Mail: john@connexsites.com

- Tiffany McAdams, who is doing research on food waste, has read our articles on food waste on Hi4CSR blog and has contacted us about her possible contribution to the topic. Mail: tiffany@investmentzen.com
- An enquiry from a student doing MA in corporate social responsibility asking more about the project and our work. Mail: vesna.kanjer@gmail.com
- Ekvilib Institute reports a question regarding the implementation of CSR into legislation from representative of Ministry of defence in Slovenia, who found information on the project online

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.

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

	FACEBOOK	TWITTER	LINKEDIN
JULY	1482	3,763	233
AUGUST	593	2,533	149
SEPTEMBER	2736	4,743	114

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
JULY, Sending date: Jul 28 th 2017	64	41
AUGUST, Sending date: Aug 31 th 2017	53	40
SEPTEMBER, Sending date: Oct 2 nd 2017	24	19



II

PARTNERS ACCOUNTS

When it comes to social media accounts of project partners, during the fourth quarter they used their organizations' 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 fourth 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 number of people. It can be observed that the highest reach is achieved through Twitter and Facebook, 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 statistics stated above, 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.



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Since RRiF will, through its website and monthly magazine, publish project status and various information about 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, articles, 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 category on the website, and 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. Videos for the first two Learning Activities have been published, while the third one is in the editing stage.

Statistics of the visitors' activity of the www.hi4csr.com, together with the coordinator's website:

www.hi4csr.com		
	Users	Page views
JULY	457	2038
AUGUST	434	2013
SEPTEMBER	409	1988

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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 fourth quarter of the project, RRiF has published two **online news** about the project and two articles 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 and all statistics of the visitors’ activity on the coordinator’s website from every month of the third quarter of the project is also recorded.

II

PARTNERS’ WEBSITES:

When it comes to websites of all project partners in the consortium, during the fourth 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 of the news.

In order to prove partners’ activity when it comes to communicating the project via their organizations’ websites, they are visible in the the category *On Partners’ websites* on www.hi4csr.com which continuously tracks news about the project on partners’ websites. If the data from website is not available, statistics from partners social media pages are used instead.

	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
JULY	1472	1472	6526	6526	901	901						
AUGUST	1114	1114	4958	5935	365	365						
SEPTEMBER	2362	2362	4876	5879	952	952						

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 around 500 visitors a month. 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 the 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 fourth quarter, as it will be continued during the subsequent quarters, are described in press releases that are sent to the local media, which ensures that they are 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 obliged 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 other media activity, 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 fourth quarter are listed below:

	LUM	ABIS	EKVILIB	GIG	PONTIS	BTF	IDOP RRIF
JULY	LUM Jean Monnet		Slovenia PR	Open Broadcast Germany Global Impact Grid	Bussines Leaders Forum		RRiF Idop.hr Agrobiz.hr Profitiraj.hr Volonteri.hr

AUGUST	LUM Jean Monnet		Slovenia PR	Open Broadcast Germany Global Impact Grid	Business Leaders Forum	Medium	Idop.hr , Idop.hr Profitiraj.hr
SEPTEMBER	LUM Jean Monnet		Slovenia PR	Open Broadcast Germany Global Impact Grid	Business Leaders Forum	Medium	RRiF Idop.hr

ABIS did not send PR releases because this type of activity is not in accordance with the policy of the company.

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) and civil society organizations (such as Volonteri.hr) are more interested in the coverage than the mainstream media. In the fourth quarter of the project there has been a number of press releases published by various local media, however, consortium believes that there is still room for improvement when it comes to reaching a potentially larger audience.

5. BLOG

As stated in the application form, part of partners' monthly management and dissemination activities are writing a blog for official web site and sharing social media content. Blog articles about project's topics and activities as well as CSR field in general are published weekly on the Hi4CSR website in order to keep the website updated and relevant. In the fourth quarter of the project, every partner wrote one blog article per month, making it in total 24 blogs published this quarter.

	LUM	ABIS	EKVILIB	GIG	PONTIS	RRiF & IDOP	BTTF
JULY	The importance of the water: Italy is making an effort	Commission's new guidelines to enhance business transparency on social and environmental matters	Our addiction to plastic is creating an environmental crisis	Corporate social responsibility in Germany	Right to disconnect: work-life balance necessity or overregulation?	E-waste: the fastest-growing waste stream in the EU / Millennials are driving interest in sustainable investment	Food Recycling... Am I bothered?
AUGUST	EU Ecolabel celebrates 25 years of life!	Bathing water quality standards in Europe better than ever before	CSR Certificate scheme developed in Slovenia	CSR: a benefit for the economy	Inspiration from beyond the ocean: Elon Musk reminds us the meaning of CSR	The importance of waste hierarchy in circular economy / The Water Framework Directive: Directive 2000/60/EC	What does CSR mean for your organisation?
SEPTEMBER	The European Commission evaluates the implementation of EU	The European Union launches the Social Challenges platform	Slovenia to introduce Diversity Charter in November	National CSR forum in Germany	What is paramount in reporting in 2017	Life cycle thinking in sustainable waste management / Diversity Charter introduced in Croatia	It's still a man's world in the FTSE 100

Funded by



Partners



Ecolabel and EMAS							
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6. LOCAL EVENTS

IDOP – 18th International Conference "Accounting and Management", 21st-22nd September 2017

Nikolina Markota Vukić, Croatian Institute for CSR, Donato Calace, eRevalue Ltd., LUM Jean Monnet University, Renata Vuković, student at RRiF College for Financial Management presented a paper "Non-financial reporting a new trend in sustainability accounting"

RRiF – 18th International Conference "Accounting and Management", 21st-22nd September 2017

Ivan Petarčić, RRIF PLUS d.o.o., presented a paper "The role of VAT on Corporate Social Responsibility in Croatia"

ABIS – webinar on "The International Dimension of Corporate Responsibility: Insights and Opportunities", 12th July 2017

Bridging to the Future – Economic Independence for You and Your Community, Thursday 28th September 4pm to 6pm

A local networking event where small business owners completed a series of activities for the exchange of best practices in the field Corporate Social Responsibility Innovation. 10 participants registered, including food surplus companies and employment agencies of disadvantaged groups.