

EVALUATION: 5th QUARTER
October 1st 2017 – December 31st 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 fifth 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**

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.

FOURTH LEARNING ACTIVITY:

Fourth Hi4CSR Learning Activity took place during the 5th quarter, from 13th to 17th of November 2017 in Bratislava, Slovakia. Participants of the fourth Learning Activity were representatives of seven project partners:

RRiF (coordinator, CRO)

Participant: Ivan Petarčić

IDOP (CRO)

Participants: Marina Tomić, Nikolina Markota Vukić

GIG (DE)

Participant: Boris Bulatović

Ekvilib Institute (SLO)

Participant: Petra Hartman

LUM University (ITA)

Participant: Giulia Netti

Pontis Foundation (SLK)

Participants: Tatiana Čaplova, Jakub Šimek

Bridging to the Future (UK)

Participant: Xavier Lewis Rodriguez

The host of the fourth Learning Activity was project partner Pontis Foundation. 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 different project topics with an emphasis on Non-financial reporting: implementation and best practices.

FIRST DAY

On the first day, project partners worked on two topics: Stimulating the processing of used materials with the accompanying Directive 2006/112/EC and Eco-labels with the related

Regulation (EU) No 1169/2011. Topic hosts and chapter coordinators of the corresponding chapters in the CSR Guide were RRiF-plus d.o.o. and LUM University.

Number of participants: 7

SECOND DAY

On the second day, partners attended CEE CSR summit 2017, the largest and oldest conference for corporate social responsibility in Central and Eastern Europe. During the conference, organized by Pontis Foundation, project partners had the opportunity to learn from leading experts in the field of CSR and sustainability, such as Lord Michael Hastings from KPMG International, who spoke about UN's Sustainable Development Goals as challenges and opportunities for future business. Karina Govindji from Vodafone Group spoke about diversity as a key to success of every company, and Michal Kissa from Pontis Foundation presented a survey on public perception of corporate social responsibility and responsible entrepreneurship in Slovakia. Aaron Sherinian, one of the founders of the #GivingTuesday initiative, gave a speech about the new era of philanthropy in a globalized and increasingly interconnected world, with #GivingTuesday as a perfect example of a philanthropic event fuelled by the power of social media and collaboration, while Miguel Coleta from Philip Morris International showed how tobacco company can contribute to public health. In the second part of the conference, partners had the opportunity to participate in roundtable discussions which were organized around different Sustainable Development Goals and explore the Sustainable Solutions Hub, a marketplace for companies and start-ups offering a range of socially-responsible products and services.

Number of participants: 8

THIRD DAY

Third day of the learning activity was dedicated to social innovation and capacity building of civil society organizations. Radoslav Mizera from Solved spoke about the necessity of creating cleantech solutions, sustainable energy, smart mobility systems and smart cities. Zuzana Matúšová from Habitat for Humanity presented different fundraising strategies and ways of collaboration between the business sector and civil society, while Anna Podlesná, Martina Kolesarová, Pavel Hrica and Jakub Šimek from Pontis Foundation presented their organization and shared their experiences in corporate philanthropy, corporate volunteering, effective altruism and social entrepreneurship.

Number of participants: 7

FOURTH DAY

On the fourth day, partners worked on the topics of Non-Financial reporting, the related Directive EU2014/95 and its implementation into national legal frameworks, as well as the EU Water Framework with the Directive 2000/60/EC.

Topic hosts and chapter coordinators of the corresponding chapters in the CSR Guide were Pontis Foundation and IDOP Institute.

Number of participants: 7

FIFTH DAY

Last day was dedicated to two topics: Employment of persons with disabilities with the related Directive 2000/78/EC and Food donation in the legislative framework of the Directive 2006/112/EC. Topic hosts and chapter coordinators of the corresponding chapters in the CSR Guide were Ekvilib Institute and IDOP Institute.

Number of participants: 7

On the first, fourth and fifth days project partners presented their additions to 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 three 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 fourth 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, RRI+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 both the coordinator and the host partners received “very good” rating.
- The second day was the day of the Pontis conference and every participant was, understandably and unsurprisingly, very satisfied with the organization and the overall experience. Multiple participants noted that various speakers were very interesting, in particular company representatives from KPMG, Vodafone and Phillip Morris International. One participant noted that regarding the roundtables, a bit more guidance for the non-Slovak speakers would have helped.
- On the third day, dedicated to social innovation and capacity building of civil society organizations, everybody was again satisfied with the organization, with one



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participant noting that the presentations were very good, especially from Radoslav Mizera, Solved company representative.

- On the fourth day the majority of the comments were positive, with coordinator receiving mostly “good” and “very good” ratings for the organization.
- On the fifth day everybody was also satisfied with the organization, with several participants emphasizing that Pontis was a great host partner.

We can conclude that the success of the fourth 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 fifth 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 four 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 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 October 1st to December 31st 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 also managed by the coordinator.

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
OCTOBER	2091	4319	292



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NOVEMBER	2338	7281	236
DECEMBER	632	6595	15

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
OCTOBER, Sending date: November 2 nd 2017	17	7
NOVEMBER, Sending date: November 28 th 2017	18	11
DECEMBER, Sending date: December 22 nd 2017	8	7

II

PARTNERS ACCOUNTS

When it comes to social media accounts of project partners, during the fifth 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 fifth 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. Considering the fact that the projects consortium consists of eight renowned organizations in the field of CSR, their constant communication on social media creates a significant impact and results 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. It should be noted that more can 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.

Since RRI4 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 three Learning Activities have been published, while the fourth 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
OCTOBER	489+31=520	2332+35=2367
NOVEMBER	489+32=521	2332+37=2369
DECEMEBR	489+28=517	2332+30=2362

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Considering the fact that RRIplus 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 fifth quarter of the project, RRIplus 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 RRIplus website and are open-access and all statistics of the visitors' activity on the coordinator's website from every month of the fifth quarter of the project is also recorded.

II

PARTNERS' WEBSITES:

When it comes to websites of all project partners in the consortium, during the fifth 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
OCTOBER			5849	5962	380	380			548	548		5300
NOVEMBER			4289	4952	1648	1648			252	252		2900
DECEMEBR			5849	5962	319	319			78	78		3200

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 revolves 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 fifth quarter, as it will be continued during the subsequent quarter, 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**.



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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.

Partners websites and EU media which have published news about Hi4CSR in the fourth quarter are listed below:

	LUM	ABIS	EKVILIB	GIG	PONTIS	BTF	IDOP RRIF
OCTOBER	LUM University	ABIS Global	Ekvilib	Open Broadcast Germany Open PR	Business Leaders Forum	BTF	Studentski.hr Edukacija.hr Profitiraj.hr Posao.hr RRiF.hr IDOP.hr
NOVEMBER		ABIS Global	Ekvilib	Open Broadcast Germany Open PR	Business Leaders Forum	Medium	Profitiraj.hr IDOP.hr RRiF.hr
DECEMBER		ABIS Global	Ekvilib	Open Broadcast Germany	Business Leaders Forum	Medium	IDOP.hr

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 education (such as Edukacija.hr) are more interested in the coverage than the mainstream media. In the fifth 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 fifth 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
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OCTOBER	EU ecolabel: Where does Italy stand?	New European regulation on food donation	Tinder for food: An App for sharing leftovers	CSR Europe – a growing network	Respect in the workplace is a paramount priority	The importance of waste prevention in sustainable waste management / Špeceraj: first zero waste store in Croatia	Green is the new Orange
NOVEMBER	What is good for you is it good for the Earth too?	The European Accessibility Act the Directive to make products and services more accessible to disabled persons	Tax transparency and paying taxes as a part of responsible business behaviour	CSR News and magazine	Tackling food waste around the world	Waste as a business opportunity / The importance of ecodesign in circular economy	The Water Crisis, an SME response
DECEMBER	B planet's green sealing wax	New EU Directives on Waste	How are Member States implementing the EU Directive on Non-financial Information	Companies with top CSR reputation in 2017	Women and Successful Business Go Well Together	Act Konto / Freewa: social impact startup is mapping free drinking water	Bread Houses Network

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6. LOCAL EVENTS

• Pontis Foundation – CEE CSR Summit 2017

CEE CSR Summit, the largest and oldest conference for corporate social responsibility in Central and Eastern Europe, took place on 14th November 2017 in Bratislava, which coincided with the Fourth Hi4CSR Learning Activity (13th - 17th November). During the conference project partners had the opportunity to learn from leading experts in the field of CSR and sustainability, such as Lord Michael Hastings from [KPMG International](#), who spoke about Sustainable Development Goals as challenges and opportunities for future business. Karina Govindji from [Vodafone Group](#) spoke about diversity as a key to success of every company, and Michal Kissa from [Pontis Foundation](#) presented a survey on public perception of corporate social responsibility and responsible entrepreneurship in Slovakia. Aaron Sherinian, one of the founders of the [#GivingTuesday](#) initiative, gave a speech about the new era of philanthropy in a globalized and increasingly interconnected world, while Miguel Coleta from [Philip Morris International](#) showed how tobacco company can try to contribute to public health. In the second part of the conference, partners had the opportunity to participate in roundtable discussions which were organized around different Sustainable Development Goals and explore the Sustainable Solutions Hub, a marketplace for companies and startups offering a range of socially-responsible products and services.

• ABIS – 16th ABIS Annual Colloquium

Colloquium took place in Brussels on 15th and 16th November 2017. The event focused on Business-Academic Collaboration on the UN Sustainable Development Goals for Long-Term Success. This year's ABIS Colloquium featured for the first time our ABIS Sustainability Award which honours initiatives and projects aiming to contribute to the UN Sustainable Development Goals. The contest aims to boost innovation in sustainability projects and to strengthen business-academic collaboration.

• EKVILIB INSTITUTE – Days of social responsibility 2017

The Social Responsibility Network of Slovenia (MDOS) and Ekvilib Institute, together with their partners, have organized Days of Corporate Social Responsibility in December aimed at various events and activities in the field of social responsibility and sustainable



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development. The event lasted three days: first day, December 11th, was dedicated to Socially responsible hackathon. Second day, December 12th, was dedicated to Corporate Social Responsibility in Practice and Policies such as Zero waste, carbon neutral, circular economy and so on. December 13th was dedicated to Family-friendly enterprise certification.

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