

## **EVALUATION: 6<sup>th</sup> QUARTER** **January 1<sup>st</sup> 2018 – April 2<sup>nd</sup> 2018**

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 sixth quarter of the project, as it was the case in its past 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**

#### **THIRD TRANSNATIONAL PROJECT MEETING:**

Third transnational project meeting (TPM) within the Hi4CSR project took place on the 26<sup>th</sup> of March 2018 (Monday) in Zagreb, Croatia

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

**RRiF** (coordinator, CRO)

Participant: Ivan Petarčić

**IDOP** (CRO)

Participants: Nikolina Markota Vukić, Marina Tomić

**GIG** (DE)

Participant: Boris Bulatovic

**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 Transnational project meeting was project coordinator RRI4plus d.o.o.

Third TPM was held in the end of the project and its main goals were to give an overview of project's results, learning activities and dissemination, as well as management and implementation activities. As stated in coordinator's presentation, Hi4CSR project achieved all goals set out in the initial phase of the project and exceeded a lot of the initial objectives. The presentation also provided an overview of enterprise representatives and decision makers participating at learning activities in the project, project' impact on participants, participating organizations, target groups and other relevant stakeholders. After that, the coordinator presented to the partners one of the project results, the published *The CSR Guide* in English, Croatian, French, Italian, Slovenian, Slovakian and German. *The CSR Guide* was handed to project partners, which was followed by a discussion about future collaborations and possible new projects. The evidence of the partner's participation is the participants list which all participants were obliged to sign. The participants list is saved in the official project's registrar that is kept by the coordinator. Further on, the participants list has been put in the shared Dropbox folder that all project partners have access to.

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

Even though there were overall eight project partners that participated at the activity, there was one additional person from RRI4plus d.o.o. and IDOP. As stated in the application form, at the end of the activity the project coordinator used printed questionnaires in order to ensure evaluation and equal participation of all project partners.

### 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.

### 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 meeting was organized by the coordinator, with valuable input from all project partners, good results of questionnaires were expected.

- All comments were overwhelmingly positive and the coordinator received highest ratings for the organization of the meeting.
- Participants thought that there was enough information provided before the event and that they were able to easily prepare.
- One participant wrote that everything was perfect and that they were honoured to be a part of the Hi4CSR project.

We can conclude that, according to the feedback gathered from participants, the last transnational project meeting was successfully organized. 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 of the preparation.

## 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 sixth 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 previous quarters, through e-mail communication between the coordinator and the partners, including the 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 January 1<sup>st</sup> to April 2<sup>nd</sup> of 2018), 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](mailto:info@hi4csr.com)) is managed by the coordinator.

During the sixth quarter, the project coordinator had several enquiries:

- Goran Pavlović from web magazine and news portal Jatr.govac.com contacted the consortium about the possibilities of translating and publishing a Hi4CSR blog article



Harmonization and implementation of  
Corporate Social Responsibility EU Directives

on their website - *EU plan towards Circular Economy: the first-ever Europe-wide strategy on plastic*. The blog was translated to Croatian by project partners, sent and published on the news portal.

- Petra Andrić from Croatian NGO *Society for Sustainable Development Design – DOOR* sent an e-mail commenting about the topic from March monthly newsletter
- Blog reader Anna Gryshko sent an e-mail with some new information to update Hi4CSR blog post *EU Accessibility Act will make products and services more accessible to persons with disabilities*

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
JANUARY	1791	13200	33
FEBRUARY	1160	10700	239
MARCH	1741	8200	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
JANUARY, Sending date: January 30 <sup>th</sup> 2018	18	14
FEBRUARY, Sending date: February 23 <sup>rd</sup> 2018	37	19
MARCH, Sending date: March 21 <sup>st</sup> 2018	17	12



## II

### **PARTNERS ACCOUNTS**

When it comes to social media accounts of project partners, during the sixth quarter they used their organizations' Facebook, Twitter and LinkedIn profiles to share news and updates about the project. While filling in their quarterly reports, project partners are obliged to note the statistics of their social media accounts. During the sixth 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 30.000 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 has been steadily growing. 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 were continuously used during the project.

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



Harmonization and implementation of  
Corporate Social Responsibility EU Directives

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 RRI-F has, through its website and monthly magazine, published project status and various information about the project, all the engagement of the visitors and readers will be noted and monitored and are included as an attachment to coordinator's quarterly report.

#### 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](http://www.hi4csr.com). All materials mentioned above have been put in their respective categories on the website, and everything is easily accessible and downloadable. It is important to mention that all seven different language versions of the CSR Guide have been put on Hi4CSR website and can be easily downloaded.

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 all of the Learning Activities have been published on project's official YouTube channel.

Statistics of the visitors' activity of the [www.hi4csr.com](http://www.hi4csr.com), together with the coordinator's website:

<a href="http://www.hi4csr.com">www.hi4csr.com</a>		
	Users	Page views
JANUARY	489+54=543	2332+54=2386
FEBRUARY	489+35=524	2332+35=2367
MARCH	489+35=524	2332+35=2367

I

Considering the fact that RRI-F-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.







Harmonization and implementation of  
Corporate Social Responsibility EU Directives

In the sixth quarter of the project, RRiF has published 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 and all statistics of the visitors' activity on the coordinator's website from every month of the sixth quarter of the project is also recorded.

## II

### PARTNERS' WEBSITES:

When it comes to websites of all project partners in the consortium, during the sixth 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](http://www.hi4csr.com) which continuously tracks news about the project on partners' websites.

	LUM		ABIS		EKVILIB		GIG		PONTIS		BTF	
	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks	Users	Number of clicks
JANUARY			4987	5586								
FEBRUARY			5482	5936								
MARCH			4258	3987								

### 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 has been growing every month as well. As for the statistics of the Hi4CSR website, we can conclude that the average number of the visitors was around 2300 visitors per month.

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 sixth 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**.

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 sixth quarter are listed below:

	LUM	ABIS	EKVILIB	GIG	PONTIS	BTTF	IDOP   RRiF
JANUARY	<a href="#">LUM</a> <a href="#">Jean Monnet</a>	<a href="#">ABIS</a>	<a href="#">Slovenia PR</a>	<a href="#">Open Broadcast Germany</a>  <a href="#">Open PR</a>	<a href="#">Business Leaders Forum</a>	<a href="#">Medium</a>	<a href="#">Edukacija.hr</a> <a href="#">Plavi ured</a> <a href="#">Mirakul</a> <a href="#">Profitiraj.hr</a> <a href="#">IDOP.hr</a>
FEBRUARY	<a href="#">LUM</a> <a href="#">Jean Monnet</a>	<a href="#">ABIS</a>	<a href="#">Slovenia PR</a>	<a href="#">Open Broadcast</a>	<a href="#">Business Leaders Forum</a>	<a href="#">Medium</a>	<a href="#">Studentski.hr</a>



Harmonization and implementation of  
Corporate Social Responsibility EU Directives

				<a href="#">Germany</a>			<a href="#">Profitiraj.hr</a> <a href="#">IDOP.hr</a>
				<a href="#">Open PR</a>			
MARCH	<a href="#">LUM</a> <a href="#">Jean Monnet</a>	<a href="#">ABIS</a>	<a href="#">Slovenia</a> <a href="#">PR</a>	<a href="#">Open Broadcast</a> <a href="#">Germany</a>	<a href="#">Business Leaders</a> <a href="#">Forum</a>	<a href="#">Medium</a>	<a href="#">Profitiraj.hr</a> <a href="#">IDOP.hr</a> <a href="#">IDOP.hr</a>

## 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), education (Plavi ured) and civil society organizations (such as Studentski.hr) are more interested in the coverage than the mainstream media. In the sixth quarter of the project there has been a number of press releases published by various local media and national media, so we can conclude that consortium has reached its goal in reaching a transnational and diverse 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 sixth 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
--	-----	------	---------	-----	--------	-------------	------



JANUARY	Barilla aims for sustainability by entering the bio-market	EU plan towards Circular Economy – the first-ever Europe-wide strategy on plastic	Food waste: France is the most sustainable country	Germany is one of the most sustainable industrial countries	Helping Others Helps Your Company Too	Monitoring the progress towards circular economy / Toast Ale: Best thing since sliced bread	Refill Campaign: Tackling the source of plastic waste
FEBRUARY	Italy becomes smart!	European Circular Economy Stakeholder Platform	Maribor, European Capital of Social Economy 2018	Global CSR strategies: Volkswagen	What is new in the world of corporate social responsibility?	Circular economy: the end of landfilling? / GDPR is coming: are we ready?	Coffee Cups, An Unknown Quantity
MARCH	Elections 2018 in Italy: some reflections	European Commission monitoring framework for the circular economy	World cleanup day 2018	The impact of global CSR strategies	Sustainable Development Goals 2017 – the performance of Slovakia	New EU corporate tax plan / Can we measure social impact?	What is the future of Diesel?

## 6. LOCAL EVENTS

- GLOBAL IMPACT GRID**

Project participants from Global Impact Grid have been discussing the project topics with the Master and PhD students of Steinbeis University Berlin - Institute Corporate Responsibility Management in Academic Year 2016/2017 interested in project topics.



Harmonization and implementation of  
Corporate Social Responsibility EU Directives

CSR guide has been presented during the opening event of another project Global Impact Grid is participating in as a partner, called *Breaking the Glass Ceiling for Women Administrators*, which took place in Aydin, Turkey in March 2018.

- **Bridging to the Future**

Bridging to the Future has organized a **Non-Financial Reporting Workshop** on Tuesday 20th February from 5pm to 7pm. Workshop was held in South London with students and business owners, which were introduced to non-financial reporting and the legislation that exists in the UK. Overall 13 participants attended.

- **LUM Jean Monnet University**

During the lessons of PhD Programme:

- Strategy & Theory of the Firm: lessons of prof. Garzoni
- Networks & Institutional Theory: lessons of prof. Massari
- Green finance (GF): lessons of prof. Salvi
- Public Management and Sustainability: lessons of prof. Esposito
- Environmental management & Innovation: lessons of prof. Russo
- Green Marketing: lessons of prof. Morrone

During each lesson, part of the time has been dedicated to CSR field and Hi4CSR project. PhD students discussed with their professors the topic of corporate social responsibility: strategical approach with prof. Garzoni, communicational approach with prof. Morrone, at the connection between CSR, environment and innovation with prof. Russo. Furthermore, they have seen the characteristics of CSR from the point of view of the public administration with the prof. Esposito; on the other hand, they saw a financial vision with prof. Salvi and the network strategy for more sustainable and competitive organizations with Prof Massari;

Seminars aimed at PhD students from all the Apulian universities:

- On 17th February from 10am to 1pm: *Corporate Sustainability and Value Creation: a Multidisciplinary Approach*, by Jonatan Pinkse, Allianz Manchester Business School;
- On 30th March from 2.30pm to 5.30pm: *From value-driven marketing to corporate shared value*, by Noemi Hajdu, University of Miskolc
- On 29th March from 9.30 to 13.30: *The art of sustainability meeting* organized by LUM Jean Monnet University and the Hall of CSR and Social Innovation

