



**RESPONSIBLE  
BUSINESS  
FORUM**

[www.responsiblebusiness.pl](http://www.responsiblebusiness.pl)

# **Responsible Business Forum experiences from working with business, Poland**

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Board Member**

Budapest, 20.06.2016

# Who we are?

Responsible Business Forum in Poland is the largest non-governmental organisation in Poland, and an NGO with the longest history of operation in the country (15 years).

The Forum is a think-and-do-tank, which promotes a responsible approach to business in a way which takes into account the environmental and social impacts.

**We inspire business that changes the world and provide a meeting place for people who change business.**

**We promote sustainable development.**

# What we do?

To achieve these goals, we focus our activity on:

- helping businesses develop their social responsibility,
- building businesses coalition that focuses on solving social problems,
- creating a forum where managers, the state administration and nongovernmental organizations can exchange information on CSR,
- promotes corporate social responsibility solutions adequate to the needs and capabilities of companies in Poland.

# Partnership programme

- Complex programme of cooperation with companies which, through their commitment and actions, contribute to the popularisation of the idea of CSR in Poland. The programme has been running for over 15 years and has included over 100 companies.
- Through the Partnership Program, RBF cooperates with companies – business leaders in Poland, committed to the promotion of responsible business through their policies and activities.
- Strategic Partners have the opportunity to participate in the following events: meetings (with an expert, thematic meetings), invitations to participate in debates as experts, CSR Leaders Club, CSR in practice, business breakfast, training courses and webinars, reports, surveys, newsletters.

# 15 years of FOB in numbers



over

**100**

Companies in Partnership Programme

**140**

Sygnatories in Diversity Charter

**11**

Editions of Academy of Responsible Business

over

**70**

Publications

Over

**20**

Researches on CSR

**5**

Edition of Journalists contest

**15**

Conferences on CSR

**163**

Reports in Sustainability Reports contest

over

**200**

Alumni of LOB

over

**700**

Good practices from business last year In the Report

# CSR Managers survey



The CSR Managers is a survey launched by the Responsible Business Forum (RBF) and PBS, Deloitte realized the Central European chapter of the CSR Managers Survey.

**Deloitte.**



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# CSR Managers survey

METHODOLOGY



CAWI (Computer Assisted Web Interview) via DeloitteDEX tool

SAMPLE SIZE



N=179

RESPONDENTS



CSR Managers

PARTICIPATING COUNTRIES



Bulgaria, Czech Republic, Hungary, Kosovo, Latvia, Lithuania, Romania, Serbia, Slovakia, Slovenia

DATE



14.07 – 9.09.2015

INTERVIEW DURATION



Up to 15 minutes

RESEARCH OBJECTIVES



Evaluation of the condition of CSR in chosen European countries; analysis of opportunities and risks: perspectives for development in the coming years

# CSR Managers survey – key findings

- ✓ **IMPACT OF CSR ON THE WAY BUSINESS WORKS**  
An majority of respondents (84%) claim that business has had a **positive effect on finding solutions to social problems**. This is a much better result when compared in Poland.
- ✓ CSR managers mostly put emphasis on the role of business in **solving environmental problems, supporting education (financial support) and counteracting unemployment (creating new jobs)**.
- ✓ **CSR BENEFITS FOR BUSINESS**  
Some of the biggest benefits were: stronger involvement of employees (65%), better ethical awareness (46%), improvement in reputation (55%), and recognition of the brand as socially responsible (51%). The results of the RBF survey in Poland were also similar.



Managers believe business has helped finding solutions to social problems within their countries

**Key social issues** that ought to be addressed by business



ENVIRONMENTAL PROTECTION



EDUCATION

UNEMPLOYMENT

Biggest CSR benefits witnessed by managers in their companies relate to



**EMPLOYEES**  
(stronger involvement)



**IMAGE**  
(improvement in reputation)



# CSR Managers survey – CSR in the Future

- ✓ **EFFECT OF CSR INITIATIVES ON SOCIAL AND ECONOMIC GROWTH ON DOMESTIC MARKET**
  - growth of competitiveness in the economy (96%),
  - the positive impact of enterprises on employment rates,
  - aligning work availability with actual needs (94%), and
  - impact on the knowledge-based economy and intellectual capital growth (91%).
- ✓ Managers put the least of their hopes on the effect business has on combatting social inequality (76%).
- ✓ The majority of managers claim that **business models are likely to change in the coming years** (86%), and to a great extent, the change will be the result of **pressure from customers** who are increasingly expecting to see socially responsible products and service on the market (75%).

44%

Managers predict that **CSR will flourish** and more and more businesses will be joining the CSR network

32%

Managers claim that **CSR will reach maturity** as social and environmental issues become a part of business models

18%

Managers forecast CSR stagnation (no change)

# Vision 2050 The New Agenda for Business in Poland

- Based on and inspired by Vision 2050 (*World Business Council for Sustainable Development, WBCSD*).
- Process, Dialogue, Document, Working groups, Declaration of almost 100 business leaders and dedicated actions

2050

VISION 2050:  
THE NEW AGENDA  
FOR BUSINESS IN POLAND



EXECUTIVE SUMMARY, MAY 2012

# Objectives

Involve business community in an active discussion on key challenges and opportunities for Poland

Reflect the business perspective in strategic documents and legislations prepared by Polish government

Prepare a strategic guildeliness for buisnesses while working on their strategies and innovations

# Vision 2050 The New Agenda for Business in Poland

Key success factors: education, innovation, cooperation	Vision 2050	Competitive and innovative Polish economy develops based on social capital	Optimum number of workers qualified adequately to the market needs	New, safe, environmentally friendly and accessible infrastructure	Resources used in sustainable way throughout their life cycle	Diverse and safe energy for a reasonable price, non-generating social or environmental costs	Foreseeable and clear attitude to entrepreneurs based on cooperation
	Important for the future	Feeling of common responsibility Participation in proposed solutions Change of life style and values	Better mobility, especially internal mobility Systemic solutions which increase job availability Activation of excluded groups	Adaptation of/to new solutions Creation of demand for sustainable infrastructure New technologies/innovative solutions	Innovative methods of management which minimize negative effect on environment R&D and new technologies Sustainable production and consumption Change of priorities	Social plans concerning sector's workers Safe and timely distribution Transmission infrastructure New technological solutions Cooperation in creation of new quality regulations	Participation Optimum level of red tape Cooperation for new solutions worked out Institutional learning
	Important and urgent	Creation of solutions which initiate and stimulate cooperation	Change of life-style and values	Strategic thinking about infrastructure as a tool for sustainable development	Building an attitude of co-responsibility for the consequences of natural resources scarcity	Common strategic decisions concerning energy sources	Change of thinking of roles and tasks of the state and the entrepreneurs
	Area	Social capital	Human capital	Infrastructure	Natural resources	Energy	State and institutions' quality

# Phases



Dialogue with more than 100 business representatives – document and Vision 2050 for Poland created

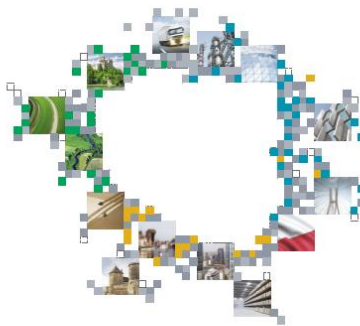
5 working groups established continued over years:

- Sustainable consumption
- Energy efficiency and Renewables
- Social innovation
- Private Public Partnership
- CSR in SME's

## New agenda for the World – SDG's.

Sustainable  
Development Goals  
2015r.

**2050**  
VISION 2050:  
THE NEW AGENDA  
FOR BUSINESS IN POLAND



EXECUTIVE SUMMARY, MAY 2012

10 principles of the Declaration  
of Polish Businesses

Action 2020  
WBCSD

# Key lessons and recommendations

- There is a great potential for **cooperation** among public, private and NGO's sector
- It needs to be **coordinated** and it is good when it is built on existing platforms
- The role of **public sector** is crucial
- The **strategy**, directions and needs should come from public sector
- Solutions and challenges should be worked out in cooperations – great role for **NGO** being a platform
- **Business** can play crucial role in implementation
- Open **DIALOGUE** is a key

# What are the opportunities looking forward?

- **Sustainable Development Goals** give clear priorities and common agenda for all actors
- While priorities and indicators are being defined by public sector – other parties – mainly business and NGO's should get involved
- **Circular economy** is yet another idea/trend which brings a lot of potential for x-sector cooperation





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