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EESTI RIIKLIK KONTAKTPUNKT

# Latest developments of Corporate Social Responsibility (CSR) in Estonia

Piret Potisepp

Ministry of Economic Affairs and Communications

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## In my presentation today

- CSR survey among companies
- CSR Index renewal process
- CSR and diversity
- RBC National Contact Point Developments

**Survey about the main  
hinderers of CSR within  
Estonian companies**

The survey was conducted in Estonia.

Duration: from 11.02.2016 to 09.03.2016.

81 companies participated in the survey.

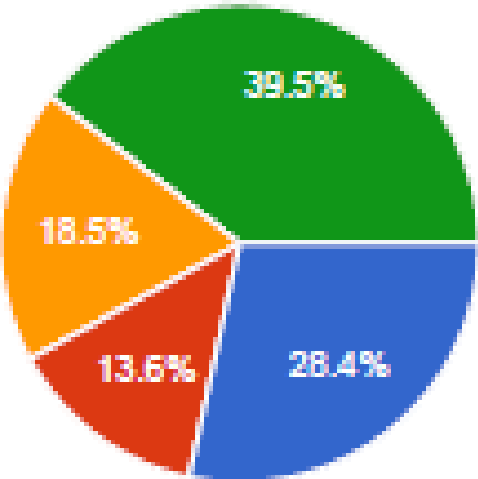
The main goal of the survey was to find out the main hinderes why companies are not implementing CSR activities.

However, most of the companies replying are already active in CSR.

Based on the survey results and policy analyses there will be a list of policy recommendations on how to improve the CSR development in Estonia. Deadline: fall 2016.

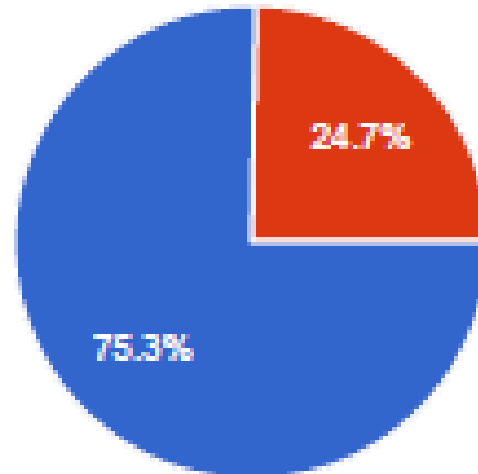
# Background of respondents

## Size of the companies



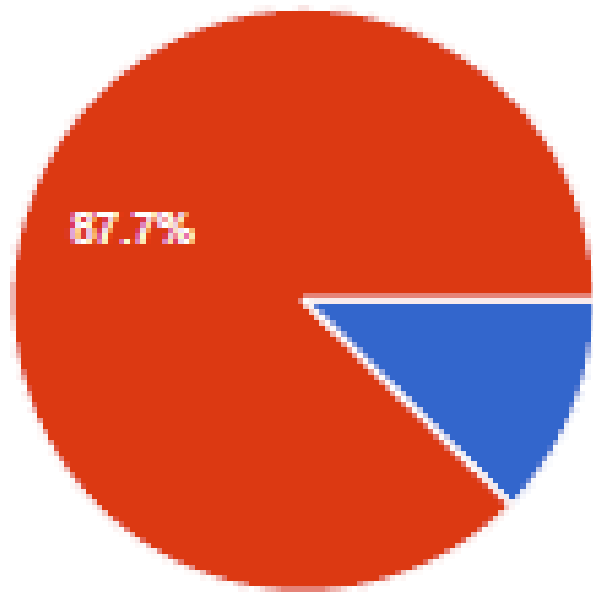
0 – 9 employees	23	28.4%
10 – 49 employees	11	13.6%
50 – 249 employees	15	18.5%
250 + employees	32	39.5%

## Location of the companies



Tallinn, Harjumaa	61	75.3%
Other	20	24.7%

# Estonian companies engaged in CSR activities



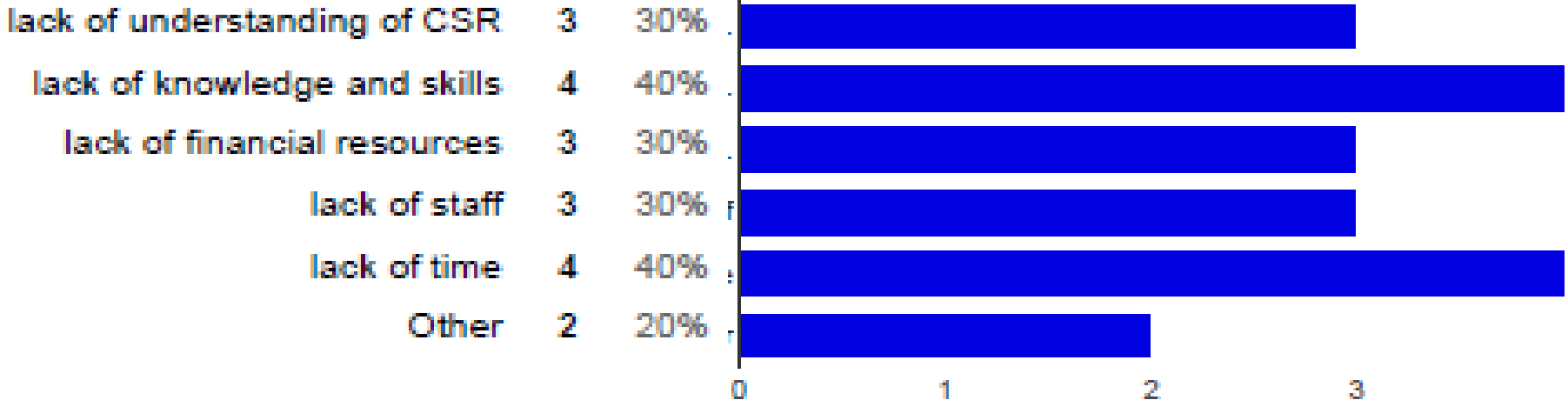
Companies that apply  
CSR activities

71 87.7%

Companies that do not apply  
CSR activities

10 12.3%

# Why some Estonian companies do not apply CSR?

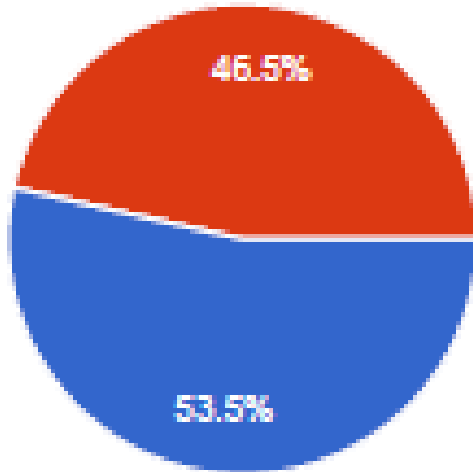




# Practices that are applied by Estonian companies

business conduct and compliance	48	67.6%
philanthropy and strategic support of communities	39	54.9%
community dialogues, stakeholder communications	42	59.2%
analysing the main impacts of your business processes on society and its different groups	35	49.3%
<u>creating a proper workplace environment</u>	61	85.9%
<u>developing and respecting customer care</u>	58	81.7%
environment protection initiatives	42	59.2%
Human Rights initiatives	27	38%
public health protection initiatives	23	32.4%
responsible supply chain management	36	50.7%
safety protection initiatives	40	56.3%
socially responsible investments	35	49.3%
support local communities	44	62%
<u>training and education</u>	60	84.5%
volunteering	37	52.1%
Other	1	1.4%

# Estonian companies and CSR strategy

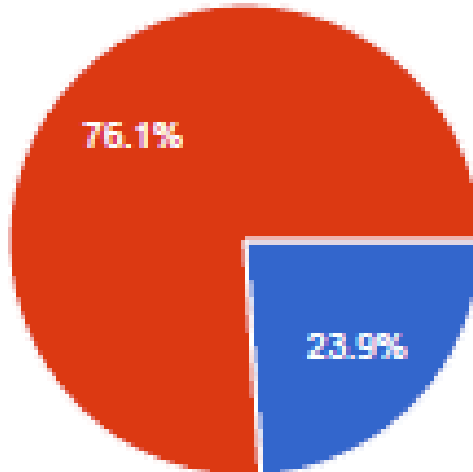


Companies that have a CSR strategy

33 46.5%

Companies that do not have a CSR strategy

38 53.5%



CSR is a part of the overall strategy of the company

54 76.1%

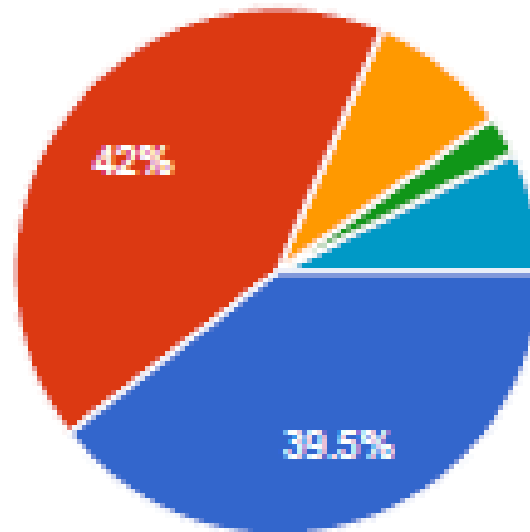
CSR is not a part of the overall strategy of the company

17 23.9%

# How companies benefit from CSR?

creating new business opportunities	24	33.8%
increasing profitability of the company	25	35.2%
reducing costs	20	28.2%
<u>adding value to our business at the overall market</u>	<u>55</u>	<u>77.5%</u>
helping to get a state funding or aid	1	1.4%
<u>good reputation (among partners, shareholders, stakeholders, customers, clients)</u>	<u>65</u>	<u>91.5%</u>
customers satisfaction and loyalty	36	50.7%
<u>employee satisfaction</u>	<u>55</u>	<u>77.5%</u>
<u>positive social impact</u>	<u>57</u>	<u>80.3%</u>
positive developmental and environmental impacts	45	63.4%
I don't know	1	1.4%
Other	2	2.8%

# Opinions concerning CSR importance



CSR is extremely important for companies	32	39.5%
CSR is moderately important for companies	34	42%
CSR is slightly important for companies	7	8.6%
CSR is neutral for companies	2	2.5%
CSR is not important for companies	0	0%
I don't know	6	7.4%

# **CSR Index renewal process**

**Self-assessment tool for companies.** Possibility to buy feedback report with specific recommendations

CSR Forum Estonia as Project manager. Wide-range cooperation with private, public and NGO sector.

Free levels: gold, silver, bronze

**68 companies** participated in 2015

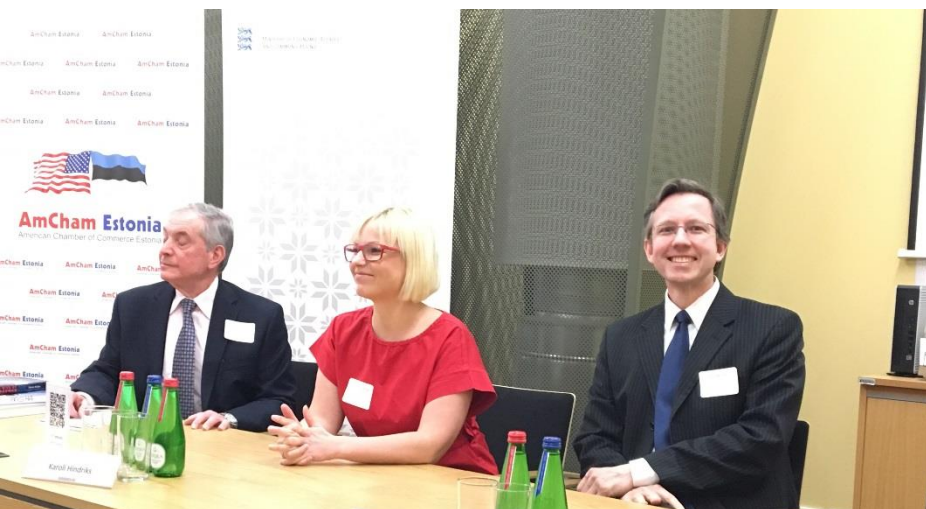
Renewal process with guaranteed funding, aiming:

- Renewal of technical platform
- Improved user interface
- More aligned with international standards



RESPONSIBLE  
BUSINESS INDEX 2015  
GOLD LEVEL

# **CSR and Diversity**



Seminar "The Business Case for Diversity" in collaboration with US Embassy in Estonia and AmCham Estonia in May'16. Aim for more in fall'16



# **RBC National Contact Point Developments**

2016 goals:



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EESTI RIIKLIK KONTAKTPUNKT

Development of NCP Specific  
Instance Procedure

Development of NCP communication strategy and  
principles

Awareness raising events for the Business sector- 2nd  
half of 2016

Set-up for NCP Advisory Board – 2nd half of 2016

Strengthen regional cooperation- 1st Baltic NCP  
meeting in August 2016



MAJANDUS- JA  
KOMMUNIKATSIOONI-  
MINISTEERIUM

Thank you for your attention.  
*Any questions or comments?*

**Piret Potisepp**

Ministry of Economic Affairs and Communications

[piret.potisepp@mkm.ee](mailto:piret.potisepp@mkm.ee)