



Technical Assistance for
Civil Society Organisations
Bosnia and Herzegovina



Report

Program for workshops on promotion of Corporate Social Responsibility (CSR) Doboj, Mostar, Sarajevo and Brčko

Organized by: Civil Society Promotion Center, within the support provided by TACSO to initiatives, networks, alliances, coalitions and platforms of Civil Society Organizations from Bosnia and Herzegovina that support continuation of P2P activities implemented by the TACSO BH office as part of their missions

This report is a product of the Civil Society Promotion Center (CSPC) and concerns activities that have been implemented by the CSPC with support from TACSO BiH project to support initiatives, networks, alliances, coalitions and platforms of Civil Society Organizations in Bosnia and Herzegovina. Opinions expressed in this report are under responsibility of the Association of CSPC organization that coordinated the activities, and they do not necessarily reflect opinions of TACSO BiH or the European Union.

The situation in civil society of Bosnia and Herzegovina suggests there is a lack of information and developed capacity to implement innovative strategies for rising funds from alternative sources of financing such as public budgets of different levels of government, corporate and individual philanthropy, social entrepreneurship, and services that do not have their market value, building of inter-sectoral partnerships, etc. Additional obstacle can be found in the lack of appropriate cooperation between the CSOs, and between CSOs and local authorities and businesses. At this time, cooperation is more than necessary in all three sectors, but CSOs need to have strategic approach to such partnerships. Current legislative framework in BiH does not favour development of social entrepreneurship and evident need for promotion and building of networking of social companies on national, regional, and European level which may be of key importance for promotion, capacity building and information distribution. At the same time, there is no tax relief for income generated by civil society organizations from immediate economic activity, regardless of the destination.

The program has been implemented through four workshops in Mostar, Doboj, Sarajevo and Brčko. The workshops were designed to provide additional promotion of corporate social responsibility in BiH through partnerships between civil society organizations and businesses implemented outside the usual grant-awarding scheme.

The general goal of the program was to contribute to promotion of partnership between the CSOs and businesses as a strategy for long-term sustainability of development and further improvement and development of culture of common values and corporate social responsibility for the benefit of the entire BiH society.

Objectives of the program were as follows:

- promotion of benefits of partnership between CSOs and businesses and further improvement and development of CSR principles,
- examination of the current status of corporate social responsibility and identification of major obstacles for their more extensive use,
- introducing participants with main recommendations for strengthening partnership between civil society and businesses implemented with support from the TACSO program at local and regional level.

Workshops were held in Doboj on 24.10.2016 in Motel Integra in Doboj with 21 participants, in Mostar on 26.10.2016 in the Bristol hotel with 14 participants, in Sarajevo in the Hollywood hotel with 13 participants, and in Youth Center in Brčko with 34 participants.

Participants were presented with a presentation of corporate social responsibility (CSR) with key factors of better cooperation, estimated values of giving in previous years, and summary of tax reliefs available to business subjects if they decide to engage in some of the philanthropic activities.

Issues that have been discussed and elaborated at the workshops include the following:

- why cooperation and partnership between the CSO and the business sector, what is there for companies and CSOs to engage in developing cooperation, what are the main

goals of the cooperation and what are the benefits for its actors, what is a general evaluation of cooperation between these two sectors in local communities and beyond, what are the main difficulties and obstacles faced by CSO and businesses attempting to improve mutual cooperation, what should be done by the CSO and the business sector to bring them together and recognize each other as potential partners, what are the issues and areas of interest for CSO and business sector concerning better and greater cooperation between them, what is the most usual form of cooperation between CSO and business sector, what are the main reasons and subjects of cooperation, what are the areas that have seen the most developed cooperation between them, what are the advantages and limitations of the current form of cooperation (corporate philanthropy – business sector as a donor: donations in money, sponsorships, non-material gifts, etc.), what are the possibilities to develop higher forms of cooperation between CSO and the business sector beyond mere donations and sponsorships, such as - building of strategic partnerships, planning and implementation of joint programs, permanent dialogue, consultations on common interest issues, exchange of volunteers, exchange of expertise through mutual technical assistance, what is necessary to establish these higher forms of cooperation between the CSO and the business sector.

On 24.12.2016, a moderator was a guest in a radio show by BHRT, and appeared before the audience in a television show at TV Alfa on 25.10.2016.; on that occasion, the purpose and goals of workshops as well as situation and trends in Bosnia and Herzegovina regarding philanthropy were presented.

In addition to these public appearances, statements were given to the following media:

- Elta TV, BHRT, SRNA, City TV, Fena, FTV, Radio Brčko, BDC TV, RTV HIT

The following announcements on the workshops were published by electronic media:

<http://www.vecernji.ba/partnerstvo-izmedu-civilnog-drustva-i-biznisa-u-bih-suradnja-izvan-grantova-1124205>

<http://radiobrcko.ba/odrzana-radionica-predstavnika-nevladinog-biznis-sektora/>

<http://www.ebrcko.net/vijesti/vijesti-brcko/42808-radionica-o-partnerstvu-civilnog-drustva-i-biznisa-video>

<http://www.civilnodrustvo.ba/cpcd/cpcd-novosti/informativne-radionice-partnerstvo-izme%C4%91u-civilnog-dru%C5%A1tva-i-biznisa-u-bih/>

Total number of participants in all of the workshops was 82, out of which:

CSO - 70; state institutions - 2; businesses - 4; media - 6.

Summary evaluation of all workshops per elements:

Relevance – excellent 78%; good 21%; poor 1%

Effectiveness – excellent 75%; good 24%; poor 1%

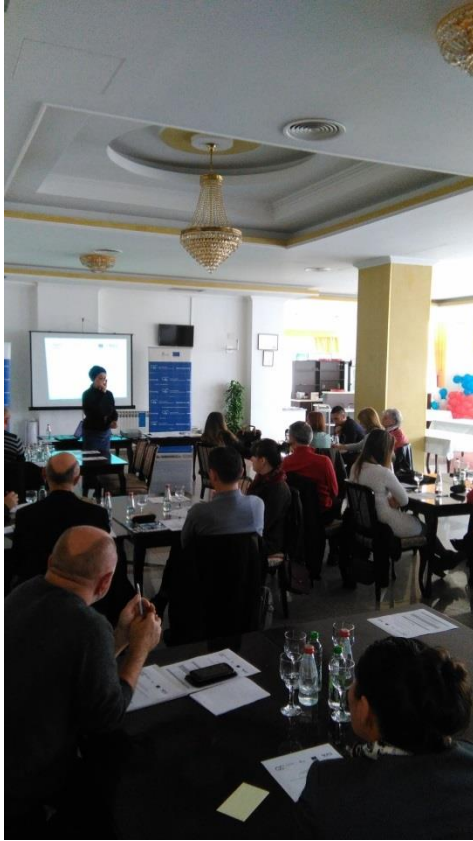
Efficiency – excellent 50%; good 44%; poor 6%

Total satisfaction with results of all workshops:

- Very satisfied 54%
- Satisfied 42%
- Unsatisfied 4%
-

Results of individual workshops

1. Dobož, Hotel Integra, 24.10.2016



The workshop gathered 21 participants from the following associations:

- Topeer, Dobož
- Merhamet, Dobož
- Civil Society Development Center, Dobož
- REZ, Tešanj
- Usora, Dobož
- Budućnost, Dobož
- Primanatura, Dobož
- HALO; Dobož
- Balon, Dobož
- Association of Amputees, Dobož
- Association for Helping Children, Dobož
- Etno, Dobož
- Association of Farmers, Dobož
- Rotor, Dobož
- UpoDer, Dobož
- CRCĐ, Derventa
- Šesto čulo, Dobož
- Representative of City Administration of Dobož in charge of cooperation with NGO sector

Key issues discussed included issues of development of public-private partnership and strategic documents to regulate the area, volunteering and other issues linked to such engagement, as well as the issue of standardization of services and quality of products provided by the NGO sector

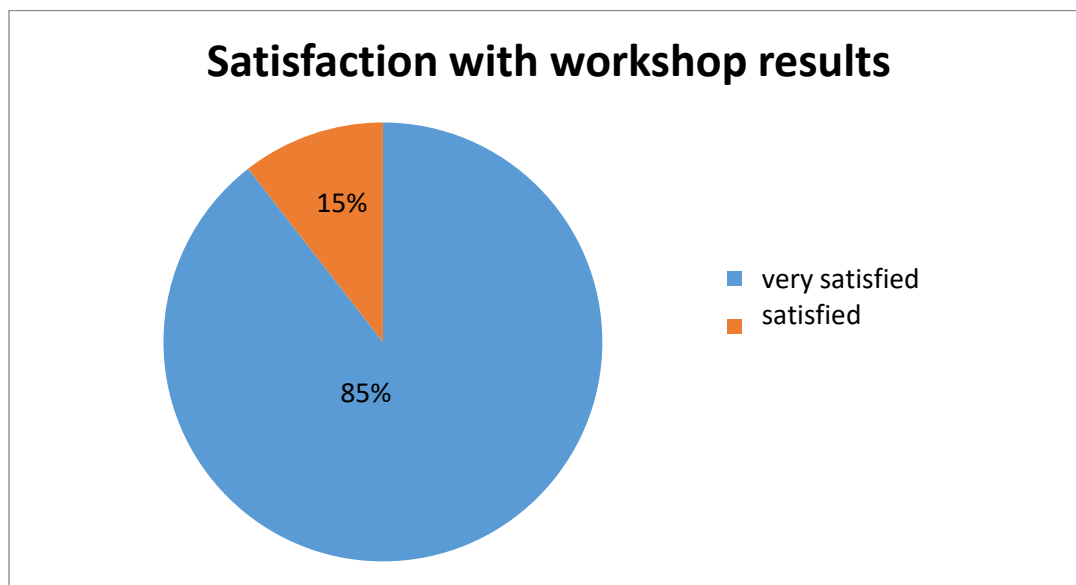
Evaluation of workshop results per elements:

Relevance – excellent 80%; good 20%

Effectiveness – excellent 85%; good 15%

Efficiency – excellent 60%; good 35%; poor 15%

Graph of the overall satisfaction with the workshop:



2. Mostar, Hotel Bristol, 26.10.2016



The workshop gathered 14 participants from the following associations:

- SPU Jablanica
- RG Čapljina
- NDF Čapljina
- Utjeha, Široki Brijeg
- "Žena BiH", Mostar
- Multiple Sclerosis -
Multipla skleroza, Nevesinje
- Glas, Prozor-Rama
- Pod istim suncem, Jablanica
- Kuća otvorenog srca,
Mostar
- Lijepa naša, Čapljina

Key issues discussed concern the image of civil society organizations and particularly the need for greater transparency, responsibility, effectiveness and services that can be provided on the market for business and administration, strategic positioning of civil society organizations in an environment in which they will have to find their place and room for action. Special focus in the discussion was put on development of social entrepreneurship as

prosperous engagement that can provide funds for the main mission but also for development of working environment and creation of jobs.

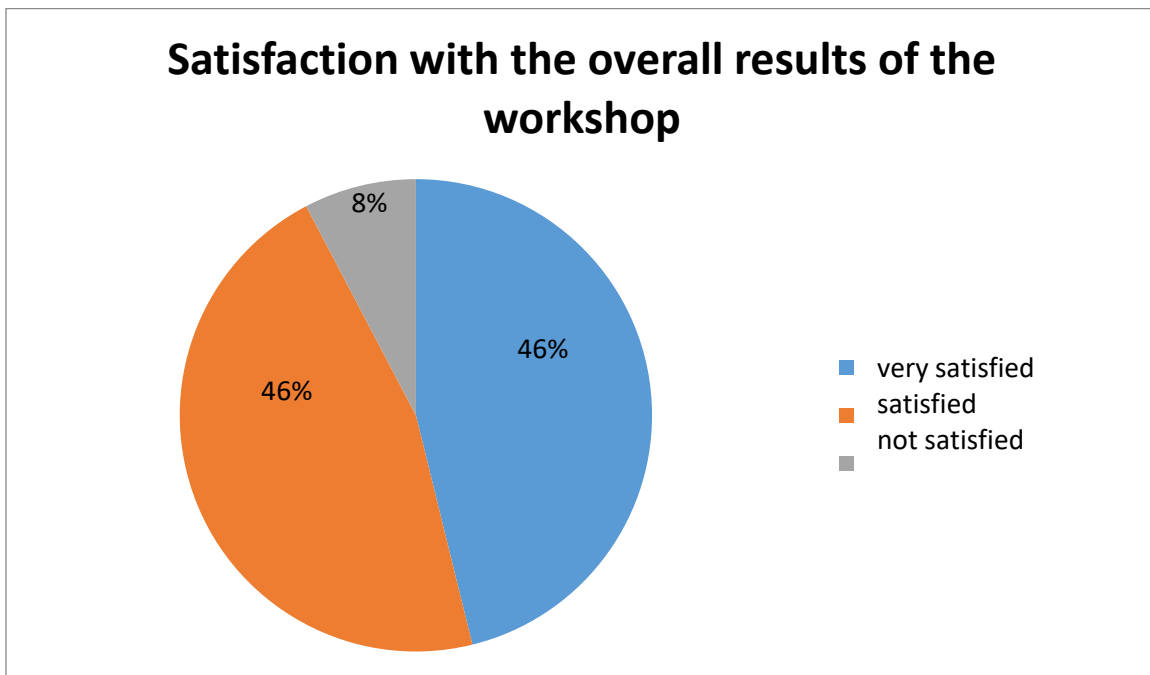
Workshop evaluation per elements:

Relevance – excellent 92%; good 8%

Effectiveness – excellent 75%; good 25%

Efficiency – excellent 46%; good 46%; poor 8%

Graph of the overall satisfaction with the workshop:



3. Sarajevo, Hotel Hollywood, 28.12.2016



The workshop gathered 13 participants from the following associations:

- CEI “Nahla”, Sarajevo
- UG “ČBCB”, Sarajevo
- Orbico, d.o.o. Sarajevo
- CEH – KONEKTA, Sarajevo
- Dajte nam šansu, Sarajevo
- Šadrvan, Sarajevo
- Youth Council, Sarajevo
- MOZAIK foundation, Sarajevo
- HASTOR foundation, Sarajevo

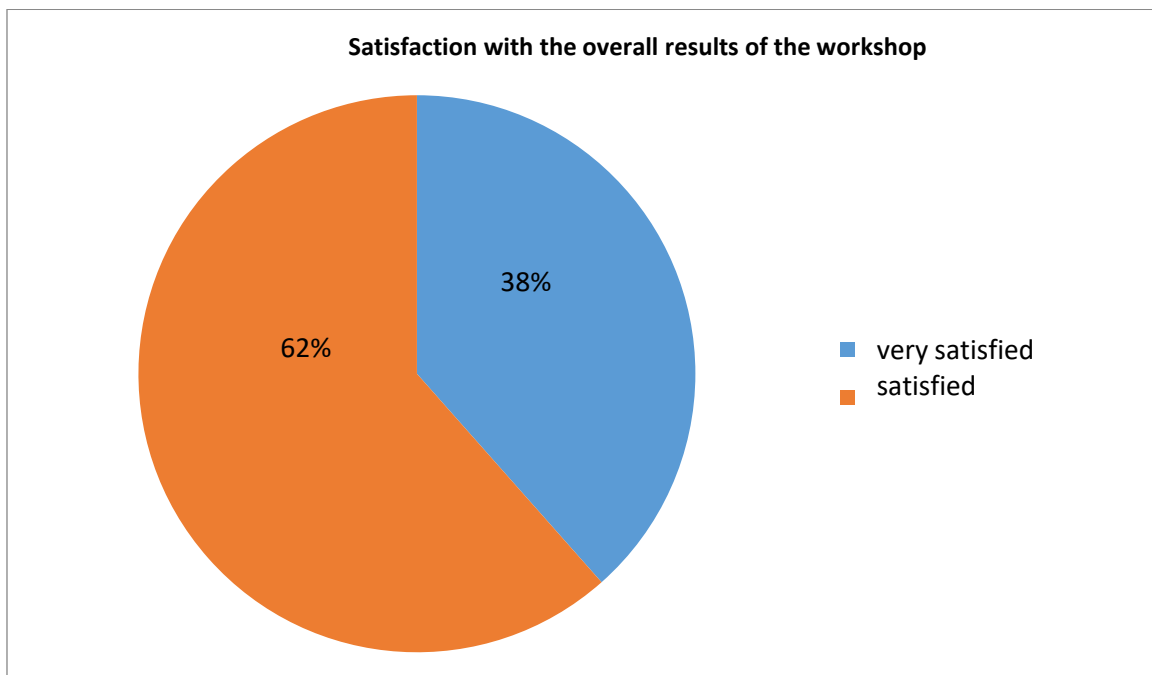
- Association of Unions of BiH, Sarajevo

Key issues discussed concerned corporate social responsibility (CSR) and individual philanthropy, social entrepreneurship, transparency of civil society organizations for different forms of cooperation with the administration and businesses.

Evaluation of workshop results per elements:

Relevance – excellent 77%; good 23%
Effectiveness – excellent 85%; good 15%
Efficiency – excellent 38%; good 62%;

Graph of the overall satisfaction with the workshop:



4. Brčko, Youth Center, 1.11.2016



The workshop gathered 34 participants from the following associations:

- International Forum Tuzla
- JP “Komunalno” Brčko
- Foundation of the Tuzla Community
- ZIZZA, d.o.o. Tuzla
- CMB, Tuzla

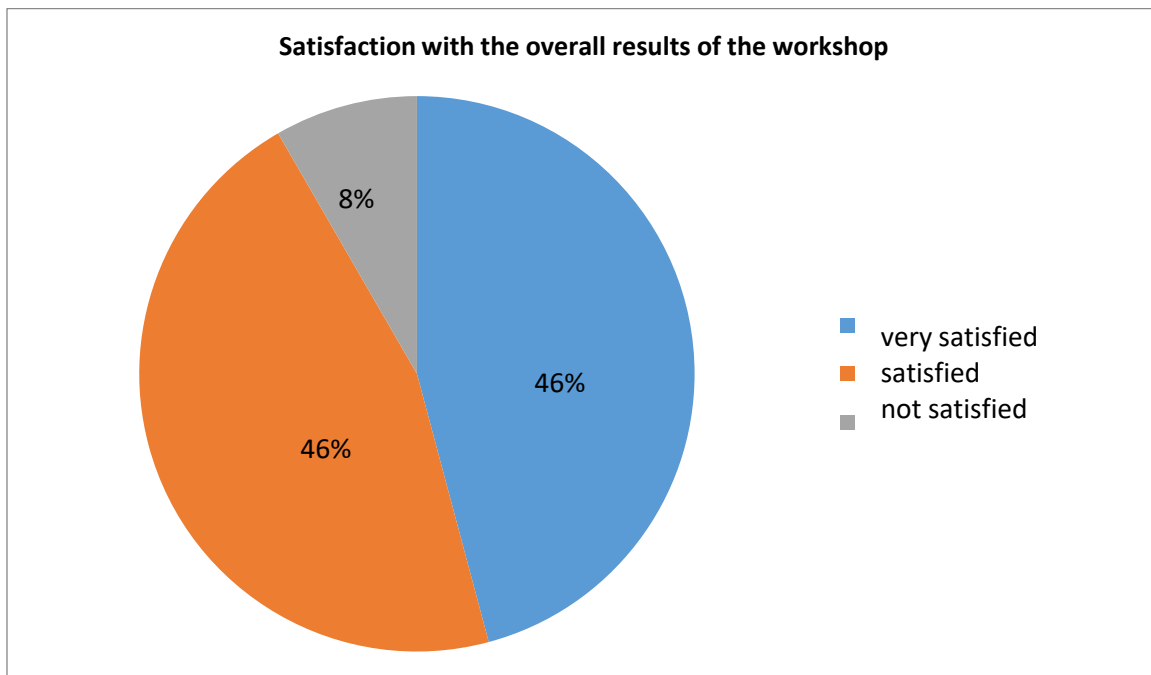
- Osmijeh Gračanica
- Center for Support to the Elderly/Centar za podršku starim, Gračanica
- Association of Employers, Brčko
- PRONI, Brčko
- NBR Modriča
- Svitac, Brčko
- UGOV, Tuzla

Key issues discussed concerned corporate social responsibility (CSR) and individual philanthropy, social entrepreneurship, creation of environment for productive cooperation between businesses and civil society organizations, strategic positioning of civil society organizations in areas where they can provide services in line with their mission, and finding room for activities outside the mission defined in the association’s statute.

Workshop evaluation per elements:

Relevance - excellent 62.5 %; good 33.3%; poor 4.2%
 Effectiveness - excellent 54.2 %; good 41.6%; poor 4.2%
 Efficiency - excellent 54.2 %; good 33.3%; poor 12.5%

Graph of the overall satisfaction with the workshop:



Conclusion:

On all of the workshops, it was concluded that civil society organizations are in very peculiar situation and that in the upcoming period, to smaller or greater extent, much more serious efforts will have to be invested in securing funds outside grants. It is estimated that the amounts that the organizations will have to secure for their core activities will be somewhere between 30 and 50%. Therefore, it was

concluded that such activities require standardization of services and introduction of a quality assurance system in order to ensure conditions for adequate positioning. Areas that will be of special interest for civil society organizations are:

- Individual and corporate philanthropy
- Social entrepreneurship
- Business activities
- Public - private partnership

Annexes:

1. Agenda
2. List of participants
3. Evaluations of individual workshops