



CSR Monthly Newsletter is the bulletin of the Kosovo Corporate Social Responsibility Network dedicated to CSR members, media and other stakeholders, aimed to inform for the activities, events, and organizations of the Network. This Newsletter contains communications from the Network's initial activities until August 2013 .

GREETING FROM THE CHAIRMAN OF THE BOARD, Mr. Robert Wright



CEO Raiffeisen Bank –
Chairman of the Board of
Kosovo CSR Network, Mr.
Robert Wright

“I am very pleased to announce the first Kosovo Corporate Social Responsibility (CSR) Network Newsletter. The newsletter of the Kosovo CSR Network will be prepared quarterly, which will provide the community with information on the Networks’ activities and those of its members. As we all are aware, CSR encourages a positive impact on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. For Kosovo, as a country heading toward a European Union future, it is important for each of us to play a key role in fulfilling the obligations required, and we must embrace the concept of CSR by contributing to the community where we operate.”

PROJECTS & ACTIVITIES



Traffic Safety Project - One of the projects for which the Network became recognized, and which is being implemented for two years now, is the Traffic Safety Project, which enables children of 10 schools in different municipalities, to circulate freely in traffic, by using retired people as assistance officers, or "traffic men," a name that they have set for themselves.

Plastic Bag Project - Another very successful project, with an enormous impact in the environment is the Plastic Bags Project, which educates people about the negative impact of using plastic bags and encourages the use of paper bags.



SOS Children’s Village Kosovo Fundraising Project – TOGETHER FOR SOS,

The project’s main goals were:

- To raise funds for the SOS Children’s Village and answer pressing needs of this organization and the children that are under its care;
- To sustainably support the SOS Children’s Village in Kosovo through engaging in partnerships and joint actions for the purpose of fundraising and motivating other companies to join the initiative and support the center;

- To promote the spirit of volunteerism and create a fun-filled day with entertaining and creative activities for the children in the SOS center;
- To initiate partnerships and engage stakeholders, creating a basis for future cooperation and joint actions.



Achieved results:

- 10 day fundraising drive, promoted through:
 - Launch conference, with high media coverage
 - AmCham Kosovo network
 - Ministry of Labor and Social Welfare
- Over **7,000 EUR** raised for the urgent needs of the SOS Children's Village, through joint efforts and donations from: Coca-Cola Hellenic Kosovo, Raiffeisen Bank Kosovo, Sharrcem Kosovo.

Responsible Industry, Cleaner Environment!

The project's main goals were:

- To increase the awareness of the heavy industry sector towards the environmental situation in Kosovo;
- To create a mutual cooperation as a prerequisite and a necessity for cultivating a clean and healthy environment for all;
- To initiate partnerships and engage stakeholders, creating a basis for future cooperation and joint actions;
- To gain the attention of the businesses, general public and the media on the importance of a clean and healthy environment.



Achieved results:

- Stressed that the protection of the environment and health is one of the major responsibilities of a society;
- Increased the responsibility of the heavy industry companies operating in Kosovo;
- Initiated partnership with key stakeholders on the field of environment, including the Ministry of Environment and Spatial Planning;
- Highlighted the Network's visibility through an environmental protection and awareness initiative, by emphasizing the need to meet appropriate environmental standards.

CSR AWARD SCHEME

The Kosovo CSR Award Ceremony held on May 29th 2013, in Prishtina organized by the European Commission, CSR Europe, BITC and American Chamber of Commerce in Kosovo, honored the voluntary contributions of companies operating in Kosovo. Speakers and guests at the ceremony were: Deputy Prime Minister of Kosovo and also Minister of Trade and Industry, Mimoza Kusari-Lila, Minister of EU Integration, Vlora Çitaku, the Chairman of CSR Network Kosovo

and also CEO of Raiffeisen Bank, Robert Wright, and Representatives from the awarded companies. The ceremony was considered as an exciting and pioneering initiative. Awardees of this ceremony were Sharrcem and Meridian, who were also awarded with the **European CSR Award**, at a special ceremony held on June 25th 2013, in Brussels, along with 63 partnerships from Europe. The Executive Director of Kosovo CSR Network, Lindita Daija, Deputy Prime Minister and Minister of Trade and Industry, Mimoza Kusari – Lila and representatives from SharrCem and Meridian participated at the ceremony. The award for fully integrating and practicing CSR practices was given by the Vice-President of the European Commission for Industry and Entrepreneurship, Antonio Tajani, who highlighted the social and business impact of the winning partnerships.



ACTIVITIES OF A MEMBER COMPANY UNDER CSR NETWORK



An integral part in the strategy of Raiffeisen Bank, is also the Corporate Social Responsibility. Raiffeisen Bank has as its purpose to be a responsible Bank, fair partner and a corporate dedicated to citizens everywhere it operates. Focusing in supporting projects and various organizations has proven that the Bank's commitment is serious and persistent.

Raiffeisen Bank's commitment to social responsibility in Kosovo was assessed by the American Chamber of Commerce and Development Programme of the United Nations, where on March 3, 2011, in a ceremony organized on this occasion; Raiffeisen Bank was announced as the winner of the award for the best company for Social Responsibility in Kosovo for 2010.

Forum for Civic Initiatives, in cooperation and support from the Rockefeller Brothers Fund Foundation, in a ceremony gave the award FIDES 2011, the award for philanthropy in Kosovo. The FIDES Award 2011 was awarded to Bank Raiffiesen for its contribution to education, encouragement of competition and evaluation of the quality of education.

Raiffeisen Bank is a member of Kosovo CSR Network since its establishment in 2011, where the Executive Director of the Bank, Mr. Robert Wright, is the Director of the Board of Kosovo CSR Network. Raiffeisen Bank's membership in Kosovo CSR Network has increased the Bank's commitment in supporting various activities and evaluating CSR as an integral part of the Bank.

Projects supported by Raiffeisen Bank through years, are primarily related to education, culture, sports and social welfare, without leaving aside various voluntary activities. Some of the projects that the bank supported are: the cooperation with the Ministry of Labour and Social Welfare to open Folk kitchen, the project of Encompass Center, "Atom," for the discovery of young people with exceptional intelligence, the support of various cultural organizations, such as PriFilm Fest Kamer Fest, Chopin Piano Fest etc.

Being part of Kosovo CSR Network directly affects on the facilitation of the selection of projects to support because we are adequately informed about the needs that the country where a company operates has. Also, supporting of projects as a member of the Kosovo CSR Network gives much positive input, as many local companies are oriented only to improve or facilitate any proposed idea or project.

Membership in Kosovo CSR Network should not be seen as additional work for company, but as its integral part as added value of the company.

BECOME A MEMBER OF KOSOVO CSR NETWORK

WHAT IS CORPORATE SOCIAL RESPONSIBILITY – CSR?

- CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

ABOUT KOSOVO CSR NETWORK

The Kosovo Corporate Social Responsibility (CSR) Network is a non-governmental organization, the first network of this kind in Kosovo. It seeks to fully comply with the Ten Global Compact Principles which is a principle-based framework for businesses, which include human rights, elimination of child labor, promotion of environmentally friendly practices, elimination of discrimination in respect of employment and occupation, and promotion of anti-corruption values. I

t is a member of the CSR Europe, which is the leading European business network for corporate social responsibility with around 70 multinational corporations and 37 national partner organizations as members.

WHY BECOME A MEMBER?

- Build customer loyalty based on distinctive ethical values;
- Benefit from building a reputation for integrity and best practice;
- Form great networking opportunities with Kosovar and European high level representative;
- Create business to business opportunities;
- Increase your company's reputation and credibility at national and European level.

32 Luan Haradinaj
Second Floor, no. 6
Prishtina, Republic of Kosovo 10000
Office: +381 (0) 38 220 312

FOR MORE INFORMATION PLEASE VISIT: WWW.CSRKOSOVO.ORG or contact us at: info@csrkosovo.org

Member companies

