CSR Newsletter is the bulletin of the Kosova 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 January 2015.

PROJECTS & ACTIVITIES

LET’S DO IT KOSOVO

On 21 May continued the initiative "Let's do it Kosovo". Our Network also joined this initiative, as some of its members.

Meridian Corporation, supported this very necessary activity for our country, where a majority of the land was cleared.

Raiffeisen Bank also joined the initiative Let's do it Kosovo. Bank staff used the working day to clean a part of the neighborhood Arbëria in Pristina.

Enterprise NewCo Ferronikeli also joined Action "Let's do it Kosovo", which was held at the whole territory of Kosovo, which contributed to heavy machinery to clean the dump in the village of Drenas Arllat.

Opening the action at this landfill was made by Minister of Environment and Spatial Planning, Mr. Fehmi Agani, Mayor of Drenas Mr. Nexhat Demaku, Company Director Mr. NewCo Ferronikeli. Ioannis Moutafis and representatives of the initiative "Let's do it Kosovo".
Being aware of the importance of a clean environment in public health, CSR network through it's activities is acting to increase environmental awareness and improve the ecological status of Kosovo.

Our Network Executive Director Mr. Gazmend Ahmeti, was a guest in the morning show on Kosovo Radio in the framework of the regular segment of the Saturday "ecological morning" on June 06, 2015.

Among other things, he discussed the benefits of membership in the Corporate Social Responsibility Network, member enterprises and the whole society.

He informed in details about the importance, objectives and specific actions of its members in environmental issues.

On Klan Kosova during the show "Ekonomia me Erëzën", was elaborated theme of CSR as a new practice for Kosovo.

Among other things, during the show guest was the Executive Director of the Kosovo CSR Network , Mr. Gazmend Ahmeti, who explained in detail to the viewer what CSR is and the importance of the Network for member companies, as well as for society in general.

https://www.youtube.com/watch?v=bD0b7rd4bow
On June 09 Kosovo CSR Network held its first training for media, "CSR Basics". This training was of great importance for CSR promotion as Network as well as awareness for journalists for CSR as a new field in Kosovo, which is spreading more and more. This sort of trainings will be held continuously from Kosovo CSR Network which continuously promotes the values of social responsibility!
In response to the urgent need to address unemployment, climate change and demographic changes in Europe, the corporate social responsibility movement has developed the Enterprise 2020 Manifesto for action by 2020.

The Manifesto calls on businesses and governments to work together and take action on three strategic priorities during the five years leading up to 2020:

1. Make employability and inclusion a priority across boards, management and value chains.

2. Stimulate companies to engage as committed partners with communities, cities and regions to develop and implement new sustainable production methods, consumption and livelihoods.

3. Put transparency and respect for human rights at the heart of business conduct.

The Manifesto is the corporate social responsibility movement’s response to the challenges set by the European Commission in the Europe 2020 strategy that calls for smart, sustainable and inclusive growth. The progress of European businesses towards achieving the Manifesto’s priorities will be tracked over the coming five years via CSR Europe’s interactive online Business Impact Maps which will highlight hundreds of initiatives from across Europe.

CSR Europe is calling on governments and businesses across Europe to get on board and take action through their own initiatives. The manifesto was launched at the Last Call to Europe 2020 conference hosted by Sodalitas at Milan Expo on June 19, 2015.

Part of it was also the Executive Director of Kosova CSR Network, Mr. Gazmend Ahmeti, by representing Kosova CSR Network.

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TRAINING FOR MEMBERS AND NON-MEMBERS

Corporate Social Responsibility - strategic investment for businesses

Network for Corporate Social Responsibility in Kosovo (CSR), organized the specialized training in the field of CSR of its current members and potential members.

The purpose of this training, according to Executive Director of CSR, Mr. Gazmend Ahmeti was to increase awareness of CSR and also aim to further support the network, thus providing assistance to Kosovo businesses.

"The integration of CSR into everyday operations of companies / organizations is not a matter of choice anymore, but a condition for any company to stay competitive in a long term, regardless of location, business sector or size. CSR has increased its role as a selfless volunteer philanthropic activity, becoming a decisive factor if the organization will survive or not," said the expert on CSR Mr. Lindita Dajia.

More specifically some of the points addressed in this training were: What is CSR and what is not, CSR versus altruism or philanthropy and marketing, why we need to CSR, and how it should be applied within companies, etc.
Through this training, participants from different companies and institutions were able to obtain detailed knowledge of the proper concept for CSR. Also this was a good opportunity to join Kosovo CSR Network. At the end of training, participants were certified by the organization.

This training was supported by members of CSR: NewCo Ferronikeli, Raiffeisen Bank, PR Solutions and Meridian Corporation.

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**CSR ACTIVITIES OF MEMBER COMPANIES**

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**IPKO Foundation**

IPKO Foundation continues awarding successful students of Kosovo

Besides its engagement in multiple social-tech projects, IPKO Foundation announced the winners of the 7th round of the Next Generation Scholarship Program for the academic year 2015/16. After a thorough and dynamic review process, the best of the brightest students of Kosovo have been chosen and become now part of the outstanding family of 138 IF scholars.

Out of more than 200 applications that IPKO Foundation has received, there are 14 winners coming from various universities in Kosovo such as: University of Prishtina, American Education in Kosovo (A.U.K.), ISPE College, University Education for Business and Technology (UBT), and University of Peja and mainly from municipalities such as: Prishtina, Peja, Vushtrri, Ferizaj, Istog, and Fushe Kosova. The number of winners has been extended from 10 to 14 scholars due to the excellence shown in the applications and IF's commitment to positively influence as many students as possible.

IPKO Foundation is delighted to continue contributing to the academic development of the Kosovar youth who show their potential, intellectual capacity, creativity, and drive to further succeed.

This is the seventh time that IPKO Foundation supports students who possess a digital vision for Kosovo. Since 2009, IF has invested approximately 317,323.00 EUR dedicated for the scholarships. This scholarship was established to recognize the outstanding students enrolled at any accredited university in Kosovo who have the passion, creativity, and drive to become a digital leader of the country.

Therefore, if you consider yourself visionary enough to come up with an innovative idea on digitalizing Kosovo, IF strongly encourages you to start working from now because next year you may be one of the scholars! IPKO Foundation will undoubtedly continue working to add more bright students to our excellent community of bright scholars.
Let's clean our neighborhood

This initiative came as a result of the commitment of Meridian Express the necessity of raising the voice to change our attitudes towards the maintenance of the environment where surrounds us.

Under this initiative, Meridian Express with its staff contributed in each neighborhood that is present. Cleaning the neighborhood will become a tradition of Meridian Express, with the hope that this initiative will establish a very important basis for development and environmental protection.

International Day of Blood Donation

24 workers of Meridian Group, voluntarily donated blood on the International Day of Blood Donation.

Representatives from the National Center for Blood Transfusion thanked Meridian for their willingness that express every year to donate blood.
ProCredit Bank

It is worth mentioning that these bags are produced according to high environmental standards even further proving very responsible approach of ProCredit Bank to environmental protection.

NEW MEMBERS

PTK – VALA

Welcome to CSR Kosova!

Vala is the incumbent operator offering fixed and mobile services to the 1.8 million inhabitants of Kosovo. The company is organized as one legal entity providing mobile (voice and fast internet), fixed (fix, internet and IPTV) services.

Their goal is to become the provider of choice for customers wanting to use data services. The opportunity is huge as we believe that over time all customers will want to use data internet services on their devices.

Today Vala customers enjoy a range of services including simple voice calls, text, and data services such as internet browsing, social networking sites, downloading applications (‘apps’) and sending emails via their devices.

In every respect, we want to be positioned as a leading company in Kosovo for the provision of valuable convergent “quad play” telecommunication offers and place emphasis on quality, innovation, trust, satisfaction and represent Kosova values.

Main activities registered in the Kosovo Business Registration Agency are:
Wired telecommunications activities
Other monetary intermediation
Other software publishing

ProCredit Bank donates 150,000 ecological bags

ProCredit Bank together with other similar banks in the region have taken the environmental initiative which aims to raise the awareness of citizens to protect the environment by reducing the use of plastic bags.

Around 600,000 bags 100% organic cotton are distributed FREE - where 150,000 of them were donated to citizens through PCB branches, shopping centers and networks markets.
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 KOSOVA 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. It 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.

FOR MORE INFORMATION PLEASE VISIT: WWW.CSRKOSOVO.ORG, OR CONTACT US AT: INFO@CSRKOSOVO.ORG
Our members: