



- Visegrad Fund

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

Corporate Social Responsibility in Business Practice of the Visegrad Region

Visegrad grand no. 22220149

supported by

• **Visegrad Fund**

Project Partners

- Faculty of Economics and Management (Slovak University of Agriculture in Nitra)
- AMBIS vysoká škola, a.s. (AMBIS university)
- Faculty of Economics (Poznan University of Life Sciences)



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Corporate Social Responsibility in Business Practice of the Visegrad Region

Focus area/objective:

- Entrepreneurship, Innovation and Research, Tackling economic challenges and improving the ecosystem for businesses and social enterprises through joint lobbying, common policy solutions and exchange of best practices

IMPLEMENTATION PERIOD: 01/10/2022–31/03/2024

Corporate Social Responsibility in Business Practice of the Visegrad Region

- Project **map** the current state **of implementing** activities of Corporate Social Responsibility by business entities in the Visegrad region (Slovakia, Czech, and Poland),
- ...**evaluate their readiness** for mandatory CSR reporting required by European Commission,
- ...**describe CSR activities** they are implementing (respecting the Tripple Bottom Line) and
- ...**formulate generalizations** for countries, generalizations for region and
- ...**comparisons** between countries.
- Based on these, **recommendations** for policy makers, business practice and educators of future managers are formulated.



Added value

- The project will map the readiness of entities of various categories for this obligation in the time scope of 2022-23.
- It will shed light on the, yet unexplored, theme of what kind of socially responsible activities are carried out (based on the Tripple Bottom Line classification) in general and specifically in the context of the COVID-19 pandemic and the conflict in Ukraine which particularly involved Visegrad countries in the need to help refugees.
- Previously preferred environmentally oriented activities are under current circumstances replaced by the socially oriented ones targeting broader local communities in which refuges are integrated.

Project Events

1

Workshop in Slovakia
(Event–Private), Nitra, SK

26/10/2022

28/10/2022

2

Workshop in Czech
Republic (Event–Private),
Brno, CZ

08/03/2023

10/03/2023

3

Conference Globalizácia
(Event–Public), Rajecké
Teplice, SK

20/09/2023

22/09/2023

4

Workshop in Poland
(Event–Public), Poznan,
PL

28/10/2023

30/10/2023

Workshop in Czech Republic (Event— Private), Brno, CZ

Wednesday 8.3.2023	17:00-18:00	Arrival to Brno	Hotel Passage Brno	https://www.hotelpassage.eu/
	18:00-19:00	Dinner	Restaurant Passage	
Thursday 9.3.2023	9:00-9:15	Invitation and presentation of participants	AMBIS Meeting room - <u>AMBIS vysoká škola, a.s., Šujanovo nám. 1, Brno</u>	Renata Skýpalová - Workshop Host
	9:15 - 9:50	Project information, Goal of the workshop, Monitoring of the project and national project teams		Jana Kozáková - Project Leader
	9:50-10:50	CSR in Hungary - case study (online MS Teams)		Isaias Rivera - Guest speaker
	10:50-11:15	Coffee break		
	11:15-12:00	CSR in Automotive Czech Republic - case study (online MS Teams)		Emil Velino – Guest speaker
	12:00-12:30	CSR in V4 countries – Discussion		Moderator - Jana Kozáková
	12:30-14:00	Lunch		Restaurant Passage
	14:00 - 15:30	Report from the completed parts of the research	AMBIS Meeting room - <u>AMBIS vysoká škola, a.s., Šujanovo nám. 1, Brno</u>	Moderator - Jana Kozáková
	14:00-14:30	Partial results of the CZ research		Helena Cetlková
	14:30-15:00	Partial results of the SK research		Mária Urbánová
	15:00-15:30	Partial results of the PL research		Alina Nowotarska
	15:30-15:50	Coffee break		
	15:50 -16:30	Discussion regarding project outputs and their form		Moderator - Jana Kozáková
	16:30-18:00	Scheduling the next phases of research and project tasks		Moderator - Mária Urbánová
18:00-20:00	Sightseeing and dinner	Restaurant Passage		
Friday 10.3.2023	8:30-10:00	Working breakfast - Summarization and distribution of partial tasks for the next project stages	Buggati 1 Room - Hotel Passage	Jana Kozáková, Renata Skýpalová
	10:00 - 10:30	Departure form Brno		

Project Results



1. **Database** of CSR implementation (in Slovakia, Czech republic, Poland) based on Questionnaire survey

2. **Monograph** (book) summarizing the results of research on the CSR implementation in Slovakia, Czech republic and Poland

3. **Study of the implementation** (book) of Corporate Social Responsibility in Visegrad region (Slovakia, Poland, Czech republic)

4. **Scientific Article** (Product) – Scientific journal – IF (V3)

5. **Scientific Article** (Product) – Conference Globalizácia (V3)

6. **Scientific Articles** – partial/national results

1. Database of CSR implementation

(in Slovakia, Czech republic, Poland based on Questionnaire survey)

Database - outcomes of questionnaire survey

- **Sorting** (general) questions,
 - questions regarding **implementation of CSR** in the company
 - questions regarding **CSR reporting**,
 - questions regarding realization of **selected CSR activities** (environmental, social, economic) and
 - questions regarding activities connect with **the COVID-19 pandemic and conflict in Ukraine (refugee crisis)** and energetic crisis
-
- **PUBLIC OUTCOME!!!**
 - **FORM - Excel sheets published on project website (uncoded, 100 per country)**
 - **DEADLINE – february 2024**

2. Monograph (book)

sumarizing the results of research on the CSR implementation in Slovakia, Czech republic and Polland

- Monograph will **map the situation** of the
 - nature of the socially responsible activities implemented by various businesses in monitored countries
 - with the emphasis on the type of these activities and
 - their connection to the needs created by COVID-19 pandemic and conflict at Ukraine.
- Also, it will **address the issue of readiness** of these entities for mandatory CSR reporting.
- Monograph will be based on the conducted **quantitative study**.
- Template: Jana
- Author: min 1 per country
- Deadline: november 2023

3. Study of the implementation of Corporate Social Responsibility in Visegrad region (Slovakia, Poland, Czech republic)

- Study will
 - map the situation of the nature of the socially responsible activities implemented by various businesses in monitored countries
 - with the emphasis on
 - COVID-19 pandemic,
 - conflict at Ukraine and
 - readiness of these entities for mandatory CSR reporting.
- Study will be based on the conducted qualitative research and
- can be used for education of actual and future managers using examples from business practice.
- FORM: Book (online monograph)
- Scope: according to Renata
- Template: Renata
- Data use: qualitative study of best practices / CSR reporting analysis
- Deadline: Data: November 2023
- Authors: Renata + 1 PL + 1 SK

4. Scientific Article

(Product) – Scientific journal

- Results of the project will be disseminating across scientists worldwide.
- Publication in impacted scientific journal
- Scientific Journal – PI conference
- Data use: Environmental pillar of CSR in V3
- Methodology: differences between SK-PL-CZ
- Authors: min 1 from each country
- Deadline: September 2023

5. Scientific Article

(Product) – Conference Globalizácia

- Conference in Rajecké Teplice, Oct 2023...article deadline July.
- 1 international article
- Data use: general CSR overview in V3
- Methodology: situation description
- Author: Jana
- Scope: 10 pages
- Conference fee is not eligible costs!!!
- (external financing)

6. Scientific Articles – additional outcomes

- national studies

- Article SK Team
- Article PL Team
- Article CZ Team
- RAAE - Review of Agricultural and Applied Economics <https://roaae.org/>
- Visegrad Journal on Bioeconomy and Sustainable Development <http://www.vua.uniag.sk/journal>

6. Project webpages

- project details

- The web seat of the project will be at: <https://csrvysegradproject.pageride.eu/>
- Continuously
- www page – Jana
- Facebook – Majka
- Insta – Majka
- ...others pls subscribe!

Results and sharing

- Monograph – online publication
- Study (monograph) - shared online with companies included in the study, policy makers and organizations supporting business sector in each country and teachers of business-oriented study programmes (and through them, future managers) in each country through the project's website and specialized organizations.
- 1 article in conference proceedings
- 1 connom article in indexed journal

More info – Guidelines

https://s3.eu-central-1.amazonaws.com/uploads.mangoweb.org/shared-prod/visegradfund.org/uploads/2021/12/Guidelines_2022-2.pdf

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Thank you for your attention!



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