



- Visegrad Fund

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## 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.
- 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 Czechia  
(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  
Slovakia  
(Event–  
Private), Nitra,  
SK

<b>Wednesday 26.10</b> Hotel River, Nitra	17:00 – 18:00	Arrival to Nitra (parking spot is booked at hotel)
	18:00 – 20:00	Dinner
<b>Thursday 27.10</b> Meeting room of the Institute of Economics and Management – S Pavilion FEM (SUA in Nitra)	9:00 – 9:30	Introduction to the project, main goals, financing, marketing, monitoring of the project, web page, outputs, organizational issues (Jana Kozáková)
	9:30 – 10:30	Presentation of partner institutions, presentation of people participating in the project (SK – Erik Janšto, PL – Rafał Baum, CZ – Renáta Skýpalová)
	10:30 – 10:50	Coffee Break
	10:50 – 12:30	Presentations of current state of CSR in individual countries (SK – Mária Urbánová, PL- Alina Nowotarska, Dariusz Pierńkowski, CZ-Renáta Skýpalová)
	12:30 – 13:30	Lunch
	13:30 – 14:30	Sustainability Reporting (Online attendance at CSR SUMMIT 2022)
	14:30 – 15:15	Discussion on methodology of research and data obtaining (Jana Kozáková)
	15:15 – 15:30	Coffee break
	15:30 – 16:30	Discussion regarding outputs and their form (Mária Urbánová)
	16:30 – 18:00	Preparation for the next stages of project and program
ZanziBar, Nitra	18:00 – 20:00	Sightseeing and dinner
<b>Friday 28.10</b> Hotel River, Nitra	9:00 – 10:30	Working Breakfast- Summarization /determination of partial tasks for the next meeting
	10:30	Departure from Nitra



# Project Results



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

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

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

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

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

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

- Database will include outcomes of questionnaire survey conducted in monitored countries which will contain
  - sorting questions,
  - questions regarding implementation of CSR in the company and 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).

## 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**.

### 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.
- Book (online monograph)
- (form, scope, template, data use, deadline, authors)

## 4. Scientific Article

(Product) – Scientific journal

- Results of the project will be disseminating across scientists worldwide.
- Publication in **impacted scientific journal** is one of the best and most used ways to make outcomes of scientific research public.
- This platform also ensure high quality outcome since paper will be published after double blind review process.
- (journal, data use, methodology, authors, deadline)

## 5. Scientific Article

(Product) – Conference Globalizácia

- Globalization has long been one of the best-rated scientific conferences in the Central European region.
- As part of the dissemination of the project's outputs, representatives will take part in this **scientific event** and present a contribution focused on obtained results.
- Event usually take place in October, but call for papers starts in May.
- This platform also ensure high quality outcome since paper will be published after double blind review process.
- October 2023 – Rajecké Teplice

## 6. Project webpages

- project details

- The web seat of the project will be at: <https://csrvysegradproject.pageride.eu/>
- A project webpage will remain active during the whole contractual period.
- Project webpage will contain the description of the project, the details of the partners and will have an URL address.
- The website will be available in English language.
- Project webpage will contain the Fund's logo with a direct link to the Fund's website, as well as direct links to the websites of all project partners.

# Results sharing

- Monograph – online publication in line with the principles of ecology in electronic form - this allows us to share it easily across professional and lay public.
- We believe that our outcomes will be useful not just in the region, but scientist and business practice would find them useful for comparison and knowledge sharing abroad.
- Results will be also published in the form of scientific articles and presented on international scientific conferences.



# More info – Guidelines

[https://s3.eu-central-1.amazonaws.com/uploads.mangoweb.org/shared-prod/visegradfund.org/uploads/2021/12/Guidelines\\_2022-2.pdf](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!**