

NATIONAL ACTION PLAN FOR CSR IN THE CZECH REPUBLIC – 1ST UPDATE



MINISTRY OF
INDUSTRY AND TRADE

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National Action Plan for CSR in the Czech Republic

- ➔ Ministry of Industry and Trade (MIT) took over the CSR agenda from the Ministry of Labor and Social Affairs in March 2013
 - ▶ The most important task was to prepare a National Action Plan (NAP) for CSR
 - ▶ It was prepared by team composed of the representatives of Expert Section for Corporate Social Responsibility of the Quality Council of the Czech Republic, MIT, MLSA and NGOs
 - ▶ Very helpful was also the peer review organized by the EC
 - ▶ The National action plan on CSR was finished by the end of the year 2013 and approved by the Czech Government on April 2, 2014



1st National Action Plan for Corporate Social Responsibility

- ➔ The National action plan on CSR was finished by the end of the year 2013 and approved by the Czech Government on April 2, 2014
- ➔ The NAP was divided into three chapters, the most important was the third one, which was divided into subsections – one of them covering the Human Rights
- ➔ In each subsection were set the priorities, the tasks and their respective deadlines
- ➔ Fulfilment of the tasks was checked on a regular basis by the Business Environment Department of the MIT and Expert Section Corporate Social Responsibility of the Quality Council



Update of the National Action Plan on CSR

- ➔ The Government Resolution No. 199 of April 2, 2014; Part II, Section 2, paragraph b) charged the Minister of Industry and Trade with the task to submit to the Government an updated NAP for CSR in the CR by December 31, 2015.
- ➔ The preparation of the updated NAP for CSR in the CR was carried out in cooperation with the Council Quality of the CR (Specialist Group for Corporate Social Responsibility and Sustainable Development) and with other ministries.
- ➔ The updated NAP was approved by the Government Resolution No. 49 of January 25, 2016



Updated NAP for CSR in the Czech Republic – cont.

Main objectives of the updated NAP for CSR in the Czech Republic:

- ▶ Enhancing understanding and credibility of corporate social responsibility concept in the society.
- ▶ Support for the development of social responsibility in organizations.
- ▶ Sharing experiences and transfer of international know-how.

The updated NAP CSR remains non-legislative and open document



Updated NAP for CSR in the Czech Republic – cont.

- ➔ Basically the structure of the first National Action Plan on CSR in the CR remains unchanged with minor adjustments

Main amendments include:

- ➔ Setting validity interval of updated NAP CSR in the CR for the period 2016 - 2018
- ➔ Unification of concepts (enterprise, companies, organizations, etc.).
- ➔ Removal of discrepancies between strategic priorities and ongoing activities, reducing the number of strategic priorities
- ➔ Summary of the current performance of NAP CSR activities in the Czech Republic as of 31 July 2015 completed in relevant chapters
- ➔ Contents of the original chapter 3.2 Self-regulation - incorporated into other chapters of the updated NAP CSR in the CR
- ➔ In cooperation with the MLSA, newly prepared a section on Social Entrepreneurship in Chapter 3.7



Updated NAP for CSR in the Czech Republic – cont.

Ten key areas are defined in the third chapter of the Updated NAP CSR in the Czech Republic:

1. Promotion and support for the development of the concept of corporate social responsibility
2. Dialogue and cooperation among the CSR stakeholders
3. Role of public authorities
4. Dissemination, implementation and compliance with international behaviour standards
5. International cooperation



Updated NAP for CSR in the Czech Republic – cont.

6. Respect for human rights
7. Social entrepreneurship
8. Education and research in the field of corporate social responsibility
9. Appreciation of organizations for social responsibility
10. Protection of consumer interests

Structure of chapters:

- ➔ Introductory description of the issues covered by the chapter
- ➔ Strategic priorities in the given area including targets
- ➔ Bearers
- ➔ Overview of fulfilment of tasks as of 31 July 2015
- ➔ Activities of the updated NAP CSR in the Czech Republic (including implementers, outputs, deadlines)



The Main Obstacles faced during the update

- ➔ The team preparing the update was substantially different from the one preparing the first NAP
- ➔ As a consequence, this discontinuity complicated the start of the work – discussions about the structure
- ➔ Double workload – preparing the update and monitoring/effecting the tasks from the first NAP
- ➔ Final editing during the holiday season
- ➔ Early deadline for presenting the update draft due to lengthy and multi-layered approval process



Approval process

- ➔ Deadline for presenting the updated NAP to the Government determined the timing of the activities – „reverse engineering“
- ➔ Final text had to be presented by the Expert Section Corporate Social Responsibility and Sustainable Development to the Quality Council for approval by August 10, 2015
- ➔ Consultations on the draft in MIT
- ➔ Settlement of the (eventual) comments
- ➔ Inter ministerial consultations on the draft
- ➔ Settlement of the (eventual) comments
- ➔ Final editing and presenting to the Government (after the final approval by the MIT)



Conclusions/Recommendations

- ➔ Start reasonably soon
- ➔ Do not change the team, if possible
- ➔ Involve the stakeholders from the very beginning
- ➔ Make detailed evaluation of the positive and negative sides of the previous NAP
- ➔ Learn from the NAPs of other MS
- ➔ Prepare well for the approval process
- ➔ Involve the stakeholders in the approval process even though they are not the obligatory participants
- ➔ Retain a positive attitude 😊



Thank you for your attention



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