



Action Plan Proposal for promotion of
corporate social responsibility of
companies and research organizations in
the Republic of Slovenia for the period
2019-2020
(CSR AP 2020)

(Draft, 15. 12. 2018)

"If the government understood the concept of corporate social responsibility, it would realize that the country has already done a lot in this area and that it is only necessary to write it down. "

*Anita Hrast, IRDO
about the missing national strategy on corporate social responsibility*

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List of abbreviations and sources

AP Business and Human Rights Consultation	Action Plan on Business and Human Rights Inter-sectoral consultation "Promoting social responsibility in the Republic of Slovenia", organized in Ljubljana on June 29 th
CPM	Cabinet of the Prime Minister
CSR	Corporate social responsibility
CSR AP 2020	Action Plan for Promoting CSR in the Republic of Slovenia for the period 2019-2020 (proposal of Road-CSR project)
Directive 2014/95/EU	EU Directive 2013/34/EU as regards disclosure of non-financial and diversity information by certain large undertakings and groups
EC	European Commission
EU	European Union
GZS	Chamber of Commerce and Industry of Slovenia
IDC	Slovenian International Development Cooperation
IRDO	Institute for the development of social responsibility
ISO26000:2010	Standard (Guidelines for Action) for Social Responsibility ISO 26000
MDOS	CSR Network Slovenia
ME	Ministry of the environment and spacial planning
MEDT	Ministry of economic development and tehnology of Republic of Slovenia
MESS	Ministry of Education, Science and Sport
MFA	Ministry of Foreign Affairs
MLFSEO	Ministry of labour, family, social affairs and equal opportunities
MPA	Ministry of Public Affairs
NCP	National Contact Point
OECD	Organization for Economic Cooperation and Development
OP Cohesion	Operational Programme for the Implementation of the European Cohesion Policy in the 2014-2020 period
Organization	company, non-governmental or non-governmental organization, institution, cooperative (legal person)
Road-CSR	project "Plan for Integration and Review of Business Practices of Corporate Social Responsibility in EU Countries" co-financed by the Interreg Europe Program of the European Union
SDGs	Sustainable development goals (Agenda 2030)
Shareholders	interest groups that AP organization / person meets with in their work
SMEs	small and medium enterprises
SPIRIT	Public Agency for Enterpreneurship, Internationalization, Foreign Investements and Technology
SR	Social Responsibility
SRI	Socially Responsible Investment
SRS 2030	Slovenia's Development Strategy 2030
SSH	Slovenian Sovereign Holding
SVRK	Government Offcie for Developpment and European Cohesion Policy
UM	University of Maribor
UN	United Nations

Presentation of the Project Road-CSR

The purpose of the project "A Roadmap for Integrating Corporate Social Responsibility into EU Member States and Business Practises" (short Road-CSR) is to support EU Member States in introducing Corporate Social Responsibility as AP integrated model of governance in small and medium-sized enterprises (SMEs). This will help SMEs to increase their competitiveness, sustainability and innovation, and to achieve long-term profitability through social justice and environmental protection.

The main result of the 48 month project (01.01.2017 - 31.12.2020) will enable the countries in the project partnership to exchange experiences, models of good practices and create the basis for integrating corporate social responsibility into legislative, program and action documents, both at national level regional levels.

In addition, one of the important results of the project will be to make recommendations for the revision of Directive 2014/95 / EU and to further develop the foundations for policy-making in the area of corporate social responsibility of large and small companies.

For this purpose, among other things, 6 national thematic studies and a joint thematic study have been created within the project focusing on factors that form the national priorities of CSR, the current state of development of national action plans and national priorities, the provision of plans for the use of corporate social responsibility as a comprehensive the management approach, the state of corporate social responsibility in SMEs and the level of integration of the 2014/95 / EU Directive on non-financial reporting in national law.

The Development Agency for the District of Larnaca and Famagusta District, Cyprus (Lead Partner), (Administrative) Region of Crete, Greece, Directorate General of the Regional Ministry of Education and Employment of the Government of the Extremadura Region in Spain, the Norwegian University of Science and Technology (NTNU), E-institute, Institute for Integrated Development Solutions, Slovenia, South Bohemia Support Agency for Innovation and Association of Chambers of Commerce of the Veneto Region, Italy are partners in the project.

The project is co-financed by the European Union through the Interreg Europe program.

Summary of the Action Plan

The proposal of the Action Plan for the Promotion of Social Responsibility in Companies and Research Organizations in the Republic of Slovenia for the period 2019-2020 (hereinafter referred to as the CSR AP 2020) represents a joint message from the economy, civil society and the public sector working in the area of corporate social responsibility, and as such presents AP in-depth implementation of social responsibility in the existing national strategic documents and the basis for the completion of the already initiated process of preparing a national CSR strategy for Slovenia.

In October 2011, the European Commission (EC) published a Communication on a renewed EU Corporate Social Responsibility (CSR) Strategy, in which it invited all Member States to develop or renew their action plans for promoting CSR within the Europe 2020 strategy, in line with its new definition of CSR, by mid-2012, as well as outlined its Action Plan for the period 2011-2014.

This proposal of the action plan is based on the efforts and consultations of the inter-sectorial group for the preparation of the Slovenian National Strategy in the area of corporate social responsibility, with emphasis on corporate social responsibility and on the exchange of knowledge and experience within the Interreg Europe Road-CSR project. The basis for the preparation of the draft action plan are the existing European and national strategic documents, including the EC's Action Plan, implemented directive on non-financial reporting and the Slovenian Development Strategy 2030, as well as the working draft of the National Strategy for Corporate Social Responsibility (CSR) and Sustainable Development in Slovenia for the period 2017-2030, which was prepared within the framework of the said inter-sectorial group.

On the basis of past studies of the field of corporate social responsibility in Slovenia and meetings with the representatives of civil society, business and public administration, the proposal of the action plan outlines eight priority areas already addressed by many Slovenian companies and civil society through their CSR strategies or their awareness raising activities and which should be addressed more holistically by the government to help facilitate further economic development and welfare society during the next two years. The areas highlighted are: strengthening the understanding and promotion of the implementation of the concept of CSR in Slovenian companies and other organizations, encouraging dialogue and stakeholder engagement, as well as international stakeholder participation, promoting social responsibility in government and public administrations, thus providing AP example for other organizations in all sectors, raising awareness and informing on internationally recognized CSR guidelines and principles and encouraging their implementation in organizations operating in Slovenia. It also highlights the integration of corporate social responsibility as a concept into education, training as well as in research sector, the distinction of CSR and social entrepreneurship concepts, while at the same time promoting both, and rewarding and promoting market rewards for socially responsible behavior. Finally, the Action Plan also highlights the monitoring of the fulfilment of human rights in business, another aspect of CSR, which Slovenia covers under a separate National Action Plan on Human Rights in Business, adopted in 2018.

Stakeholders in the process of drafting the CSR AP 2020 hope that the prepared draft proposals of the strategy and the action plan will encourage the Government to support the further development of the field by adopting relevant national documents and implementing and monitoring further activities.

Basic Information

Document:	Proposal of the action plan to promote corporate social responsibility and research organizations in the Republic of Slovenia for the period 2019-2020 (CSR AP 2020)
Status:	Draft, 15.12.2018
Project:	A Roadmap for Integrating Corporate Social Responsibility into EU Member States and Business Practises" (short Road-CSR)
Partner organisation:	E-institute
Country:	Sloveniaa
NUTS2 Region:	SI0 – Sloveniaa (SI03 – East Slovenia and SI04 – West Slovenia)
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Process of preparing the action plan

The present proposal of the Action Plan was based on the efforts and meetings of the inter-ministerial group for the preparation of the Slovenian National Strategy in the area of social responsibility, with emphasis on corporate social responsibility. The mentioned interdepartmental group includes representatives of the Government, non-governmental organizations, the economy and educational institutions. On June 29, 2017, the first intersectoral conference "Promoting Social Responsibility in the Republic of Slovenia" was organized in Ljubljana ("Conference"), organized by the Partnership for the Green Economy of Slovenia in cooperation with the Institute for the Development of Social Responsibility IRDO, the Network for Social responsibility of Slovenia and partner organizations. At the conference, 46 representatives of the Government, the economy and civil society were present. Following the consultation, the Government of the Republic of Slovenia, in cooperation with a narrower group of representatives of various sectors, started to prepare the text of the National Strategy of Corporate Social Responsibility, with emphasis on companies.

Furthermore, the proposal of the Action Plan covers the draft strategy of corporate social responsibility in Slovenia, prepared by the narrower group of the above mentioned interdepartmental group, other relevant strategic documents of Slovenia (with emphasis on the Development Strategy of Slovenia 2030) and relevant international documents (with emphasis on the Directive 2014 / 95 / EU). Last but not least, the proposal is also prepared on the basis of exchanges of experiences and good practices of project partners and other stakeholders in international meetings organized within the framework of the activities of the Interreg Europe Road-CSR project and other events, since it is also necessary for creating the foundations for dialogue and communication to look at CSR in more advanced European countries, thus participating in the wider European Multi-stakeholder Forum.

During the preparation of the proposal of the action plan, the drafters of the proposal consulted with the participants of the organized consultative events:

- within the fair GREEN 2018: Presentation of the draft proposal of the strategy of Corporate Social Responsibility in Slovenia, Gornja Radgona, 5. 4. 2018,
- within the conference of the Institute for the Development of Social Responsibility Social Responsibility and Challenges of the Time 2018: Social Responsibility and Sustainable Development in Science, Education and Economy, Maribor, 27 September 2018,
- within the Days of Social Responsibility 2018, a conference Presentation of the draft proposal for the Action Plan for Social Responsibility for Slovenia, Ljubljana, 28. 11. 2018, and as part of individual meetings, among others, with representatives of:
 - the management association of Slovenia and the Ministry of Labor, Family, Social Affairs and Equal Opportunities (Directorate for Social Affairs and Directorate for Disabled, War Veterans and War Victims),
 - Chamber of Commerce and Industry of Slovenia,
 - Network for Social Responsibility of Slovenia (MDOS),
 - Ekvilibus of the Institute,
 - Institute for the Development of Corporate Social Responsibility (IRDO)
 - The Government Office for Development and European Cohesion Policy (SVRK)
- with the State Secretary in the Cabinet of the Prime Minister, in the capacity of the Head of the Directorate for Social Entrepreneurship and

- members of the Council for the Sustainability and Corporate Responsibility of Enterprises of the University of Maribor,
- at the international conference Transformation into Sustainable Business Models in Bled, 5. 6. 2018
- at the International Conference on Circular Economy in Maribor, June 21, 2018,
- at the debate on the list of diversity.

The policy context: Presentation of some addressed instruments

Directive 2014/95 / EU on non-financial reporting¹

In Slovenia, some companies have already recognized that social responsibility is key to their development and competitiveness, and for some years, some have reported on these non-financial aspects of their business. In doing so, they are inspired by foreign companies, which have long since incorporated social responsibility into their practice.

Some Slovenian companies are already preparing social responsibility strategies, planning the work in terms of cooperating with different stakeholders and integrating them into their activities, and looking for balance in their work. A great help in this is the advisory work of the Institute for the Development of Social Responsibility - IRDO, the Network for Social Responsibility of Slovenia and other organizations.

In planning their work and reporting, companies use the OECD and ILO guidelines and the Global Compact UN, the GRI standard, the ISO26000 Corporate Social Responsibility Guideline, and other tools that are further presented in the annex to this document.

Despite the fact that reporting on non-financial aspects and business results is becoming an increasingly widespread way of assessing achievements in the area of CSR, Slovenia has introduced a legal obligation to report this to national legislation only by the transposition of the European Directive 2013/34 / EU on the disclosure of information on the policy of diversity companies and its upgrades 2014/95 / EU regarding the disclosure of non-financial information and information on diversity.

The European Directive 2014/95 / EU on the disclosure of non-financial information and information on the diversity of certain large companies and groups was transferred by Slovenia to the Companies Act (ZGD-1J) on March 21, 2017. The Directive requires the disclosure of the company's business in social, economic and environmental issues. In accordance with the law, companies in the public interest with more than 500 employees, with assets over 20 million and turnover above EUR 40 million, are obliged to include in their annual business reports disclosure of data on policies, results and risks related to at least: environmental matters, social aspects and aspects of employees, respect for human rights, anti-corruption issues and diversity in committees. By adopting a directive on non-financial reporting in Member States' national legislation, Europe has moved towards the harmonization of the legislation of the Member States, which previously required some companies to disclose such information in the countries in which they operate, but were somewhat unclear and ineffective.

Also, through the transposition of the Directive, Slovenia indirectly introduced a link to international guidelines and tools in the area of corporate social responsibility (UN Global Compact, United Nations Guidelines for Respecting Human Rights in the Economy, the OECD Guidelines for Multinational Companies, the Tripartite Declaration of the International Labor Organization on Multinational enterprises and social policies and guidelines for the area of corporate social responsibility (ISO26000, GRI etc.). Slovenia has already committed itself to the promotion of some of them prior. In itself, the Companies Act does not mention the aforementioned international framework in the field of CSR in its explanations, which would provide companies with guidelines for

the preparation of reports. It is possible that the Ministry of Economic Development and Technology is waiting for the EU guidelines.

Reasons for improving the instrument

The transposition of the directive into Slovene legislation was done literally, without a clearer consideration of the importance of the directive for the national context or possible adaptation to the Slovenian situation. In the explanatory notes, the draftsman of the law assessed that the conditions in the directive, which were unchanged in the transfer into Slovenian legislation, probably correspond to less than 50 companies. According to AJPES data from 2017, this figure could even be closer to 10 companies if insurance companies (138) and banks (69) are not taken into consideration, as they are quoted on the stock exchange. Similarly, subsidiaries are not obliged to report insofar as parent companies publish consolidated reports. Despite the potential impact of non-financial reporting on companies in the supply chain of reporting entities, they are very unlikely to make major changes in the field of CSR in a shorter period in Slovenia or in Europe, therefore it is advisable to integrate environmental, social and economic aspects of operations and reporting in practice, small and medium-sized enterprises.

The purpose of the instrument, as well as the Action Plan, is to raise awareness of CSR among small and medium-sized enterprises, which account for more than 96% of all enterprises in Slovenia. It is therefore necessary to revise the instrument and its impact on the spread of social responsibility and the reduction of conditional values.

Furthermore, legislation does not provide for a substantive assessment of published data; auditors should only determine whether the company has submitted a description of its diversity policies and a "non-financial report". This does not solve the problem of the comparability in reporting or poor quality presentation of data. The improvement of the instrument can already be promoted by the training of companies for non-financial reporting, which is already being implemented by some NGOs and networks in Slovenia, and it is even better to require a substantive assessment of data by qualified auditors.

Priority objectives and measures addressing the instrument

The Action Plan addresses the instrument of non-financial reporting within the priority area 4 "Raising awareness and information on international guidelines and principles and promoting their implementation and compliance in enterprises", objective 4.4. »Support to companies in carrying out compulsory and voluntary non-financial reporting«. In order to achieve the objective, the Action Plan foresees the revision of the Directive 2014/95 / EU as transposed into national legislation on the basis of stakeholder recommendations, supporting training and education of companies committed to non-financial reporting, and encouraging companies, especially SMEs, to voluntarily disclose non-financial information. The instrument of non-financial reporting is also indirectly addressed by the other objectives of priority area 4, which aims to promote the implementation of international guidelines and principles in Slovenian companies.

Operational program for the implementation of cohesion policy for the period 2014-2020

The operational program for the implementation of the cohesion policy for the period 2014-2020 (hereinafter referred to as the OP Cohesion 2014-2020) is intended to support particularly less developed regions in complementing EU policies in the fields of education, employment, energy, the environment, the single market and research and innovation. It ensures the investment framework and the strategy for achieving the agreed growth targets in the framework of the Europe 2020 Strategy. Slovenia has available about of EUR 3.312 billion from the European Structural Funds and the Cohesion Fund in the period 2014-2020, with the majority of funds taking the utmost account of the implementation of the EU 2020 Strategy and priority is given to four key areas for economic growth and job creation:

- research and innovation,
- information and communication technologies,
- increasing the competitiveness of small and medium - sized enterprises and
- Support for the transition to a low-carbon economy.

The European Commission has identified 11 thematic objectives within which Member States can fund European cohesion policy measures and contribute to joint achievement of the objectives of the EU 2020 strategy.

"The resources of the European Regional Development Fund and the European Social Fund are primarily aimed at investing in research and development, strengthening and developing human resources, investing in the education system and a training system for a faster transition to the labor market, promoting entrepreneurship, starting up new businesses, internationalization, developing new business models for small and medium-sized enterprises and, consequently, job creation. With incentives, Slovenia will create the conditions for a long-term stable environment, which, taking into account the societal challenges (demographic trends, pressures on the environment, access to food, etc.), will stimulate the development of new, high-quality jobs and the preservation of existing ones with a changed structure of the economy. "

OP Cohesion 2014-2020 has already been recognized as a key source of funding for activities in the field of implementation of social responsibility in enterprises for the period until 30 September 2022. The Ministry of Labor, Family, Social Affairs and Equal Opportunities, has, as part of the OP 2014-2020, announced a public tender for the co-financing of the system of certification of socially responsible companies in the amount of EUR 2,000,000.00. The public tender is implemented under the 8th priority axis "Promoting employment and transnational labor mobility", 8.3 Priority investment "Active and healthy aging" and 8.3.1 of the specific objective "Extending and improving the working activity of the elderly involved in the measures". The activities that will be financed with this public tender will depend on the selected applicant, but are partly defined by this public tender's purpose.

The policy context:

Review of policies and legislation in the field of CSR in Slovenia^{2,3}

In October 2011, the European Commission (EC) published a Communication on a renewed EU Corporate Social Responsibility Strategy (CSR), which newly defines CSR as "corporate responsibility for their impact on society."⁴ The condition for taking this responsibility is to respect the existing legislation and collective agreements between the social partners. Companies should have a procedure for integrating social, environmental and ethical issues, human rights and consumer issues into their business and a central strategy in close co-operation with stakeholders in order to consistently fulfill social responsibility in order to maximize the creation of common values for owners and stakeholders and society in general; and to identify, prevent and mitigate possible negative effects.

The EC Communication takes the view that the development of CSR should be guided by the undertakings themselves, but that the public authorities of the Member States should play a supporting role through a deliberate combination of voluntary policy measures and, where necessary, complementary rules. And although it is necessary to provide businesses with the flexibility to innovate and develop an appropriate approach to CSR, they also appreciate the principles and guidelines of public authorities that can assess their policies and performance and promote a level playing field. Therefore the EC has in its Communication invited all Member States to develop or update their Action Plans to promote CSR under the Europe 2020 strategy by mid-2012 and to submit their Action Plan for the period 2011-2014.

The design and implementation of the Action Plan represents a structured way of implementing international and domestic commitments: In the Slovene Strategy of Smart Specialization (Government of the Republic of Slovenia 2015, 36), in the chapter "Growth and Development of SMEs", the state's commitment to CSR is written in one sentence, namely: "Developing socially responsible internal entrepreneurship in companies at the level of management and other employees." The relationship to the term "social responsibility" in the strategy is not to be seen.

At the initiative of SPIRIT Slovenia, the Public Agency of the Republic of Slovenia for the Promotion of Entrepreneurship, Internationalization, Foreign Investment and Technology, the IRDO Institute prepared a proposal for measures to promote corporate social responsibility in Slovenia in 2015. Part of these measures is gradually being implemented by SPIRIT Slovenia. In the draft Vision of Slovenia 2050, the Government Office for Development and European Cohesion Policy has put the quality of life of all in the foreground, which Slovenia can only achieve with trust and an open and innovative society. Nature provides human society with a quality and healthy living environment, natural resources and space for relaxation and recreation, while human recognizes the value of nature in itself, without weighing its own benefits. To this end, in October 2015, the Government adopted the Framework Program for the transition to the green economy, since the transition to the green economy while reducing environmental pressures also represents an opportunity and a challenge to find and design new solutions for products, processes, modes of use, business models, governance and relations among stakeholders.

On 21 March 2017, Slovenia passed in the Companies Act the European Directive 2014/95 / EU on the disclosure of non-financial information and information on the diversity of certain large companies and groups⁵ that required the disclosure of the company's business on social, economic and environmental issues⁶. With the introduction of the Non-financial Reporting Directive in the

Member States' legislation, Europe has moved towards the harmonization of the legislation of the Member States, which previously required some companies to disclose such information in the countries in which they operate, but it was unclear and ineffective in certain areas. The Companies Act requires the inclusion of a statement of non-financial business in a business report from entities of public interest whose average number of employees in the financial year is more than 500 on the balance sheet date.

Slovenia, together with other countries, has committed itself to implementing the Agenda 2030 and the Sustainable Development Goals (SDGs) that entered into force in 2016. The 17 interlinked SDGs represent three dimensions of sustainable development (economic, social and environmental) that are linked by Agenda 2030.⁷ With the Agenda 2030, for the first time, the private sector was actively involved in the creation of a sustainable development agenda, which is recognized as a target group and as a partner in achieving the goals.⁸ Despite high awareness of SDG in the international business community (at the top management level), taking responsibility for achieving goals from the private sector is slow⁹, but it is growing with AP increasing understanding of SDGs, which are "very aligned with corporate values and sustainability strategies and are considered as AP important catalyst for new business opportunities and cooperation with several stakeholders."¹⁰ In order to play a more active role in the implementation of the SDG, while fully exploiting business benefits and for greater innovation, companies need to educate and integrate their middle management and employees. The potential benefits of SDG are also detected by some SMEs in Slovenia, especially social enterprises, where the first awareness-raising activities for SMEs and micro-enterprises are already organized, how to identify how their work contributes to the realization of the SDG.¹¹ At the same time, the international and Slovenian community¹² deals with the question of how to measure and manage the social impact of companies and organizations and their impact on sustainable development.

As part of the implementation of the Agenda 2030, on 7 December 2017, the Government of the Republic of Slovenia adopted the Development Strategy of Slovenia 2030, in which it committed itself to ensuring "quality living for all" through balanced economic, social and environmental development, which takes into account the constraints and capabilities of the planet and creates conditions and opportunities for present and future generations. In order to achieve this central objective, it presents 12 development goals, amongst others goal 6: a competitive and socially responsible entrepreneurial and research sector that directly addresses the promotion of corporate social responsibility.¹³

Slovenia does not yet have AP officially adopted document identifying national priority areas in the field of CSR. The National Strategy for Corporate Social Responsibility is being prepared, but the Interdepartmental Group remained without a coordinator in 2018. Nevertheless, in practice, various policy areas are being prepared, accepted and implemented, which contribute to the development of the concept of CSR.

A more detailed overview of relevant policies and legislation is covered by a thematic study of the Road-CSR project for Slovenia. In the strategy of international development cooperation of Slovenia, adopted in December 2018, the social responsibility of Slovenian companies is promoted, thereby strengthening their role in the sustainable development of partner countries. For Slovenia, climate change is AP important foreign policy priority, and in December 2016 it ratified the historic Paris Agreement.

On November 8, 2018, the Government adopted the National Action Plan of the Republic of Slovenia for the implementation of the UN Guidelines for Respecting Human Rights in the Economy, whose preparation was coordinated by the Ministry of Foreign Affairs within the Interdepartmental Expert

Subgroup. Respect for human rights is, according to the ISO 26000: 2010 Social Responsibility Standard, one of the seven themes of corporate social responsibility. By adopting the document, Slovenia committed itself to achieving the goals of the UN Guidelines on the respect of human rights in the economy as well as other relevant international mechanisms in the field of protecting and promoting human rights in economic activities, such as the OECD Guidelines for Multinational Companies and the Tripartite Declaration of the International Labor Organization on multinational businesses and social policy¹⁴. The remaining core themes of ISO 26000 are organizational management, work practices, the environment, fair business practices, consumer affairs and community integration and its development. The standard emphasizes interdependence topics and a holistic approach to addressing them.

The present action plan directly addresses the implementation of the 6th objective of the Slovenia's Development Strategy 2030 (and indirectly other goals), the Directive on the disclosure of non-financial information by large companies and other policies and legislation on the topics covered by the concept of corporate social responsibility under GRI.

Overview of the current situation: Corporate Social responsibility in Slovenia in practice¹⁵

The roots of social responsibility in Slovenia date back several decades ago, and as a word is known from 2006, when the awareness of the meaning of this phrase or concept has begun to increase, due to the activities of civil society and the economy in this field.

In Slovenia, over the past thirteen years, several sections of CSR have been established in individual professional organizations. In 2004, the Institute for the Development of Corporate Responsibility - IRDO was founded on the initiative of civil society actors. The IRDO Institute, through research, education, counselling, networking and promotion, contributes to the development of social responsibility on a Slovenian and global scale. In doing so, he cooperates with domestic and foreign experts, institutions, organizations, governments and businesses, thus contributing to the exchange of knowledge and experience on corporate social responsibility. In the year 2013, the Ekvilib Institute has been established and they promote a holistic aspect of social responsibility. Since 2006 they promote sustainable reporting and coordinates the Network for Social Responsibility of Slovenia. Both the IRDO Institute and the Ekwilib Institute gather members from organizations and institutions, as well as individuals who want to contribute to sustainable development and to act socially responsible for this.

A prominent role in the Slovenian space in the area of corporate social responsibility was made by the United Nations Global Compact Slovenia. For more than a decade, the Association Managers and the Association of Employers of Slovenia, as well as the Slovenian Public Relations Society and the Chamber of Commerce and Industry of Slovenia, the American Chamber of Commerce (AmCham), the Styrian Chamber of Commerce and other organizations, have been involved in this field for over a decade.

In Slovenia, some organizations are already aware of their environmental and social impacts. The interest of Slovenian and foreign companies in Slovenia for integrating corporate social responsibility into business practice is increasing. They present themselves to the public with their good practices, and other organisation and companies are inspired by their example. AP example is the various awards in this field, e.g. Slovenian Award for Social Responsibility Horus, Gold Thread, Family-Friendly Enterprise Certificate, Corporate Social Responsible Enterprise Certificate ... Also, public institutions are increasingly involved in raising social responsibility in their field of work.

Due to the new European and Slovenian legal obligation companies with the public interest with more than 500 employees should report on non-financial aspects of a business as early as 2017, because the field of corporate social responsibility in Slovenia is becoming more important. The directive addresses the commitments of large enterprises, but it is advisable to promote the integration of environmental, social and economic aspects of the operation and reporting into the practice of small and medium-sized enterprises, with a view of wider awareness of socially responsible and sustainable behaviour of organizations and individuals.

All mentioned organizations and initiatives, policies and legislation and their fragmentation indicate that Slovenia needs a national council, a CSR development centre or a nationally-accredited organization to carry out AP overview of the area, the development of a concept in accordance with international guidelines and commitments and the promotion of integration of CSR into Slovenian companies and organizations.

Priority areas and activities to promote corporate social responsibility

The present action plan contains the commitments of Slovenia and proposals for companies and other stakeholders in the field of promoting the integration of corporate social responsibility into companies operating in Slovenia. The Action Plan was built on the basis of existing initiatives and networks, which were promoted by the multi-stakeholder dialogue between the government, the private sector and civil society over the years. It is in line with national and international initiatives to strengthen CSR.

In implementing the Action Plan, Slovenia will always take into account the specific characteristics of SMEs, in particular, their limited capacities and resources. SMEs in Slovenia account for 99.8% of all enterprises, generating 68% of revenues, 65% of added value, and employing almost three-quarters of people (73%). In the implementation of this plan and the preparation of further relevant sectoral documents, it will be looking forward to strengthening cross-sectoral cooperation by implementing a multi-beneficiary approach, wherever possible and appropriate.

On the basis of the conclusions of the Government, Business and Civil Society Consultation "Promoting Social Responsibility in the Republic of Slovenia"¹⁶ of June 2017 and highlighted themes in the EC Communication, the Slovenian Report to the European Commission on the Implementation of CSR, the Strategy for the Development of Slovenia 2030 and the draft Strategy for International Development Cooperation and Humanitarian Aid Slovenia until 2030, we will derive the following priorities of Slovenia in the field of social responsibility:

1. Strengthening visibility and promoting the concept of CSR
2. Promoting dialogue and stakeholder engagement and international cooperation
3. Promoting social responsibility in public administration
4. Raising awareness and spreading information on international guidelines and principles and promoting their implementation and compliance in enterprises
5. Incorporating CSR in education, training and research
6. Respect for human rights in the economy
7. Social entrepreneurship
8. Recognition and promotion of market remuneration for corporate social responsibility

In order to implement the CSR Action Plan 2020, existing structures will be used, synergies will be created and the development of parallel structures will be avoided. To coordinate and monitor the activities of this area, AP appropriate competent authority will be appointed.

Priority Area 1:

Strengthening visibility and promoting the concept of CSR

The priority area envisages activities focused on strengthening the correct understanding of the importance and dimension of the concept of CSR through awareness-raising and information for SMEs, public administration and citizens, promoting CSR as a strategic and integrated approach to business, and promoting dialogue between businesses and stakeholders.

In the conclusions of the consultation on 29 June 2017 organized by the Partnership for Green Economy of Slovenia in cooperation with the Institute for the Development of Corporate Responsibility IRDO, the Network for Social Responsibility of Slovenia and partner organizations states: "In Slovenia, the corporate and civil society has recognized social responsibility as a useful instrument of competitiveness years ago and as AP important tool for achieving sustainable development. Therefore, Slovenia undertakes, in this spirit, to prepare a national strategy in this area, if possible, by the end of this year at the latest [2017]."¹⁷

Among the decisions of the consultation was highlighted the awareness raising and information on social responsibility, not only companies but also the public, voluntary and non-governmental organizations, public institutions and government institutions.

By promoting the integration of CSR in companies and by informing the public about the achievements in the field of socially responsible behavior of companies, as well as the open warning of the irresponsible behavior of some companies or the excessive demonstration of merit in the environmental or social field in others, the state can also influence the improvement of public confidence in companies.

Therefore, the objectives of the priority area are:

- Establishing a supportive environment for promoting the spread of the concept in Slovenia.
- Strengthening the concept of CSR by actively promoting the development of the field (informing, training, presenting examples of good practices), creating a supportive environment for companies that want to develop their own CSR concepts and disseminate information.
- Promoting the exchange of good practices and information in the field of CSR.
- Support for SMEs in introducing the CSR concept.
- Training and workshops for companies.
- Promoting the exchange of experiences and good practices among stakeholders at the national level.
- Strengthening public confidence in businesses and public institutions (promoting common understanding and expectations).

Participants and stakeholders:

All relevant ministries (MEDT, MLFSEO, etc.) and participating ministries, the Government, associations, platforms and non-governmental organizations developing the domain of CSR (MDOS, IRDO, EKVILIB Institute, ETRI Community, etc.), the SVRK, SPIRIT, other national agencies, where appropriate, employers' associations and business associations, social partners, etc.

Activities

No.	Goal	Measures	Jurisdiction and stakeholders	Period	Indicators
1.1	Establishing a supportive environment for promoting the spread of the concept in Slovenia	Adoption of a strategic document (eg National Strategy for CSR and / or the National Action Plan for the Promotion of CSR in Slovenia)	Undefined, we propose CPM (as in 2017)	May 2019	Accepted Strategy Accepted Action plan
		Encouraging multi-stakeholders' networks where companies and other stakeholders can publicly identify CSR issues and jointly monitor the progress of the area and their integration	Existing networks: MDOS, IRDO	2019 dalje	Članstvo v mrežah
1.2	Strengthening the concept of CSR by actively promoting the development of the field, by creating a supportive environment for companies that want to develop their own CSR concepts and disseminate information	Establishing and editing a national information portal for CSR (a single point for information on CSR topics, initiatives and links to national and international documents, commitments)	Coordinator of the area in cooperation with other professional actors	2020	Portal Visit the portal
		Preparation and dissemination of supporting documents on CSR for companies (emphasis on SMEs and public administration) and for the public (eg guidelines for ethical and responsible advertising) Modernization and enhanced dissemination of existing support documents (eg further dissemination of the Guidelines for SMEs and preparation and dissemination of good practices in the context of the IDC)	MEDT GZS MLFSEO MFA (for development cooperation) Non-governmental organizations and content networks	2019-2020	Document ready Recipients, channels of dissemination
		Conduct awareness campaigns in the field of CSR for the public	Office for Communication in cooperation with NGOs	2020	
		Dissemination of national documents and policies in the field of CSR	Office for Communication in cooperation with NGOs	2020	Recipients, channels of dissemination
		Promoting the assessment, certification and acquisition of company codes in the field of CSR, informing about other methods of CSR evaluation	MLFSEO, MESP and other ministries Existing certificates and labels: CDPP, CDOP (Ekvilib Institute), Marjetica, etc.	Still running setting up a single CSR certificate from 2019 (JR MLFSEO)	Supported certificates and labels Lists of recipients
		Promoting and supporting rewarding in the field of CSR	Existing winners: IRDO (Horus), MDOS,		Supported carriers

		(focus on SMEs)	Newspapers Finance, Slovenian Business Excellence Award (PRSP0)		Presentations of past and new winners Companies included in the prize
1.3	SME support for the introduction of the CSR concept	Encourage the development of guidelines for the introduction of CSR or specific CSR topics in SMEs and micro-enterprises	In cooperation with NGOs, GZS and SMEs		Guidelines for SMEs
1.4	Training and workshops for companies	Strengthening the offer of trainings and workshops for companies, public administrations and other stakeholders	Existing performers: IRDO, MDOS, ...		Training and workshops
1.5	Encourage the exchange of experiences and good practices among stakeholders at the national level	Organization of specialized national and local events for the exchange of good practices	National area coordinator		Events
		Support to existing annual conferences and awards that promote the exchange of good practices in CSR	Existing Conductors: MDOS, IRDO Existing awards: HORUS, MDOS,	Each year	Participation in events
1.6	Strengthening public confidence in businesses and public institutions (promoting common understanding and expectations)	Encourage and organize a public debate with citizens, businesses and other stakeholders on the role of businesses		2019	Public debate
		Conduct public opinion surveys on citizens' trust in companies and their relationship with CSR		2019	Results of opinion polls

Priority Area 2:

Promoting dialogue and stakeholder engagement and international cooperation

Social responsibility of organizations requires cooperation with internal and external stakeholders (interested parties), enabling them to better anticipate and exploit rapidly changing expectations in society as well as working conditions. This means that it can also act as a driving force in the development of new markets and products that take into account the so-called »called tripple bottom line« (positive effects for business, people and the environment at the same time).

A strategic approach to corporate social responsibility is increasingly important for the competitiveness of organizations. It can bring benefits to them, such as risk management, cost savings, access to capital, customer relationships, collaboration with employees, and effective innovation. It also promotes more social and environmental responsibility in the corporate sector at a time when the crisis has reduced the level of confidence in the economy.

The priority area envisages activities focused on promoting dialogue between stakeholders through cross-sectoral integration and cooperation, and the revitalization of the cross-sectoral working group for the preparation of the Strategy and the NAP for a longer period. In accordance with the resolution of the 2017 consultation, the cross-cutting working group should include representatives of government, business and civil society (non-governmental organizations, interest groups and academia) - appointed members will be from individual areas of corporate responsibility and their alternates.

The Institute for the Development of Corporate Social Responsibility - IRDO and the Network for Social Responsibility of Slovenia are Slovenia's National Partnership Organization in the CSR Europe Network. Together at European level and in line with EU policies, they share knowledge, good practices and strengthen the development of social responsibility. In Slovenia, these organizations already combine companies and other organizations, individuals as members of these two organizations. By networking at the national and international level, the exchange of good practices and knowledge members of these two organizations contribute to the development of Slovenia in this field.

The priority area goals are:

- Promoting dialogue and cooperation among stakeholders in the field of CSR
- State cooperation with CSR holders (businesses, employers' associations and trade unions, NGOs and content networks) in creating the conditions for socially responsible behaviour by all actors.
- Promoting international cooperation and the development of the CSR concept, and supporting companies and organizations in integrating into international initiatives and projects in the field of CSR.
- Monitoring the development and trends of CSR in the EU and reporting outcomes
- Re-establish the participation of national winners at the European CSR Award

Participants and stakeholders:

All relevant ministries (MEDT, MLFSEO, etc.) and participating ministries, the Government, associations, networks and non-governmental organizations developing the domain of CSR (MDOS, IRDO, EKVILIB Institute, ETRI Community, etc.), the SVRK, SPIRIT, other national agencies (where necessary), associations of employers and business associations, social partners, etc.

Activities

No	Goal	Measure	Jurisdiction and stakeholders	Period	Indicators
2.1	Encouraging dialogue and cooperation among stakeholders in the field of CSR	Identification of existing CSR initiatives	Coordinator of the field	2019	List of initiatives
		Revitalization of the cross-sectoral working group for the preparation of the CSR Strategy	Coordinator of the field (proposed CPM)	Start 2019	Conclusion
		Promoting the establishment and strengthening of networks and content, professional partnerships in CSR			
		Organization of round tables or similar cooperation events		Each year	Conclusion
		Encouraging cooperation with internal stakeholders (employees, ...)	In cooperation with NGOs and trade unions		
2.2	Cooperation with associations of employers and trade unions, companies, NGOs in creating the conditions for socially responsible behaviour of all actors	Organization of thematic events (eg national conferences of CSR, round tables, seminars, workshops, etc.)	Coordinator of the field	Each year	Conclusion
		Support to existing annual conferences and awards that promote the exchange of good practices in CSR	Existing Conductors: MDOS, IRDO Existing awards: HORUS, MDOS,	Each year	Conclusions
		A coherent approach to the preparation and implementation of the AP and the coordination of intersectoral cooperation	Coordinator in cooperation with the cross-sectoral group	2020	National Action Plan for the next period
2.3	Promoting international cooperation and the development of the concept of CSR	Identification of relevant international initiatives and projects in priority areas of CSR Slovenia	MFA, MEDT, MLFSEO	2019	List of international initiatives
2.4	Supporting companies and organizations in integrating into international initiatives and projects in the field of CSR	Identification of relevant international initiatives and projects in priority areas of CSR Slovenia	MFA, MEDT, MLFSEO	2019	List of international initiatives of companies
2.5	Monitoring the development and trends of CSR in the EU and reporting outcomes	Regular attendance at high-level meetings of the Directorate-General for the Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW)	MEDT, MLFSEO Active participation of other stakeholders in PE peer reviews	All the time	
2.6	Re-establish the participation of national winners at the European CSR Award	Supporting winners of national CSR awards when applying for the European CSR Award	Supporting winners of national CSR awards when applying for the European CSR Award	Annual	

Priority Area 3:

Promoting social responsibility in public administration

The role of the government and its services goes beyond the promotion and promotion of the development of the field. The government acts as AP intermediary between organizations and citizens. Governments need to have a lot of interests, including public ones, and should play a leading role, particularly with regard to the impact of various social actors. They also need to create a common background. In order to develop win-win relationships in a stakeholder approach, governments must intervene and promote perceptions and expectations that could be AP integral part of a good strategy to promote and manage multi-stakeholder dialogues and partner projects.

The role of government is one of the keys to promoting CSR in the country. First of all, the public sector itself works by exemplifying a part of the concept of CSR in public policies of the state and promoting public procurement with the development of CSR.

The priority area includes measures for integrating corporate social responsibility in order to create AP example and additional market incentives for the economic sector.

- Promoting a socially responsible culture in the public sector
- Promoting transparency in the public sector
- Promoting responsible public procurement
- Promoting certification of entities within the public sector in the field of DO, informing about other methods of DO evaluation

Participants and actors: MPA, Government, other relevant ministries (MEDT, MLFSEO, etc.) and participating ministries, associations, networks and non-governmental organizations developing the domain of CSR (MDOS, IRDO, Ekvilib Institute, Etri Community, etc.) SVRK, SPIRIT, other national agencies (where necessary), employers' associations and business associations, social partners, etc.

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
3.1	Promoting a socially responsible culture in the public sector	Dissemination of the Public Sector Action Plan	MPA and coordinator AN	2019	
		Encouraging the preparation and adoption of local and sectoral action plans and codes of ethics	MPA and coordinator AN	2020	Adopt action plans and codes of ethics
3.2	Promoting transparency in the public sector	Publication of DO reports (non-financial reports) of public sector entities	MPA		Non-financial reports
		Encourage citizens' participation in the development of public policies	Individual ministries in cooperation with MPA		
		Conduct regular training to prevent corruption	In cooperation with NGOs		Training, participants
3.3	Promoting responsible public procurement	Dissemination of guidelines for green public procurement and guidelines for the proper implementation of the social clause within the public sector, including taking into account forms of employment	MPA	On going	

		contracts and the management of employees			
		Organizing training for the proper implementation of social and environmental clauses in public procurement	MPA	On going	
3.4	Promoting certification of entities within the public sector in the field of CR, informing about other methods of CR evaluation	Promote the assessment, certification of entities within the public sector in the field of CRs through information and information, including other methods of evaluation of CR	MLFSEO	In preparation	

Priority area 4:

Raising awareness and information on international guidelines and principles and promoting their implementation and compliance in companies

In its action plan, the European Commission emphasizes the OECD Guidelines for Multinational Enterprises, 10 principles of the UN Global Compact, the UN Guiding Principles for the Economy and Human Rights, the ILO Tripartite Declaration of the International Labour Organization on Multinational Enterprises and Social Policy, and ISO 26000 - Guidelines on the Social Responsibility Standard. The relevant international guidelines also include Global reporting index and Global Excellence Index.

Also, in the strategy of international development cooperation of Slovenia, adopted in December 2018, the social responsibility of Slovenian companies is promoted, thereby strengthening their role in the sustainable development of partner countries.

The priority area goals are:

- Information and promotion of respect for international guidelines, principles and mechanisms in the field of CSR
- Monitoring the commitments of Slovenian companies and other actors on compliance with international guidelines and principles, CSR standards
- Raising and educating companies and the public about international guidelines and principles, CSR standards
- Supporting companies in carrying out compulsory and voluntary non-financial reporting

Participants and stakeholders: All relevant ministries (MFA, MEDT, MLFSEO, etc.) and participating ministries, the Government, associations, networks and non-governmental organizations that develop the domain of CSR (MDOS, IRDO, Ekvilib Institute, Etri Community, etc.) SVRK, SPIRIT, other national agencies (where necessary), employers' associations and business associations, social partners, etc.

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
4.1	Information and promotion of respect for international guidelines, principles and mechanisms for CSR	Publication of information on existing international guidelines, principles and mechanisms in the field of CSR on the national information portal for CSR	Area Coordinator for Slovenia NCP, Slovenian Society for Sustainable Development (UN Global Compact in Slovenia)	Constantly	Information on the national information portal for CSR
4.2	Monitoring the commitments of Slovenian companies and other actors on compliance with international guidelines and principles, CSR standards	Identification of companies and organizations that have committed to adhering to international guidelines and principles, CSR standards	NCP, Slovenian Society for Sustainable Development (UN Global Compact in Slovenia), MEDT - Metrology Office	2019	
		Aactive cooperation with UN Global Compact Slovenia and other organizations and networks that raise	Slovenian Society for		

		awareness or offer support in the implementation of international guidelines and principles, CSR standards	Sustainable Development (UN Global Compact in Slovenia), OSTALI, MEDT - Metrology Office		
4.3	Raising and educating companies and the public about international guidelines and principles, CSR standards	Dissemination of information on international guidelines and principles, CSR standards through NCP, SPIRIT, universities, etc.	MEDT, MFA NCP, Slovenian Society for Sustainable Development (UN Global Compact in Slovenia), OTHERS, universities, MEDT		
4.4	Supporting companies in carrying out compulsory and voluntary non-financial reporting	Strengthening training and education offerings for companies committed to non-financial reporting (CSR reporting, sustainable reporting, etc.)	In cooperation with NGOs and networks		
		Encouraging companies and other organizations to voluntarily disclose non-financial information (emphasis on SMEs)	In cooperation with NGOs and networks		
		Examination of the impact of the transposed directive on the promotion of CSR in Slovenia (its impact on the economic sector - SMEs) and the possible reduction in the reporting threshold for taxpayers	MEDT		Revision of law and directives
4.5	Promotion of CRs in international development cooperation providers	Inclusion of priority scoring of companies that display DOs in the framework of public tenders	MFA	In preparation	Adoption of the IDC Strategy
4.6	Strengthening the NCP point		MEDT	2020	

Priority area 5: Inclusion of CSR in education, training and research

Further development requires the development of new skills and the transformation of values and behavior, which is achieved by encouraging educational institutions to integrate the concept of CSR, sustainable development and global learning into appropriate curricula in elementary, secondary and university education. European Business Schools are called upon to take over the principles of the UN Responsible Management Education.

The DSS 2030 states that the exchange of knowledge and transfer of knowledge is a key link between science, education and the economy. For a highly competitive economy, a higher quality of life and AP effective solution to societal challenges, it is necessary to promote the development of science and high-quality academic research in priority areas and to transfer research and applied research achievements.

The priority area goals are:

- Strengthening awareness and knowledge on CSR, especially among young people
- Improving competences in the field of CSR (education of students, teachers and leaders in the economy) - further integration of CSR into education
- Strengthening CSR research to improve the entrepreneurial environment
- Encouraging the transfer of knowledge, experience and good practices between educational and research institutions and businesses

Through the continued integration of CSR in education, training and research, awareness of the general public and the interest and support of the concept by companies and the state will increase. Also, the implementation of the priority area will lead to a more systematic and holistic approach to integrating CSR into businesses.

Participants and stakeholders: MEDT, MESS and other ministries, the Government, non-governmental organizations and networks in the field of CSR and global learning, employers 'and entrepreneurs' associations, economic operators, etc.

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
5.1	Strengthening awareness and knowledge on CSR, especially among young people	Support to existing projects			
5.2	Improving competences in the field of CSR (for students, teachers, leaders in the economy)	Study the inclusion of CSR in curricula in primary, secondary and vocational schools, and integration into university programs and lifelong learning			
5.3	Strengthen CSR research to improve the entrepreneurial environment	Promoting research projects in the field of CSR	MESS in cooperation with educational institutions, non-governmental		Graduation and Master's theses and doctoral dissertations on

			organizations, networks and companies and associations		the topic of CRS Research work
5.4	Encouraging the transfer of knowledge, experience and good practices between educational and research institutions and businesses	Supporting national and international scientific and professional conferences and projects	In cooperation with the organizers of traditional conferences (IRDO and UM, MDOS and IEDC)		Information about conferences Derived projects

Priority area 6:

Respect for human rights in the economy

On 8 November 2018, the Government adopted the National Action Plan of the Republic of Slovenia for the implementation of the UN Guidelines for Respecting Human Rights in the Economy, the preparation of which is part of AP interdepartmental expert subgroup for the preparation of the National Action Plan for the Respect of Human Rights in Business of the Republic of Slovenia (AP Business and Human Rights) coordinated by the Ministry of Foreign Affairs. According to ISO 26000, respect for human rights is one of the seven topics of corporate social responsibility. By adopting the document, Slovenia committed itself to meeting the objectives of the UN Guidelines for Respecting Human Rights in Business¹⁸ as well as other relevant international mechanisms in the field of protecting and promoting human rights in economic activities, such as the OECD Guidelines for Multinational Companies and the Tripartite Declaration of the International Labour Organization on multinational companies and social policy.¹⁹

In the avoidance of duplication of measures, in the ADR 2020, the priority area "Respect for human rights in the economy" envisages the implementation of the adopted National Action Plan of the Republic of Slovenia for the implementation of the UN Guidelines for Respecting Human Rights in the Economy, which includes the following priorities based on the identified main risks for human rights in economic processes:

Prevention of discrimination and inequality and the promotion of equal opportunities

- Promotion and protection of fundamental workers' rights, including in transnational companies or in the whole production chain
- Preventing and combating trafficking in human beings
- Environmental protection, nature conservation and sustainable development
- Developing the obligation of a careful review of human rights
- Participants and stakeholders:

See AP Business and Human Rights

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
6.1	Establishment interdepartmental, multidisciplinary body, namely the Commission to monitor the implementation of the AP Business and Human Rights	See AP Business and Human Rights	Government of RS	Not specified	Decision establishing the Commission, Commission reports
6.2	Monitoring the implementation AP Business and Human Rights	Monitoring the implementation of the planned measures and the preparation of a periodic review of the implementation of the AP Business and Human Rights	An implementation monitoring plan is foreseen in the AP Business and Human Rights	A periodic review of the implementation is carried out every two years	The Commission's biennial reports are not specified

Priority area 7: Social Entrepreneurship

The priority area goals are:

- Raising public awareness of the concept of social entrepreneurship and the links and differences between the two concepts.
- Raising awareness of the economy, public and public administration about social enterprises and promoting business cooperation
- Monitoring the social impact of social enterprises

Participants and operators: MEDT, other relevant ministries (MPA, etc.), economic associations

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
7.1	Raising public awareness of the concept of social entrepreneurship and the links and differences of both concepts	Preparation of materials, awareness and training	MEDT in cooperation with the CSR Coordinator		Materials Training
		Dissemination of examples of good practices of social enterprises from Slovenia and abroad			
7.2	Raising the economy, public and public administration about social enterprises and promoting business cooperation	Awareness-raising events, connecting events	MEDT	All the time	Events Examples of concrete collaborations
7.3	Monitoring the social impact of social enterprises	Development of standards, criteria and indicators for measuring social effects from the activities of social enterprises	Government (issuing a regulation) MEDT	In preparation	Acceptance of the standard
		Training social enterprises for compulsory annual reporting of social impacts	MEDT, executive agency?	In preparation	

Priority area 8:

Rewarding and encouraging market rewards for corporate social responsibility

Increasingly conscious consumers buy products and services from socially responsible businesses. Larger socially responsible companies cause changes in the performance of smaller businesses along the supply chain. Young people judge future employers by the impact of the organization on society and the environment; more socially responsible companies get better employees, employees in such companies are more satisfied and motivated. Finally, social responsibility contributes to a greater reputation of the organization.

In its Communication, the EC has recognized that the positive effects of CSR on the competitiveness of companies are increasingly recognized, but that companies are still putting themselves in a tight position where socially responsible behaviour is not necessarily the most profitable, which is often not the case at least in the short term.

Therefore, in addition to promoting the metrology, recognition and award system, market incentives for corporate social responsibility should be encouraged and strengthened, which is possible through improved spending, public procurement and investment policies.

The priority area goals are:

- strengthening the interest in CSR at national and local level and recognizing the examples of good practices and projects in the field of CSR supporting programs for rewarding companies and organizations for work in the field of CSR, with the emphasis on integrating the concept of CSR into business, also with the aim of coordinating CSR awards in Slovenia
- promoting more responsible consumption
- supporting companies in providing product information and encouraging customers to make more sustainable decisions (initiatives such as Etriketa, Good with Good and Purchase with a Purpose by the ETRI Community, reuse, exchanges and material libraries, etc.)
- promoting socially responsible public procurement through the integration of social and environmental aspects into public procurement, with the aim of supporting under-represented companies such as SMEs and social enterprises in accessing the procurement market
- promoting socially responsible investments

Participants and stakeholders: All relevant ministries (MPA, etc.) and participating ministries, the Government, associations, networks and NGOs that develop the domain of CSR, SSH, other national agencies (where necessary), employers' associations and business associations, social partners, etc.

Activities

No.	Goal	Measure	Jurisdiction	Deadline	indicators
8.1	Strengthening the interest in CSR at national and local level by supporting programs for rewarding companies and organizations for work in the field of	Support to existing prizes in the field of CSR in Slovenia	Organizers of the existing CSR awards: IRDO (Horus), MDOS (PR award for entrepreneurial practices), RS (Slovenian Business Excellence Award)	2019	Presentation of new and existing prizes Supported awards The prize

	CSR, with the emphasis on integrating the concept of CSR into business, also with the aim of coordinating CSR awards in Slovenia		(PRSP0)), Finance (environmental awards, award for best annual (sustainable) reports), EARS (Environmental or environmental marine (Ecolabel))		includes companies and organizations
		Examination of the need to introduce a national CSR award		2019	Report
8.2	Promoting more responsible consumption by increasing understanding of the benefits of sustainable consumption	Supporting awareness campaigns with events, preparation of materials and PR	In cooperation with NGOs and social enterprises		
8.3	Supporting companies to properly inform the product and encourage customers to make more sustainable decisions	Supporting the dissemination of quality labels and transparent means of communicating the origin and supply chain of the product (eg Etrix)			Preparation of sectoral legislation
8.4	Promoting socially responsible public procurement by integrating social and environmental considerations into public procurement, also with the aim of supporting under-represented companies such as SMEs and social enterprises in accessing the procurement market	Training and support for integrating socially responsible public procurement (based on published guidelines)	MPA	On going	
		Promoting retained public procurement for social enterprises and employment centres that employ vulnerable groups (developing AP inclusive society)	MPA In cooperation with MEDT and actors.		
8.5	Promoting socially responsible investments (SRI)	Promoting a stakeholder approach (responsible behaviour of the state as the owner of the company, leading to awareness by example)	Government, SSH		Policy acceptance

Provision of resources and financing of planned activities

A large part of the activities for strengthening and promoting corporate social responsibility included in the ADRP 2020 are already being implemented regularly in Slovenia, mainly in the domain of the non-governmental and economic sectors, which provide financing with their own resources (membership fees, registration fee, regular business, etc.) European funds (EU projects) and with occasional financial support from other foreigners and domestic financiers.

National resources are foreseen to implement already adopted policies and legislation.

Among the key sources of financing the activities of the Action Plan and further activities until 30.9.2022, a public tender was opened on 5.11.2018 for the co-financing of the system of certification of socially responsible companies²⁰ in the amount of EUR 2,000,000, published by the Ministry of Labour, Family, Social Affairs and equal opportunities. The public tender is implemented in the framework of the Operational Program for the Implementation of the European Cohesion Policy for 2014-2020, the 8th priority axis "Promoting Employment and Transnational Mobility of the Workforce 2", 8.3 Priority Investment "Active and Healthy Aging", 8.3.1 of the Specific Objective "Extension and improvement of the work activity of the elderly involved in the measures ". The activities that will benefit from the financing of the public tender will depend on the selected applicant, but are partially determined by the public tender for their purpose:

- empowering employees and corporate leadership in the field of corporate social responsibility and sustainable development, promoting the implementation of sustainable activities in the company and the holistic addressing of corporate social responsibility, including strengthening the ethical values of management and employees with AP emphasis on non-discrimination in the workplace,
- promoting the reconciliation of work, family and private life throughout the life cycle of the individual,
- raising the share of intergenerational cooperation with AP emphasis on adapting jobs to older employees and taking into account the specifics and needs of each individual life period,
- raising awareness among employers, workers and the general public about the importance of health in the workplace and promoting the promotion of health-improving improvements in the work and organizational environment ³
- raising awareness of the general public about the importance of social responsibility.

The public tender also provides for the realization of the following key objectives:

- System of certificate "Socially responsible company" established
- Number of companies involved in the certification process "Socially responsible company"
- Share of successfully obtained certificates "socially responsible company" from the number of companies that will be involved in the certification process
- Share of companies with a "Corporate Social Responsibility" certificate in which periodic / periodical evaluation of employees is carried out on the implementation of the measures and their effects

Monitoring the implementation and impact of the Action Plan

In order to ensure the implementation of the Action Plan, the Government of the Republic of Slovenia establishes AP interdepartmental multi-agency body, namely the Commission for monitoring the implementation of the Action Plan for the Promotion of Corporate Social Responsibility in the Republic of Slovenia (hereinafter: the Commission). Representatives of government, business and civil society (trade unions, non-governmental organizations and academic spheres) will be involved in the Commission - appointed members will be from individual areas of social responsibility and their deputies. The Commission will, in cooperation with the ICT, carry out AP overview of the implementation of the measures and make recommendations. It will also promote and direct activities to develop mechanisms and tools to promote corporate social responsibility. The Commission will formulate a work plan itself.

A periodic review of the implementation of the Action Plan is carried out annually (in combination with AP overview of the area for international organizations). It is coordinated by the Commission, which, as part of its tasks and on the basis of its findings, may also propose amendments to the Action Plan. Update of the Action Plan in 2020 for the next period from 2021.

Monitoring of the implementation will also be carried out within the scope of the Road-CSR project

Table to monitor the implementation of the action plan (proposal)

Activity /Indicator	Source	Method	Basis	Goal	Result
1.1					
Indicator 1					
Indicator 2					
1.2					
Indicator 1					
Indicator 2					

Signature

[Public institution] undertakes to support and promote the implementation of the Action Plan described above and, where appropriate, to implement it in the planned action plan.

I certify that I am formally authorized to do so by my organization, in accordance with the required internal procedures.

Date:

Name, surname and position:

Signature:

Stamp:

Sources

- ¹ Summarized after a thematic survey for Slovenia prepared within the Road-CSR project:
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1523529607.pdf
- ² Summarized after a thematic survey for Slovenia prepared within the Road-CSR project:
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1523529607.pdf
- ³ Summarized by the draft proposal of the National Strategy for Corporate Social Responsibility (CSR) for Slovenia, IRDO, 2017
- ⁴ <https://eur-lex.europa.eu/legal-content/SL/TXT/HTML/?uri=CELEX:52011DC0681&from=EN>
- ⁵ Directive: <http://eur-lex.europa.eu/legalcontent/EN/TXT/HTML/?uri=CELEX:32014L0095&from=EN>
- ⁶⁶ DfGE: How Can Companies Adapt To The EU Directive On Non-Financial Reporting?, EcoVadis, 22.8.2016
(<https://www.ecovadis.com/blog/can-companies-adapt-eu-directive-non-financial-reporting/>,
- ⁷ Ministry of Foreign Affairs of Republic of Slovenia: Sustainable Development Goals
http://www.mzz.gov.si/si/zunanja_politika_in_mednarodno_pravo/mednarodno_razvojno_sodelovanje_in_hu-manitarna_pomoc/politike_mrs/cilji_trajnostnega_razvoja/
- ⁸ Schönherr, Findler, Martinuzzi: Exploring the Interface of CSR and the Sustainable Development Goals, UN Conference on Trade and Development, 2017
http://unctad.org/en/PublicationChapters/diaeia2017d4a3_en.pdf
- ⁹ PwC: New global goals: are they business critical, Survey, 2015
<https://www.pwc.com/gx/en/services/sustainability/sustainable-development-goals/sdg-research-results.html>
- ¹⁰ Frost & Sullivan and GlobeScan on behalf of CSR Europe: The Sustainable Development Goals (SDGs): The Value for Europe, whitepaper, 2017
https://www.csreurope.org/sites/default/files/FS_WP_Sustainable%20Development%20Goals_05112017_RD_0.pdf
- ¹¹ Ivana Božič on behalf of Etri Community: Etri skupnost v sozvočju z OZN trajnostnimi cilji – AGRA 2018, 24.8.2018 <https://etri.si/uncategorized/etri-skupnost-v-sozvocju-z-ozn-trajnostnimi-cilji-agra-2018/>
- ¹² https://www.javnirazpisi.com/branch/naprave_za_merjenje/izdelava-aplikativnega-modela-in-aplikacije-za-merjenje-dru%C5%BEbenih-u%C4%8Dinkov-socialnih-podjetij.-referen%C4%8Dna-%C5%A1tevilka-dokumenta-430-32018?searchProfileId=3513&user=&token=&uuid=b4bcf36c-bd8b-11e8-860f-002655ffd6c8
- ¹³ http://www.vlada.si/fileadmin/dokumenti/si/projekti/2017/srs2030/Strategija_razvoja_Slovenije_2030.pdf
- ¹⁴ http://www.mzz.gov.si/fileadmin/pageuploads/foto/0114/NAN_za_spostovanje_cp_v_gospodarstvu.pdf
- ¹⁵ Summarized by the draft proposal of the National Strategy for Corporate Social Responsibility (CSR) for Slovenia, IRDO, 2017
- ¹⁶ On June 29, 2017, in the Grand Hall of the Government of the Republic of Slovenia, a seminar entitled "Promoting Social Responsibility in the Republic of Slovenia" was held between 8:30 and 12:00. The conference was organized by the Partnership for Green Economy of Slovenia in cooperation with the Institute for the Development of Social Responsibility, IRDO, the Network for Social Responsibility of Slovenia and partner organizations. 43 representatives of the government, business and civil society were present at the conference. The conclusions of the consultation are available at
<http://www.vlada.si/fileadmin/dokumenti/si/projekti/2016/zeleno/170629sdo.pdf>
- ¹⁷ as above
- ¹⁸
http://www.mzz.gov.si/fileadmin/pageuploads/foto/1312/SMERNICE_OZN_za_spostovanje_clovekovih_pravic_v_gospodarstvu.pdf
- ¹⁹ http://www.mzz.gov.si/fileadmin/pageuploads/foto/0114/NAN_za_spostovanje_cp_v_gospodarstvu.pdf
- ²⁰ https://ec.europa.eu/regional_policy/en/atlas/programmes/2014-2020/slovenia/2014si16maop001