

# RESPONSIBLE BUSINESS FORUM



**RESPONSIBLE BUSINESS FORUM'S MISSION IS TO PROMOTE CSR AS A STANDARD AMONG POLISH BUSINESSES IN ORDER TO INCREASE A COMPANY'S COMPETITIVENESS, BUILD PUBLIC CONTENT AND HELP TO PROTECT THE NATURAL ENVIRONMENT.**

## What is responsible business?

**CSR** (Corporate Social Responsibility) is a concept whereby companies integrate social and environmental concerns in their business operations and in interaction with their stakeholders to build a strategic advantage.

**THE RESPONSIBLE BUSINESS FORUM IS THE OLDEST AND THE BIGGEST POLISH NON-PROFIT ORGANIZATION PROVIDING IN-DEPTH FOCUS ON THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY (CSR). THE ASSOCIATION WAS FOUNDED IN 2000, RECEIVED THE STATUS OF A PUBLIC BENEFIT ORGANIZATION AND BECAME THE REFERENCE POINT FOR CSR IN POLAND.**



Since 2002 the Forum is the Polish national partner for **CSR Europe** – a network of organizations focusing on the promotion of responsible business in Europe. Cooperating with CSR Europe has lead the Forum to a higher level of international activity: allowing us to be part of various international projects and taking advantage of the best practices of other European organizations.



In 2008 the Forum joined **Global Compact** – the United Nations' initiative to promote sustainable development and corporate citizenship. In joining GC our organization has obliged itself to comply with the ten fundamental rules of human rights, work and environmental standards.



In January 2009 the Forum has joined **CSR360 Global Partner Network (GPN)** – a network of independent organisations that encourage businesses in the field of Corporate Social Responsibility (CSR). Business in the Community (BITC) convenes this network of over 110 partner organisations from around the world.



Since May 2009 the Forum cooperates with **World Business Council for Sustainable Development (WBCSD)** – a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. The Forum is the only representative of WBCSD in Poland.

## Areas of responsible business

### THE MARKET



**The market** is the most important area of business but simultaneously with weak CSR recognition. Responsible business is a way of doing business, its about company's attitude towards customers, suppliers, contractors. It shows how a company can integrate expectations of different stakeholders, deliver high performance and achive innovations in business.

### THE WORKPLACE



**Employees** are a company's best „ambassadors” and determine its success. Responsible business in respect to employees is all about making the most of workers' creativity and enthusiasm, rewarding good work, reinforcing transparent work evaluation and promotion rules and not allowing for race, age or gender discrimination. Employee satisfaction should be recognized as one of the firms' main goals.

### COMMUNITY



**Community involvement** is often the most exposed aspect of responsible business. It may take the form of various actions, always however taking up issues important to the local community or helping to solve social problems. Whatever the methods – social engagement benefits both the firm and the local community.

### THE ENVIRONMENT



**Sustainable development** is the balance between economic growth, community integration and preserving a healthy environment for future generations. Sustainable development aims at finding solutions which stimulate economic growth while not degrading the natural environment and minimizing the firm's negative impact on its surrounding. To achieve this much effort is needed to adapt the production process and consumer habits to new, more eco-friendly standards.

### MANAGEMENT AND REPORTING



In managing a company it is more and more common to search for solutions which are economically effective as well as socially responsible and eco-friendly. Responsible business is a way to incorporate stakeholders opinions into the company's strategy. It helps to coordinate the firm's actions and consumer relations which leads to raising its credibility. **Reporting** provides useful tool for assessing this practices, building transparency and credibility, supporting dialogue with stakeholders.

# Responsible Business Forum activities

**Responsible Business Forum runs many activities to facilitate the exchange of experiences among companies, representatives of national, regional and local government and non-governmental organizations regarding the needs and the possibilities for the implementation of solutions and procedures that are in accordance with sustainable development and corporate social responsibility principles.**

## 1 Our activities concentrate on: Promoting responsible business

- Responsible Business Forum - Annual Responsible Business Forum **conference** (previously under the name "Responsible business" – „Odpowiedzialny biznes”);
- **CSR Market Place (Targi Dobrych Praktyk CSR)**;
- **CSR portal** [www.odpowiedzialnybiznes.pl](http://www.odpowiedzialnybiznes.pl);
- **Newsletter Respo**;
- **Publications** on responsible business;
- Cooperation with the **media** (Forbes, Harvard Business Review, Gazeta Prawna, Marketing w praktyce and many more).



## 2 Assisting firms in introducing the principles of CSR

The Forum helps firms to introduce CSR into their everyday work by:

- **Partnership Programme (Program Partnerstwa)** – a complex cooperation program for firms which includes a professional debate on corporate social responsibility, workshops, meetings, a newsletter, review and common projects.
- **Responsible Business Talks (Rozmowy o odpowiedzialnym biznesie)** – series of debates on various aspects of CSR.



## 3 Working with business to benefit society

In cooperation with business, the Responsible Business Forum has initialized a development program for future managers promoting social responsibility as a standard business approach by:

- **Responsible Business League (Liga Odpowiedzialnego Biznesu)** – a Polish network of student organizations committed to promoting the idea of corporate social responsibility.



## 4 Analyzing and developing responsible business

The Forum leads the way in new trends in CSR and builds a favorable social and political climate for the development of responsible business thanks to the following projects:

- **Report – Responsible Business in Poland. Good Practices. (Raport Odpowiedzialny Biznes w Polsce)**;
- **Research projects** – “Social corporate responsibility in Poland. A baseline analysis” („Społeczna odpowiedzialność biznesu w Polsce. Wstępna analiza”) for the European Commission and United Nations Development Programme, “Managers 500” („Menadżerowie 500”), “Diversity management in Poland” („Zarządzanie różnorodnością w Polsce”), a part of European CSR/Diversity Project, and more.
- **Publications** – “15 Polish examples of CSR” („15 polskich przykładów społecznej odpowiedzialności biznesu”)



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### STRATEGIC PARTNERS



### SUPPORTING PARTNERS

