

# GROWING AWARENESS OF SOCIAL RESPONSIBILITY IMPORTANCE AMONG SLOVENIAN COMPANIES

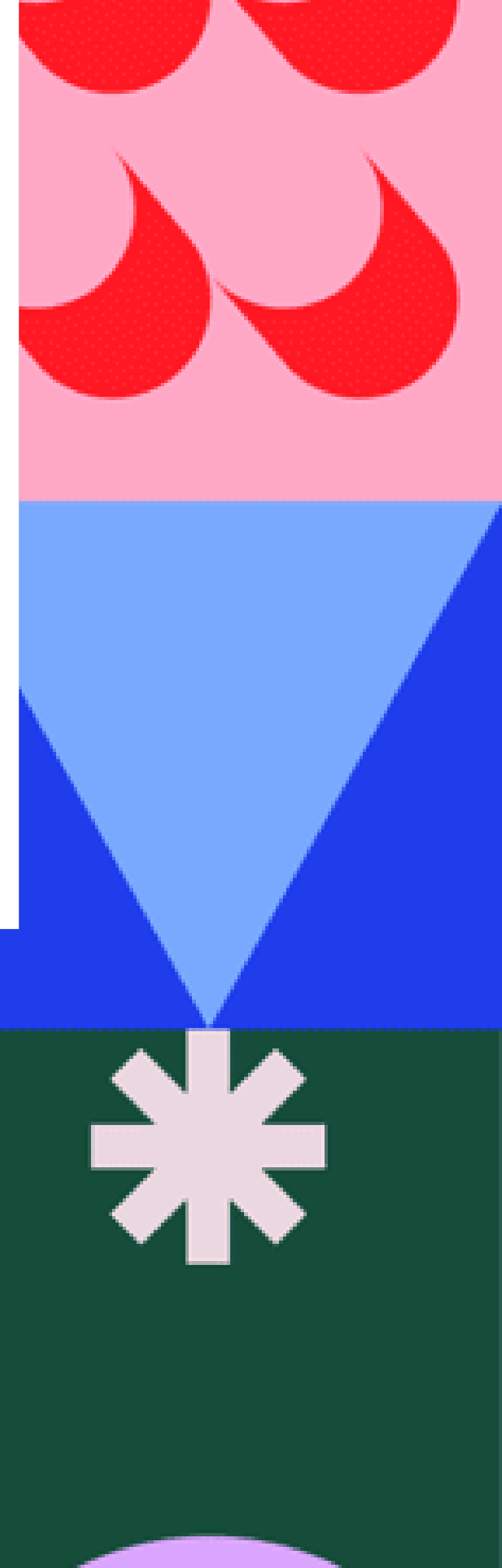
**Certificate Socially Responsible Employer (Certifikat DOD – Družbeno odgovoren delodajalec)**

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**PRISTO9**



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# INTRODUCTION & RESEARCH BACKGROUND

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# The purpose of socially responsible employer certificate was to improve the socially responsible management

SRE Certificate (Certifikat DOD – družbeno odgovoren delodajalec) - designed in 2019 by *Ekvilib Institute* and partners – *GZS, ZDS and ZSSS*.

Purpose: to comprehensively *improve the socially responsible management* of profit- and nonprofit- entities in Slovenia in their relation to employees.

Actively supported throughout the past three years through awareness-raising communication campaigns, active media relations, media partnerships, social media activities and various events and workshops prepared by the communication partner Agency *Pristop d.o.o.*



**Nobeno delo  
se ne naredi  
samo od sebe  
družbeno  
odgovorno.**

Zato je pomembno, da tudi v zahtevnih časih ne pozabimo na **družbeno odgovornost do zaposlenih**.  
Tudi vaše podjetje lahko prejme certifikat **Družbeno odgovoren delodajalec**. Za **100 prijaviteljev** je letos pridobitev certifikata **brezplačna**.  
Obiščite **certifikatdod.si** in se prijavite na razpis.



## INTRODUCTION & RESEARCH BACKGROUND

# The awareness-rising communication campaigns include the research inside the business community

The communication activities also include *research*, which was done for three consecutive years – from 2020 to 2022.

The third round of surveying Slovenian companies took place between 5 January and 28 February 2022.

The III. research analysis was conducted on a sample of 136 fully-completed surveys and included a short questionnaire with 13 questions related to corporate social responsibility.



# **SURVEY RESULTS AND COMPARISON BETWEEN YEARS**

## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Knowledge of the concept of social responsibility and the implementation of socially responsible activities in companies/organizations has increased

Research has shown a **growing awareness of the concept of social responsibility** over the years. The percentage of those who are well acquainted with the concept has risen from 48% (2020) to 60% (2022).

The majority of respondents in all three surveys claim that they implement at least one measure in the field of social responsibility, namely measures in the field of **safety and health at work**.

In addition, the most frequently implemented activities are the implementation of **measures in the field of work-life balance, education for career advancement of employees** and **product or services design in line with the Sustainable Development Guidelines** (2020 and 2022).

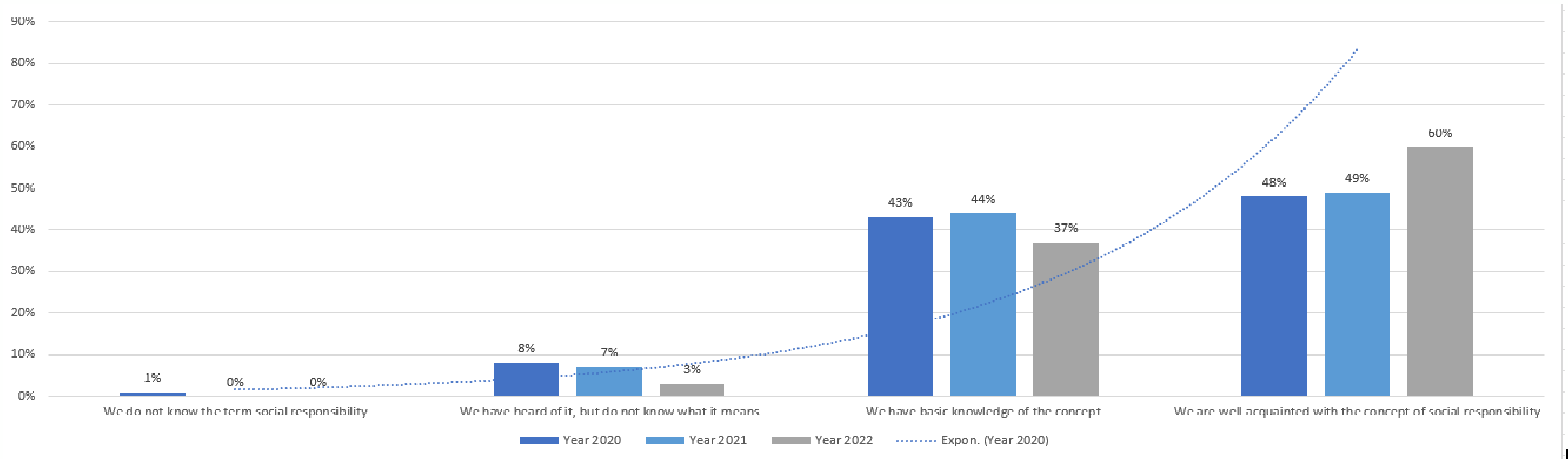
Companies/organizations less often decide to conduct trainings (workshops, lectures) on the topic of social responsibility for employees. Nevertheless, the implementation of this activity in 2022 improved by 31 percentage points compared to the first year of the survey.

**All 10 measures** in the field of social responsibility were implemented by 12% of respondents in 2020, 13% in 2021 and 32% in 2022.



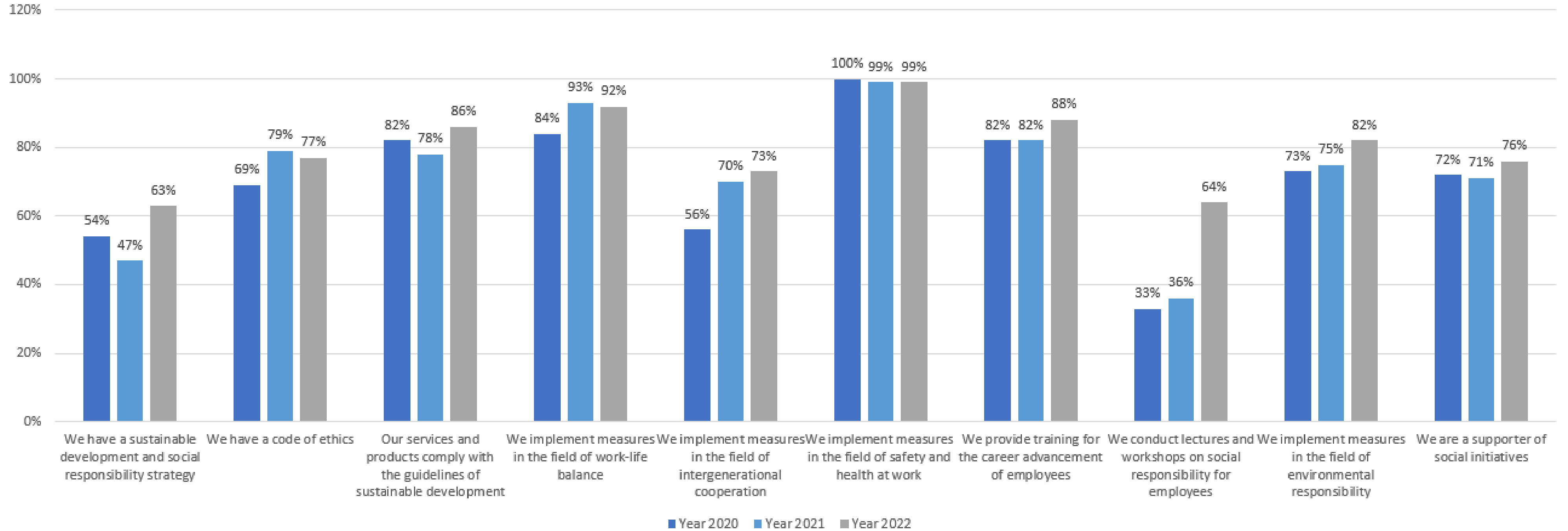
## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Knowledge of the concept of social responsibility



# SURVEY RESULTS AND COMPARISON BETWEEN YEARS

## Measures in the field of social responsibility



## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Certificates and awards in the field of social responsibility significantly contribute to the reputation of the company/organization

Among all companies/organizations that participated in surveys I, II and III, one-half or more have already obtained the **Family-Friendly Company certificate** in the past (50 % in 2020, 58 % in 2021, 54 % in 2022).

Most have also received the **ISO 9001 quality management certificate** (44 % in 2020, 51 % in 2021, 52 % in 2022).

Over the years, the number of companies that received at least one of the awards or certificates in the field of social responsibility has been growing rapidly – from 28 % in 2020 to 81 % in 2021 and 87 % in 2022.

Participants in all three surveys believe that certificates and awards in the field of social responsibility significantly contribute to the reputation of the company/organization.

To a lesser extent, they also agree that they make an important contribution to strengthening the trust of the organization's stakeholders and to the credibility of the company/organization.

More respondents trust social responsibility certificates.



“Financiramo športne aktivnosti in program odvajanja od kajenja.”

Rižanski vodovod Koper

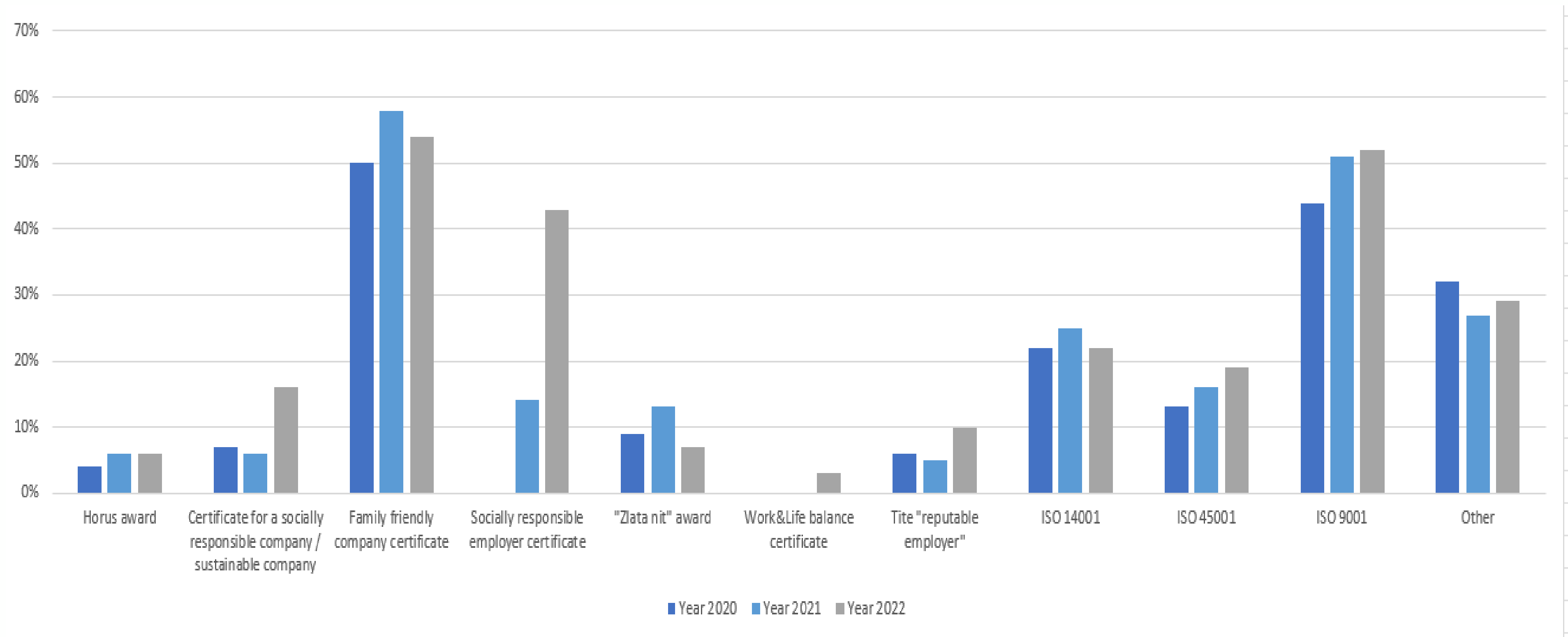
**Najboljša poslovna ideja je družbena odgovornost.**

Izkoristite zadnjih 15 prostih mest za brezplačno pridobitev certifikata družbeno odgovornega delodajalca za izboljšanje delovnega okolja, ki vodi do boljšega počutja in večje motiviranosti zaposlenih. Za prijavo obiščite [certifikatdod.si](https://certifikatdod.si). Nobeno delo se ne naredi samo od sebe družbeno odgovorno.

 CERTIFIKAT  
Družbeno odgovoren delodajalec

## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

### Social responsibility certificates & awards



## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

**The most important reason for taking social responsibility measures in companies/organization is to strengthen the culture and reputation**

Social responsibility *strengthens the culture* of the company/organization and the *reputation* of the company/organization as an employer.

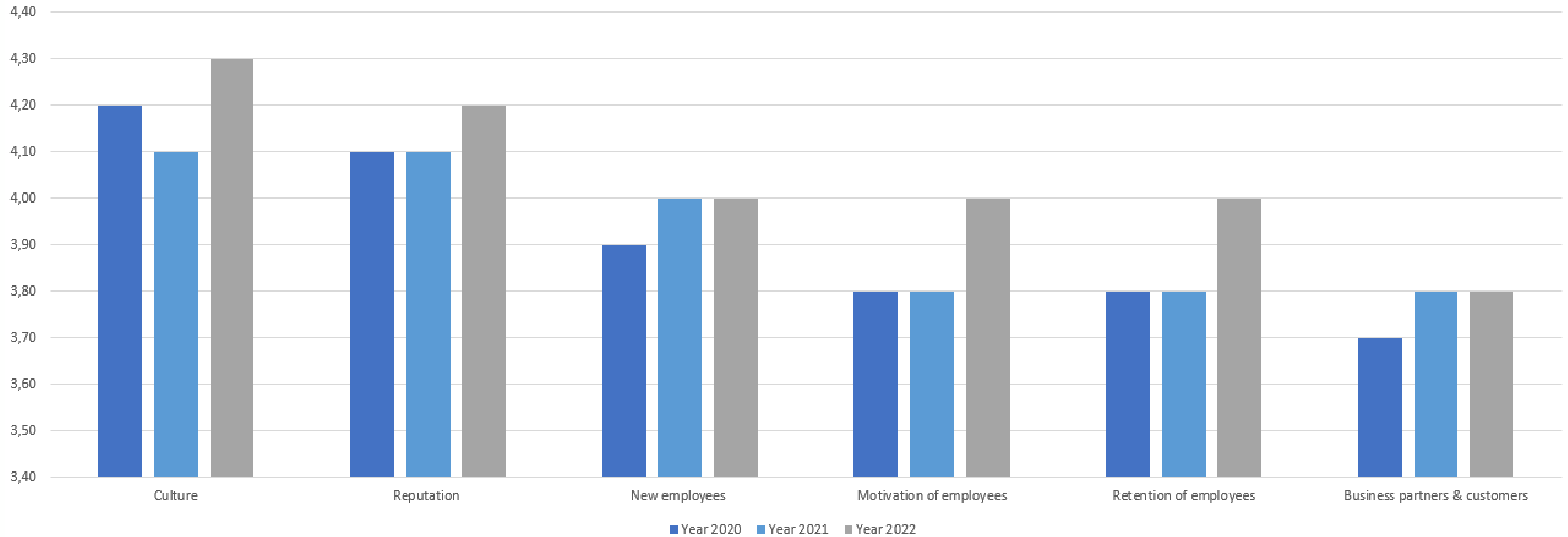
Furthermore, the company/organization taking such measures contributes to *increasing the motivation of employees* through socially responsible actions.

In survey III, it was also recognized that socially responsible actions are important for *acquiring new and retaining existing employees*.



## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

### Reasons for implementing social responsibility measures



## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Socially responsible business operation is just as important in the context of the coronavirus epidemic as it was before the pandemic

A vast majority (as many as 82 %) of the companies/organizations surveyed believe that *socially responsible business operation is just as important in the context of the coronavirus epidemic as it was before the pandemic.*

As many as 68 % also carried out measures and activities in the field of social responsibility during the pandemic.

13 % of respondents did not carry out socially responsible activities in 2021, as they focused on rescuing the company/organization, while almost half of them (42 %) carried out socially responsible projects to a lesser degree that year.

However, in the last year compared to the year before the coronavirus pandemic, 38 % of the companies have implemented the same number of socially responsible projects, while 32 % of the companies/organizations have even increased the number of projects.



“Organiziramo športne aktivnosti s sodelavci.”

Mikro+Polo

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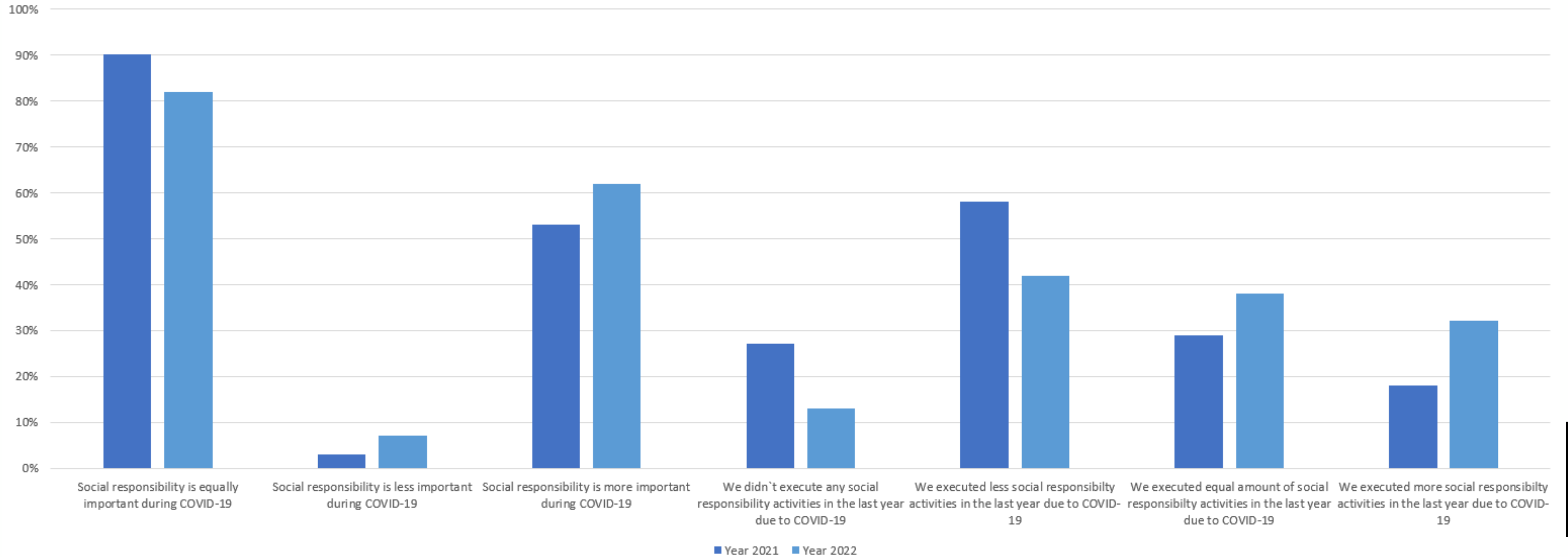
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Nobeno delo se ne naredi samo od sebe družbeno odgovorno.

 certifikat Družbeno odgovoren delodajalec

# SURVEY RESULTS AND COMPARISON BETWEEN YEARS

## Impact of COVID-19 on social responsibility



## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Familiarity with the Socially Responsible Employer certificate has greatly improved

*The recognition of the Socially Responsible Employer certificate has increased significantly, growing higher each year*

The percentage of those who have already heard of the certificate but do not know it well has fallen from 67% in 2020 to 49% in 2021 and to 27% in 2022.

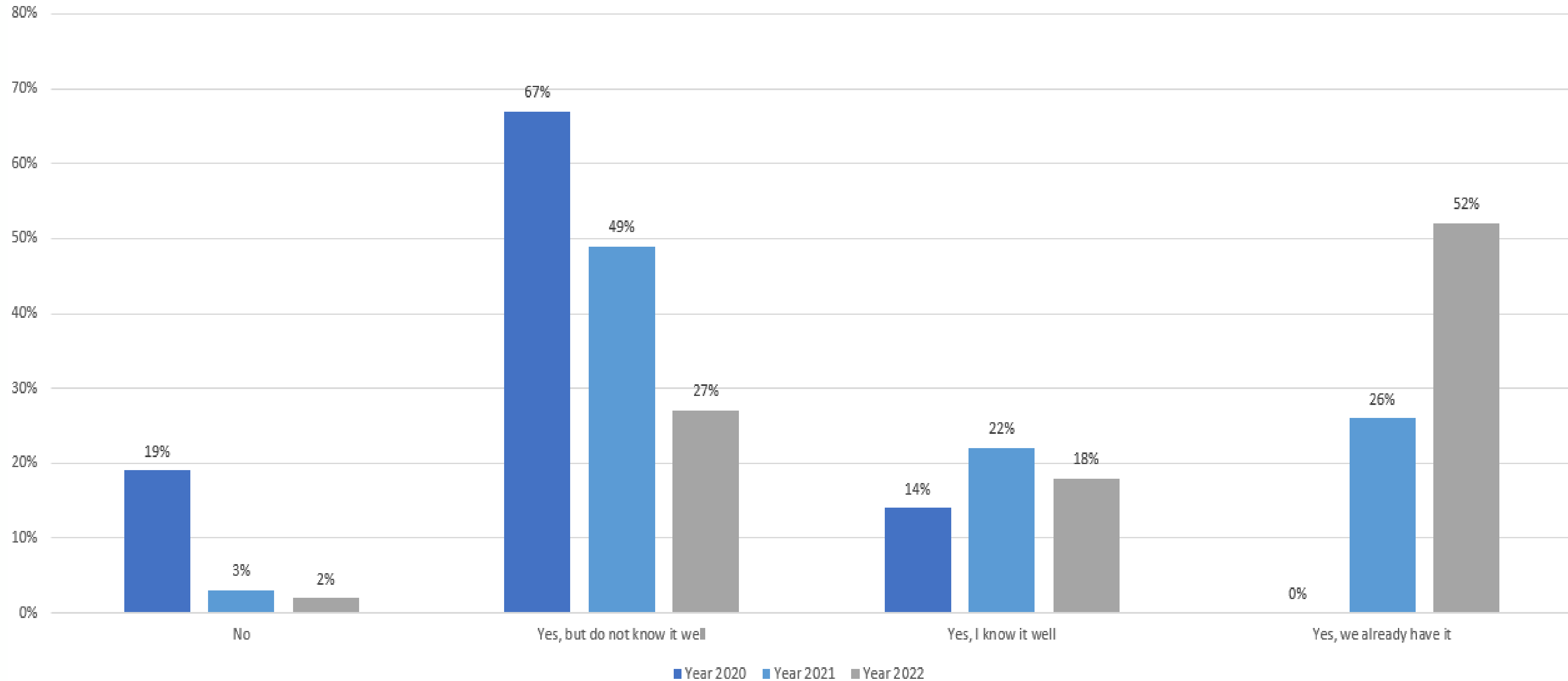
*Detailed knowledge of the certificate has improved by as much as 40 percentage points in three years*

The share of those unfamiliar with the certificate has significantly dropped in three years – from 19 % in 2020 to 3 % in 2021 and 2 % in 2022.

By the 2021 survey, 26 % of the respondents had already obtained the Socially Responsible Employer certificate or were in the process of acquiring it. By the 2022 survey, the share had already risen to 52 %.

## SURVEY RESULTS AND COMPARISON BETWEEN YEARS

# Familiarity with the Socially Responsible Employer certificate



# THANK YOU!



Pristop d.o.o.

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