



**TŘINECKÉ ŽELEZÁRNY**

SINCE 1839

# CSR – Corporate Social Responsibility



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# Main points of the training

- 1) Definition of CSR
- 2) Main CSR Pillars
  - a) Social Pillar – Employees, Community
  - b) Environmental Pillars – Company and Non-company activities
  - c) Economic Pillars – Business partners, Customers, Owners, Employees, State
- 3) Code of Ethics, Code of Conduct
- 4) Whistleblowing
- 5) Formulation of CSR Strategy
- 6) What to focus on
- 7) The Benefit of CSR for Society
- 8) ESG Principles
- 9) ESG Principles –ESRS Standards
- 10) Main Topics of ESG Reporting



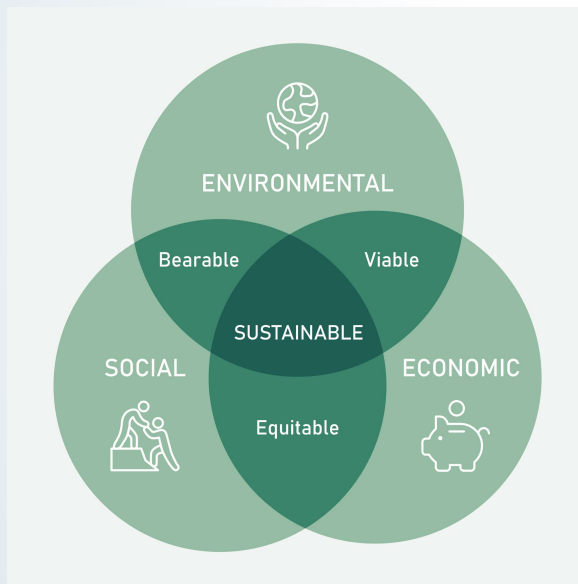
# 1. Definition of CSR



- ② *„Corporate social responsibility (CSR) is a voluntary commitment by companies to behave responsibly towards the environment and society in which they do their business.“ (Business Leaders Forum )*
- ② *„Voluntary integration of ethical, social and environmental principles into daily company operations and interactions.“*

## 2. Main CSR Pillars

- ➔ The company's voluntary responsible behavior has the basis on three basic pillars:



„ 3 P “

**Planet** – Environmental field

**People** – Social field

**Profit** – Economic field

# a) Social Pillars – Examples of CSR activities

## → EMPLOYEES

- employee health and safety
- support for education and retraining
- recruitment of persons with a disadvantaged position on the labour market (minority groups,...)
- equal conditions for women and men (gender policy)
- work-life balance (balance of work and family life of employees)
- prohibition of child labour
- ensuring the retraining of dismissed employees
- intolerance of discrimination
- fair remuneration
- equal employment opportunities



## → COMMUNITY

- engagement for the benefit of the local community
- information campaigns (waste sorting, ...)
- cooperation with local companies
- cooperation with local schools
- student internships and practical training
- corporate donation
- corporate sponsorship
- corporate volunteering
- purchasing products from disadvantaged persons
- development of employment and local infrastructure
- supporting the quality of the civic life (sport, culture, ...)
- provision of services under favourable conditions



## b) Environmental Pillar – Examples of CSR activities

### ➔ COMPANY ACTIVITIES

- eco-friendly company culture (recycling, saving energy and water, ...)
- environmental impact monitoring
- investments in ecological technologies
- ecological production, products and services
- activities aimed at reducing negative impacts on the environment and the community
- sustainable use of natural resources
- ecological products and packaging
- control of suppliers' ecological approach
- use of recyclable materials
- minimizing the traffic
- responsible waste management



### ➔ NON-COMPANY ACTIVITIES

- ecological education of customers
- restoration of natural resources
- support of ecological activities
- support of ecological non-profit organizations



## c) Economic Pillar – Examples of CSR activities

### ➔ BUSINESS PARTNERS

- knowledge of suppliers
- fair supplier and customer relations
- compliance with contractual conditions
- fair market competition (same conditions for all suppliers)



### ➔ CUSTOMERS

- quality and safety of products or services
- adequate customer service
- transparency (ethical advertising, fair contracts, true product information)
- contract compliance and data protection



### ➔ OWNERS AND SHAREHOLDERS

- transparent behaviour
- reasonable revenue



### ➔ STATE

- rejection of corrupt behaviour
- proper payment of taxes



### ➔ EMPLOYEES

- compliance with the Code of Ethics
- reasonable responsibility and control





# 3. Code of Ethics, Code of Conduct



- ⊙ The starting point of the Code of Ethics is, or should be, business ethics, i.e. a set of moral principles and values applied in the management of the business and in mutual relations between them. This ethics is based on the general moral standards of society and its goal is to align the interests of the company, or its owners, with the requirements of other interest groups that are connected with the company's activities.
- ⊙ One of the main tools used to enforce ethical standards of conduct
- ⊙ **Function:**
  - 1) Strengthening image and credibility in the eyes of customers and the wider public
  - 2) Prevention of undesirable forms of behaviour of employees in relation to their employer
  - 3) Attracting and retaining quality employees
  - 4) A tool for creating a corporate culture
- ⊙ **Main parts of the Code:**
  - 1) General part (explanation of its meaning, method of use and presentation of the organization's basic values)
  - 2) The main principles of the organization's behaviour towards its partners (employees, customers, owners, suppliers and the social environment)
  - 3) Employee behaviour towards the organization (protection of company property, conflict of interest, accepting gifts, misuse of company information)
  - 4) Ethical norms in the field of human resources management (prevention of various forms of discrimination, protection of privacy and personal data of employees)

# 4. Whistleblowing

- ③ **„Whistleblowing“**
  - notification of inappropriate behaviour or misconduct at the workplace by an employee (current, former) or by a third party - e.g. supplier, customer
  
- ③ **Directive on the protection of persons who reports breaches of Union law – Directive of the European Parliament and of the Council 2019/1937**
  - applies to companies with more than 25 employees
  - the obligation to set up an independent, secure and anonymous reporting channel for internal needs (internal reporting system), together with ensuring the protection of persons who point out violations of Union rights
  
- ③ **Internal Reporting System**
  - an internal system to detect misconduct in the workplace
  - a suitable communication channel (mailbox, email address, telephone line) allowing to make a notification → the notification must be dealt with within a predetermined period → obligation to record these notifications → obligation to check, investigate and implementation of corrective measures → prevention
  
- ③ **Whistleblowing vs. Complaint**
  - Complaint - a matter of personal interest, it has no impact on the wider public
  - Whistleblowing – notification of unethical or illegal conduct by a company that harms the public interest



# 5. Formulation of CSR Strategy



**CSR is not a project, it is part of a strategy**

**Procedure for formulation of the strategy:**

**1. Defining the company's key relationships („stakeholders“)**

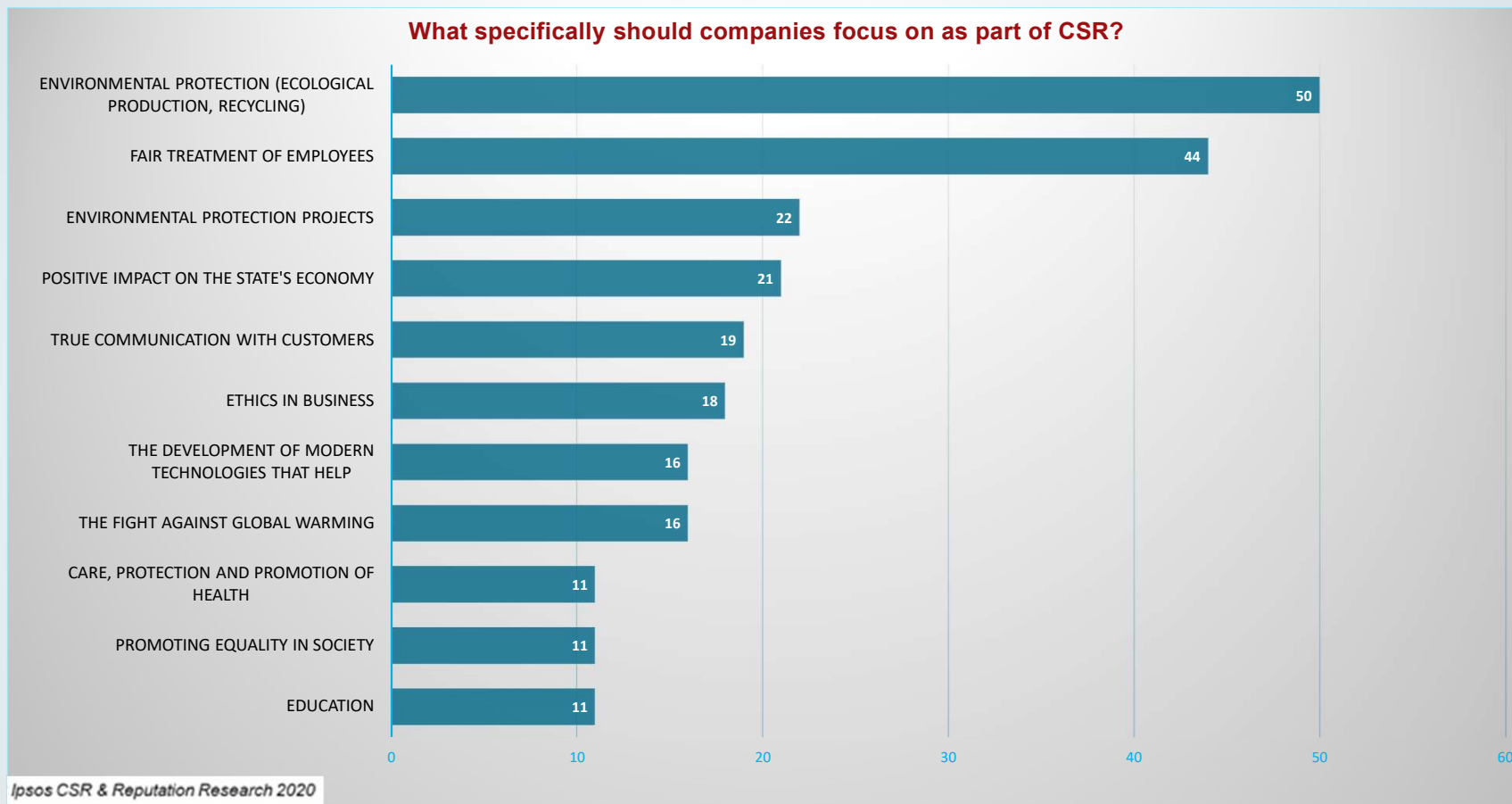
(\*stakeholders - interest groups, stakeholders, any group or individual who can influence or are influenced by the achievement of organizational goals)

**2. Formulation of the company's core values and goals in relation to each group**

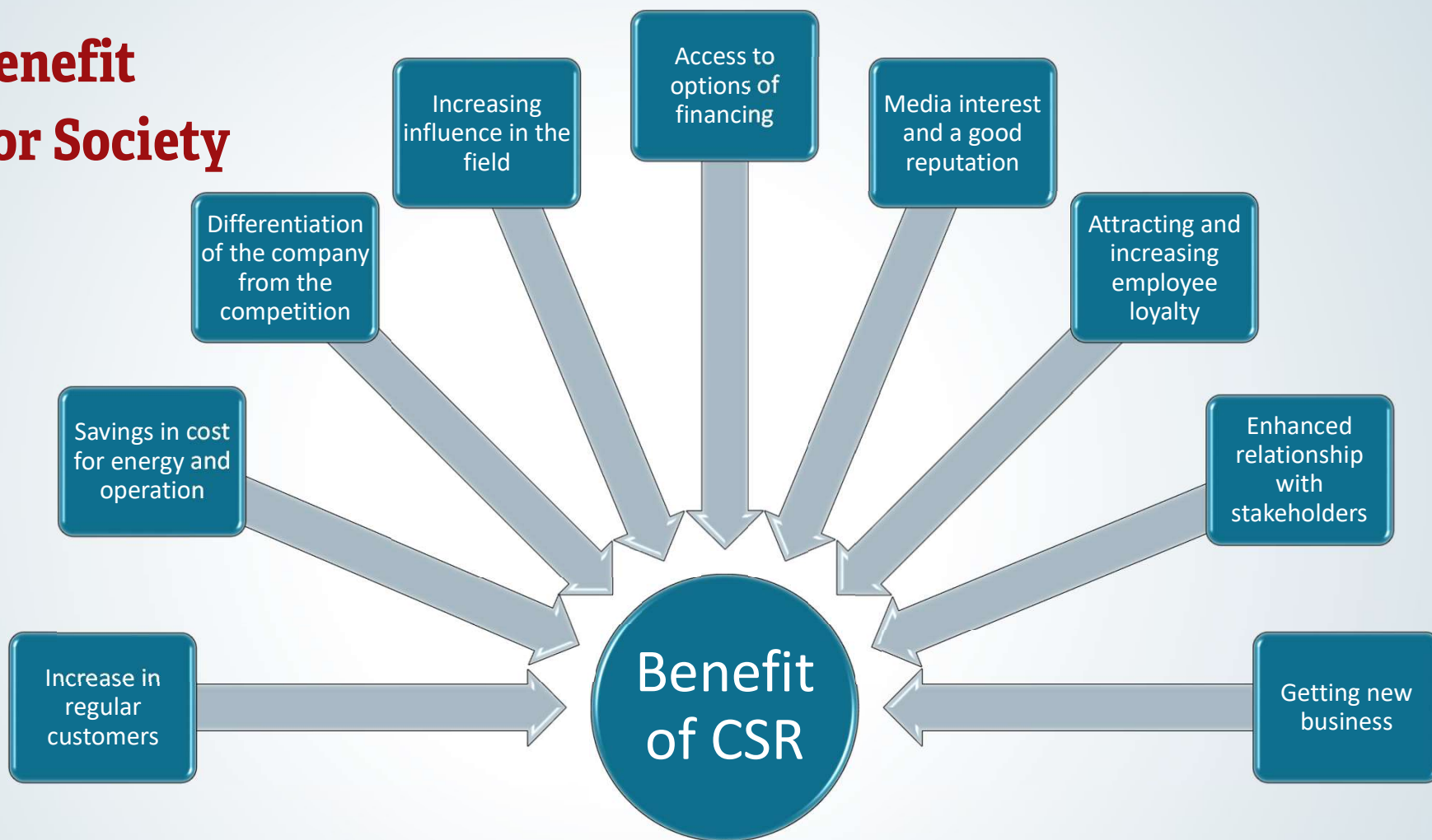
**3. Establishing a strategy for achieving goals**

**4. Determination of measurable indicators for evaluating the achievement of goals**

## 6. What to focus on...



## 7. The Benefit of CSR for Society



## 8. ESG Principles

- ③ ESG (= Environment + Social + Governance)
  - it refers to these three key factors when measuring the sustainability and ethical impact of an investment in a business or society. Most socially responsible investors review companies using these ESG criteria to screen investments
- ③ Commonly used by investors to evaluate the conduct of companies and also to determine their future financial performance
- ③ Difference between CSR and ESG
  - it is easy to confuse these two concepts, they are just different angles of measuring the same thing - the influence of the company on society
  - CSR is an internal initiative to fulfil the corporate purpose
  - x ESG reflects the external impact of the company



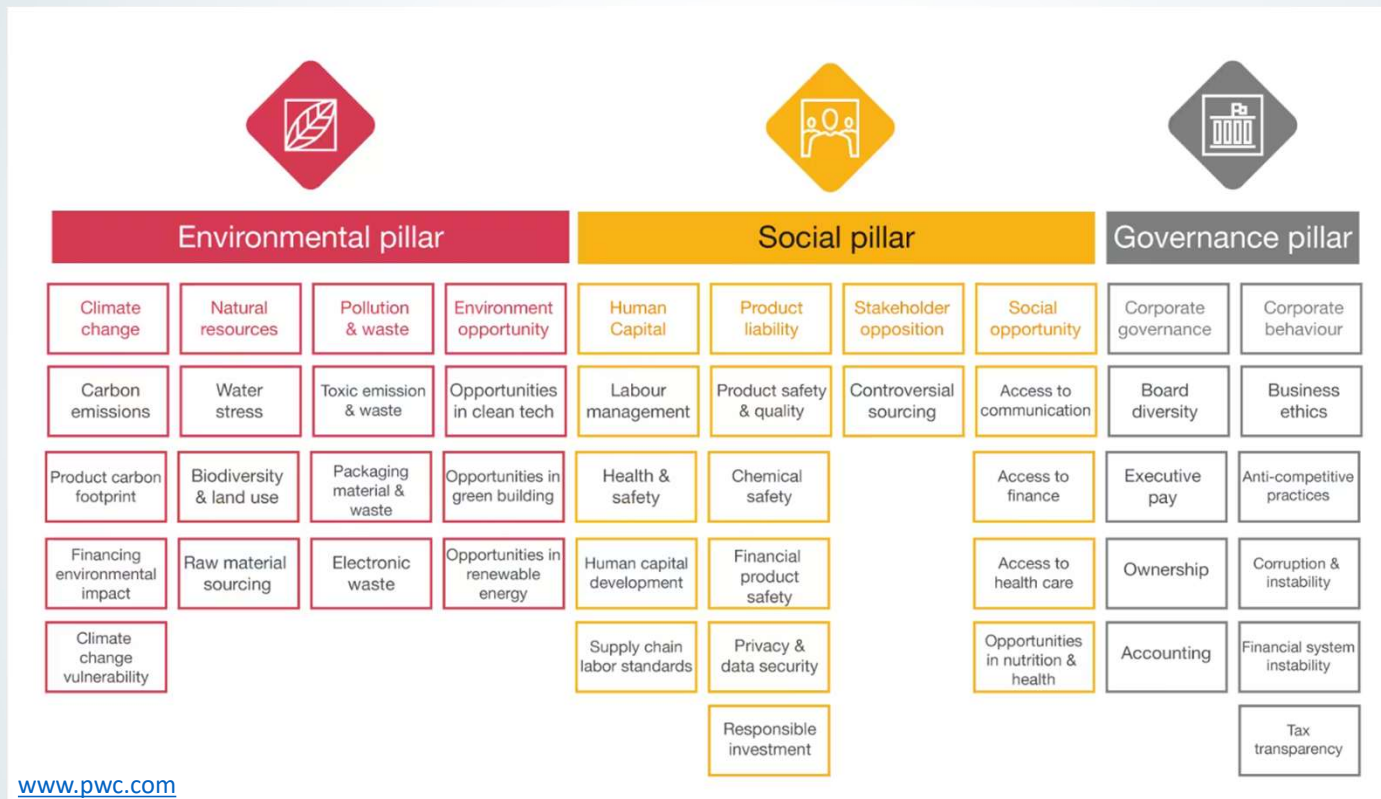
## 9. ESG Principles –ESRS Standards

- ➔ European Sustainability Reporting Standard– ESRS
- ➔ Elaborate by the group EFRAG (European Financial Reporting Advisory Group).
- ➔ These are rules based on the Directive CSRD (Corporate Sustainability Reporting Directive), which businesses will have to follow.
- ➔ Obligation to report on activities in 12 areas related to the environment, social issues and company management. All information in the reports will need to be independently verified by a third party.
- ➔ From 2026 (for the fiscal year 2025), the obligation of non-financial ESG reporting will apply to companies that meet at least 2 of the following conditions :
  - the company has more than 250 employees
  - the company's turnover is more than 40 million euros per year
  - the company's assets exceed the value of 20 million euros

In 2027 (for the year 2026), listed small and medium-sized enterprises will also report for the first time - however, they can apply for a one-year postponement of the obligation.



# 10. Main Topics of ESG Reporting





**ESG gets the headlines, but CSR is the heartbeat.  
By keeping your company committed to the spirit  
and practices of CSR and ESG, you can help  
ensure a sustainable future for its employees,  
investors, and society.**



