Overview of Corporate Philanthropy in Serbia in 2014

Presented at the CSR Forum - 6th Conference on Corporate Social Responsibility
Belgrade, Serbia
9 December 2015

This presentation is based on a draft publication that has been developed as a part of a wider initiative to promote and stimulate cross-sector cooperation and the development of sustainable and innovative civil society in Serbia, carried out by Smart Kolektiv with support from USAID. The research, publication and presentation were developed and prepared by Catalyst Balkans.
Data Sources

• Media monitoring and direct data gathering for 2014 – press clipping services provided by Kliping; additional data gathered directly from press releases of companies and nonprofits

• More than 12,000 unique instances of donations recorded

• More than 3,000 of these donations involved the private sector (Companies, SMEs and corporate foundations)

• 2 out of every 3 recorded instances of donation were for flood-related giving
Data Considerations

• Flood-related giving data is disaggregated out so that remaining trend information is not skewed.

• Amounts reported in this analysis are **minimums** since so much corporate giving goes untracked:
  • Data sets are incomplete – media monitoring does not produce results for all company giving
  • Tax reporting framework - few companies take advantage of incentive – data available from tax authorities is not disaggregated and therefore of little value for analysis
Value of Corporate Sector Giving: 2013 → 2014
Non-Flood Values

2013: RSD 626,424,000
2014: RSD 1,196,024,000

90.9% increase
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2013 → 2014
Non-Flood Values

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2014: RSD 1,196,024,000

90.9% increase

Corporate Giving in 2014
41% of all giving
Total Value of Corporate Sector Giving: 2013 → 2014
Non-Flood and Flood Values

2013
RSD 626,424,000

2014
RSD 3,815,914,000

609.2% increase

Flood
RSD 2,619,890,000

Non-Flood
RSD 1,196,024,000
Purpose of Giving – Key Causes

Support to Marginalized Groups: 24.4%
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- Other: 27.7%
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Trends

• Companies give more to education than other donor categories
• 2013 → 2014: 5.3% increase in corporate giving to education
Use of Donations – Long-Term or One-Off?

- Long-Term: 47.3%
- One-Off: 35.2%
- Unknown: 17.5%
To Whom Does the Corporate Sector Give?

- Institutions, 46.4%
- Individuals/Families, 20.5%
- Associations, 17.5%
- Local/National Govt., 9.3%
- Private Foundations, 1.2%
- Other, 5.1%
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55.7% Given to the State
How Does the Corporate Sector Give?

- Direct Donations, 79.3%
- Campaigns, 10.2%
- Events, 7.2%
- Calls for Proposals, 3.3%
- Proposals, 3.3%
<table>
<thead>
<tr>
<th>Key Market Segments in Corporate Giving</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Milk Product Manufacturing</td>
<td>15.8%</td>
</tr>
<tr>
<td>Banking and Insurance Companies</td>
<td>10.6%</td>
</tr>
<tr>
<td>Oil and Refining Industry</td>
<td>9.2%</td>
</tr>
<tr>
<td>Non-Alcoholic Drinks</td>
<td>7.0%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>3.9%</td>
</tr>
<tr>
<td>Hygiene Products</td>
<td>2.8%</td>
</tr>
</tbody>
</table>
Geographic Distribution of Corporate Giving

- Outside of Serbia, 0.6%
- Belgrade, 33.7%
- Vojvodina, 22.9%
- South and East Serbia, 14.8%
- Šumadija and Western Serbia, 19.0%
- Throughout Serbia, 9.0%
2015: Tracking Corporate Giving to Refugees

AD Imlek Beograd
Telenor d.o.o.
Bambi a.d.
Jaffa d.o.o.
Hemofarm Foundation
Beko Balkans d.o.o.
Crvenka
MCG Group d.o.o.
Delta Foundation
2015: Tracking Corporate Giving to Refugees

- AD Imlek Beograd
- Ball Packaging Europe Belgrade Ltd.
- Telenor d.o.o.
- Dexy Co d.o.o.
- Bambi a.d.
- Coca-Cola HBC Srbija d.o.o.
- Hemofarm Foundation
- Jaffa d.o.o.
- Crvenka
- MCG Group d.o.o.
- Beoheemija d.o.o. Beograd
- Delta Foundation
- Beko Balkans d.o.o.
- Brestill d.o.o.
2015: Tracking Corporate Giving to Refugees

- Telenor d.o.o.
- Procter & Gamble d.o.o.
- Bambi a.d.
- Coca-Cola HBC Srbija d.o.o.
- Hemofarm Foundation
- Jaffa d.o.o. Crvenka
- Pink international company d.o.o.
- Delta Foundation
- Lomax company d.o.o.
- AD Imlek Beograd
- Ball Packaging Europe Belgrade Ltd.
- Preduzeće Podravka d.o.o. Beograd
- Beko Balkans d.o.o.
- MCG Group d.o.o.
- Brestill d.o.o.
- Beohemija d.o.o. Beograd
Improving Tracking of Donation Level Giving

• Provide Catalyst With Your Corporate Giving Information Directly!

• Please add goran@catalystbalkans.org to your press release and annual report mailing lists

• The more data we have on a donation level, the better intelligence on corporate giving and philanthropy we can provide back to the sector.
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