



**Center for Entrepreneurship and Economic Development
United Nations Development Programme (UNDP)**

JOINT MEDIA ADVISORY

Assessment of the Presence of Corporate Social Responsibility Concept in the Companies of Montenegro

What: Within a project coordinated by the UNDP Regional Bureau in Bratislava, which tackles **corporate social responsibility** in new EU member countries and countries candidates for EU accession, an assessment of the presence of this concept in large, medium and small enterprises was conducted at the regional level.

In the Project segment related to Montenegro the assessment was conducted by the Center for Entrepreneurship and Economic Development (CEED) Podgorica, whose representatives will present the results of the research.

Introductory remarks at the presentation will be delivered by
Mr. Garret Tankosić Kelly, UNDP Resident Representative a.i./UN Interagency Focal Point in Montenegro

Regional Project on Corporate Social Responsibility will be presented by
Ms. Marina Kaneti, Regional Project Coordinator, UNDP Albania, while
Ms. Milijana Komar, CEED Project Manager will present basic results of the research, including the summary and the main conclusions.

The presentations will be followed by a brief presentation of the examples of corporate social responsibility of the companies that participated in the research.

Where: Tuesday, 24 June 2008, 10.00 – 11.30 a.m.
When: Green Room, Hotel Crna Gora, Podgorica

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For the private sector, the concept of corporate social responsibility is the way for the future that will give competitive advantages to those that start on time with this type of activities. Through adoption of this concept the companies will also accomplish comparative advantage by achieving trust and good reputation on the market. Although an emerging practice among private sector in developed countries and a parameter of companies' success in highly competitive markets, CSR is still a vague concept in Montenegro. As it represents a very important tool in achieving the EU commercial standards, there is a need to promote its values to decision makers, business sector representatives and the public.

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In 2006 the Regional UNDP Bureau for Europe and Commonwealth of Independent States (CIS) in Bratislava prepared a project proposal and received funding from the European Commission to work on addressing some of the challenges in the field of corporate social responsibility in new EU member countries and candidate countries. As a follow up of this initiative, in the period between October last year to July this year the UNDP Albania is implementing a regional project related to the corporate social responsibility baseline in Albania, Bosnia and Herzegovina, Montenegro, Serbia and Kosovo - UN ATSCR 1244.

Within the project, an assessment of the presence of the corporate social responsibility concept was conducted in large, medium and small enterprises in all the mentioned countries and territories.

The main aim of the project is promotion of the corporate social responsibility principles among business sector and the wider public, and inclusion of business representatives in future activities in this domain.

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