



SUSTAINABILITY.H&P

SUSTAINABILITY REPORT 2020

Hauska & Partner



Creating value by consulting in uncertain times

How we managed our own impacts and helped
stakeholders cope with 2020 challenges



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This report documents our continuous progress, giving insight into our strategies and implications for related global goals and targets.

It covers all material aspects of our corporation and shows how a consultancy can create value for society: being focused on supporting the sustainable development of our clients and making them fit for the coming challenges of the future.

We invite you to give us feedback about this report but also to join our efforts and to work with us towards the global goals.

This Sustainability Report covers our activities in Croatia, and fulfills the requirements from UN Global Compact regarding the yearly Communication on Progress Report.



What we stand for

In 2020 we marked 20 year of supporting clients on the Croatian market. During these two decades, we have established ourselves as reliable consultants offering services in the thematic areas of establishing and strengthening connections with stakeholders, focusing on corporate relations and corporate social responsibility.

EXCELLENCE

We strive to provide the best consulting and incorporate the highest standards and the best-developed skills in our daily actions. Excellence reflects constant growth and leadership in action.

RELIABILITY

Our behavior makes us deserving to be trusted and entrusted with assets and intangible values. We care for stability and provide protection, help, advice and consulting, taking into account our stakeholders' rights and interests.

CONTRIBUTION

Our purpose is to provide the best consulting services to our clients, safe employment and good framework for professional development to our team, prosperity to our shareholders, tangible and intangible benefits to society, constantly adding in value, scope, quality and strength.

PASSION & DEDICATION

The best consulting has to cultivate element of passion and strong belief, a dedicated approach and full commitment to stakeholders and issues attached. Passion and dedication mean additional energy invested in our work, greater attention to issues, better identification with clients and greater loyalty.

DIVERSITY

We value our similarities and differences, and we take efforts to understand each other and merge diverse experience and knowledge to build a strong network of people who work together as one team.



Services and commitments

STRATEGIC CONSULTING

issue and risk management
reputation management and positioning
stakeholder relations
investor relations, M&As, IPOs
media relations & campaign implementations
internal relations & corporate identity
integrated communications
political, economic and social analyses
sectoral analyses & position papers
trainings & workshops

ORGANIZATIONAL DEVELOPMENT

corporate culture development
employer branding
employee experience
employee engagement
storytelling & leadership

CSR & SUSTAINABILITY

sustainability strategies
integrating ESG in business strategies
CSR processes & programs
non-financial reporting

VISION

We lead the corporate relations business

With excellence in corporate relations, our consultants lead in creating value for our clients, business, society and environment. We are respected as a state of the art open-minded and learning organization in bringing new values.

MISSION

We contribute with corporate relations business to economy, society and environment

With our clients and other stakeholders we jointly create sustainable success in their businesses and relations. We manage relations to assure the highest quality results for our clients and stakeholders. Our consultants are open-minded, ambitious learners who are happy to share knowledge and co-create sustainability and success.

STRATEGY

We create corporate relations touchstones

We inspire and encourage our clients, teams, partners and professionals to innovate and incorporate the advanced knowledge in corporate relations.

We enable co-operation, contribution and continual learning to invigorate positive changes and excellence to corporate relations professionals.

A note from our Managing Director

We help ambitious companies and organizations manage their impacts responsibly and create a sustainable and prosperous future.



We celebrated our twenty years on the Croatian market during the most challenging year in these two decades. The whole world faced rapid change not only in priorities, but in strategies and tactics how to reach and realize them, trying to figure out how to stay upright when the carpet has, all of a sudden, been pulled right under you.

It was our job during the past year to find the best solutions to secure our long term sustainability in the light of these challenges, as well as to help clients secure their own. This led us to build our new strategy for the future, which focuses on our unique market offer.

SANJA PETEK MUJAČIĆ

Managing Director, Partner

Through multidisciplinary counseling, we support and empower ambitious organizations in understanding key issues, connecting with stakeholders, and managing their impacts.

We help them adapt quickly to change, solve their business and communication problems and create innovative, bold and socially useful solutions.

We believe that with our knowledge, dedication and ethical approach we can encourage the prosperity of our clients and partners and create positive changes together with them.

This is our vision and our strategy, which will secure our own development as well as contribute to a more sustainable future for all.



Our complex world

2020 has been a year of firsts, of extraordinary challenges for us and our clients that forced us to be thoughtful and creative in support we provide. Based on our current and potential impact on the society and the environment and the interests of our stakeholders, we have identified our material topics and corresponding development goals.



Anchor in the crisis

The covid-19 pandemic that hit the world in 2020 and remains to test the strength and partnerships of our civilization still, posed numerous challenges before us and our clients, forcing us to collaborate more closely, even if physically distant.

In this situation, we all needed to think fast about new solutions to provide our and our clients' smooth communication, continued operations all the while taking every precaution to secure health and safety. Our ever-changing world context became that much complex, reminding us that flexibility, innovation and partnerships are the most important tools we have at our disposal.

Our stakeholders

We maintain constant dialogue with our stakeholders, to improve and further our development and contribution.

Employees
Clients

Potential clients
Business partners and suppliers

Expert and interest associations
CSR and sustainability community
High education institutions
Peers and competitors
Civil society organizations
Media

Leading by collaborating

We believe that only through collaboration with all their stakeholders an organization can achieve business goals and prosperity.

Our concept of consulting embraces strong focus on responsibility management. We can respond to challenges of perpetual changes and fast evolving trends in economy, society, and environment only by focusing on what matters the most.

We maintain, simple and straightforward, the 3Ps: Performance, People and Partnerships. We continue to do this by following and matching our plans and actions with UN Sustainable Development Goals and UNGC Principles.

Contribution to the SDGs

The 2030 Agenda for Sustainable Development remains the compass for our operations more than ever.



We organize, support and participate in programs raising know-how and capabilities related to sustainable development, human rights, diversity and corporate responsibility. We encourage higher education institutions in developing curricula related to these topics.

Highlights 2020: We implemented the content on sustainability and SDGs in all courses we lectured at universities.



We participate and endorse programs and forums aimed at realizing gender equality and improving the position of women and girls in our society.

Highlights 2020: We participated in an open discussion on promoting better working conditions for women victims of violence.



We endorse and encourage higher women's participation in decision-making structures. We advise our clients in developing diversity culture and enabling opportunities for women.

Highlights 2020: We became co-signatory to the Gender Equality Alliance, a platform promoting equal opportunities for women.



We provide a stable workplace, diverse and inclusive for all our employees, regardless of abilities, gender or any other diversity. We consult our clients in developing equality cultures. We participate in raising awareness on labor equality and promote advanced practices.

Highlights 2020: facilitation of dialogue at #EUvsDiscrimination on reasonable accommodation.



We offer training and internship programs for students and participate in higher education programs. We consult our clients in programs providing scholarships and advancing youth education and employment.

Highlights 2020: 186 hours dedicated to higher education programs in 2020.



For 20 years we have advised banking and finance sector in their corporate and stakeholder relations. This includes specific programs dedicated to financial accessibility and literacy.

Highlights 2020: Consulting OTP banka in developing their program OTP Zaokružiti! connecting core business with community investment.

TARGET 10-2



PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION

We provide consulting in diversity and inclusion management to our clients and support them in developing diversity policies, programs and reporting on diversity matters. We participate and support public forums and debates on inclusion.

Highlights 2020: Our Managing Partner Daria Mateljak is Diversity Charter Ambassador in Croatia.

TARGET 12-6



ENCOURAGE COMPANIES TO ADOPT SUSTAINABLE PRACTICES AND SUSTAINABILITY REPORTING

CSR and sustainability consulting is one of our major consulting business streams. We consult large companies in integrating sustainability in their business strategies, developing CSR programs, engaging stakeholders and reporting on sustainability.

Highlights 2020: We consulted eight clients in producing sustainability reports; consulted OTP banka in integrating sustainability KPIs for managers.

TARGET 12-8



PROMOTE UNIVERSAL UNDERSTANDING OF SUSTAINABLE LIFESTYLES

We participate in, support and organize public events promoting sustainability in all walks of life. We regularly publish content in the media and social networks aimed at raising awareness of sustainable practices and living. We provide content including advice on responsible waste management, energy efficiency, etc.

Highlights 2020: H&P was co-organizer of the annual CSR conference.

TARGET 13-3



BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

We are dedicated to capability building of our clients and other stakeholders related to climate changes. We educate and advise our clients how to approach the climate change issues and how to integrate adequate responses in their business strategies.

Highlights 2020: CSR Crash Course for managers of OTP banka in preparation for integrating ESG criteria in their business operations.

TARGET 16-5



SUBSTANTIALLY REDUCE CORRUPTION AND BRIBERY

We strongly advocate transparency in business operations, both our own and our clients'. We advise our clients in developing anti-corruption policies and raising ethical behavior of their employees and other stakeholders. We regularly publish content related to ethical behavior in the media and social networks.

Highlights 2020: our Partner Gorana Pavičić Nišević became a member of the CSR and Anti-corruption Commission of ICC Croatia.

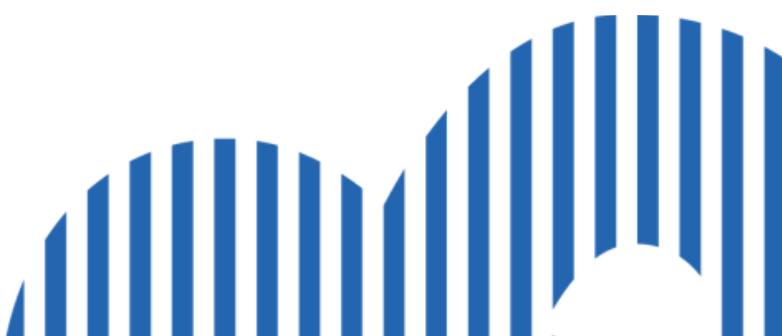
TARGET 17-2



IMPLEMENT ALL DEVELOPMENT ASSISTANCE COMMITMENTS

We actively participate as members of CSR and sustainability related organization and support their work with our know-how and engagement.

Highlights 2020: We continued our long-term partnerships with organizations like CBCSD and forged new one, like in ICC Croatia.



What is material

Our strategy prioritizes not only our own development and growth as a company, but also managing our material impacts on society, economy and environment. We realize that our three strategic topics overlap in many aspects and work to utilize this to bring benefit to all our stakeholders.

PERFORMANCE PEOPLE PARTNERSHIPS

RESPONSIBLE CONSULTING

Offering reliable service and excellence in projects. Giving advice which can improve our clients' economic, social and environmental performance. Being trusted and entrusted with assets and intangible values. Strong focus on our clients and their issues and ambition to help them realize success. High loyalty and outstanding ethical principles.

FOSTERING SUSTAINABILITY

Avid monitoring of economic, social and environmental status of our community enables us to encourage and initiate networking, partnering, dialogues and collaborations to advance sustainable development. In light of climate change action, we strive to strengthen our indirect positive impact by consulting clients in adopting robust climate strategies. We are truly dedicated to the realization of SDGs.

COLLABORATIVE ACTION

Encouraging collaborative thinking and cultures to achieve common goals of our clients, business partners and other stakeholders. Believing that the best results are achieved only by inclusion and engagement of our stakeholders, including diverse opinions, views, concerns and ideas that enrich all our projects. Managing company transparently, ethically and by including our colleagues in planning and decision-making.

EMPOWERMENT

Striving to empower each other, and encourage collaborative thinking and cultures to achieve common goals of our clients, business partners and other stakeholders. Equally valuing our similarities and our differences, and taking efforts to understand each other and merge diverse experience and knowledge to build strong network of people who work together as one team. Respecting human rights, fostering diversity and inclusion are our main principles.



3Ps: Performance

As a consultancy focused on sustainability, organizational development and change management, we are aware of the responsibility of our clients' impacts on environment, society and governance.

Advising them in impact management, we strive to leverage their sustainability potentials to create market and stakeholder values. Our purpose is not only to support their business growth but also to facilitate sustainability-related transformation.

Supporting clients in uncertain times

We have always been greatly focused on our values - excellence, reliability, and contribution - in our consulting work. The year 2020 challenged us beyond our wildest expectations and put these values to unprecedented testing. The new circumstances imposed on us in the middle of our coping with the VUCA world challenges and numerous change-related issues that our clients had faced. Fast adaptations to new demands and priorities not only challenged our resilience and agility but also prompted us to develop new services and support our clients in completely new situations. With pride we can state now, that the notorious *covid year* was truly a powerful accelerator to many changes and innovations in our company.

Being highly capable to understand the business cases, issues and challenges of our clients and their industries has formed a solid base for our own (more or less) agile and (definitely) successful transformation. In the past year we recollected and revised our own approach to value management and managed to focus on consulting aspects that we perceived as the most vital in our consulting DNA. We confirmed our strategic approach to continue developing as consultants in four strategic areas: CSR and sustainability; organizational development, culture, employee engagement, branding and experience; CoRe (Corporate Relations) interdisciplinary consulting enabling clients to form and maintain high-quality relations with their stakeholders, manage their reputation and positioning; and Change-Risk-Crisis Management in which we have a substantial success track-record.

Value beyond communication

Confirming these four strategic areas prompted other significant decisions that shaped our customer value proposition – to be a high-quality strategic partner to companies and organizations facing diverse issues by supporting them in finding the best solutions in their stakeholder, market, sustainability, organizational or contextual challenges.

True to our firmly ethical principles of consulting, our systemic approach, and tailor-made solutions, we managed to live and communicate our authentic and individual consulting approach, strongly leaning on the understanding of clients' diversity.

In consulting clients, we are strongly dedicated to their specific goals and objectives. In-depth approach and analysis of their context and specific challenges helps us provide exactly what they need, fairly, delivering quality for the price of our services.

SUSTAINABLE DEVELOPMENT GOALS



TARGETS

8.5, 8.6, 8.10, 10.2, 12.6, 12.8, 13.3

UNGC PRINCIPLES

1, 2, 6, 7, 8, 9, 10

We find our purpose in helping solve complex or difficult problems in which our clients need a reliable consultant to lean on for guidance, facilitation, advice, education, and executive support.

Contribution is our value by which we measure success – being a valuable participant in our clients' goals realization with added values for the society and environment.

Indicators & trends

Although 2020 took its toll in the mainstream communication consulting business, our shift in strategic directions enabled us to keep our performance sound even in that challenging year.

Despite shrinking markets, devastated economy and canceled plans, programs and budgets on the general client side, we managed to keep the service level and generated increased net result. We generated 313,250 EUR in fee income having provided services in CSR & sustainability, corporate relations, and organizational relations to 27 clients.

Our total revenue amounted to 344,168 EUR. Even 94.71 percent of our income was generated in our strategic areas, with one quarter of income coming from exclusively CSR and sustainability services.

We had 19 clients retained from the previous year, with 14 clients whom we consulted three or more years, which proves our capability of successfully supporting clients. Eight newly acquired clients in 2020 contributed to ten percent of our fee income base. The trends continued to develop to the favor of project-based contracts, out of which we realized 107,133 EUR fee income. Relative to our industrial consulting participation, we generated 30% of our fee income from financial and banking sector; 25% from industrial production sector; 20% from energy sector and 17% from ICT sector.



During 2020 we engaged 15 clients in substantial client satisfaction surveys. Survey results are important indicator in which areas we excel and in which we have potentials for improvements. Our clients' feedback is valuable also in shaping our consulting areas for the future, depending on their perceptions and forecasts of challenges and needs. Client satisfaction levels ranged to high-end of excellence, with accents on our capabilities of understanding clients' challenges and industries, overall success in collaboration, ethical principles of work and dedication to clients' goals.

Besides client surveys, we conducted assessments in our own internal Account Review System to enable us deeper insights into improvements. Compared to the previous reporting period, an increase was marked in our clients' statements that we more significantly influenced their impacts on environment and the economy (governance). We received no complaints from our clients in 2020 and generated many positive testimonials or evidence of excellence for our work.

For many years, we have been measuring and benchmarking our ESG performance by participating in the Croatian CSR Index. Our overall score in economic sustainability reached the maximum 100 (the same as previous two years), as well as in our responsibility in market relations (compared to 81.63 median of SME companies). The inclusion of CSR and sustainability into our business strategy scored 90.91 points (a progress compared to the previous year).

Goings on

Pandemic year challenges brought into the limelight our capabilities of integral consulting. We supported OTP banka throughout their corporate relations, communications, change management and organizational development (culture, employer branding, employee engagement) challenges in 2020.

Our consulting efforts were crowned by Global Finance Leadership in Crisis award for the bank as well as second runner-up in Internal Communication CPRA Grand PRix award for the outstanding Ideaportal project, a unique internal engagement platform for employees' ideas development, based on gamification principles.



During the year we supported the bank in increasing employee engagement capacities, boosting its internal and external responsibility and sustainability through numerous projects. One of the worthy initiatives was “Green light for those who help” in which we joined forces of the bank’s employees with their local communities, engaging them to support valuable initiatives close to their homes, helping vulnerable population to cope with the pandemic and earthquake consequences.

However, we are especially proud to have consulted OTP Zaokruži! project, which combined banking core-business – customer use of banking cards with humanitarian community investment in health sector improving the conditions of children wards in hospitals. This generic CSR project, closely tied with bank’s core business, is a unique example how a company can engage its vital stakeholders in community worth programs by using banking products and services. The program comprises digital options to donate “extra change” while using banking cards for payment, with the collected means allocated to the humanitarian causes.



Goals for 2021

- Develop existing and launch new client services in sustainability, especially ESG, CSR and diversity management
- Upgrade our services portfolio in organizational development by integrated approach to employee engagement, experience and branding, entwining social impacts strongly in this area
- Continue educating market in integrating sustainability and ESG in their business strategies and developing their stakeholder relations
- Boost performance quality control and engage clients in addressing their most pressing sustainability issues

Climate action support

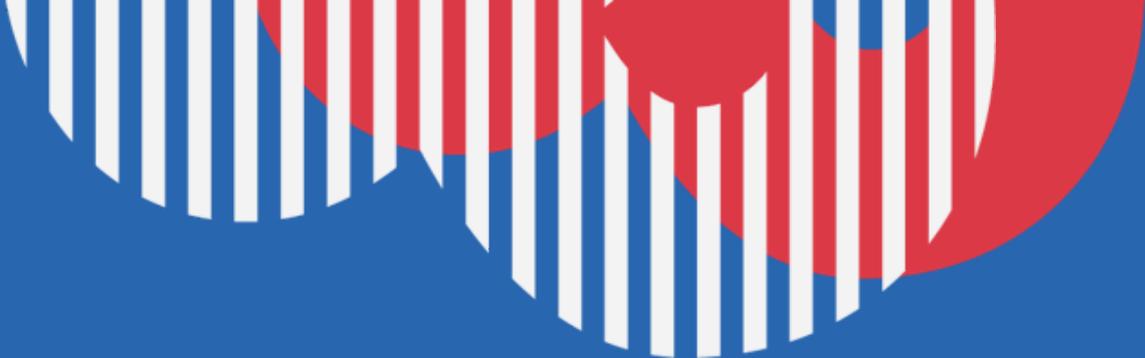
Our direct environmental impacts are minimal, having in mind that we are a small enterprise with prudent environmental practices. Our environmental footprint is minimal as we work in a small office, separate waste, carefully monitor consumption of resources and predominantly walk, bike or use public transportation.

However, our secondary impacts, or vicarious influence is far more significant, since we advise large companies in their responsible practices related to climate changes mitigation, responsible climate related planning, environmental protection and preservation of natural capital.

Our most significant impacts in 2020 were the launch of comprehensive sustainability knowledge raising program for our client OTP banka. The program encompassed education of managers related to ESG impacts integration in business strategy, products development and operational performance.

We supported eight clients in developing sustainability reports, materiality and stakeholder engagement and two in stakeholder engagement and sustainability planning, from various sectors: energy, infrastructure, materials production, FMCG, finance, telecom.

We measured our secondary impact through client dialogues and evaluation in Account Review System and client surveys. Eight of our clients assessed that our consulting positively influenced their know-how level, planning or performance in managing or monitoring their own environmental impacts.



3Ps: People

Support and collaboration were the center pillars of our internal operations during the challenging 2020.

In the year which we spent mostly remote from each other, we had to find alternative ways not to only secure uninterrupted support to our clients, but also to offer collegial support to one another.



Focus on values in trying times

In the “old normal” as in the “new”, people are always in the focus of our business; people, their knowledge, experience, dedication and passion for consulting are the backbone of our business. Collaboration, inclusion, engagement and empowerment are the prerequisites of creating a workplace of quality and an encouraging work experience.

Support and collaboration were the center pillars of our internal operations during the challenging 2020. In the year which we spent mostly remote from each other, we had to find alternative ways not to only secure uninterrupted support to our clients, but also to offer collegial support to one another. As humans do, sometimes we succeeded and sometimes we failed, but we maintained focus on our values to secure that our culture of learning, collaboration and empowerment supersedes the circumstances faced by many people like us during the covid-19 pandemic.

Although faced with unpredictable circumstances, we remain on the same path. We continue to encourage collaborative thinking and culture to achieve common goals of our clients, business partners and other stakeholders. This is achieved by constantly learning, embracing mistakes, and cherishing growth through dialogue. We encourage sensitivity towards diverse people and actively support all forms of diversity.

We equally value our similarities and our differences, and we take efforts to understand each other and merge diverse experience and knowledge to build strong network of people who work together as one team.

Snapshot: team dynamics in the “new normal”

The year 2020 was the “year of our values”, as we planned at its beginning, organizing internal workshops aimed at strengthening our corporate culture and reminding ourselves of what our values mean in our everyday operations. It turned out to be the year in which our values were stress tested in adjustment to remote work and all other challenges of the pandemic.

Remote work and lockdowns demand an even stronger focus on collaboration, making efforts and time to include and engage all team members and to make them feel safe, connected and supported. During the times of remote work, we added a second slot to our weekly consultancy meeting, holding them twice a week.

SUSTAINABLE DEVELOPMENT GOALS



TARGETS

4.7, 5.5, 8.5, 8.6, 10.2

UN CG PRINCIPLES

1, 2, 3, 4, 5, 6

Similarly, we established an informal online coffee date every morning to start the day and touch base not just on work tasks but on life in lockdown.

We continued with quarterly strategic meetings in which we inform all colleagues on the vital business and strategic details of the company. This occasion is used to discuss the business and strategic directions of the company. During the lockdowns, we organized this process online.



Along with strengthening our team dynamics, we started optimizing our internal processes. We put our internal management structure under scrutiny to secure leaner and more flexible internal processes, which will provide clearer, comparable and useful results.

In this effort, we upgraded the internal evaluation process (360-degree) to match our values better and show focused results of our team evaluations regarding areas we consider important: collaboration, communication, developing others and self, entrepreneurship, leadership, skills and teamwork. We have also put our professional development plan system in revision and held annual performance reviews. Re-evaluation of our internal processes continues throughout 2021 as well.

Indicators & trends

In 2020, our team underwent certain changes and prepared for some major ones. During the year, two colleagues left the company to pursue other interests. We remained a predominantly “female” company, with only one male consultant. Our management team remained the same as in the previous periods, with 75 percent (three out of four) members female, including the Managing Director.

We grew a bit older, with average at 40.5 years of age, and, consequently, with a little longer average of time spent in the company (9.3 years; 8.4 in 2019). Our Workplace Assessment Survey shows improvements in areas on which we focused following the 2019 results, namely corporate culture and feedback, as well as valuation of individual contribution. On the other hand, areas that still need work and improvement pertain to perspectives for professional growth and satisfaction with the opportunities to participate in initiatives and decision-making.



As we updated our 360-degree team evaluation, its results are somewhat incomparable with the previous period, but still show interesting trends; in self-evaluation, the team sees opportunities to work more strongly on developing one another, as well as to develop entrepreneurship skills.

On the other hand, the best evaluated areas are teamwork, skills and performance, which shows we have all preconditions to engage more in collaboration on mutual growth.



An issue that was heavily burdened by the pandemics and remote work was the inability to celebrate successes that we recorded both despite of and thanks to a challenging year. This, along with team dynamics affected by remote work will be the one of the issues we will focus on in 2021.

One of the main areas in which we found improvement necessary in 2019 continues to be important in 2020 and further on - education efforts for our employees. In 2019 we increased the average hours spend on education of our people (148.3 hours in 2020; 105.8 in 2019), but we continue to work on developing various methods of knowledge sharing as well to secure good base of internal knowledge and individual development.

We continued to focus on development of internal capacities for consulting in CSR and sustainability, so we organized an internal education about sustainability reporting in five modules.



In 2020 we traditionally participated in the CSR Index survey in Croatia, which we use as an external indicator for all sustainability aspects of our business. In 2020 we scored 65.5 points, compared to the small companies' average of 45.95 in the section of responsible practices in workplace.

Goings on

Human rights, diversity and inclusion, our values were all matters of discussion during 2020 within our team, beginning with a workshop held in January. Aiming to further strengthen our culture, we discuss what are strengths and weaknesses are, what skills and competencies we need and what we already have in house.

As signatories of Diversity Charter, it is our commitment to bring a Diversity policy, which we plan to do in 2021, and we are also set to update our Code of Conduct to give more focus on values the pillar of our business.

The makeup of our team, paired with the demands of the market in terms of consulting services, showed the need to strengthen our top level, as well as to offer new services within our portfolio.

At the same time, our Managing Director, after nearly 20 years in the position, decided to focus more effort on clients and service development, which meant we needed to bring a new person to take over the leadership. Therefore, we began a process of finding a new MD and a top consultant in their field, which will successfully end by the end of 2020, leading us into 2021 with new management and refreshed portfolio of services.

Goals for 2021

Growth & Development:

- strengthen team with new expertise
- intensify education in strategic areas
- develop individual potentials and perspectives

Collaboration & Corporate Culture

- revision of key internal processes
- encourage stronger internal knowledge sharing
- strengthen team collaboration and reliability
- develop Diversity Policy and Action Plan
- acknowledge and celebrate success



3Ps: Partnerships

Unprecedented human and business challenges of 2020 prompted reconsideration of values in many ways. Solidarity, communication, mutual support and taking care of human well-being accentuated the necessities of exploring new models of understanding our environment and circumstances and collaboration.

Even in the times of distancing we managed to foster close contacts with our stakeholders, provide them new insights, ideas and encouraged their mutual collaboration through various forms of dialogue.

Encouraging stakeholders in responsibility

The year 2020 veiled in the uncertainties imposed on us by the covid-19 pandemic greatly challenged our views of the world, work, life, and communication. The sharp turn into unprecedented modes of behavior and ways of doing things prompted our stakeholders to reconsider values. Or, more precisely, to consider new meanings of their in-bread values.

Understanding the new ways of life and work increased their need for new insights, demand for new knowledge and better understanding of sustainability as the only sound approach to growing their organization, people, businesses, markets and partnerships.

Despite challenging circumstances, we managed to shift our efforts online and continued to form our own partnerships and facilitate new partnerships for our stakeholders, having focused on:

- providing insights and interpretations of new challenges that helped our stakeholders bring informed decisions on their adapted strategies, partnerships and better understanding of their impacts
- sharing knowledge, mutual empowering, encouragement and learning to build capabilities necessary to cope with the new world order and sustainability and values priorities
- adapting collaborative techniques and methods to ensure high-quality stakeholder engagement in challenging times

Sustainability in focus more than ever

Our goals in forming and supporting partnerships are to actively contribute to the professional advancement, promote and share responsible practices, advance CSR and sustainable development. Besides, due to our stakeholders' needs, we also focused on organizational resilience and growing capabilities of stakeholders to create sound and advanced cultures within their organizations.

New challenges have brought social responsibility and sustainability into the core of interest of many organizations. They realized that they need to reconstruct the old ways of operating, conducting business and engaging their stakeholders.

SUSTAINABLE DEVELOPMENT GOALS



TARGETS

4.7, 5.1, 10.2, 12.6, 12.8, 16.5, 17.2

UN GC PRINCIPLES

1, 6, 8, 10

Responsibility and sustainability management gained in seriousness of approach and increased ambitions to integrate them into business and organizational strategies. We found our natural role in facilitating this transformation by engaging our stakeholders in various formats of dialogues and investing our efforts in sharing knowledge with them.



To achieve our goals in cultivating partnerships in 2020, we participated in the management councils of professional organizations, interest groups, co-organized or initiated various (online) events, held lectures and published content related to the topics that help companies and professionals to advance their practices.

Goings on

Building resilience in VUCA world

With the changing priorities, stakeholders showed great interest in managing their challenges in VUCA world. The issues emerged around creating new business paradigm, accelerating development of new products and services, building new capabilities for crisis management and leadership in extraordinary circumstances.

Dedicated to contribute to our stakeholders' resilience, we co-organized and held several events, workshops and other forms of knowledge-sharing and stakeholder engagement. With ICC Croatia we organized a workshop on crisis leadership, management and communication.

Hosted by a young team of Hello Potential, we co-organized an online workshop and virtual socializing event Changes: "Be an action lead, not a drama supporting role". The event gathered mostly young ICT professionals and focused on building capabilities of new generation managers for leading in the VUCA world.

Challenging times have changed the way how we strategize and implement our communications. To help develop awareness and capabilities in this area, H&P professionals held education workshops at the Charter Masterclass organized by Yachtsmaster Group and a module on developing communications strategies within Mirakul education program for communications professionals.



New challenges of sustainability

As many years before, H&P supported the 12th national CSR Conference, in the capacity of co-organizer. The conference was held in online format.

Being the leading non-financial reporting consulting firm in Croatia, we held several awareness-raising online meetings with various stakeholders. In January 2020, we held an interactive workshop on non-financial reporting methodologies at the Zagreb Stock Exchange Academy.

We discussed the future of philanthropy at the event presenting donating practices in Croatia co-organized by Solidarna foundation and Catalyst Balkans.



Workplace responsibility and diversity

In 2020 we continued developing our consulting capabilities in the areas of organizational development, corporate culture, employee engagement, experience and branding. In many aspects this area is connected with sustainability and CSR endeavors, especially in contributing to particular socially relevant SDGs. We recognized our potentials in sharing insights and supporting stakeholders in raising their awareness and knowledge specifically in the topics of diversity and inclusion as well as boosting leadership in new organizational challenges.

Our Managing Partner Daria Mateljak participated at the HR Days conference presenting on the topic: "From fear to trust – communicating tough topics". The purpose of the presentation was to empower corporate leaders in sharing bad news with their employees and developing leadership characteristics to ensure organizational authenticity and trust. At the beginning of the year, still in "old normal" circumstances, we participated in the conference on Diversity and Inclusion #EUvsDiscrimination organized by DG Justice in Zagreb. Daria moderated a multi-stakeholder forum and dialogue on reasonable accommodation and ability / disability challenges. In December we participated in the open discussion forum "Solidarity in the Workplace" dedicated to the topic of promoting better workplace conditions and potentials for women victims of partner and family violence.

Indicators & trends



H&P continued worthy collaborations with our years-long partners throughout 2020. We contributed to the work of the Croatian Business Council for Sustainable Development, as Management Council member and communications adviser. H&P retained the role of Council member of the CSR Association with the Croatian Chamber of Economy. In ICC Croatia our Partner Gorana Pavičić Nišević became the member of the CSR and Anti-corruption Commission. We continued memberships and collaboration with the U4HR association, the Croatian PR Association and Advantage Austria.

In March 2020, H&P became a signatory to Gender Equality Alliance. Our Managing Partner Daria Mateljak continued her role as the Diversity Charter Ambassador. Overall of 477 hours were dedicated to partnerships in 2020.

Partnerships with the academic institutions continued by Daria Mateljak lecturing at the Faculty of Croatian Studies, Communications Department, holding courses Sectoral PR and Strategic Thinking, as well as at Edward Bernays University College holding lectures in Project Management and CSR.

In 2020, 186 hours were invested in lecturing at higher education institutions. In CSR Index we accomplished the maximum 100 points in the section of Socially Responsible Community Relations (compared to the industry benchmark average of 84.29).

Goals for 2021

- By creating dialogues and education opportunities, support the market in implementing new ESG regulations, promote sustainability and influence raising quality of CSR practices
- Support connecting and networking of various stakeholders to create advanced leadership practices
- Contribute to our partner organizations by providing our expertise, co-organizing events and developing new methods of collaboration
- Promote advanced thinking in the business community, diversity and openness to innovative ideas and collaboration
- Intensify our advocating of sustainable values, diversity and responsible behavior in public space, social networks and by supporting valuable initiatives

SUSTAINABILITY REPORT 2020

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