



USAID
FROM THE AMERICAN PEOPLE

KONEKT

THE WHITE BOOK

ON GOOD PHILANTHROPIC AND CSR PRACTICES

2nd edition



European Center for
Not-for-Profit Law



ОГЛЕДУВНО-ЕКОНОМСКИ И МЕТОДСКИ ВЕШТСКИ ПРОГРАМ
ТАНКАРА КОМОРНА НА СЕВЕРНО-ЗАПАДНА МАКЕДОНИЈА
ECONOMIC CHAMBER OF NORTH-WEST MACEDONIA



THE WHITE BOOK on good philanthropic and CSR practices



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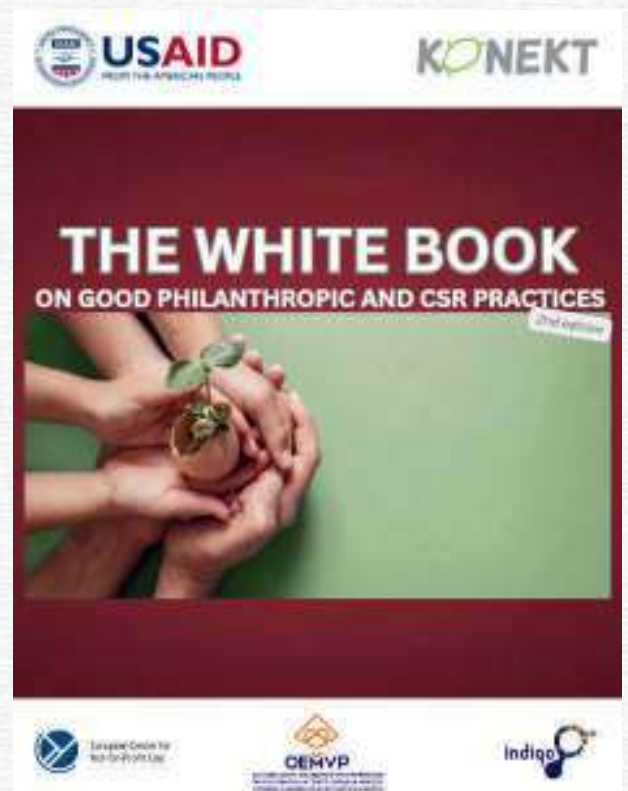
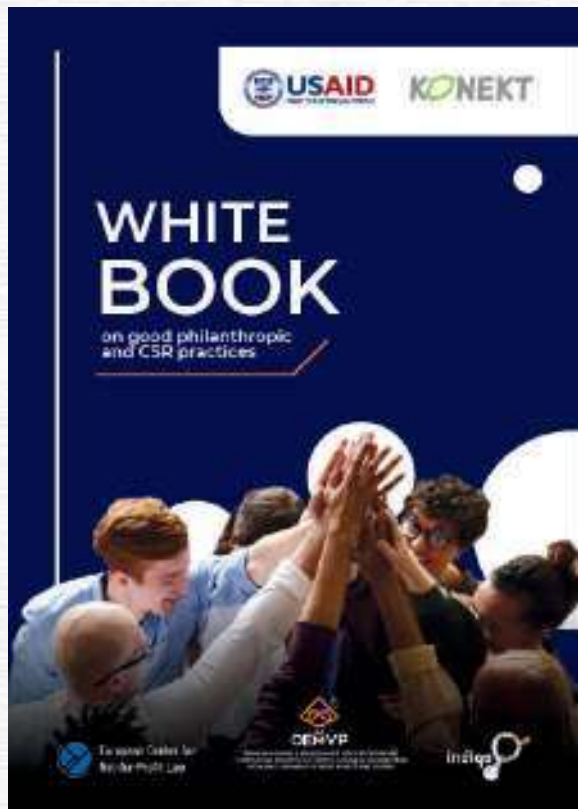
ABOUT THE WHITE BOOK

The White Book is the second publication of this kind compiled by the Economic Chamber of North-West Macedonia, presenting topics from philanthropy and corporate social responsibility in the country. The publication was carried out within the framework of the USAID project "Partnerships for Giving" (P4G) implemented by the Association Konekt, in partnership with the Economic Chamber of North-West Macedonia, the American Chamber of Commerce in North Macedonia, the European Center for Not-for-Profit Law and Indigo.

The second edition of the White Book is presented to you, following the excellent success of the first edition, which aroused interest not only among the members of ECNWM but also among the institutional partners of the region and among citizens in general.

With this publication, we highlight the generosity of ECNWM member companies, who contribute not only to economic development but also to the country's society by dedicating a significant portion of their profit to causes that are important to our country. We promote this in a more creative way and with concrete examples. However, selecting a smaller group from the large membership of ECNWM is not an easy task, but for us, this is not an issue but a pleasure. Again this year, the White Book presents the good philanthropic and corporate social responsibility practices of ECNWM members, interviews with company representatives who modestly reveal their experiences in supporting this important aspect of social development, corporate social responsibility and philanthropy.

The aim of the White Book is to promote the activities of member companies on good philanthropic and corporate social responsibility practices, as well as to encourage its members, but also businesses in general for a strategic approach to these important social topics. The selection of companies, from a large range of donor companies, was made by the staff of the executive office of ECNWM, based on their availability and contribution to solving society's problems and the impact created in the long term.



"Investing in our community today is the cornerstone of a prosperous tomorrow. Your contribution not only uplifts the present but also paves the way for future growth and innovation".



Durim Zekiri, Executive Director of the Economic Chamber of North-West Macedonia

The business sector holds immense power to influence and shape the society we live in. It is with this understanding that I extend my heartfelt gratitude to each of our member companies for their commitment to Corporate Social Responsibility (CSR) and philanthropic activities. Your dedication to making a positive impact not only emphasizes the highest standards of corporate citizenship, but also sets a powerful example for others to follow. The success stories and initiatives highlighted in this book are a testament to the transformative power of responsible business practices.

From educational programs and environmental sustainability projects to healthcare initiatives and support for underprivileged communities, your efforts are making a tangible difference in the lives of countless individuals.

Your exemplary actions demonstrate that business success and social responsibility are not mutually exclusive but rather synergistic forces that drive meaningful change.

In recognizing your contributions, we also seek to inspire and encourage other companies to join this noble cause. The challenges we face as a society are too significant to be tackled by a few; they require a collective effort. We urge all to embrace CSR and philanthropic activities as core elements of their business strategy.



By doing so, we not only enhance our corporate reputations but also foster a more inclusive and sustainable future for all. As we continue to navigate the complexities of the modern world, let us remain steadfast in our commitment to doing good. Together, we can create a ripple effect of positive change that extends far beyond our immediate circles, ultimately leading to a brighter and more equitable world.

The Economic Chamber of North-West Macedonia is eager to further promote these initiatives, to drive impactful change and foster a culture of good practices of philanthropy and CSR, as well as engage member companies in impactful initiatives led by the USAID project "Partnerships for giving", such as the Responsible Business Club and the giving circle, but not only.

"Your donation today not only makes an immediate impact but also sets the foundation for long-term community growth and prosperity. Be a catalyst for positive change and help us build a brighter future together."

Companies are a key and indispensable part in building a society with strong communities. Their role and importance are seen in the provision of goods and services, they provide employment opportunities for local citizens and create the wealth of the community. Business is much more than making a profit. Through corporate philanthropy, many companies actively contribute to improving the well-being of the communities where they operate.

When there is a strategy for this, guided above all by the needs of the communities, but also related to the basic activity, significant social changes are achieved. By building prosperous societies, companies strive for and achieve sustainable growth.



Nikica Kusinikova, Executive Director of Association Konekt and Project Director of the USAID Project "Partnerships for giving"

The good examples from the companies in North Macedonia are increasing and some of them have been placed in this "White Book". Corporate philanthropy is often an entry point for increased sustainable corporate engagement in corporate social responsibility and ESG. Companies that act socially responsibly address their environmental, social and management impact, striving to achieve improvements and create shared value.

The second edition of the "White Book" is proof that more and more companies are seriously supporting corporate philanthropy and set a real example that the exchange of good practices among all stakeholders is beneficial for everyone.



It is also worth noting that the member companies of ECNWM within the framework of the USAID project "Partnerships for giving" actively participated in the first donor fund, the donor circle and the "Days of Donation" campaign. Also, with the Club of Responsible Businesses we jointly create a community of companies dedicated to responsible, ethical business.

Undoubtedly learning from the experience so far, it is evident that philanthropy has become an integral part of the corporate functioning of numerous companies. In addition, together with ECNWM within the framework of the project, we provide companies with opportunities for collective action where they join resources to increase impact. I am pleased that Konekt has the opportunity to continue cooperation with the Economic Chamber of North-West Macedonia in these endeavors.

SOCIAL RESPONSIBILITY AND PHILANTHROPY IN

NORTH

MACEDONIA



IMPLEMENTATION OF THE LAW ON DONATIONS AND SPONSORSHIPS IN PUBLIC ACTIVITIES

Corporate Social Responsibility and philanthropy play an important role in promoting socially sustainable practices. Therefore, it is essential for businesses to actively contribute to the welfare of society. Philanthropy, on the other hand, transcends the corporate sphere and emphasizes donations and community support. Both are important for building trust with society, improving the reputation of companies and creating a positive impact on society. By integrating these principles, companies can contribute to the common good, address societal challenges, and embody their values with community expectations. Even in North Macedonia, corporate and social awareness of these topics is growing, so today many companies and individuals make various donations to initiatives that address the values they support. However, to have a greater impact on society, with this project we aim to help companies to have a more strategic approach.

The stimulation of the strategic approach should also be supported by a legal framework, which means clear rules and efficient implementation of the law by the institutions. The Law on Donations and Sponsorships in Public Activities in the Republic of North Macedonia, enacted in 2007, was the first step towards stimulating companies to increase the level of support in philanthropic activities and social responsibility, through tax reliefs. However, the practice so far, testified to many practical obstacles to the implementation of the law in question. Therefore, ECNWM, both individually and within the framework of the project, consulted businesses on their experiences with the implementation of the law. These addresses and proposals were the basis of the articulation of legal changes that were initiated by the Ministry of Justice, through the intersectoral group for legal changes, where representatives of the project participated in the capacity of NGOs, as well as ECNWM as a member of this commission.



The proposed law to amend the Law on donations and sponsorships in public activities had reached the stage of public consultation on the electronic portal for laws ENER when this edition of the White Book was initiated. The proposal in question came out as a result of numerous consultations in this commission, but always calling on the experiences of businesses. This proposed law eliminates administrative barriers to using tax benefits, makes donations easier and safer, and encourages more donations for activities important to everyone. In a word, it represents an advancement from the previous situation, which was one of the goals of the project, the improvement of the legal infrastructure.

This is a long-term project that builds a new approach, that draws lessons from the past but also paves the way for the future. Institutions should advance the connection with businesses and donors, create a climate of mutual respect, and encourage and support those who donate to make positive changes in society.

GOOD CSR AND PHILANTHROPIC PRACTICES OF ECNWM'S MEMBERS

In today's business landscape, Corporate Social Responsibility and philanthropy emerge as undeniable pillars of ethical and sustainable business practices. Recognizing the link between business success and social well-being, companies increasingly integrate corporate social responsibility initiatives and philanthropic efforts into their strategies. These cases aim to explore the importance of these practices, exploring how businesses can foster positive impacts on communities while simultaneously improving their reputation. From social responsibility to donations, the following text will introduce socially responsible practices and philanthropy, shedding light on the transformative potential these practices hold in creating a more socially conscious corporate ethic. Such models should be promoted, with the hope that they will stimulate others to engage in such important activities for the sustainability of society.



PIVARA SKOPJE



Pivara Skopje is the market leader for the production and sale of soft drinks, beer and premium spirits. Throughout its constant growth, the company remains committed to sustainable development as one of its main pillars. Pivara Skopje is a sales-oriented company that continuously introduces innovations in the daily operations and constantly expands the range of products, maintaining the highest level of quality and richness of flavors, aiming to be 24/7 beverages partner.

With more than 100 years of tradition, Pivara Skopje connects our cultural and historical wealth with the power of the two global corporations to which it belongs - Coca-Cola HBC and HEINEKEN. It always discovers new ways of delivering the best service to its customers and a unique experience for its consumers. And it will continue to do so in a way that inspires its people to win as one together with their customers.

"Pivara Skopje's strategic commitments are deeply rooted in caring for the environment in which it operates"

Caring for the environment in which it operates, as well as the community where it belongs, are one of the main strategic commitments of Pivara Skopje, and the experience that the company draws from the two international corporations - Coca-Cola HBC and Heineken, ensures that its approach is correct and effective and in accordance with international standards.



The company has several important platforms, including "World Without Waste", "Zero CO2 Emissions" and "Youth Empowered". These are Group platforms, in line with the United Nations Sustainable Development Goals (UN SDGs), and they are a long-term and integral part of its business strategy. As a result of all its efforts, the Group has been ranked as the most sustainable beverage company in the world for the 7th year in a row by the Dow Jones Sustainability Index.

Furthermore, for the 9th year in a row, it received the highest ratings (AAA) in the field of sustainable development from the MSCI (Morgan Stanley Capital International) ESG Ratings, as well as within the FTSE4Good (Financial Times Stock Exchange' 4Good) index where it is rated with the highest scores in the fields of corporate governance, health and safety, anti-corruption, climate change, water security and human rights.

"Heritage preservation and community support: visionary campaigns for a responsible future"



The largest beer brand of Pivara Skopje, SKOPSKO, launched a long-term campaign "Our pride, our responsibility" for the protection of national landmarks, starting with Lake Ohrid.

The platform was created with the aim of preserving our country's natural resources through responsible waste disposal and encouraging action in society.

In the following years, the focus will be on other natural

and cultural landmarks. The realization of this project is in cooperation with key partners such as Pakomak, the Ministry of Environment and Spatial Planning, the relevant municipalities, as well as volunteers.

In cooperation with the Ministry of Health, the long-term socially responsible platform of the Rosa water brand began in 2018, and over the years Pivara Skopje opened 9 Rosa parenting schools across the country and continued with the opening of 6 breastfeeding schools in several cities. The aim is to support the community and parents in the early stages of parenting through education in health facilities across the country in a properly equipped and dedicated area.

"Cultivating Opportunities: Long-Term Initiatives for Inclusive Youth Empowerment"

A big part of Pivara Skopje's strategic approach is supporting the community. Pivara Skopje recognized high youth unemployment rates and launched the free "Skills for Success" training program in 2016 under the Youth Empowered platform. According to the analysis of the World Bank, the lack of specific knowledge and skills is the key reason why young people, especially in these categories, cannot get a job. The goal was to make the program more accessible to a wider audience and to have a greater reach among socially vulnerable groups.



Knowledge and experience are transferred by the members of the management team of Pivara Skopje and other leading representatives of the business, experts from the academic community, public institutions, embassies and renowned international organizations. This grew into a successful long-term project with 8000

young participants and successfully completed 100+ training courses. The training is delivered by their long-term partner - the business education company "Motiva". The "Skills for Success" program is just one segment of the activities of the Educational Center of Pivara Skopje, which has been operating since 1997 and is a member of the European Council for Business Education based in Geneva, Switzerland.

"Pivara Skopje: Only through acting as a responsible corporate citizen and constant contribution to society we can be considered a truly successful company"

Together with our customers, suppliers, industry and community we work to continuously identify solutions that make a difference. We invest our time and resources to build a broad network of partners and collaborators who share our values. We always look with excitement and challenge to the future. The plans for 2024 are based on our long-term strategy. Many activities and projects are planned on the topic of corporate social responsibility, because for us it is not something imposed, but simply an inseparable strategic priority and our way and determination through which we act and contribute to the community and society.

ZSF KOM



ZSF KOM DOOEL is a construction company which in its twenty years of work experience has successfully invested, designed, and built numerous projects in the field of architecture and construction. Today, using the technical-technological structure, the equipment at its disposal, many years of experience, experience with well-known collaborators and relevant institutions, the company is ready to respond to any project request in all its phases, from idea to realization.

"Catalysts of Change: ZSF KOM's major commitment to social impact and community empowerment"

Operating in accordance with applicable laws and regulations, ZSF KOM combines economic, legal, and ethical responsibilities in its interactions with employees, customers, and partners. The company firmly adheres to ethical standards, seamlessly integrating responsible business practices into its core operations.

In the context of environmental responsibility, ZSF KOM utilizes natural and energy-efficient materials for its construction projects. Currently, the company is in the implementation phase of building energy capacities, with a focus on photovoltaic systems.

Beyond the business endeavors, ZSF KOM actively addresses urgent social issues, displaying extensive philanthropic responsibility through donations to humanitarian associations such as "Mother Teresa", "IRIZ" and "Albiz", supporting vulnerable social groups.



"Cultivating excellence: ZSF KOM's impactful contributions to health, sports, education and culture"



ZSF KOM offers unreserved support and encouragement to young people through continuous cooperation and funding of projects in universities, offering practical work for interested students, who are also given employment opportunities.

ZSF KOM contributes significantly to the development of sports, supporting various clubs, individual athletes, and organizations such as "FC Belasica", "VC Liria", "FC Vardar", "WHC Metalurg", "FC Tetex" and "Chess Club Skopje".

The company is actively engaged in initiative to strengthen the community, supporting organization such as the Citizens' Association to Fight Colon Cancer, the Association of

People with Disabilities "Kindness" and financing the medical treatments of individuals. Cultural events, music festivals and book publications also receive financial contributions, reflecting ZSF KOM's commitment to creating a better society. The company strongly believes that values such as responsibility, sustainability and humanity are crucial for overcoming current challenges and promoting the country's development.

Over the past two years, their commitment to social impact has translated into tangible support, with donations exceeding 50,000 euros specifically directed to helping citizens in need. Through a series of different projects, they have actively addressed the needs of this category, demonstrating their commitment to make a significant difference in their lives.



These significant contributions underscore the belief in the transformative power of corporate philanthropy and reflect the ongoing commitment to create positive change within the community.

"Solving problems together: The crucial role of companies in mitigating social issues"

In the field of corporate responsibility, it is essential that companies actively contribute to solving social problems. The ripple effect is obvious - a satisfied workforce translates into increased productivity. Thus, companies will benefit substantially by focusing on initiatives that address and alleviate social challenges, fostering a harmonious and productive environment for both employees and the broader community.

MALIQUI GROUP

For 30 years they have been synonymous with market leadership and working according to top world trends, innovations and standards in North Macedonia, Albania and Kosovo. Driven by the ambition for new business ventures and the desire to conquer as many markets and clients as possible, they have expanded the scope of work in several segments into three industries such as: distribution, real estate and hospitality.



"Embracing Social Responsibility: Maliqi Group's Commitment to Community Welfare"

Maliqi Group places a special emphasis on social responsibility, recognizing it as an integral aspect of its identity and mission. Their commitment is deeply rooted in their corporate culture. By actively listening to the needs of the communities they serve, Maliqi Group strives to tailor their efforts to address specific challenges and make a tangible difference in people's lives.





Empowering tomorrow's leaders: Maliqi Group's commitment to children at social risk

Maliqi Group recognizes the urgent need to address climate change and minimize its ecological footprint. Furthermore, Maliqi Group understands the importance of promoting diversity, equality and inclusion both within their company and in the wider society. In addition, Maliqi Group recognizes the critical role of education and innovation in promoting positive social change. They are committed to supporting educational initiatives that empower individuals to reach their full potential and contribute meaningfully to society, through scholarship programs, educational grants, or partnerships with educational institutions.

Volunteers of the Maliqi Group in cooperation with the Borenka organization, the Scout Squad and representatives of the Public Enterprise "Macedonian Forests", contributed to the ecosystem and mitigating the environmental impact from fires and deforestation. Also, employees have actively supported initiatives such as the Retweet Meal project, where they prepared and distributed hot meals to the homeless, as well as the annual donation of meals during the Iftar period for hundreds of people at social risk.

Maliqi Group has created strong partnerships with organizations such as "SOS Children's Village", actively engaging with children by planting seedlings. These seedlings, procured by the Enver Maliqi Foundation, contribute to the beautification of the environment, and promote a sense of community among children. Also, they ensure that elementary school children at social risk receive the necessary school supplies every year. Also, they are committed to the expansion of recreational spaces for the community, which is evidenced by the construction of parks and playgrounds near Kino Karposh in the center of Skopje and in Çair near the Premium Residence complex.



"Maliqi Group: Pioneering social responsibility for a brighter future"

Maliqi Group, consisting of about 500 employees throughout North Macedonia, Kosovo, Albania, Croatia and Germany, stands as a beacon of corporate social responsibility.

Altin Maliqi, co-owner and member of the Board of Maliqi Group, emphasizes that social responsibility is not only a corporate obligation, but a reflection of core values.

SILCAPOR

A Commitment to Quality and Social Responsibility

Silcapor is dedicated to ensuring quality, aiming to perfect its products and services. As a leader in the construction materials manufacturing sector, Silcapor is the only company in the region producing thermal insulation blocks. It began its operations in the Republic of Kosovo and established itself in the market of the Republic of North Macedonia in 2018.

Silcapor is a strong supporter of education and sports. This sustainable and comprehensive strategy helps build a strong and reliable company image. Through supporting education and sports, Silcapor enhances its social responsibility, raises awareness, and promotes community development, preparing future generations for success.

Through this commitment, Silcapor not only contributes to societal development but also creates a favorable environment for its growth and prosperity. The company is dedicated to the well-being of the community, continuously supporting sports activities and teams, especially in football.



"Investing in education is not just about shaping the future workforce; it's about empowering individuals to transform their communities and the world. Our commitment to supporting education reflects our belief in the boundless potential of every student".

One of the most recent donations in the field of education is Silcapor's contribution to the construction of "Mother Teresa" University in Skopje. This donation has helped create better conditions for teachers and students, enabling a brighter future.

Silcapor is known for its extensive donations both locally and regionally. These include contributions to building homes for the homeless, as well as donations for constructing mosques and churches. The company's donations have also aided individuals affected by severe illnesses, providing them with the conditions needed for medical treatment. Their focus is primarily on the rural areas of North Macedonia, where poverty is more prevalent.

Through these initiatives, Silcapor not only contributes to improving the lives of individuals and communities but also builds a strong reputation as a company committed to social responsibility and sustainable development



UNIQA

The mission of UNIQA Insurance - to help its customers achieve a better and safer life, is based on five basic principles: customer first, simplicity, personal responsibility, community and integrity. UNIQA Macedonia is part of a community of more than 16 million customers and 21,000 employees and partners in 18 countries who share the same values, similar culture and high goals. We strive to achieve them, always bearing in mind that we are part of the wider community in which we live and do business, and that every decision we make must reflect our values and commitment to a better, longer and safer in a better and sustainable world.



"UNIQA Macedonia" is more than an Insurance company and a reliable partner for citizens with a clear goal: for a better life, side by side, despite the difficulties that time brings. Since its establishment until today, business with social responsibility represents the strategic commitment of UNIQA Macedonia. We approach this very important task for us with a lot of love, understanding and dedication. We carefully monitor and listen to the needs of the community in which we operate, striving to respond adequately, timely and in the best interest of the people in solving important social issues.

UNIQA in cooperation with the Red Cross of the City of Skopje and the Institute of Transfusion Medicine on the premises of the Society organizes a blood donation campaign in which UNIQA workers again showed their solidarity side as a staff with a high awareness of solidarity donating blood, an action that for someone means life. Under the motto "Donating blood means giving hope, saving lives", the company's staff donated blood to help anyone who needs it.



UNIQA Macedonia with both life and non-life companies this year supported the initiative of AMS for the distribution of student scholarships.

On the occasion of Insurance Day, November 1, UNIQA Macedonia awarded 2 scholarships to students - mathematicians of the Faculty of Natural Sciences of Mathematics at the University of "St. Cyril and Methodius" in Skopje. The aim is to promote, raise awareness and publicly affirm the actuarial profession, which is an activity of essential importance in insurance and at the same time a highly valued profession.

It is about students with a high average in actuarial and mathematical subjects at the Faculty of Sciences and Mathematics who will have the opportunity to practice in insurance companies.





The focus and one of the main directions of the socially responsible business of UNIQA Macedonia are children, our youngest champions. We are aware that investing in their happy education and creating the conditions in which they can realize their full potential is a safe investment for a better future for all of us. We have helped many institutions for health care, reception, care and education of children throughout the country.



Holiday gift giving is driven by a genuine desire to make a positive impact, strengthen community bonds, and contribute to the well-being of individuals and families during the holiday season. One of the activities that we would like to highlight is the activity that was organized at the end of this year in cooperation with the Association for the Development of the Roma Community "Sum-nal", where by donating a package we were proud to be able to bring joy to the younger members by bringing smiles on their faces and creating beautiful memories and bringing our mission - We live better together.

Through various activities as part of socially responsible activities, UNIQA Macedonia has been a supporter of sports for years, supporting the work of various sports organizations, associations and clubs.

This time with the support of the Citizens Association Oliver Sokolov - Sokol recognized the quality of the memorial tournament in small football Oliver Sokolov - Sokol with the belief that sport has a unique ability to unite people.





UNIQA Macedonia placed individual sports in the center of attention of its strategy and gave support to sports activities of this type, contributing to the creation of healthy habits, the increase of positive energy and the development of sports in Macedonia.

UNIQA Macedonia is a supporter of sports even with the participation of employees in various sports activities organized in the country.

In the organization of the Skopje Sports Union, and under the patronage of the City of Skopje, every year in the AVICENA WOMEN'S Race UNIQA Macedonia employees participate, giving their support in this race which is a symbol of motivation and success, of the results of achieving and setting new goals, as well as for a healthy and correct lifestyle.

Another traditional event supported by the City of Skopje, the EU Mission in Macedonia and Wizz Air is the Wizz Air Marathon or as it is also known as the Skopje marathon. A part of the UNIQA Macedonia team competed in the 5-kilometer race and the 21-kilometer half-marathon, while other members supported the contestants in the streets of Skopje.

UNIQA has always thought about its activities and the impact on the environment, community, employees, customers and partners. We know that our contribution to the sustainable development of the planet is important because we are part of a global partnership for development. Every decision we make, every project we support, every behavior we encourage, all aim at one goal: maintaining the balance between society, the environment and the economy. This means that we treat people, the community and the environment with care and consideration because we want to preserve valuable natural resources for generations to come.





Our mission is to offer our customers more security and freedom, and thus more joy in life, through our products and services. We boiled it down to a concise mission: a safer, better and longer life. We convey this message in our daily activities, guided by our responsibility to our customers, partners, employees and the community in which we live and operate. That is why we try to support the most vulnerable in our society, primarily children and young people, because investing in them is the best investment. We do this through projects that need support, but also through the many other activities and projects that we support.

UNIQA will continue in the future with the support of socially responsible activities, trying to respond adequately, in time and in the best interest of people in solving important social issues.

"UNIQA Macedonia - We live better together".

DAUTI KOMERC

With 30 years of experience, the company "Dauti Komerc" has become a regional leader in the field of distribution of consumer goods. The company is present in four countries of the region, starting with North Macedonia, Kosovo, Montenegro and Albania. Dauti Komerc paradigmatic model of social responsibility. Since its inception, Dauti Komerc has been steadfast in its commitment to social responsibility, a cornerstone of its corporate identity.

This commitment to philanthropy finds its roots in the inspiration of the General Director Mr. Xhemal Dauti, "In Philanthropy there is no competition, but whoever helps the most is the best" - said Mr. Dauti.





Describing Dauti-Komerc's philanthropic success in community improvement

Dauti-Komerc's philanthropic efforts are manifested in concrete actions that bring about positive changes in the community. Through the creation of the "Albiz Foundation", the company has strengthened its position as a champion of social responsibility, serving as a catalyst for transformative initiatives. Dauti-Komerc continues the tradition of donating, distributing merit scholarships to students, facilitating infrastructure improvements, restoring the alternative road in Saraj, and providing essential support to "Mother Teresa University" for the renovation of spaces. These initiatives not only address immediate needs, but also lay the groundwork for long-term societal progress, illustrating the company's unwavering commitment to making a meaningful difference in the lives of others.



Dauti-Komerc - pioneer of cooperation and social initiatives in society

Dauti-Komerc recognizes that real impact is achieved through collaboration and collective action. As such, the company has established strong partnerships with both local humanitarian associations and international organizations, such as the "Half Moon" organization. Dauti-Komerc has also won the "Oscar of Humanity" award from the Red Cross in North Macedonia. They have continuously supported book publications by different individuals, as well as humanitarian, cultural, educational, health and sports activities.

In today's rapidly evolving landscape, the call for corporate social responsibility rings louder than ever. Recognizing this imperative, Dauti-Komerc has firmly established itself as an integral part of society, driven by a deep commitment to support and advance various social spheres.

The company strongly believes in leveraging the powerful combination of business acumen and altruistic intent to effect positive change within the community. Dauti-Komerc sees itself not simply as a company, but as a party deeply invested in the well-being of society in general. This ethos underpins the company's mission. Embracing the role of proactive agents of change, the company advocates the active engagement of civil society to collectively promote social well-being.



In an evening full of friends of the Albiz Foundation, 175 scholarships were awarded to talented students who come from different universities from all over the country. The scholarship program would not be possible without the support of private companies, donors of the Albiz Foundation. The "Student Scholarship" program makes an important difference in their lives!

Likewise, 10 students who graduated in 2023, with an average grade above 9, were given recognition and a prize worth 1,000 euros for their success during their studies.



EURO AKTIVA



Euro AKTIVA was founded in 1999, and today, after 2 decades of transparent working, is established as a leading company with a high reputation and undisputed legitimacy in the metal processing industry. EuroAktiva provides design, construction and supervision services for all types of industrial buildings. With these production facilities, the company has managed to establish cooperative relations with European and American companies, which enables further continuous investments in new technologies, expansion of production facilities and new employments.



EuroAktiva: Driving positive change through education, diversity and social responsibility

EuroAktiva stands as a beacon of corporate responsibility, illustrating an unwavering commitment to the betterment of society. Rooted in a philosophy that values not only profit but also purpose, the company is constantly looking for ways to make a positive impact on the community it serves. Through its unwavering commitment to social initiatives, EuroAktiva strives to be a catalyst for positive change, setting a standard for ethical business practices in the region.

EuroAktiva embraces diversity and inclusiveness as the foundations of its corporate culture. With a workforce made up of individuals from diverse backgrounds, the company fosters an environment of respect, tolerance, and cooperation. By supporting diversity in its ranks, EuroAktiva not only cultivates a more vibrant and innovative workplace, but also sets an example for fostering unity and understanding in the wider society. Through its actions, EuroAktiva continues to demonstrate its unwavering commitment to building an equal and harmonious world for all.

EuroAktiva's commitment to employee well-being and professional advancement - Euroaktiva social company

EuroAktiva places corporate social responsibility at the forefront of its operations, ensuring meticulous attention to fostering positive relationships among employees. EuroAktiva has implemented various initiatives aimed at increasing employee well-being and promoting career growth.



The company maintains a culture of mutual respect and support among employees, promoting a favorable work environment. Invests in training and development programs to equip employees with the necessary skills for career advancement. Continually reviews and improves benefits packages to ensure employees are adequately rewarded for their contributions.

Euro Aktiva remains committed to identifying and addressing critical social issues affecting society

As part of its ongoing efforts, the company is committed to advocating for concrete measures aimed at improving the lives of citizens. This includes proposing solutions to challenges faced by employees and extending support to other businesses in implementing similar initiatives.

In addition to prioritizing the well-being of employees, EuroAktiva has undertaken projects in the field of sports and education. EuroAktiva has provided financial support to sports clubs such as Basketball club Liria, Skopje, contributing to the development of athletic talents within the community.

The company has established scholarship programs to assist disadvantaged students, enabling them to pursue higher education opportunities despite financial constraints. Through these efforts, EuroAktiva strives to positively impact society while maintaining its core values of responsibility and community engagement.



In a landmark move demonstrating its commitment to corporate social responsibility (CSR), Euro Aktiva has made a significant donation to support the construction of a new campus for the State University of Mother Theresa. This generous contribution underscores the company's dedication to fostering educational opportunities and building a brighter future for the next generation. Education is the cornerstone of a thriving society, and Euro Aktiva recognizes the pivotal role it plays in driving sustainable development and innovation. By investing in the construction of this university, Euro Aktiva is not only contributing to the physical infrastructure but also to the intellectual growth of the community.

AMBRELLA



Ambrella is a private company from Kumanovo for the production of various tents, metal blinds and other products for protection from the sun and weather. Founded in 1997, their long-term experience has enabled them to be closer to their customers, to understand their needs and to offer quality products and services.

“Ambrella at the service of positive changes in society”

Ambrella stands as a shining example of an organization dedicated to making a positive difference in the world. Through their unwavering commitment to social responsibility, education, humanitarian aid and cultural integration, Ambrella continues to uplift and empower communities, leaving a lasting legacy of hope and compassion.



“Ambrella and the mission for human rights and welfare”

Ambrella is a leading organization committed to creating a meaningful impact within the community through a variety of initiatives and projects. Committed to social responsibility and community well-being, Ambrella has established itself as a beacon of hope and support for those in need.

At the core of its mission is a deep commitment to serving the community. Through their various programs and activities, they strive to address social issues and improve the overall well-being of individuals and families. One of the main initiatives of this company is their focus on education. They believe in the transformative power of education and work tirelessly to ensure that all members of the community have access to quality learning opportunities. Whether through scholarships, mentoring programs or educational workshops, Ambrella is committed to empowering individuals with the knowledge and skills they need to thrive.

In addition to education, Ambrella is also deeply involved in humanitarian efforts. They provide vital assistance to vulnerable groups, including refugees, homeless individuals and those affected by natural disasters. Whether distributing food and supplies, providing shelter and support services, or advocating for the rights of marginalized communities, Ambrella is at the forefront of humanitarian aid efforts.

Furthermore, Ambrella actively promotes cultural and social integration within the community. Through their diverse range of workshops and cultural activities, they aim to promote understanding, tolerance, and unity between different groups. Their impact extends beyond the local community, as they also collaborate with international organizations to address global challenges and promote sustainable development worldwide.

TRIM & LUM



The Trim & Lum company conveys pride to all their benefactors and customers for the work done during these 30 years, after the construction of over 700,000 square meters of business premises and residential apartments in Struga, Ohrid, Resnje and in several municipalities of Skopje. After the growing success, the enterprise also sees its expansion in the field of tourism, namely the hotel industry in the city of Struga and in Ohrid by Lake Ohrid, where currently two gigantic projects that are expected to be completed in 2024.

Established in 2000, Trim & Lum has served the city of Struga's need for new properties and real estate projects through impressive integrity and commitment to deliver results with the highest quality standards.

“Building a legacy of giving in every structure we build”

The Trim & Lum company in 2023 was also active in terms of donations, where they mainly cooperated with the ALBIZ Foundation and helped for the good of society. The donations have been different, starting from MOTHER THERESA University - Skopje, with whom they have an excellent working relationship and have made very important renovations. Also, a donation to the Albanian Theatre, a donation to Avangard Kultura (the well-known festival in the city of Struga - STRUGA FEST) and many other supports and donations, for which as a company they are proud to have had the opportunity to realize, including the donations for the festival “Moisiu”.





“Trim&Lum, Struga's youth guide to football”.

The company Trim & Lum strongly supports sports in North Macedonia and is the founder of the football club Struga Trim Lum AD, which in 2023 marked successive historic successes, starting with the championship title for the first time since its establishment in 2015. For such a short time, for 8 years since the establishment and only 4 years of competing in the first league, they were declared champions. It is not by chance that this club was founded and continues to be more than active. A club, that encouraged and stimulated the youth of the city of Struga and beyond, towards a healthier, better and more inclusive life through sports.





"Employee well-being: The foundation of our company's success"

Their company's top priority is the well-being and engagement of their staff. For this reason, they organize a weekly general meeting, where they address various issues, including the personal problems of their employees. They stated that a happy and healthy team is essential to the success of their company.

The Trim&Lum company states that it has always prioritized giving, whether through philanthropic efforts, donations, or active engagement in initiatives that promote social and environmental sustainability. Donations have not stopped only in the field of sports and education, but also in the field of medicine, where the company Trim&Lum has been a donor to the General Hospital in Struga in times of crisis.

"Moving forward, we will continue to uphold these values and remain steadfast in our efforts to contribute to the greater good. We understand that our success as a company is not measured only by financial benefits, but also by the positive impact we have on society and the environment" – was said by representatives of Trim&Lum company.



"Our commitment to corporate social responsibility and philanthropy is deeply rooted in our dedication to enhancing healthcare. By investing in medical resources and supporting health initiatives, we strive to build stronger, healthier communities. At Trim&Lum, we believe that access to quality healthcare is a fundamental right, and we are honored to contribute to the well-being and prosperity of the people we serve". - Mendi Qyra

TRIM&LUM has generously donated financial support to General Hospital of Struga, ensuring better conditions for the hospital, as well as for the citizens of Struga. This contribution will enhance the hospital's emergency response capabilities, providing timely and efficient medical care to the community.



THE WHITE BOOK on good philanthropic and CSR practices

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СТОПАНСКА КОМОРА НА СЕВЕРО-ЗАПАДНА МАКЕДОНИЈА
ECONOMIC CHAMBER OF NORTH-WEST MACEDONIA

2024