

Vedení organizace	Zodpovědnost	<p>Would you say that is your company acting in a socially responsible way?</p> <p>Why is your organization acting in a socially responsible way?</p> <p>What is the relationship between company's strategy and CSR? (Strategic influence?)</p> <p>Did you incorporate concept of CSR into your company's strategy?</p> <p>How do you view the connection between CSR and sustainable development?</p> <p>When have you started with CSR? And with which type of programs/activities?</p> <p>Do you have external CSR advisors? If yes, for strategic reasons?</p> <p>Do you think that CSR is a concept which will be an "important" part of your business in long-term (more than 10-15 years), or is it just a trend?</p> <p>How is the leadership team involved in decision making about CSR? What is their approach to CSR?</p> <p>Do they (leadership team) help raise awareness about CSR among employees? If yes, how?</p> <p>Did you change your approach to CSR in previous years (in last 5 years)? If yes how and why?</p> <p>Is your company a member of some international platform/NGO which is dedicated to CSR (e.g.: SSR International, Corporate register, Sustania, etc.)? What kind of advantages do you receive from this cooperation?</p> <p>Which authorities within the company oversees CSR?</p>

<p>Does the organization have CSR structure/departments inside HQ, on regional level, on SBU/subsidiaries level?</p>
<p>How do you plan CSR activities in each region/country/subsidiary? Is it top-down/bottom-up/mix? Who is responsible for CSR planning and adjustments of CSR strategy?</p>
<p>How big is the influence of HQ/global programs in subsidiaries? Can they create their own CSR program or do they have to follow HQ guidance?</p>
<p>Who is locally responsible for realization/creation of CSR plans? (Citizenship Lead/ PR Lead/ etc.)</p>
<p>Transparentnost</p>
<p>Do you promote your CSR activities internally? How? E.g.: What is the awareness of employees about CSR programs/activities?</p>
<p>Contact on CSR team website/report?</p>
<p>Do you promote your CSR activities externally? How? (Among your customers, among your suppliers, among your shareholders? Among other stakeholders?)</p>
<p>Do you use CSR in your PR activities and how?</p>
<p>Are you participating or are you organising events which are related to CSR (internally/externally)? E.g.: regional conventions, international/regional/national roundtables with stakeholders, internal CSR conventions/meetings, etc.</p>

<p>Which Standards are being followed/used in your company? (CSR/environmental/etc. standards) E.g.: ISO 26000, ISO 14000, SA 8000, OECD Guidelines, UN Global Compact, EMAS, Global Reporting Initiative, Others.</p>
<p>Do you have a long term plan for CSR or some of its parts? Goals in 5, 10, 15 Y?</p>
<p>Do you measure your CSR activities? And how?</p>
<p>Do you publish CSR reports (non-financial reporting/integrated reporting)? Are you integrating non-financial information into financial reports? According to which standards are you creating your report?</p>
<p>Etické chování</p>
<p>Do you apply the principle of ethical behaviour? What concrete steps do you do to maintain it?</p>
<p>What kind of measures do you do in cases of unethical behaviour? How do you check compliance with ethical behaviour?</p>

		Does the company have the Code of Ethics (written/unwritten)? How is well-known and perceived within the company?
	Respektování zájmů stakeholderů	Does the company create relationships with its stakeholders (employees, consumers, suppliers, stakeholders, community, etc.)? How does it take into account their interests / their demands?
		Do you engage your employees into decision making about CSR? If you do, how?
		How does the company seek to increase the satisfaction of its stakeholders?
	Respektování pravidel legislativy	How do you control that the company's steps and measures are aligned with legislation (globally)? If there is no control in place, why?
Lidská práva	Řádná péče	Do you care about respect for human rights towards their employees, consumers and other stakeholders? / protecting privacy of kids, etc..

How do you make sure that human rights are respected and inspected? E.g.: within your supply chain? -> in supply chain supplier has to be in compliance with their code of conduct -> audits

Situace ohrožující lidská práva	Has the company already resolved some crisis situations, e.g.: political conflicts, natural disasters, etc.?
	Has the company already resolved crisis situations which had significant impact on natural resources such as water, air and forests? Has there been a conflict with the local community?
	Does the company have specified processes outlining how to solve these crisis situations (threats to natural resources)?
	Has the company already resolved crisis situations which had an impact on children?
	How did you solve these situations?
	Has the company already resolved crisis situations related to corruption? If yes, what kind of situation it was?
	Does the company have specified processes how to solve these crisis situations (corruption)?

Vyvarování se spoluviny	Has the company already resolved issues related to conscious/unconscious abuses or violations of human rights?
	Does the company have specified processes and rules how to prevent these situations?
Řešení stížností	Did you solve a specific complaint about human rights violation?
	How do you deal with these complains? How do you address them?
Diskriminace a zranitelné skupiny	How do you prevent discrimination against all of your stakeholders? What is your antidiscrimination policy?
	Do you employ people with different nationality, race, sex, age or disabilities? Do you have their % in company (other statistics)?
	What is the % share of women in senior positions within the company?
	What is the company's attitude towards employing ethnical and racial groups of population in managerial positions? What is their % representation?
	How are you eliminating potential discriminatory practices? Do you keep records of them?

Občanská a politická práva	Do you always respect civil and political rights (e.g.: the right to life, right for personal security, the right to own property, liberty and physical integrity, the right to express, etc.)?
	Has the company already resolved cases of interference with privacy, family, home, voter preferences, correspondence, etc?
	How did you solve these issues?
Ekonomická, sociální a kulturní práva	Do you always respect economic, social and cultural rights (e.g.: the right to education, work, freedom of religion, etc.)?
	Has the company already resolved cases of discrimination related to economic, social and cultural rights (e.g.: access to health care, education, work, religion and culture)?
	How do you try to prevent these cases?
Základní principy a práva na pracovišti	Do you respect employee's freedom of association, right to collective bargaining, the elimination of all forms of forced involuntary labor, abolition of child labor, etc.?
	How do you try to avoid violation of these rights?

		Do you have clear rules for evaluation without gender or other discrimination?
		Do you create suitable conditions for collective bargaining?
Pracovní podmínky	Pracovní poměr a vztahy v rámci pracovního poměru	Do you plan HR in order to prevent unnecessary employment for a fixed period of time? Do you employ “vendors” (which could be your employees) and outsourced employees throughout agencies?
		Do you take into consideration, while selecting potential candidates, age, sex, race, disability, etc.?
		Do you monitor employee relationships?
		Are you constantly improving employee relationships? How? (e.g.: teambuilding, team breakfasts, relax zones, etc.)
Pracovní podmínky a sociální ochrana		Do you secure adequate working conditions for your employees?
		Benefits for your employees?

	<p>Do you provide working conditions even beyond the law? If you do, which most often (home office, dog friendly environment, vacation beyond the law, etc.)?</p>
	<p>Do you take into consideration your employee's private life? (work-life balance)</p>
	<p>In general, do employees have fixed or flexible working hours?</p>
<p>Sociální dialog</p>	<p>How can employees express their opinions and suggestions?</p>
	<p>How do you solve problems, complaints at workplace and employee turnover?</p>
	<p>How do you communicate with your employees? Which department is responsible for communication with them?</p>
	<p>How do you inform your employees about company activities and its results?</p>

Bezpečnost a ochrana zdraví při práci	How do you ensure occupational safety and health (OSH)?
	Are you providing employees with training in OSH?
	How is the company trying to maintain the highest level of physical, mental and social well-being of workers? Are you securing prevention measures and activities to strengthen health of its employees?
	Do you analyse the number of occupational accidents and diseases?
Lidský rozvoj a odborná příprava na pracovišti	How are you securing development, education and professional growth of your employees?
	Do you have an HR department? What is its structure and how big it is (in comparison to...)?
	What kind of training do you provide to your employees? For free/paid?
	Do you provide other possibilities for development apart from training (mentoring, coaching, etc.)?

<p>Životní prostředí</p>	<p>Prevence znečištění</p>	<p>What kind of measures do you undertake in order to prevent environmental pollution in your neighbourhood?</p>
		<p>Is environmental policy of your company led by a parent company/ by HQ? How?</p>
		<p>Do you buy the newest technologies with lower energy consumption? If you do, what kind of technology? Is it a part of company's strategy?</p>
		<p>How big is the financial budget dedicated to prevention of pollution? Is it growing/decreasing annually?</p>

Udržitelné využívání zdrojů	Do you take into consideration ensuring the availability of resources in the future, for example reducing energy consumption, reducing fuel consumption, reducing water consumption (efficient flushing), protection of water (wastewater treatment), etc.?
	Do you make your product more efficient?
	Are you making (annual) records of resource saving and of activities which are protecting the environment? If not, why?
	What kind of activities are you conducting in order to change current and future behaviour of your employees so they responsibly use natural resources?
	Are you educating your employees?
Zmírnění klimatických změn a adaptace	What kind of initiatives are in place in order to reduce greenhouse gas emissions?
	Are you reducing usage of fossil fuels and are you substituting them with other (more sustainable) resources?
	Are you evaluating/do you plan to evaluate your externalities – e.g.: Environmental Profit and Loss Statement like Puma?
Ochrana a obnova přirozeného prostředí	Do you contribute to protection and restoration of the natural environment and to protection of fauna and flora? How? If not, why?
	Do you contribute to supporting of the protection of urban and rural sustainable development?
	Do you engage in dialogue with local stakeholders about protection and restoration of the natural environment?

Korektní podnikání	Protikorupční chování	In what kind of form do you prepare the principles and rules of anti-corruption policy? (donations, sponsorship, etc.)
		Do you train your employees in the field of anti-corruption policy?
		Do you keep track of cases of corrupt behaviour? If yes, do you have specific procedures for solving these issues?
	Zodpovědná politická angažovanost	Can you declare that your political engagement in public policy is responsible (lobbying, coercion, corruption, etc.)?
Spravedlivá hospodářská	Do you respect fair competition?	

soutěž

Do you provide all necessary information to interested parties (fair contract terms, pricing information, information about the termination of the contract, etc.)?

If you have dominant market position, do you have the tendency to abuse you position?

**Podpora společenské
odpovědnosti v
hodnotovém řetězci**

Do you promote and increase awareness about your CSR activities within the supply chain? If not, why?

Responsible Sourcing of Raw Materials

Suppliers audits

Education/increasing living standarts within supply chain

		Are ethical standards and CSR activities of your suppliers important criterion for establishing cooperation? Do you evaluate them annually?
	Respektování vlastnických práv	Do you respect property rights? How do you ensure their compliance and protection?
Spotřebitelské otázky	Korektní marketing, věcné a nestranné informace, korektní smluvní postupy	Do you provide complete, clear and understandable information (information about its products, prices, conditions, company - contact information, etc.)?
		Do you practice honest marketing and promotion from ethical point of view?
		Do you have specific regulations for the creation of marketing and assigned responsibility for marketing within organization?
	Ochrana zdraví a bezpečnost spotřebitelů	Do you share information about product safety with your consumers? How do you evaluate risks and impacts on the health and safety of customers?
	Udržitelná spotřeba	Do you try to change behavioural patterns of your consumers, to teach them to use natural resources more responsibly? Are you educating them about sustainable consumption?

Zákaznický servis a podpora, řešení reklamací a sporů	How do you examine needs and expectations of your customers?
	What kind of support and after shopping services are you offering to your consumers (warranties beyond the legal framework, maintenance and assistance services, etc.)?
	Are you obtaining feedback from your consumer? How are you trying to increase their satisfaction?
	How do you address complaints? Do you have responsible person for these issues at every store/location?

Ochrana dat a soukromí spotřebitelů	How do you protect private data about consumers?
	Do you apply special measures for protection of personal data?
Přístup k základním službám	Product for disabaled people? Accessible Technology?

	Vzdělání a informovanost	<p>Are you constantly increasing knowledge and awareness of customers about your products and services, their diversity, benefits, etc.? In which way (through FAQs, manuals, events, etc.)?</p> <p>Digital crime unit and internet safety!!!</p>
Společenská angažovanost a rozvoj komunit	Angažovanost v rámci komunity	<p>Do you try to engage with local communities and support community development?</p> <p>How were you involved in local communities in past?</p> <p>Do you motivate and reward your employees to volunteer and be active in local communities?</p> <p>Do you support social responsibility related to disadvantaged groups?</p>

Do you cooperate with NGOs? In what kind of form? What kind of program have been already implemented and for how long?

Is your community involvement related to IT/to what you are doing?

Does the HQ/parent company encourage other sites/stores to be social responsible?

What is the organization's position on corporate philanthropy?

Is community involvement beneficial for the company? Did you receive positive feedback from the local community? Have you noticed increase of positive company/brand perception and closer relationship with the local community?

Vzdělání a kultura	Are you involved in projects focused on improving the quality of education (STEM education)?
	Do you promote and foster cultural activities that help develop the identity of disadvantaged citizens, etc.?
	Do you help to protect and preserve cultural heritage? How do you do that?
Vytváření pracovních míst a rozvoj kvalifikací	Do you consider the impact of your investments on the creation of new jobs? Do you create programs to increase employment?
	Do you participate in local or national programs for the development of qualification (students, disadvantaged people, etc.)?
Technologický rozvoj a přístup k technologiím	Do you engage in partnership with local organization (universities, research laboratories, etc.) which focus on scientific and technological development?
	Do you contribute to the development of modern technologies in the local community?

Tvorba bohatství a příjmů	Do you use your income from economic activities to support local businesses, community members, programs for business development?
	Do you prefer to do business with local suppliers?
Zdraví	How do you contribute to the promotion and protection of community health (vaccinations, prevention, encouraging healthy lifestyles, raising awareness about serious illnesses, etc.)?
Společenské investování	Do you invest in infrastructure and programs which are designed to improve the social aspect of community life (e.g.: the improvement of infrastructure, access to information, education, health care, etc.)?

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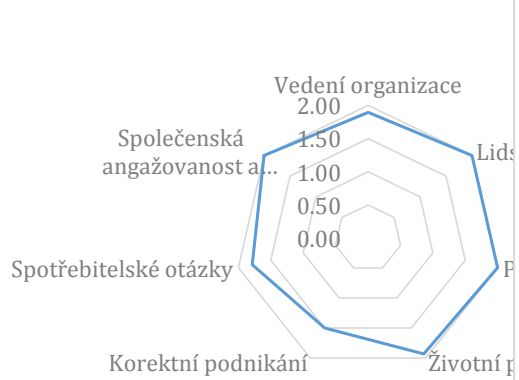
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	Pasivní (nečinný) postoj
	Neutrální postoj
	Aktivní postoj
	Zodpovědný postoj

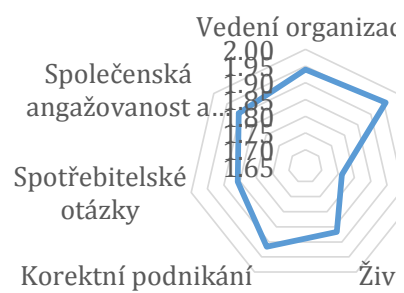
Oblast ISO normy	Microsoft	Apple	Google	IBM
Vedení organizace	1.94	1.81	1.90	1.94
Lidská práva	1.89	1.80	2.00	1.96
Pracovní podmínky	1.86	1.95	2.00	1.76
Životní prostředí	2.00	1.87	1.93	1.87
Korektní podnikání	1.86	1.92	1.50	1.92
Spotřebitelské otázky	1.93	1.87	1.79	1.86
Společenská angažovanost a rozvoj komunit	1.95	1.20	2.00	1.90
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1	Aktivní postoj
2	Zodpovědný postoj

Hodnocení Google



Hodnocení IE



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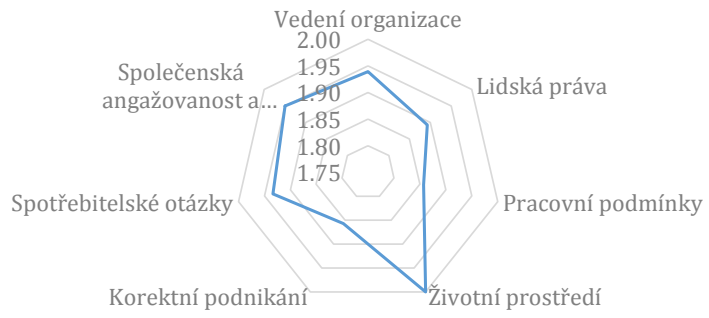
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Lidská práva

Pracovní podmínky

Životní prostředí

Hodnocení Microsoft



Hodnocení Apple



Carbon Disclosure Project (CDP)

Rok	2014	2015	2016	2016
Oblast	Climate Change			Water
Microsoft	A (99)	A (99)	A	A-
IBM	B (81)	B (97)	B	B-
Alphabet (Google)	A (94)	A (99)	A	N/A
Apple	A (99)	A (100)	A	F (decline to participate)