

HUNGARY CSR AWARENESS WEEK 2022

Week of 27th June



#CSRawarenessweek2022

Sign up via the
link [here](#)

Questions:
swedishchamber
@swedishchamber.hu



Key Objectives

- **Raise awareness**, visibility and communicate the value of CSR activities
- **Inspire** the community to engage in sustainable value adding activities
- Leverage volume to generate interest from media



Participants

- Open to everyone with an interest in CSR; individual companies, NGOs, chambers of commerce, business clubs and embassies & consulates



Activities: June 27-July 3

- **Start with a common message** on Monday
- **Use existing communication channels (social media, webpages, press-releases and others)** to publish own materials on strategy, value of programs, results and outcomes
- Use the **umbrella logotype and hashtag** to capitalize on volume of reinforcement from other participants
- **Encourage active engagement** (like, share, comment)
- Chambers and Embassies can aggregate messages on their own platforms.



Time plan:

- **From June 1:** Call for action
 - Distribution of concept to potential participants
 - Registration starts
- **June 23:** suggested introduction text and press-releases will be provided to registered organisations
- **June 27:** Start communication by sharing the common text & Press release sent to media
- **June 27 – July 3:** Share own CSR stories, activities, etc.

Key outcomes and examples from 2021

~160 posts and articles published - a great start for this initiative demonstrating the importance and huge interest from participants

Media appearances:

1 radio interview

3 printed articles

13 online articles

LinkedIn and Facebook were the most frequently used social media channels



- 69 posts
- 54 posts
- 16 appearances on other webpages

~80 posts by companies

~40 posts by organizations

~20 posts by private persons

We were happy to see a wide distribution of companies, organizations and private individuals posting inspiration across several topics

Employee satisfaction & wellbeing

Education – cooperation with Universities and different educational institutions

Supporting children – in children's homes, in families in need, in kindergartens

Diversity and Inclusion – Supporting artists with disabilities

Healthcare – Blood donation, Helping doctors and nurses with IT equipment, Supporting hospitals

Sustainability – Environment protection, Food donation

