

ISO/HZN National workshop
Social Responsibility (SR)
ISO 26000

MSc Ilija RKMAN

**“Potrošač” – Croatian Union of the Consumer Protection
Associations (Member of the Consumer International and BEUC)**

**Union’s “Potrošač” President and
member of the GA of the BEUC and ANEC**

9 – 10 September 2010

Zagreb, Croatia



DRUŠTVENA ODGOVORNOST
SOCIAL RESPONSABILITY

CONSUMERS

AND

SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY IS THE LIGHT OF THE MARKET



From the consumers' and consumer protection associations' point of the view

SOCIAL RESPOSANBILITY

we usually to understand and to define

- multilevel and
- complex

social category and

CIVILISATATION AND DEMOCRATIC

VALUE we daily to observe the...

- Social responsibility *in general*
- Social responsibility of the companies:
 - a) Traders
 - b) Service providers
 - c) Producers
 - d) Category the companies Importers and Exporters
- Social responsibility of media
- Social responsibility of marketing and in the marketing area
- Social responsibility of the state and local authorities and
- Institutions and decision making bodies

**BUSINESS SECTOR'S HAS THE OBLIGATION THE
SOCIAL RESPONSIBILTY (*THE FAIR COMMERCIAL
PRACTICE*)AS PART OF THE COMPANIES' THEIR
AND COMMERCIAL PRACTICE STRATEGY**

+

ETHICAL CODE OF THE COMMERCIAL PRACTICE

SATISFIED CONSUMERS

AND EFFECTIVE

**CONSUMER PROTECTION BASED ON THE HIGHEST
EU STANDARDS, NORMS, PRINCIPLES AND VALUES**

Selection of the most prominent companies in Croatia



Public, consumers and consumer protection associations **TO BELIEVE** the companies which have the **“BUSINESS REPUTATION”** which with our daily practice to promote and defend the principles and values of the **SOCIAL RESPONSIBILITY.**

With daily commercial practice these companies
which have public REPUTATION are

OBSTACLE

of the breakness of the

SOCIAL RESPONSABILITY AND ITS PRINCIPLES

AND VALUES

“We all recognise that the Internal Market must work for the benefit of both consumers and Business”

*(Speech Strong consumer organisations are instrumental for Europe”,
Ex. DG SANCO Commissioner, Bruxelles, November 2004)*

TEN BASIC PRINCIPLES OF THE CONSUMER PROTECTION IN THE EU

- 1. Buy what you want, where you want
- 2. If it doesn't work, send it back
- **3. High safety standards for food and other consumer goods**
- 4. Know what you are eating
- **5. Contracts should be fair to consumers**
- 6. Sometimes consumers can change their mind
- 7. Making it easier to compare prices
- **8. Consumer should not be misled**
- 9. Protection while you are on holiday
- 10. Effective redress for cross-border disputes

Consumers International the occasion the
celebration World Consumer Rights Day (WCRD)
2010'Our money, our rights' send that and
important message

'Our money, our rights'

to consumers, traders, service providers and
producers

Our money 
our rights

15 March 2010, World Consumer Rights Day

That Consumers' International
message from
15th of March 2010. has very strong
reflections on the Croatian "Obligation
Act's" content , especially on the
Article's No 7 content.....

Principle of **EQUAL** value acts

Article 7 (*Croatian “OBLIGATION ACT”, Official Gazette 37/2005*)

- (1) At the conclusion of billable legal work participants depart from the principle of **EQUAL value of mutual acts.**
- (2) The law determines the cases in which violations of the principle of withdrawing the legal consequences.



THANKS THE ATTENTION

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