# Appendix

Table 1 Structure of the interviews

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|  | Business owners | NGOs and State funded institutions |
| Introduction | * Focus of the company, Industry etc.
* Stakeholders
* Structure
 | * Clients – characteristics
* Services they provide
 |
| CSR | * Understanding of CSR
* Implementation of CSR + examples
* Motivation to implementation CSR
* Costs behind CSR
* Responsibility towards nearest area
* Cooperation with non-Czech companies (both in and outside Czech Republic)
 | State funded institutions * CSR as a topic
* Process of picking and attracting clients (parameters, factors, controls)
* Comparison from abroad
* Special concern/program for primary sector companies

NGOs * Process of picking and attracting clients (parameters, factors, controls)
* Special programs designed to focus on specific areas/regions
* Perception of CSR by clients
* Differences between SMEs and MNCs
* Special concern/program for primary sector companies
 |
| State/municipality | * Communication with municipality
* Support by EU/governments
* Knowledge of action plans
 | * Opinion on action plans
* Improvements for the action plans
 |
| Comments | * Suggestions
* Best practice
* Examples/inspiration/experience from abroad
 | * Suggestions/criticism
* Best practice
* Examples/inspiration/experience from abroad
 |



Table 2, Codes and themes of the content analysis