# 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 |

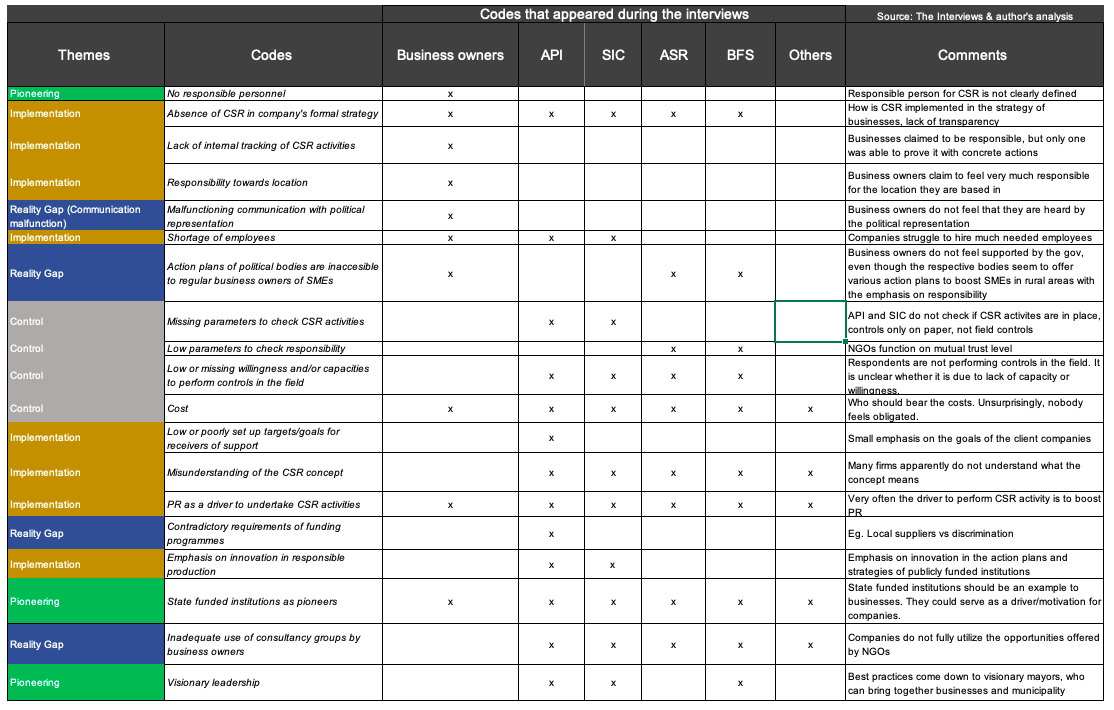


Table 2, Codes and themes of the content analysis