

Social responsibility principles of Sirogojno Co.

Sirogojno Co. is a family owned company founded in 1991. It is based at the village of Sirogojno, in the Mount Zlatibor region of Western Serbia. Main business activities of Sirogojno Co. include product sourcing from the fruit growers within the ecologically clean region of Mount Zlatibor, as well as further processing, packaging and distribution on the domestic and international market.

Socially responsible and transparent business practices towards all stakeholders are fully integrated into our business strategy and considered crucial for our company's further success. Future development of the company is based on respecting the needs and expectations of product consumers, assuring the best possible working conditions for all employees, implementing ecological standards and supporting the development of the local community. Corporate social responsibility policy of Sirogojno Co. goes beyond compliance with legal regulations and ethical norms. It strives for building mutual trust and cooperative partnerships with employees, suppliers and business partners.

Responsibility towards employees

Sirogojno Co. is among the first Serbian companies whose compliance with social standards as well as fair and safe working conditions have been confirmed through a social audit. After the audit performed by the Swiss certification body SGS Sirogojno Co. was awarded the highest ranking based on compliance with the principles of BSCI (Business Social Compliance Initiative). Safe and respectful working environment, regular payment of wages and all required social contributions, prohibition of any kind of discrimination towards employees or job applicants as well as occupational health and safety measures form the foundation of the company's commitment to ethical business practices.



Well-regulated internal communication and possibilities for further education contribute to more effective working processes, better motivation, commitment and satisfaction of our employees. In addition to regular work our employees often meet at social and cultural events (concerts, exhibitions, art colonies, public discussions on socially relevant topics) organized or supported by our company. By supporting cultural and educational events, as well as supporting the improvement of the health and educational system Sirogojno Co. contributes to raising the overall quality of life in the region and creating a better living environment for our employees.

Responsibility towards environment

Having in mind that the main activity of Sirogojno Co. is processing of high quality fruit produced in the ecologically clean region of Western Serbia, environmental responsibility is clearly an important part of our social responsibility principles.

Respecting ecological standards as well as responsible use of natural resources within production and administration is primary part of our every business practices. Ongoing education of our employees includes topics related to environmental responsibility and ways to implement environmentally sustainable practices in their daily life.



Workshops for agricultural producers also include the topics related to environmental protection and the implementation of environmentally responsible practices, with a special emphasis on the process of fruit growing.

Within local community Sirogojno Company initiates and takes part in projects that are focused on improvement of environmental sustainability, like responsible waste management or environmental restoration (e.g. tree planting).

Responsibility towards suppliers

The cooperation with Sirogojno Co. represents an encouragement to agricultural producers in the region of Mount Zlatibor for further investments in production and has a positive impact on preventing migrations to urban areas. Through constant education of producers and providing favourable loan terms for the purchase of agricultural equipment Sirogojno Co. is dedicated to increasing the quality and efficiency of agricultural production.

During the winter months a series of workshops for agricultural producers is organized hosting numerous external experts (university professors, state authorities and practitioners) in the fields of agriculture, plant protection, irrigation, agricultural equipment, hygienic standards etc. In addition to that, a team of experts, employed by Sirogojno Co. is available to agricultural producers throughout the year. These experts (agricultural engineers and plant protection experts) organize frequent visits to the fields but also can be reached via phone for any information needed by the producers.

Through the company's own agricultural pharmacy the producer's receive plant protection material as well as plant protection plans according to the regulations in this area.



In order to support further investments in agricultural production Sirogojno Co. defines and negotiates with the banks special programs which provide favourable loan terms for the purchase of agricultural equipment. As partners of Sirogojno Co. agricultural producers can benefit from these programs. Favourable terms for crop insurance are as well one of the benefits for agricultural producers who cooperate with our company.

Sirogojno Co. is striving towards raising the overall quality of life in the region through supporting the reforms of health care and educational system, improvements of infrastructure as well as enriching the cultural offer. Agricultural producers and their families are frequent visitors to cultural and social events organized or supported by Sirogojno Co.

Responsibility towards the local community

Having in mind that the company's core business is based on cooperation with fruit producers the responsibility towards the local community is closely linked with the above addressed responsibility towards suppliers. As employees are considered crucial for the Company's further success, they also play an important role in the our community engagement aimed at improving the quality of life in the region.

Through its long term cultural and heritage projects Sirogojno Co. is aiming at preserving traditional crafts of the Zlatibor region and providing work and earnings for all members of local families. Another outcome of these projects is increased tourist attractiveness of the region which helps reduce migrations to big cities. In a country with a very high unemployment and a very high migration rate to the state capital and abroad it is an important role of Sirogojno Co. to help provide whole families with a source of income and motivate them to stay in this mountain region of Western Serbia.

In 1999 Sirogojno Co. decided to continue a project started in the 1960's by the state authorities in order to preserve cultural heritage and support development and employment of women in rural areas.

The production of hand-made garments, started in 1962, quickly developed to one of the most successful fashion brands in former Yugoslavia. The tradition of knitting which had been nurtured for centuries in the Zlatibor region was skillfully combined with contemporary fashion trends and motives inspired by the mountain landscapes. A specific form of organizing the production enabled women to work at home and carry on with their domestic duties at the same time.

From the end of the 1960's to the beginning of 1990's works of women from the village of Sirogojno were successfully sold all over the world. They were admired by well known fashion designers and worn by famous women like Raisa Gorbatschov, Nancy Reagan and Queen Elisabeth II. Due to difficult political and economical situation in former Yugoslavia the production was stopped during the 1990's until a revival by Sirogojno Co. in 1999.



The importance of this project for the local community is today reflected at several different levels. Aside from working in the fruit fields with the rest of their families and housekeeping local women have the opportunity for additional earnings by knitting at home. Their works are designed by young Serbian fashion designers, who successfully combine traditional motives with contemporary fashion trends.

In 2008 Sirogojno Co. founded the Knitter's Museum, which is dedicated to the history of the knitter's organization and the most interesting moments of this project. Right after the opening the Museum became an important part of the tourist offer of the whole Zlatibor region, along with the fashion shows and presentations of traditional handcrafts which are organized within.

Around the Knitter's Museum Sirogojno Co. organizes cultural events, such as concerts, art exhibitions or poetry evenings which are open to public and involve local families. During artistic colonies, established by Sirogojno Co., artists from various parts of Serbia and abroad, work and live in Sirogojno, which is a great opportunity for cultural exchange.

In addition to supporting cultural exchange, as well as cultural heritage protection Sirogojno Co. is dedicated to raising the overall quality of life in the mountain region of Western Serbia. Besides enriching the cultural offer and involving its employees and suppliers in the cultural projects and events the company has participated in numerous initiatives aimed at health care improvement, developing educational possibilities and internship programmes as well as several successful infrastructure projects.

