



**RESPONSIBLE
BUSINESS
FORUM**



REPORT

**RESPONSIBLE
BUSINESS IN POLAND
English Summary**

2016

CONTENTS

		Foreword <i>Marzena Strzelczak</i>		#CSRwPL2016 <i>Mirella Panek-Owsiańska</i>	
		3		4	
What's new in the reporting standards for 2017? <i>Jacek Dymowski</i>	Impact awareness – do you really know what changes can be brought by employee volunteering? <i>Karol Krzyczkowski</i>	CSR Survey 2016 <i>Marcin Grzybek</i>	Partnership for implementing the environmental Sustainable Development Goals <i>Maria Andrzejewska</i>	Why is age management necessary for Polish businesses? <i>Marzena Strzelczak</i>	
8	9	10	13	14	
Business educational activities. Compulsory subject <i>Ewa Albińska</i>	Animals deserve better <i>Dobroslawa Gogtoza</i>	GOOD PRACTICES 18		Organizational governance	
16	17			18	
	Human rights		Labour practices		
	22		24		
The environment		Fair operating practices		Consumer issues	
32		38		42	
	Community involvement and development	About Responsible Business Forum			
	46	58			

REPORT RESPONSIBLE BUSINESS IN POLAND English Summary

2016

“Responsible business in Poland 2016. Good practices” Report is a summary of the activities undertaken by companies, institutions and non-governmental organizations in the domain of corporate social responsibility and sustainable development. Report is an abstract of all the events that took place last year in Poland, in regard to these issues. A core element of the publication are corporate good practices – this year Report contains 880 good practices from areas in according to ISO 26000 standard: Organizational governance, Human rights, Labour practices, The environment, Fair operating practices, Consumer issues, Community involvement and development. They are inspiring examples of principles of responsibility application in all sections of business – in the workplace, towards market, society, and environment. In addition, the Report contains articles and experts’ statements, analysis, opinions and review of last year events, research results review, and press publications overview.

Copyright by Forum Odpowiedzialnego Biznesu, Warsaw 2016.
Responsible Business Forum
Szpitalna 20/5, 00-031 Warsaw
tel. +48 (22) 627 18 71, tel/fax: +48 (22) 627 18 72
biuro@fob.org.pl
www.responsiblebusiness.pl

For more information about Report mail us at: biuro@fob.org.pl



Marzena Strzelczak
GENERAL DIRECTOR,
MEMBER OF THE MANAGEMENT BOARD
OF THE RESPONSIBLE BUSINESS FORUM

Dear Sirs,

First, some good news and thanks. Contrary to some predictions, responsible business in Poland has not disappeared – on the contrary, it is doing very well, and is developing at a heightened pace. The report “Responsible Business in Poland. Best Practices”, the most popular publication of the Responsible Business Forum, has once again beaten its record from the previous year. Not only in terms of the number of initiatives, which is 10% more than in the previous edition, but also in terms of the number of companies whose practices qualified for the Report – 180 in all, one quarter more than in 2016. This is significant growth, despite the high qualifying practice criteria, so many thanks for all the submissions! We are delighted that such a hopeful description of Polish business is shown in the jubilee, 15th edition of the report “Responsible Business in Poland. Best Practices”.

In the current edition, for the first time we attempted to show how Polish business is contributing to the implementation of the global Sustainable Development Goals established by the UN in 2015. Retaining the traditional division of the publication into seven ISO 26000 areas, we show each practice in the context of the Sustainable Development Goals as well. In Poland, most interest is definitely shown in implementing goal No. 4, Good quality education, in which 92 practices qualified, and goal No. 3, Good health and quality of life, with 69 practices. Sustainable cities and communities, goal No. 11, had 38 practices. While all of the 17 goals are represented in the Report, some are still waiting for a definite increase in interest – goal No. 14, Life under water, corresponded to only 1 practice. Goal No. 17, Partnership for the Goals, is also undervalued, with only 6 practices in the current edition, which is definitely too few. For it is public partnerships or private-public partnerships with the participation of citizens that are key to the successful, practical implementation of all of the goals.

Yet, as in previous years, the key to the division of practices in the Report is the areas of ISO 26000 Standard. Three of these continue to be the most popular: social involvement (almost 400 new and long-term practices), the workplace (about 200 new and long-term practices), and the natural environment (a total of 117 practices). In this year’s publication, each of the seven chapters on practices is supplemented with an introduction. All the descriptions of practices can also be found at: odpowiedzialnybiznes.pl/dobre-praktyki, a very practical tool worth resorting to when planning new activities.

On the occasion of the jubilee, we update the layout of the Report somewhat, and we hope you like it.

As always, our publication is accompanied by expert articles that provide a wide-ranging summary of the past year, presented by the President of the Responsible Business Forum, Mirella Panek-Owsiańska, once again in collaboration with a group of people that form CSR in Poland. Dr Jacek Dymowski tackles this year’s hot topic of reporting, while Maria Andrzejewska, Director of the UNEP/GRID-Warsaw Centre, writes on partnership for implementing the environmental Sustainable Development Goals. Volunteering is a passion of Karol Krzyczkowski, and his article concerns measuring the impact of volunteer work. Ewa Albińska, who coordinated last year’s CSR Fair and the List of Business Educational Activities, summarises the role of business in education, while Marcin Grzybek reports on CSR surveys. We also invited Dobroslawa Gogloza to contribute an article describing the “Open Cages” project aimed at improving the lives of animals. Finally, a text of mine on age management, which is a leading topic of the Diversity Charter 2017, also finds a place in this year’s edition.

We hope that the jubilee report “Responsible Business in Poland. Best Practices” will be an goldmine of knowledge and ideas for you, inspiring and encouraging you to new activities serving the sustainable development of Poland and the world. On behalf of the whole Team, and the Management Board of the Responsible Business Forum, I wish you pleasant reading – and every success in implementing CSR practices!



**Mirella
Panek-Owsiańska**
RESPONSIBLE
BUSINESS
FORUM

#CSRinPL2016

#EDUCATION – A COMPULSORY SUBJECT

5,808 web users cast 17,424 votes for the most interesting education initiatives among companies, and 10 finalists were awarded during the CSR Fair. In total, 271 submissions were made to the project List of Educational Activities initiated by the FOB, which shows that this type of activity is an important area of involvement for many businesses. From internet safety issues to environmental and health education to education for seniors – organisations are striving to share their experience and know-how with many different groups of stakeholders.

#CSR TEAM – REACTIVATION

In September 2016, the Sustainable Development and Corporate Social Responsibility Team was reactivated, this time as an auxiliary body of the Minister of Development and Finance. Within the Team, three Working Groups will also function – for strategy, business ethics and standards, and CSR education and popularisation. We hope that this time the Team's and the Working Groups' prospects are more long-term, and that it will be possible to complete several projects and have a significant impact on systemic activities.

#REPORT OR DIE!

An amendment of the Accounting Act has introduced provisions implementing Directive 2014/95/EU1, whose main purpose is to increase the transparency of social and environmental information in the area of corporate social responsibility. This means that, in Poland, about 300 entities meeting the criteria concerning employment (a minimum annual average of 500 people) and income (a total asset balance above PLN 85 million OR total net revenue from the sale of goods above

PLN 170 million), including public interest organisations, will have to disclose data in connection with their policies on social, environmental and employee issues. In addition, large companies listed on the stock exchange will be obliged to disclose data relating to diversity. This means that in 2018 we should obtain a large amount of non-financial information, including from companies that to date have not reported such data at all.

#RESPECT INDEX GROWING

In 2016, in comparison with its first publication in 2009, the RESPECT Index increased in value by 50%, with 25 companies – including 4 new companies – appearing on the index. For many businesses, being listed in the index is a cause for pride, though unfortunately that view is not yet shared by the investment community. We hope that the new President of the WSE will pay more attention to educational activities.

#WORTH READING

In 2016, several new books on sustainable development and on various aspects of corporate social responsibility appeared. In **Marketing Value**, Justyna Bakalarska analyses such issues as the effect of value on a business's brand, and marketing innovations of the prosumer generation. While in **The Power of Cooperation**, Dr Marta Karwacka, author of the responsible fashion blog How to wear fair, considers the benefits of inter-industry cooperation.

Another blog worth visiting regularly is **(Un)ethical Business**, by Dr Magdalena Krukowska, who combines her experience as a journalist with a passion for CSR, revealing its bright and darker sides.

Those interested in reporting can follow the hashtag **#reportingLiveBlog** used by the FOB to highlight posts on reporting non-financial data.

In **"Responsibility pays off – CSR in SMB"** published by the PARP, we find environmental, social and employment initiatives begun by small and medium businesses in various regions of Poland who took advantage of the PARP project supporting CSR.

The report **"Corporate social responsibility in the Polish reality. Theory and Practice"**, prepared by the CentrumCSR.PL, is the result of one and a half years of monitoring 227 of the most important businesses operating in Poland. The almost 130-page report analysed 16 industries in terms of 12 key indicators of corporate responsibility – from human rights to social reporting and combating corruption.

"Foresight CSR" No. 3, issued by Go Responsible, is devoted to designing social innovations, cooperation between business and non-governmental organisations, and innovative technologies that can accelerate social and economic development.

It is also worth taking a look at the English-language publication **"Social Responsibility of Organisations. CSR 1.0, CSR 2.0 and what's next?"** by Dr Magdalena Rojek-Nowosielska of Wrocław Economic University.

Certainly another useful item is **"Non-financial Reporting. A Handbook for Those Reporting"** prepared within a working group of the Corporate Social Responsibility Team. This publi-

cation contains recommendations on the process of reporting, and a very interesting table: a selection of the best reporting and CSR management standards – what they are useful for, where they are available and to what extent they coincide with the requirements of the new EU Directive on non-financial reporting.

A new item which is certainly worth having is the report **"The Economy of Collaboration in Poland 2016"**, which orders and analyses the phenomenon of the collaborative economy in the context of Poland's first detailed survey of users, prepared by the community ekonomia Wspolpracy.pl. We learn from the report, among other things, that the collaborative economy is much more than services like UBER, Blablacar, Airbnb, Kickstarter, PolakPotrafi.pl, TakeTask and the Khan Academy. It is a fundamental change in organisational and distribution models, moving in the direction of widespread networks of connected individuals and communities that can radically increase the effectiveness of how resources are used.

In the introduction to the report, **"Towards a circular economy. Opportunities and challenges"** we read that "the transformation to a circular economy may be the biggest revolution in the global economy in 250 years, and at the same time may be an opportunity for changes in the process how production and consumption are organised. The essence of the circular economy is a new way of looking at the relationship between markets, customers and natural resources. Such a view permits new business models to arise that are driven by breakthrough solutions provided by new technologies, in particular digital technologies".

Of course I recommend all of the publications and analyses of the FOB, in particular **"Communication and Volunteering"** and a unique item on the Polish market from the series **"Joint responsibility – the role of strategy"**, which covers various aspects of creating and implementing CSR strategy.

#CONFIDENTIALLY

If you were looking for CSR inspiration at conferences (though I myself am skeptical about this form), in 2016 it could certainly be found at the **CSR Fair** – the largest event of its kind, which takes place bi-annually and at which one can learn about corporate practices, converse with practitioners, attend lectures and take part in discussions. More than 2,000 people visited the fair, so let's hope that the inspiration they found there bears fruit in concrete action.

The conference **Irresponsibles** has a permanent place in the calendar of valuable CSR events, gathering together not only representatives of the finance industry. The theme of the 2016 conference was the person as the most important stakeholder in the finance industry. The programme included lectures on humanistic challenges in the world of finance, and on the person as a business's source of economic value. Inspiration was sought on how financial companies can become better organisations in terms of both their economic and social value, for the common good.

There were other large conferences connected with the implementation of the EU Directive on non-financial reporting, organised in June by the Ministry of Development, and in September by the Ministry of Finance, the WSE, the World Bank and Deloitte.

An important new discussion topic was the circular economy; both the conference held in November and the Coalition for the **Circular Economy** certainly saw creative, interesting discussions on new trends.

I am glad that more and more interesting events are taking place outside the capital. In Krakow one could take part in a series of 11 CSR KRK meetings, while the first edition of the **Open Eyes Economy** conference assembled a significant group of speakers, demonstrating the potential of combining teal ideas with responsibility. In the Tri-city, during another **Development Initiation Forum**, the best inter-industry projects were assembled and leaders' responsibility was discussed, while the next edition of the **EFNI** hosted a panel discussion on the collaborative economy. In five different Polish cities meetings and discussions were held as part of the **Responsible Business Week** organised by CSRInfo.

A lot was going on around social businesses – the second edition of the **Ashoki Social StartUp**, in Warsaw the organisation **MakeSense** was established, the World Business Week was held under the banner of social enterprise, and during the Gamification **Camp Gere Fun for Good**, social businesses learned how to make use of gamification mechanisms.

Among the events promoting diversity issues, it is worth mentioning the **Diversity Day** organised by the FOB, Be.Navigator and Henkel's **3rd Diversity Congress** on new leadership prospects, and the **Diversity Changemakers** conference in Krakow on affecting one's environment and on the changes that diversity activities can bring.

Academic circles dealing with corporate social responsibility met during the conference **"CSR beyond voluntariness. CSR Trends III"** in Lodz, and at **"Positive management and leadership in socially responsible organisations"** in Torun. At the Warsaw School of Economics, a conference was held on **"The Future of Management. CSR in the new economy"**, in combination with the jubilee of Prof. Piotr Płoszajski. Koźmiński University organised a conference entitled **"Quality of professional life. The ethical climate and the innovative work place"**.

An innovative meeting format was proposed by the Philanthropy Development Academy, which organised its first **Giving Circle Polska**. During the meeting, four organisations presented their projects on stage in an attempt to get them financed by the assembled guests; they managed to collect more than 20,000 zlotys.

#CONSUMERLY

The Buy Responsibly Foundation published the results of tests on the presence of toxic chrome VI in shoes. 64 pairs of leather shoes from 23 European shoe brands, including two Polish brands – CCC and Wojas – were tested. It turned out that all of the results fell within the standards of acceptability established by the EU.

The Foundation also organised a meeting with former Ecuadorian banana plantation workers. The guests spoke about such subjects as how bananas are cultivated – what they are sprayed with, what effects this can have on health and the environment, and what we can do to make fair trade fruit available in Poland.

#SDG IN POLAND

The Sustainable Development Goals (SDGs) are the hottest topic in international CSR, and in Poland, thinking within the 17 goal categories is beginning to make headway in public opinion.

Global Compact Poland met with a group of Sustainable Development Ambassadors and, together with Partners and Friends, awarded statuettes to **Architects of Sustainable Development** – in particular categories: human rights – Fr Ludwik Wiśniewski; labour standards – Bartłomiej Piotrowski; environmental protection – Prof. Maciej Nowicki; culture and art – Elżbieta Penderecka; sport and health – Czesław Lang; promoting Poland in the world – Kalman Mizsei.

In turn, the 6th CSR Fair saw the premiere of a guide to Sustainable Development Goals for businesses, prepared by CSR Consulting. The publication "SDGs in Practice" is a summary of the first phase of a project run by the company, the goal of which is to encourage and support companies in turning the global Sustainable Development Goals announced by the UN into business strategies and CSR strategies, taking particular account of the specifics of individual industries.

In Poznan, the **1st "17 Goals" Festival of Responsible Films** was held. During the festival, outstanding documentary films were shown that relate to the subjects of economic growth, social development and environment protection, and there was a competition for the most valuable advertising and promotional films for economic entities addressing social responsibility in their structures. The Golden Shield Award for the film Warsaw Dream, produced by the Innovation Institute Foundation, was accepted by Katarzyna Gontarczyk. On behalf of the Global Responsibility Institute, Magda Bodzan accepted a Silver Shield for the film *Where Hunger Comes From – the Best-kept Secret of the 21st Century*. The jury awarded the Bronze Shield to the film *Don't Be Afraid to Help*, directed by Stanisław Mąderek.

#CSR IN SMB

The biggest project in recent years for small and medium businesses is a project run by the PARP, **"Increasing the competitiveness of regions through corporate social responsibility (CSR)"**, financed by the Swiss-Polish Cooperative Programme. More than 170 businesses were supported with a total of more than 12 million zlotys. This PARP-run project included 3 components: building competencies in CSR, help in implementing CSR solutions through pilot projects in SMBs, and disseminating best practices and communications activities on the results of projects implemented by SMBs. From the evaluation it results that, thanks to the CSR activities conducted, 52% of the businesses that took part in the survey introduced new products (goods or services), 46% of them developed new areas of activity, 57% obtained new customers, and 22% recorded lower operational costs.

#G4 IN POLISH

The **G4 Global Reporting Initiative (GRI)** international guidelines on reporting within the scope of corporate social responsibility have been translated into Polish. This enables all companies that report to use a consistent language version. The partners of the translation are: The Ministry of Development, the Responsible Business Forum, Deloitte, Grupa LOTOS S.A., the National Chamber of Statutory Auditors, and Provident Polska S.A.

#40YEARSOF OECD GUIDELINES

Thanks to cooperation between the Ministry of Development, the Responsible Business Forum and PGNiG, a Polish version of the **OECD Due Diligence Guidance for the Involvement of Stakeholders in the Mining Sector**. The purpose of the Guidance is to provide businesses with practical advice on cooperating with stakeholders, including on how to involve stakeholders (e.g. local communities) in responsibly conducting business activities in the mining sector.

In October 2016, the Ministry of Development organised a conference on business responsibility in Poland, in the context of the tasks resulting from the Plan for Sustainable Development and the recommendations contained in the OECD Guidance for Multinational Enterprises, whose 40th anniversary fell in 2016. The conference also coincided with the 20th anniversary of Poland's accession to the OECD.

It is also worth noting that the Polish **OECD National Contact Point (OECD NCP)**, in operation since 2011 at the Polish Information and Foreign Investments Agency, was transferred to the Ministry of Development. The role of the OECD NCP is primarily to promote and disseminate the OECD Guidance for Multinational Enterprises and, in particular situations, to initiate proceedings aimed at resolving conflicts that may arise when multinational companies implement the Guidance.

#HUMAN RIGHTS

At the Ministry of Foreign Affairs, work is ongoing on a **National Action Plan for implementing the UN Guiding Principles on Business and Human Rights** – a draft was published in December.

As part of the Reporting Framework Day, in accordance with the UN Guiding Principles on Business and Human Rights, a seminar organised by Mazars in Poland and the Polish Institute for Human Rights and Business (PIHRB) was held; it featured Richard Karmel, an expert and co-author of the reporting framework and a webinar on the subject in cooperation with the FOB and PIHRB.

The Helsinki Human Rights Foundation and the Polish Business Council conducted a series of 9 open lectures entitled "Business and Human Rights – the Current State of Discussion". Within the project there were lectures combined with discussions on the border between business and the protection of human rights. The aims of the project were to reconstruct the current state of discussion around human rights in the context of how businesses function, and to educate lecture participants on the current challenges faced by businesses as a result of human rights. The conclusions arising from the lectures will be compiled in a report issued at the end of the project.

#STUDIES

Those hungry for knowledge on CSR could sign up for the 8th edition of post-graduate studies, **"CSR. Responsible Business Strategy"**, offered by Koźminski University, or for the 3rd edition of **"CSR Manager"** studies at Collegium Civitas. As far as I am aware, attempts at starting up studies on this subject have also been made in other cities, but it has not been possible to gather together a sufficient number of students. Studies being prepared by the University of Computer Sciences and Economics in Olsztyn under the patronage of Ashoka Poland

look promising; they are to be devoted to social innovations. I am also hopeful that it will be possible to attract people to the studies on **"Management of Sustainable Urban Development"** being organised by the International Centre of Education at Cracow University of Technology and the Sendzimir Foundation.

#MEASUREMENT

The Donors Forum has begun implementing a project "Working for Change", whose main goal is to strengthen the ability of granting organisations and their beneficiaries to measure the effects of their activities and communicate them to the public.

From tests conducted by the Klon/Jawor Association show that as many as two thirds of organisations do not systematically evaluate their own activities or the effects of their work. Only about one tenth of entities in the third sector do so. On the other hand, the Klon/Jawor studies show that the effects of organisations' activities are perceived on a daily basis by less than half of Polish people, while 28% are not aware of them at all.

Yet perceiving effects greatly affects people's trust in and appreciation of philanthropy: there are more donors among those who see the effects of the activities of organisations or social groups on a daily basis – 79%. This leads to a simple conclusion: in order to convince citizens of the value of organisations and to increase the involvement of those citizens in social issues, it is necessary to show them the results of the work of those organisations. And to be able to do that, it is necessary to first recognise, measure or otherwise reliably evaluate those results. The project conclude in 2017.

#KROWARZYWA

There was a lot of buzz in the media about a story that took place in Krowarzywa – a Warsaw restaurant that sells vegan burgers. Laid-off workers occupied the premises and established a union, demanding that they be employed on the basis of employment contracts and that the monitoring cameras be removed. After 10 days of negotiations, which were commented on by many journalists, a settlement was reached. This was one of the most interesting cases where it turned out that having a responsible product does not automatically translate into responsibility in other areas, such as employee rights.

Many thanks to all the member of the CSR Polska group on Facebook who supported me with their recollections and inspiration during the writing of this article.



**Jacek
Dymowski**
INDEPENDENT
CONSULTANT

What's new in the reporting standards for 2017?

Probably never before in the relatively short history of socially responsible reporting has a single year brought as many changes as this year. On the one hand, the provisions resulting from the implementation in EU Member States of Directive 2014/95/EU of 22 October 2014 of the European Parliament and of the Council are becoming reality. And so non-financial reporting is ceasing to be a voluntary activity, and for many businesses it is becoming a legal obligation in respect of which non-compliance will certainly entail sanctions. On the other hand, the Global Reporting Initiative (GRI) has decided to alter its guidelines for reporting standards. Apart from this, changes in reporting resulting from the international community's acceptance of the Sustainable Development Goals (SDGs) can be observed. And, we are witnessing the creation of integrated reporting templates.

Rapid changes always mean additional difficulties and the need for the businesses concerned to involve resources. They are also a challenge to those responsible for reporting and socially responsible management. What, then, is the most effective way to find one's way through the maze of changes?

The most important change is the amendment of the Accounting Act resulting from the implementation of EU law; it imposes new reporting duties on large entities. But there is no cause for alarm for either entities that have been preparing these types of reports for years (e.g. based on the GRI) or those that have never before published non-financial reports. The former need not fear a revolution – they can continue to use earlier standards or reporting guidelines. They are obliged, though, to meet one condition: their reports must cover all the areas the amended Accounting Act addresses. This may sound like a trifle, but one must remember that, even if some areas turned out not to be an

essential element in a company's materiality analysis, in order to meet the statutory requirements, they must be accounted for. These are not changes, though, that can be considered onerous; they merely require a certain amount of attention at the stage of defining content.

In turn, entities who have not reported before need not fear they will have to implement complex reporting processes based on GRI guidelines or standards. In the minimal version, a company can simply use the Act or the Directive, taking account in its report of all the information indicated therein concerning its business model, policies, indicators of results, risk categories, etc. Here help may be provided by, e.g., the domestic Non-financial Information Standard (NIS) developed by the Association of Stock Exchange Issuers, or the Reporting Standards Foundation. Of course, the GRI can also provide support. A definite advantage of the NIS is its syntheticity, since it takes up about 20 pages, as opposed to the several hundred pages of the GRI. It also seems that the new reporting should be quite simple for companies that previously applied to the RESPECT Index, for the RESPECT Index survey requires the collection of data that can prove very useful in non-financial reporting. Importantly, all three documents – the GRI G4 guidelines, the NIS and the RESPECT Index survey – are available free of charge and in Polish.

It is also worth remembering the new version of the GRI which, formally, will no longer be called guidelines, but standards. These new standards are already available on the organisation's website (in English), but will officially replace the currently binding GRI G4 guidelines only in the middle of next year. So there's plenty of time to adjust to them. Until then, one can continue to use both the GRI G4 guidelines and the standards. Naturally, it makes sense to encourage those new to reporting to use the new standards. Yet it is worth stressing that the changes, and the resulting differences between the GRI G4 guidelines and the GRI standards, can hardly be called a revolution. This is emphasised by the authors themselves, who point out that a company reporting in GRI G4 will have no difficulty in crossing over to the new standards. The differences really only concern details. Furthermore, there is a calculation spreadsheet available that "rewrites" old indicators using the new standards.

And handy "crib sheets" that help transfer indicators of one standard to another are nothing new, having been published at the time of the transfer from GRI G3.1 to GRI G4. Similarly, very practical documents make it possible to transfer the SDGs mentioned above to the GRI. And accounting for them in the CSR index is extremely simple for anyone reporting.

The changes, though numerous, will not be as painful as they might have seemed. It is worth using the tools available, and worth keeping an eye on reporting trends. Standards are one thing. Best practices that cannot be described as standards are another thing altogether. They will find their place only to the extent that the market makes use of them. And this especially concerns integrated reporting. It is a good idea, then, to come up with interesting solutions and to try them out in one's own reporting. It is also worth listening to what recipients have to say, including capital market players, and developing the type of reporting that best fulfills its informational purpose.



**Karol
Krzyczkowski**
RESPONSIBLE
BUSINESS
FORUM

Impact awareness – do you really know what changes can be brought by employee volunteering?

For each practice submitted to this report, apart from activities described in detail, we also obtain measures of its success and effectiveness. While, in the case of practices concerning employee volunteering as broadly understood, there is no problem with describing those indicators quantitatively, we rarely find wisely chosen and well-described qualitative indicators.

From the descriptions of practices submitted, a picture emerges of employee volunteering that certainly works, attracts employees and forms part of a company's activities. But what changes it brings for communities and employees often remains a matter of speculation.

Measuring impact is a challenge just as big as implementing an employee volunteer programme. It requires, above all, a stable volunteer program within a company, and the periodic collection of data – from both the community and the volunteers. Changes are visible when we can compare data from different periods.

Unfortunately, getting hold of such information requires the use of open questions. Simple "yes/no" questions are not enough to generate a nice graph for presentation. Answers to open questions are not easy to process, and a lot of engagement is required when formulating them and drawing concrete conclusions from the answers to them¹. Measuring is also demanding because it must begin before volunteers are sent to implement projects, and end after the projects have been concluded and settled,

which means that their time frame must be extended, which complicates the administration of a project as a whole.

This, however, not only bears fruit in qualitative data, but also shows the direction of changes and trends that, when skilfully seized upon by a coordinator, can make it possible to further develop the volunteer programme and adapt it to the needs of all stakeholders. A qualitative approach changes the style of thinking about volunteering. Questions arise as to what permanent activities volunteers perform. If they disappear after a project, will the effect of their activity be maintained? Can a project that was good for volunteers, that can be repeated year after year without any problem for the same community, really change something? If it does really change something, is it necessary to conduct it every year?

An ally for business in measuring social impact is non-governmental organisations. Social diagnoses, measuring effects and showing changes are skills that are vital to their functioning. The existence of most of them depends on having these competencies – because they are accountable for the changes they make in the life of society to their members, donors, beneficiaries, partners and the granting bodies that support them².

So it is worth starting off a conversation with a social partner with the question, "what change can we bring?" and finish with the question, "what did we manage to change?" And, based on a partnership relation, proceeding to conduct volunteer activities that will bring a visible, significant change to society.

Apart from changing society, volunteering also changes the orientation of the volunteers themselves. If even their first motivation is a desire to get away from work or to integrate with the group, in exchange for their volunteering their competencies develop³. Even if they are not aware of this themselves, their coordinator should be. And the coordinator should know what competencies those volunteers are developing and how to use employee volunteering to build the potential of those employees.

The worst thing that can happen to an employee volunteering programme is routine. Year in year out, mechanically repeating the same action plan in the belief that, since it worked last year, it will work this year, too. Yes, it will work, but only until the volunteers start asking themselves about the quality and durability of the changes taking place. Particularly those who see that the effects of their previous work are no longer being maintained. They may ask what happened to the "great success" that was trumpeted when the last project concluded.

The success of a volunteer programme is easy to describe if the number of mentions of a campaign in the local media is taken as an indicator – and such descriptions of the effectiveness of activities are often included in reports on practices. Paper and the press will absorb anything. Volunteers and communities are much more demanding, though. That is why we should not delay learning how to measure our actual impact. And let's do so for the sake of society and volunteering.

¹ Firma = zaangażowanie [Company = engagement], vol. 3, Responsible Business Forum, Warsaw 2009, p. 30.

² M. Dadel, Jak stworzyć dobry projekt? [How to Create a Good Project], Warsaw 2007, p. 6.

³ II Ogólnopolskie Badania Wolontariatu Pracowniczego [2nd Polish Study on Employee Voluntary Work], Volunteer Centre Association, Warsaw 2013, table 17. Volunteer work and competencies.



Marcin Grzybek
RESPONSIBLE
BUSINESS
FORUM

CSR Survey 2016

POLISH PROSPECTS

In 2016, the Responsible Business Forum conducted another round of surveying signatories of the Diversity Charter. This time, the survey of **Diversity management** was expanded to include a nationwide trial. As to the target group companies will focus on in their diversity management activities, **an absolute priority among signatories was and continues to be gender** (95% of responses). Other groups important to signatories are people with disabilities, young people, and seniors. The results for the all-Poland trial are similar, with the difference that seniors are in first place (68%), followed by: gender equality issues, young people, and the issue of disabilities. Comparing these results with the first edition of the survey (in 2014), it is evident that over the past 2 years awareness and understanding of issues related to diversity management have increased very much, certainly among signatories of the Diversity Charter, but also among the Polish business community as a whole. Respondents also pointed out barriers to introducing diversity management in their companies, as well as the benefits of doing so. Signatories recognised that the biggest obstacle – 42% of responses – was a lack of or insufficient knowledge on diversity management; next they indicated a lack of involvement on the part of employees (23%) and the absence of a person responsible for this issue (18%). In the group of companies that took part in the nationwide trial, those opinions were expressed by 35%, 53% and 33% of respondents, respectively. As to areas that have seen an improvement thanks to the implementation of diversity in the workplace, signatories of the Diversity Charter mentioned: atmosphere within the company (74%), company image (71%), attracting and keeping talented people (58%), employee loyalty (53%), overall competitive advantage (39%), and increased

diversity among customers (27%). It can be clearly seen, then, that **diversity management can have an enormous impact on employees and bring very specific benefits.**

The goal of the survey **CSR in practice – a barometer of the Franco-Polish Chamber of Commerce** was to deepen knowledge on the subject of the level of involvement in CSR of companies belonging to the Franco-Polish Chamber of Commerce. A survey was conducted based on 65 questionnaires completed by companies belonging to the Franco-Polish Chamber of Commerce. The results indicate that in **Poland, the pressure from consumers on companies so much awaited by many does not exist.** 71% of respondents believe that, when choosing products or services, consumers do not consider whether a company is socially responsible, while 63% believe that consumers do not know what CSR is. Companies that took part in the survey also indicated that their CSR activities are implemented for particular groups of stakeholders. The activities addressed to customers that were most often mentioned were: transparency, taking care to provide information on products or services (80%) and communicating with customers through various channels: the internet, media, meetings and events (68%). Unfortunately, **few respondents (14%) said they adjust their offer for particular disadvantaged groups – clearly, there is plenty of room here for action.** Among those activities addressed to employees, the most indicated (82%) were fostering employee development (training, subsidising learning) – one can only wonder that it is still below 100%. 65% of respondents confirmed that their companies have a policy on diversity (respect and equal rights in terms of gender, age, nationality, etc.) and that they had introduced a code of ethics and the possibility of notifying infringements by employees of ethical principles. In this case as well, the goal should be 100%, but it is good that these solutions have spread quite widely.

The second edition of the CSR Barometer, a survey conducted by CSR Consulting and Maison & Partners, showed that **Polish consumers are in favour of companies undertaking CSR activities.** In comparison with the first edition in 2013, there has been an increase of 10 percent (from 62 to 72%) in the number of people who declare that CSR activities make them feel positively disposed towards a company. An interesting set of answers was obtained to the question on how social and environmental activities are understood. **34% of respondents believe that CSR is an innovative approach to business development** that results in benefits for society and companies. 30% of consumers believe that it is a means of communicating and building up a company's image. 20% agree with the statement that such activities are a necessity for companies that want to keep up with their competitors, while only 16% see such activities as hypocrisy on the part of companies that become involved solely for the sake of profit. During the survey, six consumer profiles were again defined that differ in terms of their approach to CSR activities: Fulfilled Realists, Sensitive Intellectuals, Ecopragmatists, Passive Posers, Frustrated Outsiders, and Corporate Egoists.

An important project for the development of CSR in Poland was implemented by the Polish Agency for Enterprise Development: **“Increasing the competitiveness of regions through corporate social responsibility (CSR)”**. In 2016 it was subjected to an evaluation that provides many valuable conclusions and recommendations. According to the authors of the study,

supporting businesses in conducting activities in accordance with CSR principles is an investment that is beneficial for all market players, because it makes it possible to raise the standards of business relationships and supports innovation through the development of new products and services having social or environmental attributes, it helps limit the environmental impact of business activities, and strengthens a company's relations with the community in which it operates. Under the programme, businesses were subsidised to implement projects relating to three areas: social engagement, the environment, and personnel relations. By running these projects, businesses attained a series of business benefits. For example, in 22% of companies, the project had an impact on reducing costs, in 21% of companies the project made it possible to introduce new products, and 46% of companies developed new areas of activity. The programme enabled companies not only to improve their relationships with their surroundings, but also to develop business activities in accordance with the principles of sustainable development.

RESPONSIBLE INVESTMENTS

An analysis of the survey **Investing for a Sustainable Future**, conducted by the MIT Sloan Management Review and The Boston Consulting Group, shows that investors see a strong connection between company activities related to sustainable development and their financial results – that is why they often use non-financial data as a rational justification for investment decisions. The survey was conducted in over 100 countries, on a group of 3,000 managers. **75% of upper-level managers of investment companies agreed that good CSR/sustainable development results are clearly significant/very important when taking investment decisions.** Whereas only 60% of managers of stock exchange listed companies are convinced that these are actually clearly significant/very important for investors in the investment decision-making process. This shows how wide the gap is between the opinions of managers and the opinions and conduct of people who manage investment funds. Further, it results from the survey that investors are ready to withdraw their funds: almost half of them stated that they would not invest in a company with a history of weak sustainable development results. About 60% of members of investment company management board stated that they were ready **to sell shares in companies whose achievements within the scope of sustainable development are unsatisfactory.**

The seventh edition of the **SRI Study** shows the scale and importance of social responsible investments in 13 European countries. The survey, conducted by the European Sustainable Investment Forum and Ernst & Young, confirms that, when deciding to invest capital in a company, an increasing number of investors consider non-financial indicators as well as financial criteria. **Within their spectrum of investments, the managers of almost half of the assets in Europe will not consider entities that fail to meet certain ethical or environmental criteria.** It turns out that analysing companies in terms of how well they fulfill ethical, social and environmental requirements is particularly popular among French and Dutch investors. The survey also covered the Polish market. In Poland, the market for responsible investments is growing very slowly. Only a handful of investment funds apply any formal ethical or environmental criteria at all. This, however, does not alter the fact that **Polish companies that plan to utilise capital from Western European investors can increase their chances of**

obtaining such funds by understanding and complying with international ethical standards, such as: The Global Compact, the OECD for multinational companies, ISO 26000, and the UN Guiding Principles on Business and Human Rights.

GLOBAL TRENDS

From the **State of Sustainable Business Survey** conducted by BSR and GlobeScan, we learn what the sustainable development priorities of companies around the world are. It turns out that still, and to an even greater degree than in previous editions of the survey, **the most crucial issues are human rights and climate change.** These trends are confirmed in the most important documents recently issued on the subject of sustainable development: Sustainable Development Goals, the Paris Agreement (COP21) and the UN Guiding Principles on Business and Human Rights. The fact that Polish companies are taking account of the Sustainable Development Goals is also confirmed in this report, though it seems that our market continues to lag behind global trends in respect of 2 of the above areas, namely, combating climate change and, in particular, human rights. A very important finding of the survey is that managerial staff emphasise sustainable development: almost half of companies confirmed that their **CEO puts sustainable development within the top five of his priorities**, which represents a significant increase over the 2015 survey. The authors of the survey also investigated what groups of stakeholders have the most influence on the development of issues related to sustainable development within companies, and it turns out the top group is consumers. They were followed by non-governmental organisations, investors, market regulators and employees. This is a significant point – perhaps activities popularising CSR should be directed more towards consumers?

A survey that is very interesting for all those involved in CSR professionally is **The CR and Sustainability Salary Survey**. In 2016, it was conducted for the sixth time. Among almost 1,300 respondents, most were residents of Great Britain (61%) and other European countries (18%). It results from the survey that average annual earnings in the CSR industry (converted) is about 300,000 zlotys (an increase of 8% over 2014). Interestingly, the survey data show that consultants earn an average of about 15 percent less than people employed in companies. In Poland, we are probably a long way away from attaining such working conditions, but of course, the CSR industry is no exception in this regard. Among respondents, both genders were represented almost equally, and this is another difference from the Polish market it is mainly women who work in positions related to CSR and sustainable development. The authors of the survey also asked about **the most important competencies** that, in the opinion of respondents, people working in the CSR industry should have. The top five answers were: **involving stakeholders, influencing and convincing, planning and developing strategy, managing projects, research and analytical skills.** It is a very positive sign that, regardless of salary issues, working in CSR is satisfying. About 80% of respondents declared that they are satisfied with the work they perform, and even more respondents – 93% – would recommend this career path.

SURVEYS DESCRIBED:

CSR Barometr; CSR Consulting, Maison & Partners

CSR in practice – a barometer of the Franco-Polish Chamber of Commerce; The Franco-Polish Chamber of Commerce

Evaluation of the programme “Increasing the competitiveness of regions through corporate social responsibility (CSR)”; Polish Agency for Enterprise Development

Investing For a Sustainable Future; MIT Sloan Management Review; The Boston Consulting Group

State of Sustainable Business Survey; BSR, GlobeScan

SRI Study; Eurosif, EY

The CR and Sustainability Salary Survey; Acre, Flag, Carnstone

Diversity management; Responsible Business Forum



Maria Andrzejewska
DIRECTOR, UNEP/GRID
CENTRE WARSAW

Partnership for implementing the environmental Sustainable Development Goals

Human health and the state of the planet depend to a large degree on the resistance of ecosystems, the rational use of raw resources – particularly non-renewable resources – and on a number of other factors that are elements of sustainable development. Many provisions regulating environmental issues and implementing technological and economic innovations are aimed at combating the increasing pressure put by humankind on the environment. These are important activities, but they are not sufficient for the world to develop in a sustainable manner.

Among the most valuable and sensitive natural resources is water. When we think of water, most of us recall pure water high up in the mountains, picturesque pools and lakes, the seas and oceans. Water that is blue, clean and tasty – these are images from our dreams and wishes, but how far they are from reality. It is estimated that, globally, about 1/3 of humanity inhabits areas that are faced with medium or highly threatened access to water resources. Forecasts on population growth, and therefore on the number of households, as well as on economic development, intensification of agricultural production, etc. correlate strictly with increased demand for water, which in turn is connected with the excessive exploitation of water-bearing sources and the pollution of both flowing and ground waters. Climate change, which we are combating with rather feeble results, deepens the problem.

A very important voice in the discussion on combating such threats was raised in a report by the organisation The Nature Conservancy, entitled “Beyond the Source: The environmental, economic and community benefits of source water protection”. The report points to the enormous potential of nature, which, in a wonderful way, can support activities that minimise the threat to water resources. We know how important it is to protect water-bearing areas through planting forests, protecting habitats and biological diversity, preserving green infrastructure in agricultural areas, and using appropriate farming practices. The concept of ecosystem services is an answer to the qualitative and quantitative challenges of water resources.

Fresh water, coastal areas, seas and oceans are among several pan-European environmental priorities. Along with other priorities (climate change, air quality, biodiversity, chemicals and waste, inland areas), they are mentioned in a UNEP report entitled „Global Environment Outlook (GEO-6) Assessment for the pan-European region”, issued in 2016. The UN Sustainable Development Goals should be seen as a strategic opportunity for taking an ecological approach towards processes of transformation, and as a mechanism that strengthens the capacity to adapt at all levels.

The challenges concern everyone: governments, which must adjust their development strategies to the challenges of Agenda 2030, as well as public and local government administration, representatives of science, business, non-governmental organisations and local communities. Each has an important role to play in the process, while particular responsibility falls on the shoulders of business. For it is up to business to inspire and cooperate with R&D, to invest in new, environmentally-friendly technological solutions, to support the protection of ecosystems, to strengthen local communities, to educate suppliers and consumers, to promote a new way of thinking in which social and environmental values are on an equal footing with economic values.

A response to the above challenges and needs was initiated by the UNEP/GRID Center Warsaw in September 2016: the “Together for the Environment” Partnership for implementing the environmental UN Sustainable Development Goals.

Acting in close partnership with the United Nations Environmental Programme (UNEP) and under the honorary patronage of Minister Paweł Satek (Secretary of State and Government Plenipotentiary for Climate, Ministry of the Environment), we are implementing the goal of striving for sustainable development through cooperation among many parties, based on the principle of environmental responsibility. The Partnership is to serve **the exchange of thoughts, ideas, experience and best practices**, and to undertake broad cooperation towards the implementation of the SDGs. The activities of the Partnership are directed towards education and raising awareness. The Partnership initiates and **implements projects for implementing SDGs related to the environment and human health** (more at <http://sdg.gridw.pl>).

Without a doubt, the health of the Earth and of the people living on it depends on whether we manage collectively to quickly transform current systems of production and consumption, because to a large degree they are responsible for the state of the environment, as well as for inequalities in human health and levels of prosperity.



Marzena Strzelczak
RESPONSIBLE
BUSINESS
FORUM

Why is age management necessary for Polish businesses?

Age management is a leading subject in the activities of the Diversity Charter in 2017. We hope that such activities will get off to a good start thanks to projects that support Polish business in building inclusive, supportive organisational innovations, in fighting for talent, in facing up to demographic challenges, and – in combating discrimination.

The current speed of technological and demographic changes means that employers must radically alter their organisational structures, talent management system and staffing strategies. These conclusions were reached in the latest report by Deloitte, "Global Human Capital Trends 2017. Rule Changes in the Digital Era", from which it also results that building the organisation of the future is a priority for almost 90% of HR department heads and CEOs. Yet less than 20% of those surveyed stated they know what kind of organisation to build, while certain principles in this process cannot be omitted.

The strengths of the organisation of the future are: adapting rapidly to changes in surroundings, teamwork that replaces the traditional hierarchical structure, continual dialogue with employees and customers, openness to the opinions and needs of customers and employees. It is a business that learns, that supports its employees in this regard, and that is open to their needs and potential. It is an organisation that is innovative and based on values, that seeks much more than a positive economic result for its employees, customers and community.

In Poland as well, much is being written on the need to develop companies' ability to innovate, their productivity and foreign expansion, including in the context of the Sustainable Development Strategy for Poland. Naturally, administrative tools

can support these processes, yet it is leaders and teams of employees that are of key importance. And these will become increasingly diversified.

LONGER CAREER SPAN

The demographic data are unequivocal. "100 years" will soon be more than a traditional birthday wish; as foreseen by the authors of a book published last year, "The 100-Year Life: Living an Working in an Age of Longevity", it is now a very realistic prognosis. The career span of the future will be some 60 or 70 years. Organisations that want to succeed must be ready for these changes, and know how to take advantage of them. And while this may still seem quite unrealistic in Poland, taking into account that *less than half of people above age 55 are active professionally, but demographic data indicate otherwise*, Poland, like most European countries, and particularly those from the former Soviet bloc, will have to face the challenges of an ageing society. We are living longer, and unfortunately this is accompanied by a negative birthrate. The result, as the Central Statistical Office warned in May 2016 in its summary of data for the previous year, "Poland's population is shrinking. There are fewer workers and more retirees".

While it is true that the current statistical age in Poland is still below 40 (lower than the EU average), by 2050 it will be almost 50 (high than the EU average), while one third of society will comprise people aged 65 or higher. We will be one of the oldest European societies. In this context, it will become necessary in Poland as well for people to be active professional much longer than they are now. This will certainly not be easy. Not only because of Poles' current low rate of professional activity after age 55, but also because of our convictions.

The sixth European Working Conditions Survey (EWCS) shows that only about 50% of Poles believe that they will be able to work to age 60 – this is one of the lowest figures in Europe. Not only in comparison with data from the Scandinavian countries, where about 80% of respondents believed they would work so long, but also compared with the EU average of 73%. Nevertheless, as the demographic data show, it will be necessary in Poland as well to build a working environment in which there is room for not two, but three or four generations of employees. So it will also be necessary to provide them with opportunities to develop and acquire new competencies, to introduce new employment models – remote, flexible, adapted to their needs and capabilities. Also, it will be vital to form attitudes in support of extending professional activity and to build motivation, reaching a wide variety of employees, building their engagement, their readiness to work as part of a team, and their ability to adapt to changing functions and roles.

GOOD PLANNING AND OPENNESS

This cannot be achieved without planning and managing those changes. A lot has been said about the youngest generations, Y and Z, especially in the context of the war for talent and adapting organisations to their expectations. Yet the organisation of the future is also an organisation full of mature employees. For such a diverse team to cooperate effectively, there will have to be changes at the level of unconscious prejudices as well. As shown by the European survey Eurobarometer, the most widespread form of discrimination is that concerning age: it has been experienced by 7% of respondents (5% older than 55 and 2% younger than 30). At the same time, 56% of Europeans stated that age (above 55) can be a hindrance when looking

for work, while 16% declared that age may also work against a candidate below the age of 30. As can be seen, there is enormous room for cooperative action on the part of business, administration and non-governmental organisations, especially since Poles' awareness of these challenges is very small.

Already today, though, one hears of government plans to encourage a prolongation of the period professional activity (despite having lowered the retirement age). The encouragements addressed to employees are certainly important. No less important is cooperation with and encouragement addressed to employers. Diverse teams and experienced employees, as well as diversity management as a tool that can help in the process of creating the organisation of the future, remain little appreciated in Poland. Many employers are of the opinion that, by hiring solely on the basis of competencies, they confirm not only the image of their company as open and tolerant, but also create a company that is friendly to various types of employees. Unfortunately, this is not enough. It is worth paying attention to the regulations that foster an atmosphere of mutual respect and understanding, and to training to help employees understand unconscious prejudices and areas for development, building an open and inclusive work establishment. To teach young managers who to effectively manage older employees, and to teach older managers how to motivate the young ones and to build an inter-generational mentoring network. Analysing the age structure of employees, to prepare for inevitable changes in the future, providing different generations with the competencies and skills that will help them create diverse, innovative and effective teams.

WHAT DOES DIVERSITY MANAGEMENT GIVE?

Diversity management, including age management, helps solve the growing demographic challenges; at the same time, age diversity can be an organisation's strength, enhancing its results. Where possible, a company and its employees must learn to draw on the right tools and methods of cooperation, communication and motivation, which differ widely among different groups, e.g. age groups. Studies show that the most diverse teams, working in an open, friendly environment, assess risk better, achieve better results, and function more efficiently. Employees' feeling of being accepted in the work place translates into increased engagement, and this in turn brings concrete benefits to the company. An important aspect of promoting diversity is, of course, that of enhancing a business's image and reputation. Not only in respect of customers, but also towards potential employees.

For an employer, the results of the Eurobarometer survey, which show that society is in favour of activities promoting diversity at work, should also be treated with importance. 79% of European respondents support employee and employer training on issued concerning diversity, 76% support monitoring recruitment procedures, and 69% support monitoring the structure of human resources.

CHANGES COME SLOWLY

In the last five years, the Responsible Business Forum has conducted two studies (in 2014 and 2016) on diversity management in Poland. Both editions show a continual increase in interest in the topic, both among those organisations that have signed the Diversity Charter and those not connected with the project. Polish signatories of the Diversity Charter most often (95%)

focus on leveling out opportunities between men and women; there has been a 26% increase over the results from 2 years ago. Without going into all the data in detail, it is worth mentioning some important figures related to age management. In the 2 years that passed since the first edition of the survey, it is visible that demographic challenges are being treated increasingly seriously – special activities with younger and older employees in mind are now run by more than 70% or the organisations in this group (2 years ago it was about 50%).

Increasingly popular as well are activities improving employees' work-life balance, now at 82% against 65% in 2014. The subject of diversity is a permanent element of internal and external communication (86%), while significantly more companies are also conducting training to raise employee awareness in this area – currently 74% of signatories do so, vs. 59% in 2014. All of these are necessary elements in building a work place that is open to different generations.

It is still a worrying fact, though, that more than half of Polish companies (nation-wide sample) do not conduct any activities related to diversity management, and what is more, they consider this the optimal state – more than 90% in this group have no intention of conducting such activities in the future. In this context, it is difficult to be optimistic about the challenges Polish businesses must face. For them to meet those challenges successfully, and also capitalise on the chances they afford, programmes and projects initiated by business and for business are needed. There is also a lot of room for systemic support, new solutions that can be ensured by administrative regulations. In this context, age management is one of the tools supporting these very much needed changes, and definitely deserves greater attention than it is receiving at present.



Ewa Albińska
RESPONSIBLE
BUSINESS
FORUM

Business educational activities. Compulsory subject

For the Responsible Business Forum, 2016 was a period of preparing for the 6th CSR Fair; this was largely organisational, but of equal importance was the content side of the event. Education has rapidly become a leading subject. But we were overwhelmed by its enormity and variety. It was overwhelming, but it also encouraged us to look for ways of showing what the business sector is doing to popularise knowledge on various topics. In our understanding, education is not limited to formal issues or cooperation between businesses and schools. These are, of course, important, but we were more concerned with the contribution of business to educating society. We treated education broadly in this project. We broke it down into several categories: health, safety, ecology, cooperation with suppliers, the labour market, consumption, lifestyle, culture, technology, science, and development. We also treated end users of such activities broadly, including employees, consumers, local communities, and others.

Based on existing activities, such as our annual collection of best practices, we knew that education is an important issue for socially responsible businesses. And this should come as no surprise. It's hard to be responsible without being aware of your impact on your surroundings. Some of that impact is responsibility for what information we share, and whether we go to the trouble of teaching and transferring knowledge. Companies usually do so within the scope of their activities, as part of their business strategy.

"Business educational activities. A list of the most significant initiatives" is a project that was to respond to the need to gather information from companies on their educational activities. We invited the daily newspaper *Rzeczpospolita* to join the project, thereby gaining access to a wide selection of companies and communities (during the first stage, any person could submit an educational activity conducted or co-conducted by a business). Despite the collection of activities for the List taking place during the holidays, the response was big. More than 300 educational activities were submitted. Each was put through an initial formal assessment to determine whether it was conducted with the business as project leader or co-leader, whether it involved education in the sense of teaching certain skills, imparting knowledge, or raising awareness of the existence of and/or solution to a given problem, and whether it was conducted in Poland.

After this formal verification, we invited companies to complete a description of each initiative. The adjudication board comprised 18 experts, who evaluated a total of 271 project from 99 businesses. Three dimensions were taken into account: relevance, cohesion and quality, that is: through this initiative, is the business responding to an important social problem, or is the problem important for a given group of stakeholders? Is the initiative cohesive in respect of the company's profile of activities and/or does it constitute a continuation of existing activities within the scope of corporate social responsibility? Do the activities conducted within the initiative truly lead to a given social problem being solved? Are the activities selected appropriate for the problem identified?

51 initiatives qualified for the final stage, in which internet users took part. During voting, they chose a final list of 10 projects that were awarded a diploma and described in *Rzeczpospolita*. And the interest shown was impressive. 5,808 people voted.

The procedures and numbers are important, because they underscore a certain picture, though the goal was not only to give out awards, but to show that business is doing a lot in terms of education. It is often the case that society does not associate a campaign or programme with a specific company, yet learns about the problem. The question arises at once – what would happen if companies did not do this; would anyone else take their place? There are some activities, such as the issue of child safety on the internet, where, apart from the Give Children Power Foundation, the first thing that comes to mind is telecommunications companies. And the issue of contracts with asterisks and fake representatives impersonating big brands? – here the activities of companies that publicise this problem are well-known.

Skeptics may say that such educational activities are actually marketing, promotion, brand credibility. But everything is a question of proportion and good taste. Ultimately, it's about benefit to society. If an ailing person becomes mobilised to go for a test, it doesn't matter if they were encouraged to do so by company X or the Ministry of Health. As long as they go. And the more activities that make people aware and informed, the greater the chance of a response from the other side.



Dobroślawa Gogłóża
PRESIDENT AND FOUNDER OF
THE OPEN CAGE ASSOCIATION,
COORDINATOR OF THE NEAR
NETWORK FOR EASTERN
EUROPE ANIMALS RIGHTS

Animals deserve better

The days in which customers spoke only with their wallets are long gone. In the era of social media, unsatisfied customers can let all their acquaintances know about the cause of their dissatisfaction.

If that cause is the company causing animals to suffer, it may not end with posts on Facebook. Organisations can expect petitions demanding the removal of products from store shelves, picket lines in front of their headquarters in the most prestigious locations, thousands of emails flooding in, and having their phone line blocked for days by people calling on regarding specific cases of cruelty to animals.

And the list of potential threats goes on. The longer a company resists introducing better solutions, the more likely it is that personalised websites will appear with photos and films showing the practices that people are demanding the company cease. Those same films and photos end up in newspapers and on television, for cruelty to animals moves people emotionally, and is therefore a very hot topic for the media.

The more renowned the brand, the more likely it is that celebrities will join in on putting on the pressure, giving a campaign even wider media reach. The game can also include handing out leaflets in front of shops on the barbarous practices applied by the organisation, showing customers films from the farms from which the company gets its products, and paying for billboards or television advertisements disclosing the business's practices. It is worth emphasising that such billboards and advertisements are paid for through crowdfunding campaigns, which people join eagerly, and where the fundraising process itself further publicises the problem and leads to a further tarnishing of the company's image.

All of this means that even gigantic brands take the first opportunity to sit down with animal rights organisations and discuss nothing other than how much time they really need to enforce changes on their suppliers or to find new ones. Most of the successes in forcing a withdrawal from, say, the use of battery-cage eggs or animal fur were achieved without even a single campaign day. For both sides, this is the most beneficial solution.

At present, animal rights organisations have decided to focus on several of the most drastic practices, and to work together to have them totally scrapped. If a company employs one of these, it may very quickly find itself the object of an aggressive media campaign, and so it would be wise to consider ceasing such activities before a confrontation occurs.

These practices include:

- using animal fur
- using angora (rabbit fur, often pulled off live animals)
- selling foie gras (duck or goose liver fattened by force)
- using battery-cage eggs (marked number "3")
- using pork from farms that keep pigs in cages
- using pork from farms that have not switched over to chemical castration (mechanical castration involves cutting piglets' testicles without anesthetic)
- not adhering to the minimum welfare of broiler chickens (minimum welfare defines such factors as animal density on a farm)
- using, e.g., mink oil in cosmetics (mink tallow, produced by some fur farms)
- using duck or goose down that comes from foie gras farms or farms that use live plucking (feathers pulled out of a live animal).

There is a consensus concerning all of these practices that they will not be accepted, and animal rights organisations are gradually putting pressure on companies to stop engaging in them. They are considered absolutely immoral, and it is irrelevant whether they are currently legal.

In Poland, the most pressure is being or will soon be put on companies to stop using animal fur or battery-cage eggs, and to improve the welfare of broiler chickens and pigs on farms. In February, several days of training were held in Warsaw by the Open Wing Alliance and the Open Cage Association for dozens of people from dozens of various organisations; the topic was how to act jointly to improve the welfare of farm animals. We already have a number of successes in Poland, but I sincerely believe that this is only the beginning.



ORGANIZATIONAL GOVERNANCE

In the area of corporate governance, the report presents 19 new and 32 long-term practices submitted by 35 companies. Last year, a total of 63 practices were described. This may be due to an actual decline of interest on the part of companies in socially responsible activities within the area of the ISO 26000 Standard, or to criteria being met and focus therefore being put on continuing practices previously introduced. Key practices in this area continue to be those concerning dialogue with stakeholders, ethics, and CSR management.

When conducting activities related to dialogue with stakeholders, companies most often refer to standard AA1000. Yet it is worth noting that the use of dialogue with stakeholders is very broad in scope. They most often involve getting to know expectations concerning what data should be included in social reports. This concept is developed by the dialogue on the sustainable development of an entire industry. This is a very interesting solution, because a company that initiates such a discussion takes on the role of an industry leader in the context of its sustainable development, and can therefore set trends within this scope and inspire its competitors. Yet another way of utilising dialogue with stakeholders is to include them in a discussion of solutions to concrete problems arising in a company's relations with stakeholders. In this way, a proposed solution has a chance of becoming better adapted to the needs of both sides, and are more likely to be accepted by stakeholders. Finally, companies use the tool of dialogue to include stakeholders in the planning of specific activities, products or services.

Analysing solutions introduced by companies within the scope of ethics, it can be clearly seen that it is vital to appropriately communicate these principles to employees. Without effective communication, without the support of employees, even the best ethical codes and programmes remain here words that have no impact in the life of a company. In this context, it is important to remember the varying capabilities and needs of employees – and to take account of them when transmitting messages relating to ethical values.

We are all impatiently awaiting the first effects of the implementation of the Directive on the disclosure of non-financial information. In this Report, we have decided not to include new practices describing the publication of company social reports; to those interested in the subject, we recommend the Social Reports competition, in which the best reports disclosing non-financial data are honoured. Is it true that, starting next year, there will be an avalanche in the number of social reports published by companies in Poland? We are counting on it, though of course what is most important is the quality of those reports – whether their content truly reflects companies' responsibility towards society and the environment.

ORGANIZATIONAL GOVERNANCE PRACTICES

No	Company	Practice	Category
1	3M Poland	25 years of 3M in Poland – Impact Report	reporting
2	ANG Spółdzielnia Doradców Kredytowych	ANG Spółdzielnia Doradców Kredytowych's stakeholder dialogue	dialogue with stakeholders
3	ANG Spółdzielnia Doradców Kredytowych	Ethics in managing a cooperative and in the work of an advisor	ethics
4	ANG Spółdzielnia Doradców Kredytowych	Ład Spółdzielni	management
5	ANG Spółdzielnia Doradców Kredytowych	Third Integrated Report of the Cooperative	reporting
6	Bank BGŻ BNP Paribas	Clients Council	dialogue with stakeholders
7	Bank BGŻ BNP Paribas	Responsible financing of the economy - CSR risk analysis in lending policy	management
8	Bank Millennium	Ethics in Business	management
9	Bank Zachodni WBK	Implementation of 7 Sustainability policies	management
10	Carrefour Polska	STOP Waste	management
11	CEMEX	CEMEX Round table of experts - Sustainable Development in building industry	dialogue with stakeholders
12	Credit Agricole Bank Polska	Bank stakeholders' panel	dialogue with stakeholders
13	Credit Agricole Bank Polska	Code of Ethics Credit Agricole Bank Polska	ethics
14	Credit Agricole Bank Polska	Corporate Social Responsibility (CSR) Policy & Strategy	management
15	Dalej Razem	Employment of persons with disabilities	management
16	DOZAMEL	Code of Ethical Conduct	ethics
17	ENERIS Surowce	Public consultation in Ruda Śląska	dialogue with stakeholders
18	ERGO Hestia	ERGO Hestia Ethic Programme	ethics

ORGANIZATIONAL GOVERNANCE

19	ERGO Hestia	Sustainable Development's week – Catch the balance!	management
20	Grupa Adamed	Week of Values in the Adamed Group	ethics
21	Grupa Enea	Enea Group Sustainability Report 2015	reporting
22	Grupa Kapitałowa LOTOS	Publishing on-line Integrated Annual Report	reporting
23	Grupa Żywiec	Social Dialogue with Żywiec Group stakeholders	dialogue with stakeholders
24	Grupa Żywiec	Żywiec Group Impact Report "Value created in partnership"	reporting
25	Horus Innowacyjne Materiały Przemysłowe	The implementation of the SA 8000 standard	management
26	ING Bank Śląski	KUDOS	ethics
27	Job Impulse Polska (Strefa Job)	Code of Ethics	ethics
28	Kompania Piwowarska	Code of Ethics	ethics
29	Lubelski Węgiel "Bogdanka"	Code of Ethics	ethics
30	PKP	Universal Design	dialogue with stakeholders
31	Polpharma	Ethical Conduct Programme of the Polpharma Group	ethics
32	Polski Koncern Naftowy ORLEN	Integrated Report ORLEN Group 2015	reporting
33	PwC	Ethics	ethics
34	Raben Group	Dialogue sessions - Common road	dialogue with stakeholders
35	Rödl & Partner	CSR Strategy	management
36	Scanmed	Code of Ethics	ethics
37	Scanmed	SA8000	management
38	Schenker (DB Schenker)	"Fair Play" game	compliance
39	Schenker (DB Schenker)	DB Schenker neighbors meeting, branch in Białystok	dialogue with stakeholders
40	Schenker (DB Schenker)	Implementation and auditing SQAS (Safety & Quality Assessment System)	management
41	SITECH	Compliance	ethics
42	Skanska w Polsce	Ethics Committee	ethics
43	Skanska w Polsce	Ethics Map	ethics
44	Skanska w Polsce	Library of ethical dilemmas	ethics
45	Skanska w Polsce	Skanska Code of Conduct	ethics
46	Stanley Black & Decker Polska	Social Accountability - SA8000 certification	management
47	SumiRiko Poland	Code of Compliance in practice.	compliance
48	T-Mobile Polska	Company Values Day	ethics
49	T-Mobile Polska	Compliance Management	compliance
50	T-Mobile Polska	Policy of accepting gifts	compliance
51	Zakład Utylizacyjny	Stakeholders Council Waste Utilization Facility in Gdansk	dialogue with stakeholders

ORGANIZATIONAL GOVERNANCE

11 new and 16 long-term practices (implemented by 23 companies) appear within the area of human rights. These figures differ little from last year's edition. We can also observe a continuation of trends and themes in this area. Companies are undertaking initiatives concerning equal rights and support for and activation of women. This usually takes place through the organisation of additional sessions or trainings addressed to these groups. These are very valuable, interesting practices that correspond directly to theme No. 5. of the Sustainable Development Goals. Particularly worthy of praise are those solutions that, apart from 'soft' tools such as training, networking and mentoring, introduce 'hard', measurable goals, for example, increase the number of women among managerial staff to 30%.

The most popular theme in this area continues to be diversity. Activities are being undertaken aimed at defining diversity structures and management frameworks, and at building

a supportive infrastructure. Worthy of particular mention are projects addressed to specific groups, in particular those exposed to discrimination. Practices are described that support people with disabilities or LGBT employees.

Companies conducting such activities seek to create systems that prevent discrimination in the workplace. These include anti-discrimination and anti-mobbing policies, whose implementation within a company is often supported by an information campaign and subject-specific training.

One such tool supporting the elimination of discrimination in the workplace is the Diversity Charter – a program coordinated in Poland since 2012 by the Responsible Business Forum. In 2017, the Charter can boast of over 160 signatories, while the biggest event promoting awareness of diversity will be National Diversity Day, with a conference in Warsaw on 24 May whose main theme will be age management.

HUMAN RIGHTS PRACTICES

No	Company	Practice	Category
1	ArcelorMittal Poland	Diversity support	diversity
2	Bank BGŻ BNP Paribas	Diversity Programme	diversity
3	BETTER.	Good practices "Practitioners about diversity"	diversity
4	Cappgemini Polska	Diversity Week	diversity
5	Cappgemini Polska	Win with Cappgemini	diversity
6	Credit Suisse (Poland)	LGBT Open Network	diversity
7	Deloitte	SheXO Deloitte Club	women in business
8	DOZAMEL	Implementation of Anti-Bullying Policy	policies and procedures
9	EDF Polska	Women's Network Interp'elles Poland	women in business
10	ENERIS Surowce	Recycling – I do not see problems	diversity
11	Grupa Agora	Diversity Policy in the Agora Group	diversity
12	Grupa Aterima	Safe work abroad	education
13	Henkel Polska	Week of Diversity	diversity
14	Hewlett Packard Enterprise (Global Business Center)	Diversity and Inclusion DIVE.IN Project	diversity
15	Hewlett Packard Enterprise (Global Business Center)	WomenGHPE	women in business
16	Infosys Poland	Diversity Team	policies and procedures
17	Job Impulse Polska (Strefa Job)	Grupa Job's Campaign to enhance the sense of self-esteem	diversity
18	Job Impulse Polska (Strefa Job)	TAKpełnosprawni	diversity
19	Monika Klonowska – Szkolenia; Relations Maria Pawtów	consulting training antimobbing policy implementation good managing practice	policies and procedures
20	Orange Polska	Diversity Management Policy Orange Polska	diversity
21	OTTO Work Force Polska	Real talent has no boundaries	diversity
22	PwC	Business Woman Lodge	women in business
23	PwC	PwC without barriers	diversity
24	Sanofi	(Gender balance at Sanofi Poland)	women in business
25	The Boston Consulting Group	Increase of female candidates among job applications to BCG	women in business
26	Volkswagen Motor Polska	Diversity Day	diversity
27	Volkswagen Poznań	Anti-discrimination Policy	policies and procedures

HUMAN RIGHTS

As in previous editions of the Report, this year's practices in the area of labour include many activities on employee volunteering and occupational safety.

It is clear that employee volunteering (21 new practices) is becoming a structural feature of company activities. It often fits in with a company's strategy and values. Companies allocate special budgets to volunteering activities – some as much as 4 fully-paid days per year. They appoint committees to evaluate applications for financing activities. As a rule, they also delegate coordinators responsible for managing volunteer activities within the company. One organisation prepared a special application for volunteers, which testifies to the scale on which such activities are undertaken. Volunteer work builds a sense of community at work and furthers team integration. It binds employees together, but also binds them to the company, which becomes a kind of mentor and sponsor of those activities.

Safety is always on top. The 17 new practices pertaining to safety included trainings, ongoing submissions of potential hazards, monitoring, campaigns, safety days, and even safety weeks devoted to the subject. All in order to increase employees' awareness, to include them in having joint responsibility for occupational safety, so that safety becomes a value that they hold as their own and a benefit to them. An increasing number of practices in this area are beginning to cover not only employees, but also subcontractors and business partners.

There are also numerous activities relating to training and development. They display a practical approaching to learning. It is not a matter of 'chalking up training hours', but of learning by doing. By learning from each other, sharing one's own experience, searching together for concrete solutions, by having the opportunity to work for some time in another position, or through workshops in which employees can take part in role plays embodying various situations, often previously unknown to them.

The fourth category in terms of the number of practices is employee health. Here, the dominant activities are those that offer access to tests and consultations with doctors. There are also those that promote a healthy lifestyle, proper diet, various sports and forms of movement, and that help combat addictions.

The general impression made by such activities is that employees are engaged and included in the life of the company. This is particularly evident in the category of employee participation (8 new practices), but also in others. Companies want to listen to their employees, and their employees want to be heard and have influence. Both sides see that active inclusion in the processes of improving, deciding, and sharing experience and perceptions pays off.

LABOUR PRACTICES

LABOUR PRACTICES

No	Company	Practice	Category
1	3M Poland	Programs of 3M in Poland to promote good Environmental, Health&Safety practices	safety at work
2	Amazon Fulfillment Poland	Career Choice	training and development
3	ANG Biznes	ANG Biznes's Academy	training and development
4	ANG Spółdzielnia Doradców Kredytowych	Tutoring Programme – volunteering programme	corporate volunteering
5	Antalis Poland	Bony upominkowe dla młodych rodziców	parent-friendly company
6	Antalis Poland	Outplacement	employee support
7	Antalis Poland	Safety Days	safety at work
8	ANWIL	Contest for Contractors	safety at work
9	ANWIL	Report a threat	safety at work
10	ANWIL	Sporty ANWIL	employee health
11	ANWIL	The week of the job security and health cares	safety at work
12	ANWIL	Voluntary Workers	corporate volunteering
13	ArcelorMittal Poland	Breakfast with HR	dialogue with employee
14	ArcelorMittal Poland	Charity run	employee support
15	ArcelorMittal Poland	Work volunteering	corporate volunteering
16	ArcelorMittal Poland	Work-life Balance Days	work-life balance
17	Bank BGŻ BNP Paribas	Corporate volunteering program "You can count on me"	corporate volunteering
18	Bank BGŻ BNP Paribas	CSR Days	employee health

LABOUR PRACTICES

19	Bank Gospodarstwa Krajowego	Employee Pension Programme	employee support
20	Bank Gospodarstwa Krajowego	Expert panel	training and development
21	Bank Gospodarstwa Krajowego	Parents firendly company	parent-friendly company
22	Bank Gospodarstwa Krajowego	The idealist – competition	employee participation
23	Bank Gospodarstwa Krajowego	Volunteering is great!	corporate volunteering
24	Bank Millennium	“Parents-YES” Project	parent-friendly company
25	Bank Zachodni WBK	Food collecting – volunteering	corporate volunteering
26	BASF Polska	Campaign „Shine by example”	safety at work
27	BASF Polska	Work Life Balance Initiative	work-life balance
28	Bayer	“Better Life” Volunteers Programme	corporate volunteering
29	BEST	Job Rotation Programme	training and development
30	BEST	Play BEST	employee engagement
31	BEST	The process of adaptation	recruitment and adaptation
32	BIBUS MENOS	Workers Support Program	employee support
33	Cappgemini Polska	Cappgemini Grant Program “We invest in good ideas”	corporate volunteering
34	Cappgemini Polska	Mobile Job Stops	recruitment and adaptation
35	Cappgemini Polska	Open Day for language speakers	recruitment and adaptation
36	Carrefour Polska	Comex Shadows	training and development
37	Carrefour Polska	Recipe for the Master	training and development
38	CEMEX	Clients and business partners engaged in H&S efforts	safety at work
39	CEMEX	Holistic approach to diversity management and safety at work in CEMEX Poland	training and development
40	CEMEX	My space	safety at work
41	CEMEX	Supporting the development of sports among employees CEMEX	employee health
42	Citi Handlowy	Citi Employee Volunteering Program	corporate volunteering
43	Citi Handlowy	The Volunteer’s Club	corporate volunteering
44	Citi Handlowy	Volunteer Seniors	corporate volunteering
45	Cognifide Polska	Do good @ Cognifide	corporate volunteering
46	Cognifide Polska	Feel Good @ Cognifide	employee support
47	Credit Agricole Bank Polska	Code of Cooperation	training and development
48	Credit Agricole Bank Polska	Let’s share the knowledge	training and development
49	Credit Agricole Bank Polska	The Grant Programme – element of the volunteer programme of Credit Agricole Bank Polska “I Act Cause I Like It”	corporate volunteering
50	Credit Suisse (Poland)	Health Expo	employee health
51	Credit Suisse (Poland)	Volunteering programs	corporate volunteering
52	DB Cargo Polska	Get on the Train to Help – Volunteering Programme	corporate volunteering
53	DB Cargo Polska	Health and Safety Days	employee health
54	DB Cargo Polska	Safety & Health Day – event for customers, employees and civil services	safety at work
55	De Heus	We operate and support	corporate volunteering
56	Dentsu Aegis Network Polska	Company visits by children - investment in the competence of new generations	employee integration
57	Dentsu Aegis Network Polska	First aid – trainings	safety at work
58	Dentsu Aegis Network Polska	Let’s Share – sharing knowledge	training and development
59	Dentsu Aegis Network Polska	Volunteering competence – Dentsu leaders	corporate volunteering
60	Dentsu Aegis Network Polska	Wellbeing Dentsu	work-life balance
61	Dentsu Aegis Network Polska	Wonderland – day care for children in our company	parent-friendly company

LABOUR PRACTICES

62	DOZAMEL	Supporting of sport development among employees from DOZAMEL and other companies from Wroclaw Industrial Park	employee health
63	DOZAMEL	The extension of the employees’ insurance package to the medical insurance with medical assistance	employee health
64	EDF Polska	Safety Essentials for EDF Polska partners in Polish, English and Ukrainian version	safety at work
65	EDF Polska	Security message	safety at work
66	EDF Polska	The identification of safe behavior among employees of subcontractors	safety at work
67	Eiffage Polska Budownictwo	Safety Week	safety at work
68	ENERIS Surowce	ENERIS Academy	training and development
69	ERGO Hestia	Employee Health Center	employee health
70	ERGO Hestia	Ergo Hestia Group Academy of Talent Development	training and development
71	ERGO Hestia	Hestia After Hours	employee integration
72	ERGO Hestia	Hestia Volunteers Center	corporate volunteering
73	ERGO Hestia	Nursery school for employees’ children	parent-friendly company
74	FAMUR	Mine of activity	corporate volunteering
75	Grupa Azoty PUŁAWY	corporate volunteering	corporate volunteering
76	Grupa Enea	First aid – pre-medical rescue	corporate volunteering
77	Grupa GPEC	Employee volunteering	corporate volunteering
78	Grupa GPEC	GPEC Group gamification	training and development
79	Grupa GPEC	Health Promotion Program	employee health
80	Grupa Kapitałowa LOTOS	Good Start for Beginners	recruitment and adaptation
81	Grupa Kapitałowa LOTOS	Mini-grants Program under the Employee Volunteer Program	corporate volunteering
82	Grupa Kapitałowa LOTOS	The Day for Safety and Health at Work	safety at work
83	Grupa VELUX	Continuous improvement	safety at work
84	Grupa Żywiec	Employee Voluntary Work Group	corporate volunteering
85	Grupa Żywiec	Safety Week	safety at work
86	Henkel Polska	(Y)our Move	employee health
87	Henkel Polska	MIT Volunteer Program	corporate volunteering
88	Henkel Polska	You Grow	training and development
89	Hewlett Packard Enterprise (Global Business Center)	European Capital of Culture	corporate volunteering
90	Hewlett Packard Enterprise (Global Business Center)	HP Volunteer Days	corporate volunteering
91	Hewlett Packard Enterprise (Global Business Center)	Project “Senior”	corporate volunteering
92	Hewlett Packard Enterprise (Global Business Center)	Take Our Children To Work	employee integration
93	Hewlett Packard Enterprise (Global Business Center)	Wellness	employee health
94	Horus Innowacyjne Materiały Przemysłowe	Incentive program for employees	employee health
95	Horus Innowacyjne Materiały Przemysłowe	Inspirational video sessions	training and development
96	Horus Innowacyjne Materiały Przemysłowe	Internal communications	dialogue with employee
97	Horus Innowacyjne Materiały Przemysłowe	Medical care for employees	employee health
98	Infosys Poland	Corporate Kindergarten	parent-friendly company
99	Infosys Poland	Infosys Run	employee health
100	Infosys Poland	Workers Council	employee participation

LABOUR PRACTICES

101	ING Bank Śląski	A good idea	corporate volunteering
102	ING Bank Śląski	Ecological education employees	training and development
103	ING Bank Śląski	Innovation Bootcamp	employee participation
104	ING Bank Śląski	Inspirational lectures for employees	training and development
105	ING Bank Śląski	Risk awareness	counteracting abuse
106	Jet Line	Employee Volunteering	corporate volunteering
107	Kompania Piwowarska	Bet on the Move	employee health
108	Kompania Piwowarska	Creation of premedical (first response) teams	safety at work
109	Kompania Piwowarska	We present ourselves in a noble way – the Noble Box	corporate volunteering
110	Kuehne + Nagel	Safety Good for you Good for Families good for business.	safety at work
111	Lubelski Węgiel "Bogdanka"	Safety Management System	safety at work
112	Luxoft Poland	Movember	employee health
113	Luxoft Poland	One Team	employee integration
114	mBank	Employee Volunteering Programme "Let's do something good together"	corporate volunteering
115	mBank	Knowledge Management Programme	training and development
116	mBank	Summer vacations with development	training and development
117	mBank	Words have power	employee support
118	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków - Balice	Christmas collection for charity	employee support
119	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków - Balice	Grant competition "Supporting Volunteers"	corporate volunteering
120	Nowy Styl (Grupa Nowy Styl)	Employee Suggestions Program	employee participation
121	Nowy Styl (Grupa Nowy Styl)	Safe, Healthy, Sporty – Open Day 2016 in Nowy Styl Group	employee integration
122	NUTRICIA	WISE – Employee Safety Program	safety at work
123	Orange Polska	cross mentoring	training and development
124	Orange Polska	E-learning on Ethics at Orange – do you know how to act?	counteracting abuse
125	Orange Polska	Listening & Responding Clubs	employee participation
126	Orange Polska	Orange City – strategic came	employee engagement
127	Orange Polska	Orange Volunteers Api	corporate volunteering
128	Orange Polska	Peer learning for managers	training and development
129	ORLEN KolTrans	Improving the visibility of railway rolling stock	safety at work
130	Pelion	Business Academy	training and development
131	Pelion	Nicholas's heart	employee support
132	Pelion	Oncological check-up after holidays – skin cancers	employee health
133	Pelion	PULS program	employee health
134	Pelion	Welcome Day	employee integration
135	Pilkington Polska	Safety Day at the NSG Group in Poland	safety at work
136	PKO Bank Polski	Employee Retirement Program	employee support
137	PKO Bank Polski	Innovation Centre	employee participation
138	Polpharma	Anti-smoking program	employee health
139	Polpharma	Preventive healthcare program "Here and now!"	employee health
140	Polpharma	Stop Accidents Program	safety at work
141	Polpharma	Subcontractors' safety	safety at work
142	Polpharma	Voluntary Program of Polpharma Group	corporate volunteering
143	Polpharma	Week of Safety	safety at work
144	Polski Koncern Naftowy ORLEN	Family Friendly Employer.	parent-friendly company
145	Polski Koncern Naftowy ORLEN	Grant program "I have a good idea. I help"	corporate volunteering

LABOUR PRACTICES

146	Polski Koncern Naftowy ORLEN	Integrative voluntary service "We work together. We help"	corporate volunteering
147	Polski Koncern Naftowy ORLEN	Open Day for the families of employees of the PKN ORLEN	employee integration
148	Polski Koncern Naftowy ORLEN	ORLEN Olympic games and Day of Chemist	employee integration
149	Polski Koncern Naftowy ORLEN	Purchasing Academy	training and development
150	Polski Koncern Naftowy ORLEN	Support the employees in minimizing the effects of the shift work	employee health
151	Polski Koncern Naftowy ORLEN	System Support Workers	safety at work
152	Polski Koncern Naftowy ORLEN	Work Safety incentive program	safety at work
153	PRESS-SERVICE Monitoring Mediów	Worker's Budget	employee participation
154	Promedica Care	mobile recruitment	recruitment and adaptation
155	Provident Polska	Yes! I help	corporate volunteering
156	PwC	Flex@PwC	work-life balance
157	PwC	ProFit – pro-health programme	employee health
158	Raben Group	Dancing with the pallets	safety at work
159	Raben Group	Show you initiative	corporate volunteering
160	Raben Group	Wellness Week	employee health
161	Sabre Polska	Give Together	corporate volunteering
162	Sanofi	Cross Mentoring Program in Sanofi Poland, in cooperation with Orange	training and development
163	Sanofi	Employee Volunteering Program in Sanofi Poland	corporate volunteering
164	Sanofi	Mentoring in Sanofi	training and development
165	Sanofi	Safety Day	safety at work
166	Sanofi	Tradition of Louis Pasteur & Innovation of Sanofi Pasteur	employee health
167	Schenker (DB Schenker)	"I see and react": Implementation of BBS in Łódź Branch	safety at work
168	Schenker (DB Schenker)	Campaign: "Am I driving safely?"	safety at work
169	Schenker (DB Schenker)	DB Schenker Leadership School "Leader of the Future – Cooperation and Development"	training and development
170	Schenker (DB Schenker)	Employee Volunteer "Time to Help DB Schenker"	corporate volunteering
171	Schenker (DB Schenker)	Open Day for employees' families	employee integration
172	Schenker (DB Schenker)	Safe Driving Plan – couriers and carriers education	safety at work
173	SITECH	Health management	employee health
174	SITECH	Idea management	employee participation
175	SITECH	Training center	training and development
176	SITECH	Worker participation	employee participation
177	Skanska w Polsce	Employees meetings "Your opinion counts"	employee participation
178	Skanska w Polsce	Safety Day	safety at work
179	Skanska w Polsce	Safety Week	safety at work
180	Stanley Black & Decker Polska	Daily OSH audit – work safer, healthier and colourful	safety at work
181	SumiRiko Poland	Active TRI – volunteer work	corporate volunteering
182	SumiRiko Poland	Day of the health and safety with TRI Poland	employee integration
183	SumiRiko Poland	Equal opportunities and counteract discrimination at work	counteracting abuse
184	SumiRiko Poland	KYT training	safety at work
185	SumiRiko Poland	Suiage for safety	employee participation
186	SumiRiko Poland	Workshops for children by managers in Orphanage	corporate volunteering
187	TAURON Polska Energia	Development Program: Effective Leaders in One Distribution	training and development
188	TAURON Polska Energia	Good morning to the Health and safety	safety at work
189	TAURON Polska Energia	Prevention of health workers TAURON Wydobycie	employee health
190	Tchibo Warszawa	Work-life balance program	work-life balance

LABOUR PRACTICES

191	T-Mobile Polska	After Hours with Members of the Board	dialogue with employee
192	T-Mobile Polska	Children's Day at T-Mobile	employee integration
193	T-Mobile Polska	Day with the customer	training and development
194	T-Mobile Polska	Friendly Parents Room	parent-friendly company
195	T-Mobile Polska	Holidays with T-Mobile	parent-friendly company
196	T-Mobile Polska	Kids Day	employee integration
197	T-Mobile Polska	Rescue Team	safety at work
198	T-Mobile Polska	Volunteer T-Mobile projects of employees as part of employee volunteering program "Joy of helping"	corporate volunteering
199	Totalizator Sportowy	Cumulation of Activity	corporate volunteering
200	Volkswagen Poznań	Center of rehabilitations and sport	employee health
201	Volkswagen Poznań	Charter on Labour Relations	dialogue with employee
202	Volkswagen Poznań	Checkup	employee health
203	Volkswagen Poznań	Continuous Improvement Process	employee participation
204	Volkswagen Poznań	Employee pension program	employee support
205	Volkswagen Poznań	Future Mother	parent-friendly company
206	Volkswagen Poznań	StartUp	recruitment and adaptation

LABOUR PRACTICES



THE ENVIRONMENT

For this year's edition of the Report, as many as 65 companies submitted activities beneficial to the environment. Also, a record 72 new best practices were submitted – 15 more than a year ago. And so, this year's Report summarises activities pertaining to: biodiversity, certification, ecological education, creating eco-offices, eco-construction, eco-effectiveness, eco-products, pro-environmental programmes, recycling, and sustainable transport.

An analysis of environmental activities shows that the most popular continue to be ecological education (12 new practices), with energy and mining companies are the forefront. These activities are addressed not only to children, but also to consumers, customers, residents of large cities, and representatives of specific industries, such as farming. Companies willingly engage as well in pro-environmental programmes (11 new practices) that constitute part of a long-term, broad programme covering both ecological education and concrete environmental work, e.g. managing uncultivated land or cleaning green areas in towns or mountains. Also described are efforts made without organisations to reduce CO2 and to introduce management systems.

Companies not only tidy up and take care of green areas, but increasingly, they also take care of their inhabitants – animals. 9 companies described activities they conduct to encourage biodiversity. These include both one-off campaigns (planting saplings, moving reptiles and amphibians away from building sites) and long-term programmes with the support of other organisations. Biodiversity initiatives are especially

important, since they often include supporting species that are threatened with extinction. It is bees and birds (eagles, ospreys, falcons) that are most often cared for, but also reptiles and amphibians.

Sustainable transport is growing in popularity (10 new practices). This category includes all activities aimed at reducing the number of trips by car or truck, thereby reducing CO2 emissions. Most frequently, companies convince their employees to organise car pools and joint business trips, which is possible thanks to special internet platforms and applications. Car-free days are also organised, and switching from cars to bicycles is promoted.

Running an eco-office is becoming something of a standard on the Polish market. And promoting the green office as broadly understood is increasingly reflected as well in eco-construction (1 practice one year ago, 4 practices this year). Companies are introducing environmental standards, investing in environmentally-friendly office space, implementing grey water management systems and managing energy and water consumption. Not only offices are becoming energy efficient, but also shops, factories and production halls.

The growing popularity of environmental activities is no accident. One the one hand, such activities are proscribed by the environment (air pollution, climate change), and on the other hand, they bring direct financial benefits to companies. It can only be expected, then, that next year will see even more company best practices undertaken for the sake of our planet.

THE ENVIRONMENT PRACTICES

No	Company	Practice	Category
1	ANG Spółdzielnia Doradców Kredytowych	Ecological marketing policy	green office
2	Anpharm Przedsiębiorstwo Farmaceutyczne	Certification ISO 50001	certification
3	ANWIL	Mr Carp restocks the Vistula	ecological education
4	AXN Poland	Nature needs superheroes	ecological education
5	Bank BGŻ BNP Paribas	Reduction of CO2 emission during European Mobility Week	sustainable transportation
6	Bank Gospodarstwa Krajowego	Eco-friendly bank	eco-efficiency
7	Bank Ochrony Środowiska	Bet on the Sun	ecological education
8	Bank Ochrony Środowiska	Ecological Report	environmental programs
9	Bank Zachodni WBK	EKOREMONT credit	green products
10	Bank Zachodni WBK	Green Office	green office
11	BASF Polska	Authorial method of product categorization according to the criteria of sustainable development: Sustainable Steering Solution Method	eco-efficiency
12	BASF Polska	Ecological House Campaign	ecological education
13	BASF Polska	Promotion the idea of biodiversity by the BASF Crop Protection	biodiversity
14	BASF Polska	The Energy Saving Days Conference. Modernization of historic buildings.	ecological education
15	BASF Polska	Water stewardship in agriculture	ecological education

THE ENVIRONMENT

16	BIBUS MENOS	Eco Office	green construction
17	Bioelektro Group	Mechanical-heat treatment (MHT) of waste RotoSTERIL	recycling
18	Carrefour Polska	"Carrefour Quality through Nature" products	green products
19	Carrefour Polska	Bio-Waste Management	environmental programs
20	Carrefour Polska	Evolution System at Carrefour stores	eco-efficiency
21	Carrefour Polska	Free Cooling and Heating System in Carrefour Polska	eco-efficiency
22	Carrefour Polska	Shelters for bees	biodiversity
23	Carrefour Polska	Sustainable transport in Carrefour Polska	sustainable transportation
24	Carrefour Polska	The Responsible Fishing with Carrefour	green products
25	Castorama Polska	Responsibly Sourced Timber	green products
26	Castorama Polska	Sustainable Home Products Guidelines	green products
27	CEMEX	Educational event "The Day for Not Only Biological Diversity"	ecological education
28	Citi Handlowy	Introduction of Environmental Management System in Bank Handlowy's financial group and Citi's entities	certification
29	Cognifide Polska	Be Green @ Cognifide	environmental programs
30	Credit Suisse (Poland)	Trash Hero World	environmental programs
31	DB Cargo Polska	Car Free Day- employee competition	sustainable transportation
32	DB Cargo Polska	Eco-education "Eco-guy Leon advices"	ecological education
33	DB Cargo Polska	Thermal insulation of production building	eco-efficiency
34	DEKO EKO	Brand Upcycling	recycling
35	EDF Polska	Against low emission – promotion of network heating and hot sanitary water	ecological education
36	EDF Polska	Protection of biodiversity – reintroduction of falcons	biodiversity
37	ENERIS Surowce	ENERIS show "The best gift"	ecological education
38	ERGO Hestia	Eco Transport	sustainable transportation
39	ERGO Hestia	Hestia Bees	biodiversity
40	ERGO Hestia	Hestia Park	environmental programs
41	Górażdże Cement	Quarry Life Award	ecological education
42	Grupa Agora	The environmental management system implemented at Agora's printing plants	eco-efficiency
43	Grupa Azoty PUŁAWY	Nest box for peregrine	biodiversity
44	Grupa Azoty PUŁAWY	Sapling for a bottle	recycling
45	Grupa Enea	Protection of Osprey in the region of lubuskie	biodiversity
46	Grupa Kapitałowa LOTOS	Headed for the Baltic	environmental programs
47	Grupa VELUX	CUBE – system of packaging, storage and transportation of windows without pallets	eco-efficiency
48	Grupa VELUX	Healthy Homes Barometer 2016	green construction
49	Grupa VELUX	The modern warehouse and production hall in the VELUX factory in Namysłów	eco-efficiency
50	Grupa Żywiec	Promotion of upcycling in the Enjoy Heineken Responsibly Zone on Open'er Festival	recycling
51	Hewlett Packard Enterprise (Global Business Center)	Bike Days	sustainable transportation
52	ING Bank Śląski	Carpooling	sustainable transportation
53	ING Bank Śląski	Certified "Green Office"	green office
54	ING Bank Śląski	e-documents in ING	green office
55	ING Bank Śląski	Green energy	environmental programs
56	ING Bank Śląski	Modernization of the ING Bank's branches and offices	green office
57	ING Bank Śląski	Orange bike	sustainable transportation
58	ING Bank Śląski	Segregation of recyclables in ING	green office

THE ENVIRONMENT

59	ING Bank Śląski	Standardization of vehicle fleet of ING Bank	sustainable transportation
60	ITM Polska (Grupa Muszkieterów)	Certificate Green Office for offices buildings of the Group Musketeers	green office
61	ITM Polska (Grupa Muszkieterów)	Internet platform to organize Joint Commute to Work	sustainable transportation
62	Jantar	Clear Beskids	environmental programs
63	Jeronimo Martins Polska	Ecological by nature	recycling
64	KPMG	Bike2work	sustainable transportation
65	KPMG	No printing Day	ecological education
66	LPP	LPP resigns from natural fur	green products
67	Lubelski Węgiel "Bogdanka"	Nature Trial "Nadrybie"	ecological education
68	Mostostal Warszawa	Construction of composite bridge in line with the technology developed during Com-bridge project	eco-efficiency
69	Objectivity	Bumblebee Kindergarten	biodiversity
70	PCC EXOL	Sustainable production of palm oil and its derivatives	certification
71	Pelion	Car Free Day	sustainable transportation
72	PepsiCo	Reduction of energy and water use in PepsiCo's four production plants in Poland	eco-efficiency
73	PGE Polska Grupa Energetyczna	Green office at PGE	green office
74	PGE Polska Grupa Energetyczna	Offer of the electric energy "Naturalnie, że energia"	green products
75	PKP	Innovative Railway Stations	green construction
76	PKP CARGO	Liability activities in area of environmental protection	environmental programs
77	Polenergia	Protection of Montagu's Harrier in the areas of wind farms and adjacent region	biodiversity
78	Polpharma	Common business travel	sustainable transportation
79	Polpharma	Energy Efficiency Program	eco-efficiency
80	Polpharma	European Mobility Week	sustainable transportation
81	Polpharma	Everyone on bikes	sustainable transportation
82	Polpharma	Green IT	green office
83	Polpharma	Green Processes Award	eco-efficiency
84	Polpharma	Green Week	ecological education
85	Polpharma	Let's talk about the environment	environmental programs
86	Polpharma	Photo cleaning	environmental programs
87	Polpharma	Promotion of public transport – "Green tickets"	sustainable transportation
88	Polski Koncern Naftowy ORLEN	"ORLEN for eagles" program	biodiversity
89	Polski Koncern Naftowy ORLEN	Ecological education	ecological education
90	Polski Koncern Naftowy ORLEN	Eco-Voluntary Service	environmental programs
91	Polski Koncern Naftowy ORLEN	ORLEN cares about compensatory planting of trees and shrubs	environmental programs
92	Polski Koncern Naftowy ORLEN	Reconstruction of population of peregrine	biodiversity
93	Polski Koncern Naftowy ORLEN	Responsibility and Care Program	environmental programs
94	Polskie Linie Lotnicze LOT	Reduce CO ₂ a LOT	environmental programs
95	PwC	Promotion of bicycle transport	sustainable transportation
96	PwC	Reduce-Reuse-Recycle	recycling
97	Raben Group	e-invoice	green office
98	Rhenus Data Office Polska	Ecoactive.com	environmental programs
99	Sanofi	New Car Fleet	sustainable transportation
100	Schenker (DB Schenker)	Lean, Green & Fit New eco-friendly DB Schenker terminals in Olsztyn and Zielona Góra branches	green construction
101	Schenker (DB Schenker)	New home for frogs in Stawiguda	biodiversity
102	Schenker (DB Schenker)	Report Emission in logistics consignments	sustainable transportation

THE ENVIRONMENT

103	Schenker (DB Schenker)	Training and Championships of Safe and Economical Driving	sustainable transportation
104	SITECH	Think Blue.Factory	environmental programs
105	Stanley Black & Decker Polska	Earth Day	environmental programs
106	STUDIO 102	Spare a thought! Get rid of useless things.	ecological education
107	TAURON Polska Energia	Eduactional initiative "Do not be a passive smoker"	ecological education
108	TAURON Polska Energia	Initiative "Our stork"	biodiversity
109	TAURON Polska Energia	Management of coal mining by products	eco-efficiency
110	Tchibo Warszawa	Green Shop Certificate	certification
111	T-Mobile Polska	I respect nature - electric cars in the T-Mobile car fleet	sustainable transportation
112	Uni-logistics	Car fleet replacement	sustainable transportation
113	Veolia Energia Polska	Low Emission - Big Issue	ecological education
114	Volkswagen Poznań	Blue Grants	ecological education
115	Volkswagen Poznań	The new Volkswagen Crafter Factory - Responsible Investment	eco-efficiency
116	Volkswagen Poznań	Think Blue.Factory	environmental programs

THE ENVIRONMENT

In the area of fair operational practices, 28 new and 17 long-term practices were described (last year, 22 and 19, respectively). Among those presented, by far the most numerous were market education and relations with suppliers.

Companies are deciding more and more to conduct activities aimed at promoting socially responsible business and sustainable development among their stakeholders. They organise business breakfasts, conferences and other events to which they invite customers, business partners or local communities. They treat subjects such as best practices within the scope of socially responsible business, diversity management in the workplace, and the circular economy (a very important topic, increasingly so in the world, and to date almost unheard of in Poland). Another type of initiative being implemented is that of practices aimed at educating the market in the areas a given business specialises in. A supermarket chain is tackling the problem of wasted food, while an employment agency is educating a group of employees on the rights to which they are entitled.

It is heartening that more and more companies in Poland are conducting activities aimed at improving relations with suppliers. These are widely varied activities for the development and improvement of suppliers, and for creating documents and policies that set their mutual relations in order. Particularly valuable are all those activities through which companies promote CSR principles among their suppliers. It is gradually becoming standard practice for large corporations to treat their social and environmental obligations seriously, and so require their subcontractors to comply with the same principles. Requirements pertaining to sustainable development are included in tender processes, and suppliers already selected are educated on how they can implement CSR principles in the activities they conduct.

An equally important aspect of which companies are proud is that of including social organisations among their suppliers. This concerns, e.g., catering and waste management services.

FAIR OPERATING PRACTICES

FAIR OPERATING PRACTICES

No	Company	Practice	Category
1	ANG Spółdzielnia Doradców Kredytowych	Nienieodpowiedzialni – promotion of sustainable development of finance sector	market education
2	ANG Spółdzielnia Doradców Kredytowych	Nienieodpowiedzialni conference	market education
3	ANWIL	Supplier Code of Conduct	relations with suppliers
4	Bank Millennium	Regional Innovation Potential – Millennium Index	market education
5	Bank Zachodni WBK	Export Development programme	market education
6	BASF Polska	Innovation and Sustainability Day	market education
7	BETTER.	Platform BE.NAVIGATOR	market education
8	Carrefour Polska	Cooperation with local suppliers	relations with suppliers
9	Carrefour Polska	The “Challenge for Suppliers” campaign targeted to Carrefour own brand suppliers	relations with suppliers
10	Carrefour Polska	Trainings for Carrefour private label brand suppliers	relations with suppliers
11	Credit Agricole Bank Polska	Forum for Bank’s Suppliers	relations with suppliers
12	Credit Agricole Bank Polska	Responsible procurement policy	relations with suppliers
13	CSRinfo	Annual CSR Outlook	market education
14	CSRinfo	Free Polish version of the GRI G4 standard for all	market education
15	CSRinfo	Sustainable Business Week 2016	market education
16	CSRinfo	The nationwide study of “Non-financial reporting in Poland”	market education
17	EDF Polska	Industrial performance and environmental commitment – all along the spirit of public service	relations with stakeholders
18	ERGO Hestia	Risk Focus – ERGO Hestia Group industry magazine	market education
19	Eurocash	Eurocash Academy	relations with stakeholders
20	Europ Assistance Polska	Assistance Code of Conduct	relations with stakeholders
21	Go Responsible	Responsible catering	relations with suppliers
22	Grupa Enea	Gifts and gratuities policy in Enea Group	counteracting abuse
23	Henkel Polska	Diversity Congress	market education
24	Luxoft Poland	LoGeek Night	market education

FAIR OPERATING PRACTICES

25	Nikon Polska	Fotoprawo Project	market education
26	Orange Polska	CERT Orange Polska's Report	market education
27	OTTO Work Force Polska	I don't pay for work	market education
28	Pelion	Hospital pharmacoeconomics	market education
29	PGE Polska Grupa Energetyczna	Responsible procurement in PGE – Good procurement practices	relations with suppliers
30	Polpharma	Education and raising awareness on sustainability issues among Polpharma Group Suppliers	relations with suppliers
31	PwC	Cooperation with EKON	relations with suppliers
32	PwC	Cross-sector debates	market education
33	PwC	Inclusion of the social enterprises as PwC's suppliers	relations with suppliers
34	Raben Group	Business breakfast about CSR for customers	market education
35	Schenker (DB Schenker)	New opportunities for sustainable development	market education
36	Skanska w Polsce	Skanska Code of Suppliers	relations with suppliers
37	Stena Recycling	"RECONOMY" – Coalition for circular economy	market education
38	Szapiro Business Advisory	Publication of the ReThink Magazine	market education
39	TAURON Polska Energia	Educational initiative "Consumer on the horizon"	market education
40	Tesco Polska	Debate "No food to waste"	market education
41	Tesco Polska	Supplier Engagement Team	relations with suppliers
42	Tesco Polska	Supplier Helpline	relations with suppliers
43	T-Mobile Polska	INTERNATIONAL ANTI-CORRUPTION DAY	counteracting abuse
44	Volkswagen Poznań	Critical Supplier Program	relations with suppliers
45	Volkswagen Poznań	Development of local suppliers through the activity of Local Content	relations with suppliers

FAIR OPERATING PRACTICES



CONSUMER ISSUES

In the area of consumer issues, there are 42 new and 21 long-term practices. Growth has been in over last year's Report, in which 26 new and 18 long-term practices were described. This year's Report contains 7 consumer categories: availability of products and services, consumer education, responsible consumption, responsible marketing, consumer participation, customer service, and consumer health and safety.

In recent years, we have seen a clear increase in Polish consumers' awareness and expectations concerning their rights and obligations. The way we look at products and services today is quite different than a decade ago. Quality and price continue to be important criteria, but the choice of products and services increasingly depends on brand image and the ability of a company to communicate interactively. The information society is growing, with the result that consumers now have different perceptions about how valuable, safe products and services adapted to customer needs are produced. When reaching for a product, we are now more prone to check not only its parameters or nutritional value, but also where, and from what, it was made. Similarly, when choosing services, our first impulse is to go online to check the opinions of other users. We are developing the ability to determine the real value of offers made to us, and the tendency to post favourable or unfavourable reviews. This means that companies are paying closer attention to their customers. They assess our needs, behaviours and preferences, but – and this is crucial – they also try to solve problems raised by consumers.

An important trend in this respect is to approach vulnerable customers, especially the elderly and the disabled. More and more businesses are introducing services in sign language, training employees and at the same time raising their awareness. Also worthy of mention is the increase in the number of practices within the scope of consumer education. Those practices presented indicate the need to educate customers, both as regards procedures and as a warning against dishonest service providers, and to promote consumer-friendly habits of thrift. And another interesting category is that of responsible marketing, in which many practices have arisen aimed at simplifying the language used to describe complex procedures and in contracts in order to make them understandable to everyone who reads them. Customer service, in turn, is one of the most diverse categories in terms of the number of industries in which it appears. Practices in this area include introducing functional applications and conveniences that meet the needs of various groups of customers.

Analysing the area of consumer issues in comparison with previous Reports, it can be seen that this category is increasingly appreciated year on year, though the number of practices submitted for the Report continues to be much lower than in other categories. Nevertheless, everything indicates that businesses are paying more and more attention to this group of stakeholders.

CONSUMER ISSUES PRACTICES

No	Company	Practice	Category
1	Bank BGŻ BNP Paribas	Security of electronic transactions	consumer health and safety
2	Bank BGŻ BNP Paribas	Social Leader Package – Free account for NGOs	availability of products and services
3	Bank Millennium	Facilities for the disabled	availability of products and services
4	Bank Ochrony Środowiska	#Dogswinthebank	consumer aids
5	Bank Zachodni WBK	Developing of programme Disabled Friendly Bank	availability of products and services
6	Bank Zachodni WBK	So easy, so polish	responsible marketing
7	Bank Zachodni WBK	The Bank of Idea	consumer participation
8	BEST	BEST ONLINE	consumer aids
9	BEST	Win the BEST repayment	consumer aids
10	Biuro Informacji Gospodarczej InfoMonitor	Action "Recovery of maintenance"	consumer education
11	Carrefour Polska	Big Family Card from Carrefour Poland	availability of products and services
12	Carrefour Polska	Family check out at Carrefour stores	consumer aids
13	Carrefour Polska	Let's talk about quality	consumer education
14	Carrefour Polska	Seniors Card	consumer aids
15	Carrefour Polska	Sign language interpreter service	availability of products and services
16	Carrefour Polska	The world of health	availability of products and services
17	Citi Handlowy	Week for Saving – World Savings Day	consumer education
18	Credit Agricole Bank Polska	Code of Ethics for Advertising	responsible marketing
19	Diageo Polska	Alcohol is a responsibility. Drink deliberately.	consumer education

CONSUMER ISSUES

20	EDF Polska	Preventing energy poverty	consumer aids
21	ERGO Hestia	Change your perspective	availability of products and services
22	ERGO Hestia	CPOP Center	consumer health and safety
23	ERGO Hestia	Migam Translator – service for the deaf	availability of products and services
24	FRoSTA	Institute of chemistry abused	responsible consumption
25	FRoSTA	Maybe let's take care of the sea?	consumer education
26	Grupa Energa	ENERGA Living Lab	consumer education
27	Grupa Żywiec	Hold Yourself Upright campaign	responsible consumption
28	Horus Innowacyjne Materiały Przemysłowe	Creating conscious customer	consumer education
29	Idea Bank	Idea Hub	consumer aids
30	Idea Bank	Mobile ATM	consumer aids
31	ING Bank Śląski	ING Online Community	consumer aids
32	ING Bank Śląski	NAVIDOM	consumer education
33	ING Bank Śląski	Plain language	responsible marketing
34	ING Bank Śląski	Sign language video translator	availability of products and services
35	ING Bank Śląski	Virtual Credit Cards	consumer aids
36	ITM Polska (Grupa Muszkieterów)	"Koursavélo – do shopping with bike"	consumer aids
37	Kompania Piwowarska	Soberbus	responsible consumption
38	Konferencja Przedsiębiorstw Finansowych w Polsce	"Financial Education. The projects of KPF members" publication	consumer education
39	Konferencja Przedsiębiorstw Finansowych w Polsce	Debt enforcement proceedings brochure for customers	consumer education
40	KRUK	Day without Debts 2016	consumer education
41	KRUK	Workshops "Little step – Big Chance"	consumer education
42	mBank	"Action-renovation"	consumer aids
43	mBank	Banking without borders. Customer Service in Polish Sign Language	availability of products and services
44	mBank	Eye to eye with the SME cliente	consumer aids
45	mBank	mCanon	responsible marketing
46	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków – Balice	Animal relief area	consumer aids
47	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków – Balice	Facilities for passengers with children	consumer aids
48	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków – Balice	Krakow Airport app	consumer aids
49	Orange Polska	CyberShield	consumer health and safety
50	Orange Polska	Protect Your Kids on the Web	consumer health and safety
51	PGE Polska Grupa Energetyczna	Customer service in sign language	availability of products and services
52	PGE Polska Grupa Energetyczna	The campaign "Daj się oświecić"	consumer education
53	PKO Bank Polski	Digitization	consumer aids
54	PKO Bank Polski	Signing	availability of products and services
55	PKP	Facilities search for Persons with Reduced Mobility	availability of products and services
56	PKP Intercity	Cultural travel zone	consumer aids
57	Scanmed	Comprehensive care for Seniors	consumer aids
58	Skanska w Polsce	Creating a standard of buildings without barriers on the Polish market	availability of products and services
59	TAURON Polska Energia	Educational initiative "Energy fo Seniors"	consumer education
60	TAURON Polska Energia	Social initiative "TAURON Fuses"	consumer education
61	Tchibo Warszawa	Ecolabels on Tchibo products	consumer education

CONSUMER ISSUES

62	T-Mobile Polska	Big Family Card	availability of products and services
63	Związek Pracodawców Polski Przemysł Spirytusowy	Social campaign "Alcohol. Always responsibly"	consumer education

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

According to the guidelines contained in the PN-ISO 26000:2012 Standard, community involvement and community development are both integral parts of sustainable development. In every Report to date, this has been the area that contains the largest number of practices. And the same holds true for the current edition, for which 135 companies submitted 190 new and 182 long-term activities, which were then ascribed to 16 categories (physical activity, road safety, good neighbour, charitable and philanthropic activities, adult education, child and youth education, social campaign, culture and the arts, socially-engaged marketing, preventive health care, entrepreneurial development, job creation and competency development, non-governmental organisation support, cooperation with universities, social innovations, and social investments). This shows that companies not only initiate one-off campaigns, which of course are valuable, but also decide to devote time and financial resources to long-term and periodic projects.

Such initiatives are undertaken not only by big business, for which CSR is already a core value, but also by small and medium-sized companies throughout Poland that are beginning to latch on to the importance of the concept. This area comprises many valuable activities addressed to diverse social groups, including preschoolers, microbusinesses, seniors, people with disabilities, marginalised groups, young people at the age of making a career decision, people suffering from rare illnesses, and the unemployed.

The most numerous continue to be charitable and philanthropic activities designed to support people and communities in need; it should be emphasised that the number of new practices in this category went down from last year's Report. At the same time, this year's Report shows growth in company activities in the field of educating children adolescents (31 new practices in 2015, 54 in 2016), that is, projects involving financial education, close cooperation with middle schools and high schools, developing people's interest in new technologies, or fostering healthy eating habits. This gradual shift of accent towards activities other than those that have previously dominated (charitable and philanthropic) may suggest that companies are coming to see the value of other aspects they should be focusing on.

It must be borne in mind, however, that CSR is a complex issue, and companies that are responsible in their business undertakings should not be active in only one area, but should strive to organise activities in all of them. Although activities in the area of community involvement and development bring tangible benefits for the environment in which the business functions, a mature approach to CSR requires noticing and looking for changes, and specific solutions in other areas for which the guidelines were established in the above-mentioned standard.

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT PRACTICES

No	Company	Practice	Category
1	Allianz Polska	Allianz Junior Football Camp	fitness and sports
2	Allianz Polska	Allianz Junior Music Camp	education of children and the youth
3	Allianz Polska	Allianz World Run	charitable and benevolent efforts
4	Allianz Polska	My Finance Coach	education of children and the youth
5	Amazon Fulfillment Poland	Kindle Donations	charitable and benevolent efforts
6	ANG Spółdzielnia Doradców Kredytowych	"Będę kim Zechcę" Foundation	charitable and benevolent efforts
7	ANG Spółdzielnia Doradców Kredytowych	We support the competition for the best social enterprise	charitable and benevolent efforts
8	ANWIL	A reflector into the eyes	road safety
9	ANWIL	Letters to the St. Nicolas – fulfil the dream	charitable and benevolent efforts
10	ANWIL	The ANWIL for Włocławek Foundation	charitable and benevolent efforts
11	ANWIL	The educational programme Trackers of Myths	education of children and the youth
12	Apsys Polska	Ride a bicycle and help	charitable and benevolent efforts
13	Apsys Polska	Small Grants Fund	charitable and benevolent efforts
14	Apsys Polska	YES for Activity	a good neighbor
15	ArtGroup	Room (not only) for Christmas	culture and arts
16	Asseco Poland	Action "We help"	charitable and benevolent efforts
17	Atos IT Services	Atos Excellence Program	education of children and the youth
18	Avon Cosmetics Polska	#befirst. Stay a step ahead of cancer	preventive healthcare
19	Avon Cosmetics Polska	Breast cancer – prevention, diagnosis, treatment	preventive healthcare

LOCAL COMMUNITY INVOLVEMENT
AND DEVELOPMENT

20	Avon Cosmetics Polska	Pink Ribbon Examination Rooms	preventive healthcare
21	Bank BGŻ BNP Paribas	"Agro on the heels"	education of adults
22	Bank BGŻ BNP Paribas	Academy of local business	development of entrepreneurship
23	Bank BGŻ BNP Paribas	Agritalents	education of children and the youth
24	Bank BGŻ BNP Paribas	Bankers for Youth Financial Education BAKCYL	education of children and the youth
25	Bank BGŻ BNP Paribas	Blood donation Day "Krwinka" ("Blood cell")	charitable and benevolent efforts
26	Bank BGŻ BNP Paribas	Educational program Dream Up	charitable and benevolent efforts
27	Bank BGŻ BNP Paribas	English Club	education of children and the youth
28	Bank BGŻ BNP Paribas	Good Kilometres	charitable and benevolent efforts
29	Bank BGŻ BNP Paribas	Kids Get Your Rackets	fitness and sports
30	Bank BGŻ BNP Paribas	Let's Support Local Business	development of entrepreneurship
31	Bank BGŻ BNP Paribas	Local grants program	charitable and benevolent efforts
32	Bank BGŻ BNP Paribas	Loyalty programme mamBONUS	charitable and benevolent efforts
33	Bank BGŻ BNP Paribas	Marrow Donor Days	preventive healthcare
34	Bank BGŻ BNP Paribas	Scholarship Program Class	charitable and benevolent efforts
35	Bank Gospodarstwa Krajowego	Decide! Your voice matters	charitable and benevolent efforts
36	Bank Gospodarstwa Krajowego	For the good start!	charitable and benevolent efforts
37	Bank Gospodarstwa Krajowego	Local homeland – a common issue	education of children and the youth
38	Bank Gospodarstwa Krajowego	Young citizen	education of children and the youth
39	Bank Millennium	BAKCYL – Bankers for Financial Education of Teenagers	education of children and the youth
40	Bank Millennium	Christmas Charity Auction	charitable and benevolent efforts
41	Bank Millennium	Cultural Education	culture and arts
42	Bank Millennium	Financial ABC	education of children and the youth
43	Bank Ochrony Środowiska	#It'sdirtyhere	social campaign
44	Bank Ochrony Środowiska	Green Bench	charitable and benevolent efforts
45	Bank Ochrony Środowiska	I eat healthy, I know more	education of children and the youth
46	Bank Ochrony Środowiska	Low interest loan	cause related marketing
47	Bank Ochrony Środowiska	School shop – healthy reactivation	education of children and the youth
48	Bank Zachodni WBK	Academy of Entrepreneurs	development of entrepreneurship
49	Bank Zachodni WBK	Bank of Smiles	charitable and benevolent efforts
50	Bank Zachodni WBK	Buy From Your Neighbour	education of adults
51	Bank Zachodni WBK	Company evolution	development of entrepreneurship
52	Bank Zachodni WBK	Educational games (Your Family Budget, Business Zone, Leaders of Europe)	education of adults
53	Bank Zachodni WBK	Finansiaki.pl – financial education website	education of children and the youth
54	Bank Zachodni WBK	How's driving	road safety
55	Bank Zachodni WBK	Patronage of the project Halo.Tato	charitable and benevolent efforts
56	Bank Zachodni WBK	Relational Branches Santander Universidades	business-university collaboration
57	Bank Zachodni WBK	Safely to know	education of children and the youth
58	Bank Zachodni WBK	Santander Orchestra	culture and arts
59	Bank Zachodni WBK	School card	education of children and the youth
60	Bank Zachodni WBK	The Bank for Ambitious Youth	charitable and benevolent efforts
61	Bank Zachodni WBK	Visa Silver Card "Puppet Action"	charitable and benevolent efforts
62	BASF Polska	Chemical workshops for children and teenagers	education of children and the youth
63	BASF Polska	Cooperation with local middle school	education of children and the youth
64	BASF Polska	Cooperation with the Warsaw University of Technology	education of children and the youth
65	BASF Polska	Educational platform chemiatomy.pl	education of children and the youth

LOCAL COMMUNITY INVOLVEMENT
AND DEVELOPMENT

66	BASF Polska	Football tournament for local companies	a good neighbor
67	BASF Polska	Long-term therapy for disabled children in their hometown	charitable and benevolent efforts
68	BASF Polska	Open Day in the catalysts production plant in Środa Śląska	a good neighbor
69	BASF Polska	Opening of the chemical laboratory and workplace for children and teenagers	education of children and the youth
70	Bayer	Baylab Health Salon	education of children and the youth
71	BeeOnTree (Star&Ring)	Hello Blink to me	social campaign
72	BEST	Trójaktywni 2015 – triathlon for children	fitness and sports
73	Biuro Informacji Kredytowej	Nieskradzone.pl	social campaign
74	Biuro tłumaczeń KONTEKST	Support of Polish Humanitarian Action	supporting non-governmental organizations
75	BMW Group Polska	The Joy of Change - a corporate social responsibility initiative by BMW Group Polska and the Ashoka Foundation	social innovation
76	Budimex	Budimex Intercom for Children	the safety of children and youth
77	Budimex	Parents' Zone – Budimex for Children	charitable and benevolent efforts
78	Budzowska Fiutowski i Partnerzy. Radcowie Prawni	Legal aid for non-governmental organizations	supporting non-governmental organizations
79	Canon Polska	We create the World	education of children and the youth
80	Cappgemini Polska	1% Database in Cappgemini	charitable and benevolent efforts
81	Cappgemini Polska	Blood donation	charitable and benevolent efforts
82	Cappgemini Polska	Classroom under the auspices of Cappgemini	education of children and the youth
83	Cappgemini Polska	Project Cappgemini Theater	charitable and benevolent efforts
84	Carrefour Polska	"Love for Health" Campaign	preventive healthcare
85	Carrefour Polska	"ABC for Healthy Eating" Program	education of children and the youth
86	Carrefour Polska	Carrefour charity activities	charitable and benevolent efforts
87	Carrefour Polska	Educational program "Taste of Career"	education of children and the youth
88	Carrefour Polska	Food Collection with Food Banks	charitable and benevolent efforts
89	Carrefour Polska	Improving the efficiency of the Polish Food Bank	supporting non-governmental organizations
90	Carrefour Polska	Run with Carrefour Polska	preventive healthcare
91	Carrefour Polska	Water for World Youth Day 2016	charitable and benevolent efforts
92	Castorama Polska	"Pomoc ma moc" – partnership with Polish Red Cross	charitable and benevolent efforts
93	Castorama Polska	Local communities' backyard's revitalization in Gorzów Wielkopolski	charitable and benevolent efforts
94	Citi Handlowy	"Become Santa's Assistant"	charitable and benevolent efforts
95	Citi Handlowy	"Poles attitudes towards finances" survey	education of adults
96	Citi Handlowy	Aleksander Gieysztor Award	charitable and benevolent efforts
97	Citi Handlowy	Art Sherlock	culture and arts
98	Citi Handlowy	Bank Handlowy Award for the special contribution to the field of economics and finance	charitable and benevolent efforts
99	Citi Handlowy	Be Entrepreneurial	education of children and the youth
100	Citi Handlowy	Business in Women's Hands	education of adults
101	Citi Handlowy	Business Startup Project	education of adults
102	Citi Handlowy	Emerging Market Champions Award	charitable and benevolent efforts
103	Citi Handlowy	Internet game "First million"	education of children and the youth
104	Citi Handlowy	Microentrepreneur of the Year 2015 Competition	charitable and benevolent efforts
105	Citi Handlowy	My finances	education of children and the youth
106	Citi Handlowy	Network of Entrepreneurial Women conferences	education of adults
107	Citi Handlowy	Recovery of Works of Art	culture and arts
108	Citi Handlowy	Roots Program	education of adults

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

109	Cognifide Polska	Cognifide & Kids	charitable and benevolent efforts
110	Cognifide Polska	Cognifide & Knowledge	education of adults
111	Cognifide Polska	Knowledge sharing @ Cognifide	supporting non-governmental organizations
112	Cognifide Polska	Meet Go with Cognifide	education of children and the youth
113	Credit Agricole Bank Polska	Educational campaign "Bank with a class. All about banking"	education of children and the youth
114	Credit Suisse (Poland)	Charity of the Year	supporting non-governmental organizations
115	Credit Suisse (Poland)	Share Your Skills	education of children and the youth
116	CSRinfo	Postgraduate studies "CSR manager"	education of adults
117	Danone	New Farmers Generation	development of entrepreneurship
118	Deloitte	"Your initiative. Your influence" Social projects of Deloitte employees	charitable and benevolent efforts
119	Dentsu Aegis Network Polska	Your vote counts double	charitable and benevolent efforts
120	DOZAMEL	Promoting the idea of voluntary blood donation in Wrocław Industrial Park	charitable and benevolent efforts
121	DOZAMEL	Supporting the Social Assistance House in Opolnica (Bardo) for children and young people with intellectual disabilities	charitable and benevolent efforts
122	DOZAMEL	Week for Health and Safety in Wrocław Industrial Park	education of adults
123	EDF Polska	Intergation through the sport	charitable and benevolent efforts
124	ENERIS Surowce	Eko-patrol ENERIS	education of children and the youth
125	ENERIS Surowce	ENERIS Grant Programme	charitable and benevolent efforts
126	ERGO Hestia	doradza.my – webinars for people with disabilities	education of adults
127	ERGO Hestia	EKO HESTIA SPA	charitable and benevolent efforts
128	ERGO Hestia	ERGO Hestia Small Academy of Insurance	education of children and the youth
129	ERGO Hestia	Hestia Artistic Journey competition	culture and arts
130	ERGO Hestia	Integralia – Ergo Hestia Group Foundation for the Integration of Persons with Disabilities	charitable and benevolent efforts
131	ERGO Hestia	The Józef Tischner Award of Hestia and Znak	charitable and benevolent efforts
132	Europ Assistance Polska	Europ Assistance Poland supports Blood Donors	charitable and benevolent efforts
133	Europ Assistance Polska	Support for entrepreneurship youth	education of children and the youth
134	Fresenius Medical Care Polska	Second life	preventive healthcare
135	Grupa Adamed	ADAMED SmartUP Programme	education of children and the youth
136	Grupa Adamed	Competition "30 laboratories on the 30th anniversary of Adamed"	charitable and benevolent efforts
137	Grupa Agora	#BOHATEROWIE – Gazeta.pl web portal and the National Paralympic Committee for Poland campaign	social campaign
138	Grupa Agora	"Gazeta Wyborcza" daily as a partner the Ryszard Kapuściński Award for literary reportage	charitable and benevolent efforts
139	Grupa Agora	Accessible Culture in Helios cinemas	culture and arts
140	Grupa Agora	Agora Group supports Great Orchestra of Christmas Charity	supporting non-governmental organizations
141	Grupa Agora	AMS Academy of Integration – Work, Education, Sport	education of children and the youth
142	Grupa Agora	AMS Poster Gallery	social campaign
143	Grupa Agora	Anna Laszuk Award granted by Radio TOK FM	charitable and benevolent efforts
144	Grupa Agora	Cinema on Topic	education of children and the youth
145	Grupa Agora	Gazeta.pl was a partner of the Greenpeace project "Adopt a bee"	social campaign
146	Grupa Agora	Long-lived	social campaign
147	Grupa Agora	Meetings "Wyborcza live"	education of adults

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

148	Grupa Agora	On client-side	education of adults
149	Grupa Agora	Polish Company of the Future	development of entrepreneurship
150	Grupa Agora	Santa Claus Factory	charitable and benevolent efforts
151	Grupa Agora	School with class 2.0	education of children and the youth
152	Grupa Agora	The campaign "Poland unites us"	social campaign
153	Grupa Agora	Website Pomagamy.pl/Syria with PAH	charitable and benevolent efforts
154	Grupa Enea	"Energy market modeling" competition	education of children and the youth
155	Grupa Enea	Educational Lessons "Not so terrible current"	The safety of children and youth
156	Grupa Enea	We take care of your safety. You take care, too!	education of children and the youth
157	Grupa Energa	Help with Energa	supporting non-governmental organizations
158	Grupa Energa	Planet of Energy	education of children and the youth
159	Grupa Geberit w Polsce	Geberit social project "Water as the priceless gift of nature"	charitable and benevolent efforts
160	Grupa Inwest – HM Inwest	Grupa Inwest Scholarship Program	charitable and benevolent efforts
161	Grupa Kapitałowa LOTOS	Talent with LOTOS	education of children and the youth
162	Grupa Kapitałowa LOTOS	The Ground's Found of Initiation Development Forum	charitable and benevolent efforts
163	Grupa Sarigato	Christmas help	charitable and benevolent efforts
164	Grupa Sarigato	Feeding Dogs Project	charitable and benevolent efforts
165	Grupa Sarigato	School 3.0	education of children and the youth
166	Grupa Żywiec	Grupa Żywiec Social Fund	charitable and benevolent efforts
167	Henkel Polska	Ambassadors for Sustainable Development	education of children and the youth
168	Henkel Polska	CSR Masters	charitable and benevolent efforts
169	Henkel Polska	Researchers World	education of children and the youth
170	Henkel Polska	Shaping Futures	charitable and benevolent efforts
171	Hewlett Packard Enterprise (Global Business Center)	Blood and Bone Marrow Donation	charitable and benevolent efforts
172	Hewlett Packard Enterprise (Global Business Center)	Wrocław Business Run	charitable and benevolent efforts
173	Horus Innowacyjne Materiały Przemysłowe	Be Visible – Be Safe	road safety
174	Horus Innowacyjne Materiały Przemysłowe	Horus Academy	education of children and the youth
175	ICP Group	The support program dedicated to the Caritas community day care centre "Przystanek 13" within the Go4Help program	charitable and benevolent efforts
176	Idea Bank	Be Proud	development of entrepreneurship
177	Idea Bank	Enterprise Incubator	development of entrepreneurship
178	IKEA Retail	Classwork for children from DK Bydgoskie Przedmieście	charitable and benevolent efforts
179	IKEA Retail	Green Energy Picnic	education of children and the youth
180	IKEA Retail	Stupsk and IKEA together for sustainability	charitable and benevolent efforts
181	Infosys Poland	Christmas Charity Action	charitable and benevolent efforts
182	Infosys Poland	Moving beyond the limits of talent	business-university collaboration
183	ING Bank Śląski	BAKCYL – Bankers for Financial Education of Teenagers	education of children and the youth
184	ING Bank Śląski	Thinking about those in need – how our employees engage in charitable initiatives	charitable and benevolent efforts
185	ING Bank Śląski	Warsaw Run	fitness and sports
186	ING Bank Śląski	Your business relies on you	development of entrepreneurship
187	InterKadra	"Aware of the labor market"	education of children and the youth
188	Irus Wrocław (Factory Wrocław)	Wrocław reads with Factory	culture and arts

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

189	ITM Polska (Grupa Muszkieterów)	"Modern management methods in trade" at the Poznan University of Business and Economics	education of children and the youth
190	ITM Polska (Grupa Muszkieterów)	Collecting Blood for Poland	charitable and benevolent efforts
191	ITM Polska (Grupa Muszkieterów)	Collecting food for animals from shelters	charitable and benevolent efforts
192	ITM Polska (Grupa Muszkieterów)	Cooperation with Polish Food Banks	charitable and benevolent efforts
193	ITM Polska (Grupa Muszkieterów)	Holidays with Musketeers	charitable and benevolent efforts
194	ITM Polska (Grupa Muszkieterów)	Musketeers for Polish women	preventive healthcare
195	ITM Polska (Grupa Muszkieterów)	Playgrounds – Musketeers	charitable and benevolent efforts
196	Jeronimo Martins Polska	"Young designers for Biedronka"	business-university collaboration
197	Jeronimo Martins Polska	Cinema with Biedronka	culture and arts
198	Jeronimo Martins Polska	Contest "Quill 2015. Biedronka Children's Book Award"	charitable and benevolent efforts
199	Jeronimo Martins Polska	Let's Be Together Everyday	charitable and benevolent efforts
200	Jeronimo Martins Polska	Natalia Partyka Grant Fund	charitable and benevolent efforts
201	Jeronimo Martins Polska	Polish and World Championships of Children from Children's Homes in Soccer	charitable and benevolent efforts
202	Jeronimo Martins Polska	The Green Land	education of children and the youth
203	Jet Line	The Explorers Cruise Foundation	fitness and sports
204	Job Impulse Polska (Strefa Job)	Mission work – good start to employment	education of children and the youth
205	Kompania Piwowarska	"I will be a mom – I do not drink" – social campaign for FAS (fetal alcohol syndrome)	preventive healthcare
206	Bank Zachodni WBK	#TheBanker'sCareer	employment creation and skills development
207	Bank Zachodni WBK	Ambassadors of BZWBK program	employment creation and skills development
208	BIBUS MENOS	Student internship programs	employment creation and skills development
209	Kompania Piwowarska	Free time for mums	charitable and benevolent efforts
210	Kompania Piwowarska	KP sales teams help locally	charitable and benevolent efforts
211	Capgemini Polska	Capgemini School of Leadership	employment creation and skills development
212	Konferencja Przedsiębiorstw Finansowych w Polsce	XI edition of "VERBA VERITATIS"	education of adults
213	Kopalnia Soli "Wieliczka"	Give blood, give life	charitable and benevolent efforts
214	Kopalnia Soli "Wieliczka"	Miners and preschoolers	education of children and the youth
215	KPMG	Employee volunteering	charitable and benevolent efforts
216	KPMG	Grant program for KPMG employees	charitable and benevolent efforts
217	KPMG	KPMG reads to children	culture and arts
218	KPMG	KPMG Service Day	education of children and the youth
219	KPMG	KPMG's "Zaczytani" Campaign as part of KPMG's global action "Family for Literacy"	charitable and benevolent efforts
220	Kraków Airport Hotel	RMHC cooperation for the Krakow Home	charitable and benevolent efforts
221	Capgemini Polska	Program Ambassador of Capgemini	employment creation and skills development
222	LafargeHolcim	Accessibility Leader	charitable and benevolent efforts
223	LafargeHolcim	Folwark Project	charitable and benevolent efforts
224	LafargeHolcim	Playground designed by kids	charitable and benevolent efforts
225	LafargeHolcim	Twisted in space	charitable and benevolent efforts
226	LafargeHolcim	Wspólnie – LafargeHolcim Foundation	charitable and benevolent efforts
227	LPP	"Give life to Patricia and others" action emPATHY	charitable and benevolent efforts
228	LPP	Fashion Starter	education of adults

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

229	Carrefour Polska	Carrefour supports entrepreneurship	employment creation and skills development
230	Lubelski Węgiel "Bogdanka"	Multisectoral partnership for blood and bone marrow donation	charitable and benevolent efforts
231	LUX MED	I'm able to help	education of children and the youth
232	Grupa Aterima	Free voice-guided German lessons	employment creation and skills development
233	Henkel Polska	On the way to work	employment creation and skills development
234	Luxoft Poland	Poland Business Run	charitable and benevolent efforts
235	Luxoft Poland	Professor grandchild	charitable and benevolent efforts
236	Luxoft Poland	Xmas Party for kids	charitable and benevolent efforts
237	Magya	Time for Veggie	education of adults
238	Mars Polska	Better world for pets	charitable and benevolent efforts
239	MasterCard Europe, oddział w Polsce	Girls4Tech	education of children and the youth
240	MasterCard Europe, oddział w Polsce	Strategic partnership with WOŚP	charitable and benevolent efforts
241	mBank	Cooperation with the University of Lodz in conducting the "Banking and digital finance" bachelor studies	business-university collaboration
242	Infosys Poland	Infosys Finance Campus	employment creation and skills development
243	mBank	Holidays with math	charitable and benevolent efforts
244	mBank	If you don't do it in real life, don't do it online! mBank's first social campaign on Internet safety	social campaign
245	ING Bank Śląski	Programme Corporate Readiness Certificate (CRC)	employment creation and skills development
246	mBank	mPower	education of children and the youth
247	InterKadra	"Bet on the future attitudes to each other"	employment creation and skills development
248	Kompania Piwowarska	Dress for Success – Financial independence of unemployed women	employment creation and skills development
249	mBank	Tomorrow Belongs to Women	education of adults
250	mBank	The Young Talent Development Programme	employment creation and skills development
251	McCormick Poland	Culinary Strong	education of adults
252	Medicover	The Medicover Foundation "PoZdro!" Polish Diabetes Prevention Programme	preventive healthcare
253	Medicover	Voluntary work within Medicover Group	charitable and benevolent efforts
254	MetLife	CSR Programme for Seniors	charitable and benevolent efforts
255	MetLife	EMEA Community Service Week	charitable and benevolent efforts
256	MetLife	MetLife LifeChanger	education of children and the youth
257	MetLife	Support of non-governmental organizations	charitable and benevolent efforts
258	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków – Balice	Need Help traineeship	employment creation and skills development
259	Międzynarodowy Port Lotniczy im. Jana Pawła II Kraków – Balice	Grant competition "Supporting neighbours"	charitable and benevolent efforts
260	Orange Polska	The Sixth Sense	employment creation and skills development
261	Polskie Górnictwo Naftowe i Gazownictwo	GeoTalent – educational program of PGNiG	employment creation and skills development
262	Mostostal Warszawa	Research and development activity in cooperation with science partners	business-university collaboration
263	Mostostal Warszawa	Volunteer Day	education of children and the youth
264	Nestle Polska	Athletics for All	fitness and sports

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

265	NIVEA Polska	NIVEA Family Playground	charitable and benevolent efforts
266	Provident Polska	Code your future	employment creation and skills development
267	Provident Polska	One Level Up	employment creation and skills development
268	Nowy Styl (Grupa Nowy Styl)	Year of Music by Nowy Styl Group – patron of the Krzysztof Penderecki European Centre for Music in Lustawice	culture and arts
269	NUTRICIA	Educational programme "Eating healthy, growing healthy"	education of children and the youth
270	Sanofi	Internship program "Student on Board"	employment creation and skills development
271	Orange Polska	#SuperCoders	education of children and the youth
272	Schenker (DB Schenker)	Sales Consulting Trainee Programme	employment creation and skills development
273	SITECH	Dual Education System	employment creation and skills development
274	Skanska w Polsce	Skanska Summer Trainee Program	employment creation and skills development
275	SumiRiko Poland	Your path to career	employment creation and skills development
276	Volkswagen Poznań	Practical studies	employment creation and skills development
277	Volkswagen Poznań	Vocational education	employment creation and skills development
278	Orange Polska	Safety Here and There	education of children and the youth
279	ORLEN KolTrans	Railway ABC	education of children and the youth
280	Pelion	Dignity Day	education of children and the youth
281	Pelion	DOZ Marathon I care about health	charitable and benevolent efforts
282	Pelion	Little charitable hearts	cause related marketing
283	Pelion	Pay-roll	charitable and benevolent efforts
284	Pelion	Santa Claus Charity Evening	charitable and benevolent efforts
285	Pelion	Urtica for Kids Camp	charitable and benevolent efforts
286	Pelion	We give blood	charitable and benevolent efforts
287	PGE Polska Grupa Energetyczna	"Safe Energy" – lessons for students on safe use of Electricity	education of children and the youth
288	PGE Polska Grupa Energetyczna	Professionals in the route for kids	charitable and benevolent efforts
289	Pilkington Polska	Pilkington Glass Screen	charitable and benevolent efforts
290	PKO Bank Polski	#Cybersecurityguard	education of adults
291	PKO Bank Polski	2 PKO Charity Run – Helping with every step	charitable and benevolent efforts
292	PKO Bank Polski	Bankowiki, sub portal Bankomania	education of adults
293	PKO Bank Polski	Brawo BankAR App	education of children and the youth
294	PKP	Traveling Book	culture and arts
295	PKP CARGO	PKP CARGO patron of rail monuments	charitable and benevolent efforts
296	Polpharma	Model of dual education in Starogard Gdański	education of children and the youth
297	Polpharma	Polpharma Science Foundation	charitable and benevolent efforts
298	Polpharma	Pressure for Life Campaign	preventive healthcare
299	Polski Koncern Naftowy ORLEN	Art competition for PKN ORLEN Christmas card illustration	charitable and benevolent efforts
300	Polski Koncern Naftowy ORLEN	Become Santa Klaus assistant	charitable and benevolent efforts
301	Polski Koncern Naftowy ORLEN	Charity march – the day before the ORLEN Warsaw Marathon	charitable and benevolent efforts
302	Polski Koncern Naftowy ORLEN	Continuation and development of Future Fuelled by Knowledge project	education of adults
303	Polski Koncern Naftowy ORLEN	Factory of Good Energy – ORLEN Voluntary	charitable and benevolent efforts

LOCAL COMMUNITY INVOLVEMENT AND DEVELOPMENT

304	Polski Koncern Naftowy ORLEN	ORLEN for the protection of health and life	charitable and benevolent efforts
305	Polski Koncern Naftowy ORLEN	ORLEN. Safe roads	road safety
306	Polski Koncern Naftowy ORLEN	Physical education with Champion	fitness and sports
307	Polski Koncern Naftowy ORLEN	Social value of VITAY loyalty programme.	charitable and benevolent efforts
308	Polski Koncern Naftowy ORLEN	Tours of the Production Plant in Plock	a good neighbor
309	Polskie Górnictwo Naftowe i Gazownictwo	Be like Ignacy	education of children and the youth
310	Polskie Linie Lotnicze LOT	LOT Against Cancer – We Are Stronger Together!	charitable and benevolent efforts
311	PRESS-SERVICE Monitoring Mediów	#running_for_tests_initiative	preventive healthcare
312	Procter & Gamble Polska	Dental education program powered by Blend-a-med Oral-B Institute	education of children and the youth
313	Procter & Gamble Polska	P&G and Habitat for Humanity Poland cooperation	charitable and benevolent efforts
314	Promedica Care	On a wheelchair across Poland	charitable and benevolent efforts
315	Provident Polska	Sharing knowledge	business-university collaboration
316	Provident Polska	What about the dosh	education of children and the youth
317	PwC	"Two Sectors One Vision" coaching program for social leaders	supporting non-governmental organizations
318	PwC	Big Brothers Big Sisters	charitable and benevolent efforts
319	PwC	Catalyst of Business Development	development of entrepreneurship
320	PwC	Incubators of Social Innovations	social innovation
321	PwC	Mentoring program for social enterprises	social investment
322	PwC	Teens Matter	charitable and benevolent efforts
323	Raben Group	Cooperation with Food Banks	supporting non-governmental organizations
324	Renault Polska	Renault Handisport Team	fitness and sports
325	Robert Bosch	Robert Bosch's Academy of Inventors	business-university collaboration
326	Sabre Polska	Give Time Together	charitable and benevolent efforts
327	Sanofi	Atopic Heroes educational campaign	preventive healthcare
328	Sanofi	Butterflies under protection	preventive healthcare
329	Sanofi	Gaucher from blood and bones	preventive healthcare
330	Sanofi	Our Mount Everest	preventive healthcare
331	Sanofi	PS. I have SM	preventive healthcare
332	Scanned	Women's Intimate Health	preventive healthcare
333	Schenker (DB Schenker)	Meeting at DB Schenker – the logistics heart of Warmia and Mazury	a good neighbor
334	Schenker (DB Schenker)	Studying local communities "DB Schenker as Preferred Neighbor"	a good neighbor
335	Schenker (DB Schenker)	The logistics for the Noble Box	supporting non-governmental organizations
336	Sela	Blood gift for Children's Day	charitable and benevolent efforts
337	Sela	Educating Youth	education of children and the youth
338	SITECH	I am safe on the road	education of children and the youth
339	Skanska w Polsce	Creating a good public space in the Wola district	charitable and benevolent efforts
340	Skanska w Polsce	Engineer presentations at technical universities	education of children and the youth
341	Skanska w Polsce	Safe in house and in apartment	education of children and the youth
342	Skanska w Polsce	Safe near the construction site	education of children and the youth
343	Skanska w Polsce	Superpath – the biggest placemaking initiative in Poland	charitable and benevolent efforts
344	Sodexo Benefits and Rewards Services Polska	"Christmas Gift Card with Puppet"	charitable and benevolent efforts
345	Stanley Black & Decker Polska	Christmas help	charitable and benevolent efforts
346	SumiRiko Poland	Safe way to school	The safety of children and youth

LOCAL COMMUNITY INVOLVEMENT
AND DEVELOPMENT

347	SumiRiko Poland	TRI Poland scholarship	charitable and benevolent efforts
348	TAURON Polska Energia	Educational initiative "Close to the power sector"	education of adults
349	TAURON Polska Energia	Nature Classroom of TAURON Ekoenergia	charitable and benevolent efforts
350	TAURON Polska Energia	Say NO to illegal power consumption	social campaign
351	Tesco Polska	Food Collections	charitable and benevolent efforts
352	Tesco Polska	From farm to fork	education of children and the youth
353	Tesco Polska	Passing food surplus	charitable and benevolent efforts
354	Tesco Polska	You choose, we help	charitable and benevolent efforts
355	The Boston Consulting Group	Developing strategy for the Foundation "Dajemy Dzieciom Się"	supporting non-governmental organizations
356	The Boston Consulting Group	Poland 2.0.	education of adults
357	The Boston Consulting Group	Polish Economic Forum 2015	education of adults
358	Thomson Reuters	Thomson Reuters Yoda Program	education of children and the youth
359	TK Maxx	The strategic partnership of Academy of the Future programme	charitable and benevolent efforts
360	T-Mobile Polska	Collect nuts to help children!	charitable and benevolent efforts
361	T-Mobile Polska	The Help Measured in Kilometers	charitable and benevolent efforts
362	Transition Technologies	IT for Mountains, Blind People and Environment	charitable and benevolent efforts
363	Transition Technologies	Program your future	education of children and the youth
364	Vienna Life TU na Życie (Vienna Insurance Group)	Positive Spinning	road safety
365	Vilmorin Garden	Support the "Akogo?" Foundation and the "Alarm CLOCK" Clinic with Vilmorin Garden	cause related marketing
366	Volkswagen Motor Polska	Ambassador of Life Festival Oświęcim	charitable and benevolent efforts
367	Volkswagen Poznań	1+1=3	charitable and benevolent efforts
368	Volkswagen Poznań	The School of Young Engineers	charitable and benevolent efforts
369	Wawel	For the love of joy	charitable and benevolent efforts
370	Y-Consulting	Y-generation Development Program - Internship Program	business-university collaboration
371	Zakład Fotograficzny u Jarka - Jarosław Deka	Żywiec Future	education of children and the youth
372	Zakład Utylizacyjny	The Community Agenda "Active Neighbourhood"	a good neighbor

LOCAL COMMUNITY INVOLVEMENT
AND DEVELOPMENT

ABOUT THE RESPONSIBLE BUSINESS FORUM



*Business that changes the world
People who change business*

Responsible Business Forum is the oldest and largest non-governmental organisation in Poland dealing with all aspects of corporate social responsibility

The Forum is a think-and-do-tank that initiates and partners in key activities for the Polish CSR. We inspire business that changes the world and we connect people who change the business. We are committed to sustainable development.

CONTACT DETAILS

ul. Szpitalna 5/20, 00-031 Warszawa
biuro@fob.org.pl

- odpowiedzialnybiznes.pl
- @FOB_Poland
- ForumOdpowiedzialnegoBiznesu
- /company/responsible-business-forum

RBF AS A MEMBER OF INTERNATIONAL INITIATIVES AND ORGANISATIONS



PUBLICATIONS



PARTNERSHIP PROJECTS



Sustainability Reports Contest (partnership with Deloitte)



Responsible Companies Ranking 2017 (partnership with Akademia Leona Koźmińskiego, Dziennik Gazeta Prawna and Deloitte)

CSR Team – a subsidiary body of the Minister of Economy

ABOUT THE RESPONSIBLE BUSINESS FORUM

RBF IN NUMBERS / 2016



A comprehensive collaborative programme involving the RBF and companies, which contributes to spreading CSR ideas in Poland.



47 strategic partners



The longest acting CSR portal in Poland. #CSRwPL

502 129 views
142 567 unique users



Obligation of the employer to actively prevent discrimination, introduce equal treatment and diversity management policy in the workplace.



159 signatories
3rd Diversity Day
2nd Warsaw Diversity Day



Training offer targeted for companies, that want to find out about CSR and sustainability.

73 hours of training
16 meetings



The biggest CSR event in Poland. It's a space for good practices presentation and responsible business education.

around 2000 visitors
70 exhibitors



Contest for journalists and experts writing about CSR/ sustainable development
60 applications



60 applications



Educational programme addressed to students and with an aim of creating new innovators, managers and leaders of change.

20 ambassadors in 13th edition



www.responsiblebusiness.pl



STRATEGIC PARTNERS



COMMUNICATION PARTNERS

ANALYTICAL PARTNER

SUPPORTING PARTNER

PRINTING PARTNER

TRANSLATION PARTNER

RESEARCH PARTNER

INSTITUTIONAL PARTNER

