

Knowledge Management & CSR in PwC

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***„All knowledge is connected to all other knowledge.
The fun is in making the connections.”***

Arthur Aufderheide

PwC profile in CEE – who are we?

- PwC is a global network of separate consulting firms, owned and operating locally in countries around the world.
- This structure provides PwC firms with the flexibility to operate simultaneously as the most local and the most global of businesses.
- Main services: assurance, tax and advisory
- CEE network:

29 countries, around 7,000 people

List of countries

Albania	Kazakhstan	Romania
Armenia	Kosovo	Russia
Azerbaijan	Kyrgystan	Serbia
Belarus	Latvia	Slovenia
Bosnia & Herzegovina	Lithuania	Slovak Republic
Bulgaria	Macedonia	Tajikistan
Croatia	Moldova	Turkmenistan
Czech Republic	Mongolia	Ukraine
Estonia	Montenegro	Uzbekistan
Georgia	Poland	
Hungary		

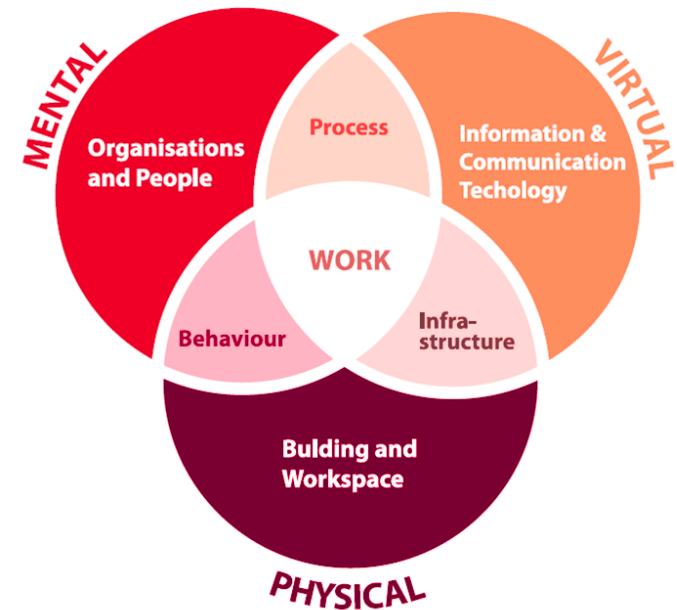


Knowledge management – what is it for us?

- *Knowledge is a key enabler for PwC to achieve its vision*

- *4 KM focus areas*

1. How to encourage people to share & collaborate?
2. How to enhance the building & creation of networks?
3. How to embed knowledge in business processes?
4. How to use IT to enable knowledge management?



CSR knowledge management in CEE– what for?

- *Promotion of cooperation and application of common strategies, risk, and quality standards.*
- *Support to fulfill PwC commitment to do the right thing in our own business and to be a catalyst for change in the world around us.*
- *Corporate responsibility at PwC is similarly governed at global, regional and local levels and it runs right to the top of local and network leadership.*

<i>Leadership</i>	Voice from the top „Walk the talk”
<i>Alignment</i>	Harnessing the power of the network
<i>Collaboration</i>	Enabling territories

CSR knowledge management in CEE– what do we have?

Focus areas	Solutions *
Sharing &Collaborating	<ul style="list-style-type: none">• Regular e-mailing & conference calls• Good practices collection and publication• Educational support and programs implementation – „Train the trainers” approach
Network	<ul style="list-style-type: none">• CSR CEE leadership and structure• Network of CR territory leaders & CR drivers•Connection to global CR network and Sustainability experts•Cross Business Lines cooperation and overview
Business process	<ul style="list-style-type: none">• Strategy implementation• Regional CR data monitoring & collection• Regional surveys on CR performance• Regional projects
IT	<ul style="list-style-type: none">• Global CSR data base• CSR in CEE on Intranet• Global PwC website: www.pwc.com/gx/en/corporateresponsibility/index.jhtml

* Selected solutions and examples

CSR knowledge management in CEE– challenges

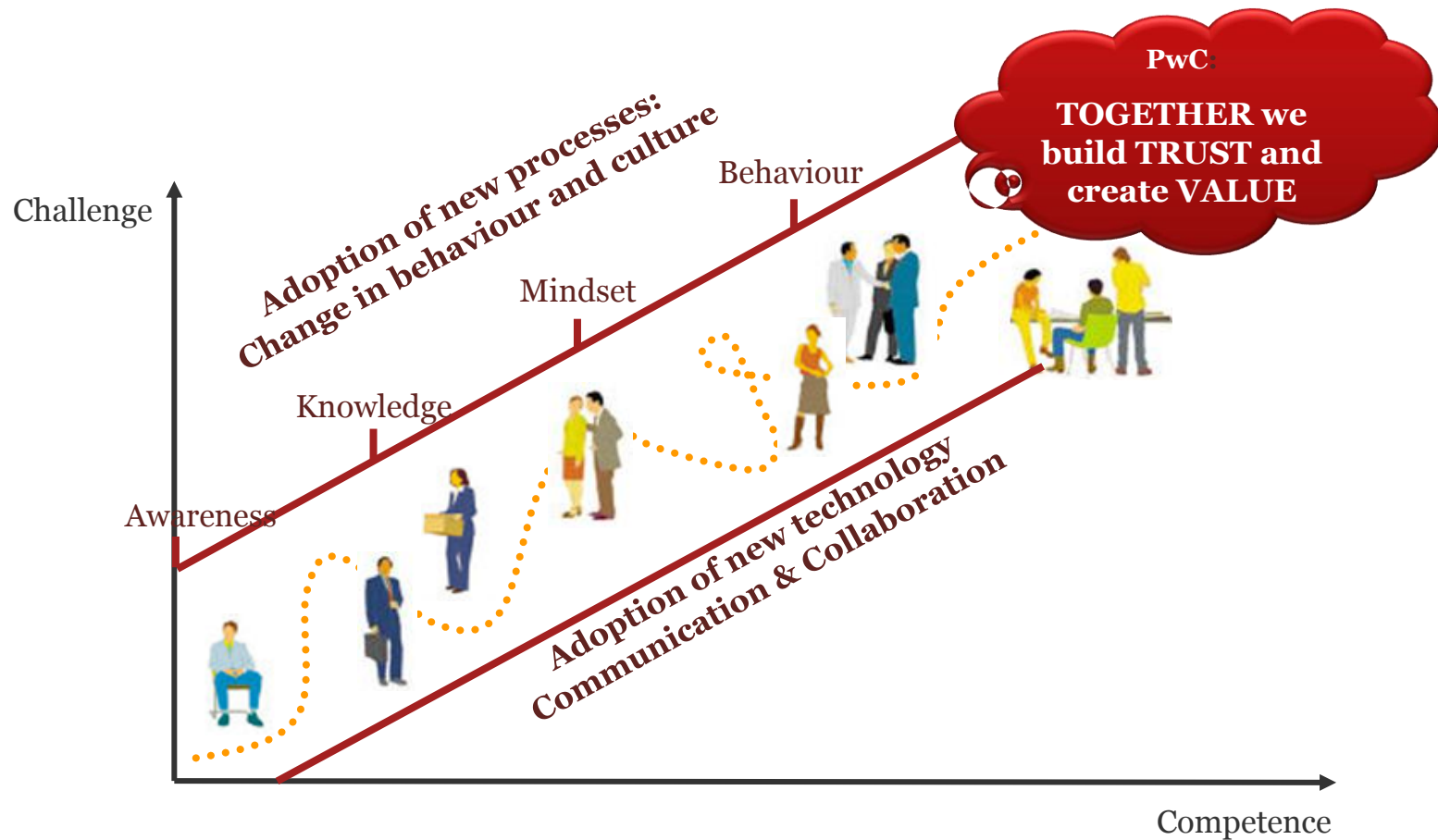
How to encourage people to network, share and collaborate ?

Challenges*:

- Different resources
- Time pressure
- Information overload

* According to CR drivers in annual CEE survey, FY 2011

CSR knowledge management in CEE - Culture....



CSR knowledge management in CEE– answers*?

1. Good practices – not only what but also how

- frameworks for flexibility in use – local content
- guidelines, templates, summaries
- gap analysis

2. Poland as „Centre of Excellence”

- SBS team support
 - in regional projects like CO2 measurement
 - topic experts (for example- Diversity, GRI reporting, Social Dialog)
 - pilot projects (Two sectors – one vision)
 - external knowledge sources and trends monitoring

3. Corporate Social Media



* Selected solutions and examples

CSR knowledge management in CEE– benefits

Why to encourage people to network, share and collaborate ?

- **Quality** to clients - efficient processes and easily available knowledge and experience
- Faster **innovation** - through seamless collaboration across organizational boundaries
- Better **insight**- through a culture based on openness, trust and a desire to share
- **The right person** in the right place - through a clear overview of resources and competence
- Attractive **employer** - by offering "modern" solutions for collaboration and personal development

... for personal & organizational growth

CSR knowledge management in CEE– lesson learnt

1. Networks

„It's not what you know, but who you know that makes the difference.”

2. Business moderation

„Are your meetings & workshops as efficient as they could be?”

3. Knowledge Transfer

„I know more than I can tell – I can tell more than I can write.”

Tools are great but nothing without people!



Thank You!

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<http://www.pwc.com/pl/sbs>

<http://www.pwc.com/gx/en/corporate-responsibility/index.jhtm>

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