

SOCIAL RESPONSIBILITY OF WHIRLPOOL SLOVAKIA, POPRAD

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WHIRLPOOL SLOVAKIA, POPRAD
@ EUBA ON NOVEMBER 29TH, 2017



WHIRLPOOL SLOVAKIA, POPRAD 2017



TOTAL AREA: 70 000 sqm

Covered area: 56 000 sqm

Expansion possibility 10 000 sqm

TOTAL VOLUMES: 2,200 kpcs

COMPLEXITY: 923 SKUs

VERTICAL INTEGRATION

Painting, Metal Stamping, Seaming,
Welding, Assembly, Silk-screening

TOP LOADER WASHING MACHINES

- Volumes PP17 1,100k
- 2 Assembly Lines 3 shifts
- Primary Processes 3 shifts

FRONT LOADER WASH.MACHINES

- Volumes PP17 1,100k
- 2 Assembly Lines 3 shifts
- Primary Processes 4 shifts

SINCE 1992 PRODUCED 32 000 000 WASHING MACHINES

OUR PRODUCTS



TOPLOADERS 5 – 7 kg

- ZEN technology
- Fresh Finish option
- Turn & Wash program
- Push & Open feature



FRONTLOADERS 5 – 9 kg

- Standard 6-9 kg Free standing
- Fresh Care feature
- Push & Wash program
- BI & Slim machines



OUR BRANDS

TOPLOADERS

O.E.M. Partners

BSH
Group



BOSCH

SIEMENS



Balay

Constructa

Gorenje
Group

gorenje



FRONTLOADERS

OUR KEY PRIORITIES 2017 & SOCIAL RESPONSIBILITY



Strategic Architecture

Vision
The Best Branded Consumer Products... in Every Home Around the World

Mission
Create Demand and Earn Trust Every Day

Strategy

Product Leadership	Brand Leadership
Operating Excellence	People Excellence

Values
Respect • Integrity • Diversity & Inclusion • Teamwork • Spirit of Winning

- **MANUFACTURING 2020**
 - **WPS EVOLUTION** – First Whirlpool Plant to execute WCM audit
 - **INDUSTRY 4.0** – Pilot the Advanced Manufacturing use cases to support strategy 2020

EMEA STRATEGY 2017-2020: LEVERAGING NEW FOUNDATIONS TO UNLEASH FUTURE GROWTH

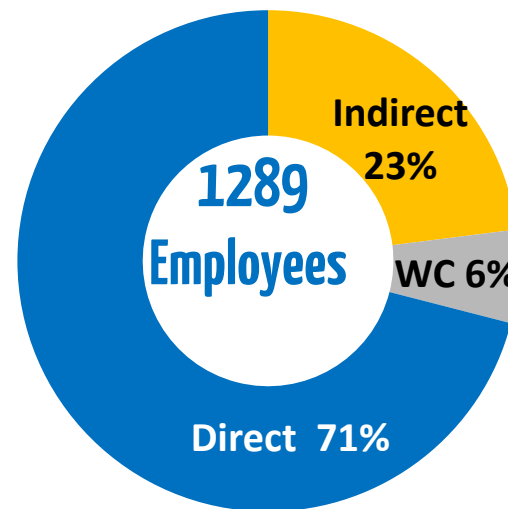
	Imperatives	EMEA Priorities	
Global	1 Deliver product leadership	Innovation and Best in Class Quality	Winning culture, talent and capabilities
	2 Re-define what "product" is		
	3 Win the (digital) consumer journey		
	4 Reinvent our value chain		
EMEA	5 Expand margins & regain #1 position	Restore Profitability in UK	
	6 Stabilize operations & reach operational excellence	Grow MEA	
		Fully Exploit Brand Portfolio (Boost IND, Remix, Expand KAD)	
		Built-In Growth Acceleration	
		Turnaround Refrigeration	
	Supply Chain Effectiveness		
	Commercial Transformation		

- **NEW PRODUCT LAUNCH – FRESHCARE**
- **PEOPLE EXCELLENCE PROGRAM**
- **SOCIAL RESPONSIBILITY STRATEGY 2017**

OUR PEOPLE => THE BIGGEST ASSET

FACTORY	1289
GPD	69
ETS	37
PROCUREMENT	11

TURNOVER WC FY	2,90 %
TURNOVER BC FY	3,32 %
ABSENTEEISM	3,1 %



24 %



76 %

Average Age
38
years old

Average Seniority
10
years

STABLE WORKFORCE WITH LOW LEVEL OF ABSENTEEISM IS KEY SUCCESS FACTOR

OUR RESPONSIBLE SUPPLY BASE

TOTAL NUMBER OF SUPPLIERS = 158
40% OF CO-LOCATION SUPPLY BASE

Western Europe

- Electro-Mechanical
- Heating Elements
- Steels
- Raw materials (ABS, PP)

22%

Eastern Europe

- Plastic Inj.
- Motors & Pumps
- Metal Stamping
- Electronics
- Steels

69%

% Country Supply Base
Turn over Share

China

- Electro - Mechanical
- Motors
- Electronics

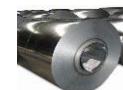
9%



160 Trucks
unloaded everyday



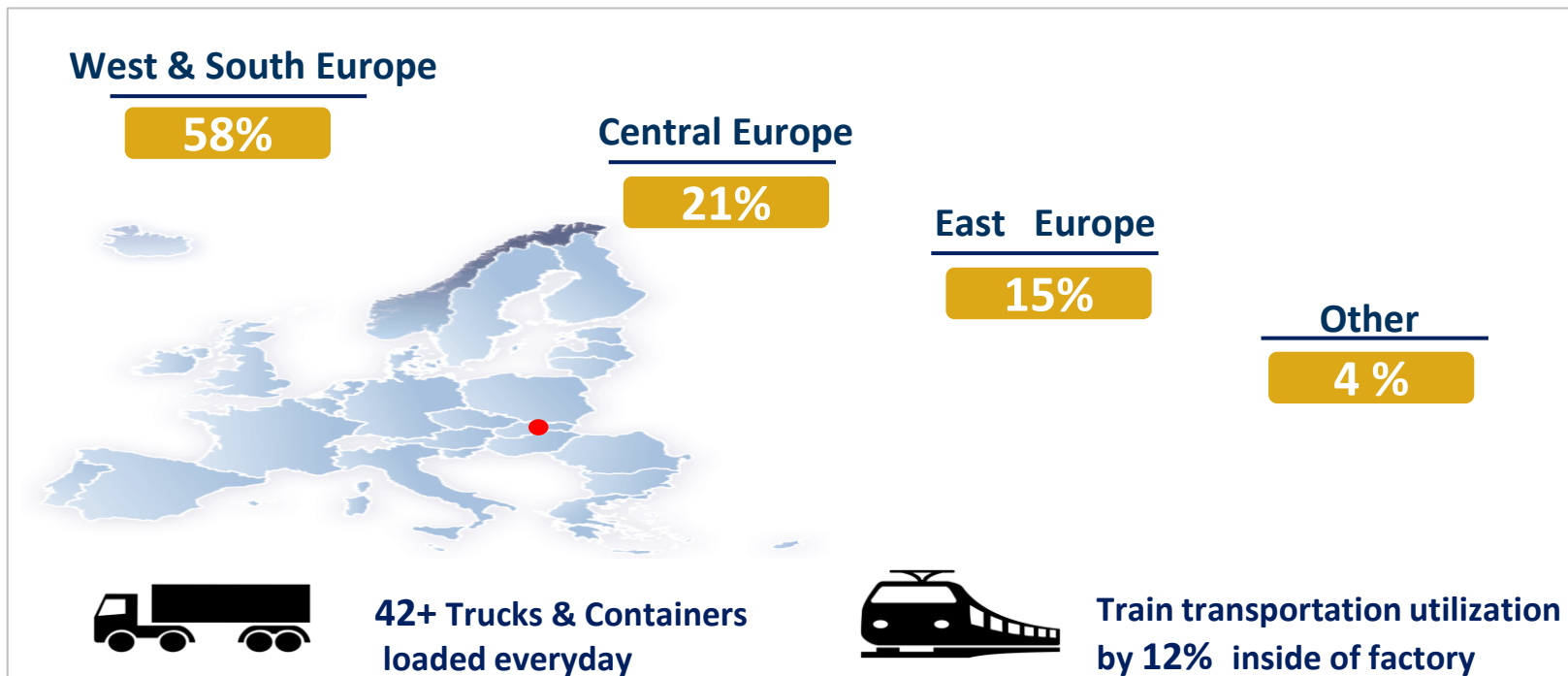
10.334 Part Numbers
managed in the WHS



174 tons of steel
daily consumption

POPRAD COMPETITIVE ADVANTAGE IS CO-LOCATION SUPPLY BASE

OUR SERVED MARKETS



FACTORY FINISHED GOOD WAREHOUSE CAPACITY IS 25 K PCS = 2 DAYS OF PRODUCTION

OUR PEOPLE EXCELLENCE STRATEGY

BEST TEAM => BEST FACTORY

PEOPLE EXCELLENCE STRATEGY OF POPRAD FACTORY 2017

EXTRAORDINARY PERFORMANCE



- ATTACK THE LOSSES BY DATA DRIVEN PRIORITISATION
- SUPPORT OF WCM PILLARS BY SKILLS & KNOWLEDGE IMPROVEMENT IN PROPER TIME
- INVOLVEMENT OF ALL LEVEL OF ORGANISATION

GREAT PEOPLE



- TRAINING CENTER CREATION
- TALENT PIPELINE CREATION OF MANAGERIAL SUCCESSORS & TALENT DEVELOPMENT
- LEADERSHIP DEVELOPMENT PROGRAM FOR MANAGERS & PILLAR LEADERS

WINNING CULTURE



- EES 2017 ACTION TEAM WITH PARTICIPATION OF WC & BC
- CLOSE COOPERATION WITHIN EMEA REGION
- ACTIVE CSR ACROSS WHIRLPOOL REGIONS
- EXPORTING & IMPORTING TALENTED MANPOWER IN EMEA REGION

PEOPLE EXCELLENCE PROGRAM ENABLER OF FACTORY TRANSFORMATION

OUR WINNING CULTURE: PEOPLE ENGAGEMENT

ENGAGEMENT SURVEY ACTION PLAN 2017

Strengths & Opportunities						
Strengths Our team's greatest areas of strength; we should continue to leverage.						
Question	% Yes	% Per Region	Global	% Last Difference from	2016	
14. Offering options are openly discussed in meeting decisions.	83	78	81	89	15	20
40. My manager keeps me informed about issues that affect me.	88	88	87	87	12	17
5. I have sufficient flexibility to meet my personal/family needs.	93	77	84	92	13	22

Opportunities Our team's greatest areas of opportunity; these should be our priority areas of focus.						
Question	% Yes	% Per Region	Global	% Last Difference from	2016	
14. I do not feel pressured to compromise company policy or the law.	82	89	92	92	n/a	3
6. In general, workforce policies in my Region/Function are administered fairly and consistently.	67	67	76	80	n/a	n/a
27. Whirlpool has established a culture where employees can share openly and transparently without fear of reprisal.	71	72	75	79	n/a	n/a

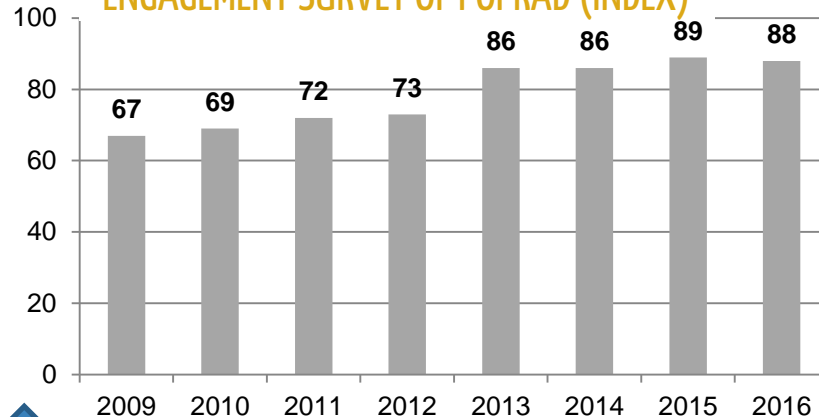
What we could do (recommended "best practice" actions):

14. **Do not feel pressured to compromise company policy or the law.**
 Schedule a session to enhance ethical awareness in your team. Refer to the Whirlpool value statements to communicate and reinforce this. Make sure your employees are aware of the Whirlpool Ethics Hotline and how/when to use it. Consider using an outside facilitator to conduct focus groups with employees to understand any perceived disconnect between the company's values and behaviors.

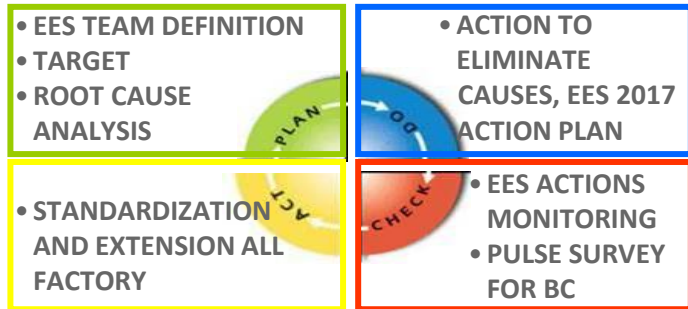
6. **In general, workforce policies in my Region/Function are administered fairly and consistently.**
 As a manager, you are responsible for applying corporate policies in the local work environment. Educate yourself on the organization's corporate policies and identify an internal resource for employees to contact if they have an issue. Additionally, work to ensure that all departmental policies and practices are applied appropriately and consistently with respect to all individuals. Be fair in accommodating any special needs that team members may have.

27. **Whirlpool has established a culture where employees can share openly and transparently without fear of reprisal.**
 Be a role model for transparency with your team by consistently asking for feedback, including tough messages. Speak transparently to your team; this way, you are modeling and helping your team understand that you want to hear the positive and the negative news. To encourage transparency among employees, be mindful of how you respond to bad news/failures. As much as possible, focus on what can be learned from the experience and how the business can benefit from those insights, perhaps by informing the next innovation/business cycle.

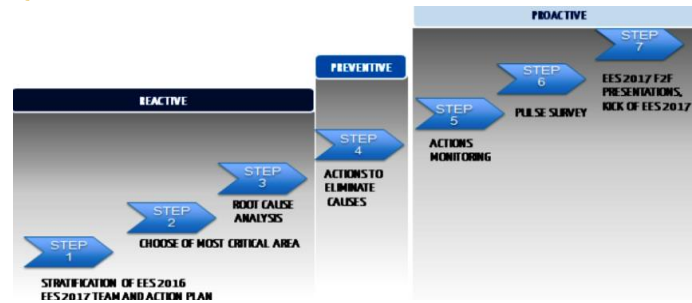
ENGAGEMENT SURVEY OF POPRAD (INDEX)



PDCA CYCLE FOLLOW UP



7 STEPS/WCM APPROACH



WHIRLPOOL SLOVAKIA, POPRAD EES TARGET FOR 2017: **90 +**

OUR GREAT PEOPLE : TALENT APPROACH

Talent Pool 2017

Band 7&8 - Q1 2017

High ↑ PROMOTABILITY CONSIDERATIONS OVER TIME ↓ Low	TOT:7 10%	TOT:3 5%	TOT:2 3%
	N/A	TOT:8 12%	TOT:7 10%
	TOT:0 0%	TOT:10 15%	TOT:30 45%
	Low ← CONTRIBUTION, IMPACT & VALUE TO BUSINESS OVER TIME → High		

AS IS:

- 67 Employees
- 18% Box 1-2-3
 - 10% Box 6
 - 45% Box 4

TARGET:

- 30% Box 1-2-3
- 2 Expatriates

WCM Pillar Leaders Succession Plan



Main Actions and our Talent Approach 2017

- Talents from BOX 1 promoted to BAND 6 in 2017 based on Career Compass and Succession Plan
- Building People Excellence Trainings, Training Center, and WCM PD Pillar (People Development)
- Leadership Development Program for Managers and for the Successors



WE WANT TO INVEST TO OUR PIPELINE TO BE READY FOR FUTURE CHALLENGES

OUR CSR: CORPORATE SOCIAL RESPONSIBILITY

MORE THAN 100 VOLUNTEERS READY TO HELP 24/7 AND CSR BEST IN CLASS!



STRUCTURED ACTION CSR PLANNING AND INVOLVEMENT



SOCIAL SUPPORT AND CARE NATIONWIDE



Whirlpool CORPORATION

10 for Children

Habitat for Humanity

LIGA PROTI RAKOVINE

Save a life Give Blood

Via Bona Slovakia

parasport24

Business Leaders Forum

POPRAD CSR STANDARDS USED AS BENCHMARK FOR EMEA CSR MODEL

OUR CSR ACTIVITIES IN A NUTSHELL 2017



25th Anniversary
Of Whirlpool
Slovakia

Trade Unions:
Collective Agreement
for 2 years



Internal and External
Trainings, focus on
WPS/WCM

Talent Management
of our new Leaders,!



WPS/WCM,
Industry 4.0.,
Manufacturing 2020



SKI and SUMMER
Camp for our kids

Continuous Giving



Leadership in
Action Program

Internal & External
Communication and
CSR PLAN



Habitat for Humanity

Training Center



New
Leadership
Training for all
Employees

WHIRLPOOL EMEA CORPORATE GIVING MODEL



Whirlpool CORPORATION

Whirlpool®

KitchenAid®

MAYTAG

iNDESIT

Hotpoint*

Consul

BRASTEMP

AMANA®

JENN-AIR®

Bauknecht

acros®

DIQUA 帝度

every drop
USA

*Whirlpool Corporation ownership of the *Hotpoint* brand in EMEA and Asia Pacific regions is not affiliated with the *Hotpoint* brand sold in the Americas.



Whirlpool CORPORATION

COMPONENTS OF THE STRATEGY

TARGET	Families and low-income families, young generations
FOCUS AREAS	<ol style="list-style-type: none">1. Food Access and Food Saving2. Housing solutions3. Youth employment
FRAMEWORK	Alignment with <i>UN Sustainable Development Goals</i>
CORPORATE GIVING CATEGORY	<ul style="list-style-type: none">• Charitable gifts• Strategic community investment• Commercial initiatives in the community
HOW WE SUPPORT	<ul style="list-style-type: none">• Cash giving• In-kind donations• Employees time and competences
SCOPE	EMEA Region

OBJECTIVES

Whirlpool EMEA Corporate Giving Model sets a clear framework in order to:

- Align with the company's mission, principles and operations;
- Better allocate Whirlpool EMEA resources in favour of the Community;
- Create social impact within the communities through a reactive and proactive approach.



Whirlpool EMEA
healthworks
BALANCING LIFE • LIVING HEALTHY

TARGET

As the number one major appliance manufacturer in the world, Whirlpool considers **families** primary stakeholders.

Whirlpool EMEA Community mission is to improve the quality of families' life by addressing their crucial and social needs and expectations.



COMPONENTS OF THE STRATEGY

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SCOPE	EMEA Region

3 FOCUS AREAS

1. Food Access and Food Saving

Ensuring access to food opportunities and promoting food saving in households.



2. Housing

Providing families with adequate, safe and affordable housing solutions.



3. Youth employment

Foster youth employment with a focus on STEM skills by supporting education attainments, training and work opportunities.



1. FOOD ACCESS AND FOOD SAVING

Ensuring access to food opportunities and promoting food saving in households.



WHAT WE SUPPORT

Whirlpool EMEA promotes and supports initiatives that aim to:

- Erase food insecurity by ensuring access to nutritious food to low-income families;
- Promote food saving in households by creating awareness on responsible consumption, conservation and preparation.

2. HOUSING

Providing families with adequate, safe and affordable housing solutions.



WHAT WE SUPPORT

Whirlpool EMEA promotes and supports initiatives that aim to:

- Answer immediate needs through basic and temporary shelter;
- Improve homes in substandard conditions of low-income families or disadvantaged people;
- Foster requalification of empty buildings and providing social housing opportunities.

3. YOUTH EMPLOYMENT

Foster youth employment with a focus on STEM skills by supporting education attainments, training and work opportunities.



WHAT WE SUPPORT

Whirlpool EMEA promotes and supports initiatives that aim to:

- Empower maths and science attainments of young people in secondary education;
- Promote vocational training for teenagers of low-income families with a focus on mechanical, electrical, computer, materials science and chemical engineering skills;
- Provide job-support schemes and traineeships for young NEET (18-24 years old) of low-income families.

FRAMEWORK

THE UN SUSTAINABLE DEVELOPMENT GOALS



At the UN General Assembly in September 2015, the *Sustainable Development Goals (SDGs)* were adopted by the United Nations for the purpose of establishing a sustainable society across the world and will be carried out from 2016 to 2030. Major parts of the SDGs include **17 goals and 167 targets**.



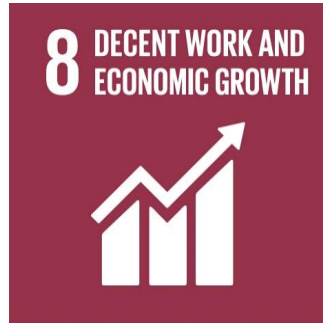
To update the Millennium Development Goals and more, the SDGs function as a guide that U.N. member states will use to frame their policies. This means that **193 countries have signed up unanimously to make these goals a priority for the next 15 years.**



FRAMEWORK 2/5

THE UN SUSTAINABLE DEVELOPMENT GOALS

The company's mission to empower families to achieve more is strongly aligned with the UN SDGs. That's why Whirlpool EMEA has decided to **focus on the following UN Sustainable Development Goals:**



FRAMEWORK 3/5

THE UN SUSTAINABLE DEVELOPMENT GOALS

FOOD ACCESS AND FOOD SAVING

Ensuring access to food opportunities and promoting food saving in households.

SDG GOAL AND TARGETS

2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.



FRAMEWORK 4/5

THE UN SUSTAINABLE DEVELOPMENT GOALS

HOUSING

Provide families with adequate, safe and affordable housing solutions.

SDG GOAL AND TARGETS

11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.



FRAMEWORK 5/5

THE UN SUSTAINABLE DEVELOPMENT GOALS

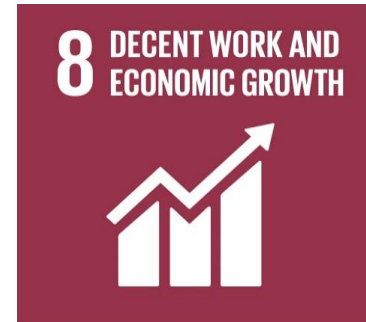
YOUTH EMPLOYMENT

Foster youth employment with a focus on STEM skills by supporting education attainments, training and work opportunities.

SDG GOAL AND TARGETS

8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training.



Following the *London Benchmarking Group* framework, three categories fall under the definition of Corporate Giving:

- **Charitable gifts:** intermittent support to a wide range of good causes in response to the needs and appeals of charitable and community organizations, increasingly through partnerships between the company, its employees, customers and suppliers.
- **Strategic community investment:** long-term strategic involvement in community partnerships to address a limited range of social issues chosen by the company to protect its long-term corporate interests and to enhance its reputation.
- **Commercial initiatives in the community:** activities in the community, usually by commercial departments, to directly support the success of the company, promoting its brand identities and other policies, in partnership with charities and community-based organizations.

Depending on the needs of the requesting organizations and projects, corporate giving can take different forms. Whirlpool EMEA acknowledges the following main typologies of support in its initiatives:

- **Charitable giving:** the amount of cash giving
- **In-kind donations**
 - ✓ Our products donations;
 - ✓ Use of free spaces granted to projects or organizations (physical or virtual)
- **Employees time and competences.** Through the skills employees and volunteers can contribute.

“OUR SOCIAL RESPONSIBILITY”

Let’s make the moments for our communities, charities, and NGOs that matter!

FOCUS AREAS

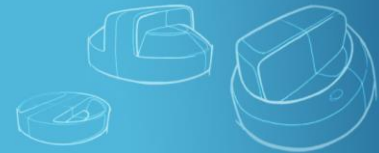
In EMEA, we focus our corporate giving primarily on the following three areas:

1. **Food Access and Food Saving**, ensuring access to nutritious food, promote food saving in households and raise awareness around the value of food.
2. **Housing**, providing families in need with adequate, safe and affordable housing
3. **Youth employment**, fostering youth employment with a focus on S.T.E.M. (*Science, Technology, Engineering and Mathematics*) skills and mainly targeting NEET (not in employment, education, training)



Social Responsibility

Improving our communities through collective impact



<http://whirlpoolcorp.com/social-responsibility-in-emea/>

LEADERSHIP IN ACTION PROGRAM

from one COMMON culture...

...to one WINNING culture

2016

Fostering cultural integration and creating ONE employee-experience

2017

Moving from ONE COMMON CULTURE to ONE WINNING CULTURE to act as Industry Leader

Q1 2017

BE BOLD play to win
HAVE PASSION be bold
PLAY TO WIN

Q2 2017

unleash talent
UNLEASH TALENT
ONE WHIRLPOOL
one whirlpool

Q3 2017

OWN IT lead with speed
STRAIGHT TALK
own it LEAD WITH SPEED
straight talk

Q4 2017

TEAMWORK diversity & inclusion
DIVERSITY & INCLUSION
SPIRIT OF WINNING respect
INTEGRITY
RESPECT

A calendar of cross-country initiatives always referring to our leadership attributed & values
Combination of classes and experiential initiatives creating moments that matter for employees
All White collars involved. Dedicated calendar for Blue Collars

LEADERSHIP IN ACTION 2017 WITH CSR

Q1 2017

HAVE PASSION FOR



Our Consumers

*Live our Brands,
be our consumer*

Quiz on our Brands to
develop knowledge and be
ambassadors

Q2 2017

UNLEASH TALENT of



Our People

*Play to Win with
Diversity &
Inclusion*

Diverse team to be #1 in
Table Soccer tournament

Q3 2017

OWN



Our Customers

*Walk in the
Customer's
Shoes!*

Team competition on
mystery shopping (in
store & online) to support
sales

Q4 2017

VALUE



**Our Social
Responsibility!**

Make the Difference!

Photo Campaign
of our Social Responsibility
commitment

LEADERSHIP IN ACTION 2017 - Q4

Q4 2017

VALUE



**Our Social
Responsibility**

**Make the
Difference!**

Foster our EMEA Social Responsibility strategy to improve our communities' lives through collective impact.

Your Mission

Go to the Community, NGO, or Charity, give your contribution to them.

Your Voice

Take a photo of yourself and your Community, NGO, or Charity.

Common Responsibility

Long-term partnerships with the Community, NGO, or Charity.

**Make the Difference
from November 29th till December 31st 2017!**



Photo shooting context, to recognize our people for their concrete contribution to local communities.

OUR MOTTO



... IF WE WANT WE CAN DO EVERYTHING...

SEE YOU IN POPRAD!



... YES, WE CAN AND WE CARE...

THANK YOU FOR YOUR ATTENTION!



JOIN THE CONVERSATION

- @WhirlpoolCorp #WhatMatters
- LinkedIn.com/company/Whirlpool-Emea
- Facebook.com/WhirlpoolEMEA
- WhirlpoolCorp.com

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