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**The CSR activities of BLF  
Slovakia members**



The Pontis Foundation is a grant-making and operational foundation. Its mission is to support democracy by raising awareness of civil society and by sharing experience in Slovakia and abroad. Through its activities, it strives to strengthen the development and long-term financial sustainability of Slovak non-profit organisations. The Foundation supports the development of business philanthropy and social responsibility - implements surveys; runs educational activities, organises the Via Bona Slovakia award; and administers the Business Leaders Forum.



The Business Leaders Forum is a business association that encourages the principles of corporate social responsibility in Slovakia. Its mission is to inspire and motivate companies by raising their awareness and providing the necessary know-how. The aim of the Forum is to assist companies and other organizations in voluntarily introducing higher ethical business standards and actively contributing to sustainable development.

*Business activities contribute to economic development and have an impact on society and the environment. Relationships with consumers, suppliers, employees, and investors are varied; the overall significance of the effect of products, services, and all corporate activities is enormous. There has long been discussion in Europe about how to achieve a situation in which not only companies but also the wider public and community, would benefit from business activities. In particular, it is said that economic development should be sustainable and the impact on society and the environment mainly positive. Corporate social responsibility is gradually becoming an important topic of discussion in Slovakia, as well.*

*Appropriate regulating legislative requirements and the growing expectations of a well-informed public may bring about great improvements. Ethics and morals are important, too, as is the willingness of companies to approach this matter seriously. Voluntary implementation of decisions that contribute to improved social conditions, a clean environment, and respect for the interests of the parties involved is both admirable and welcome. If the performance of real community service that could inspire other companies is also involved, the effort becomes more valuable.*

*The Business Leaders Forum and the Pontis Foundation are seeking to contribute towards responsible entrepreneurship in Slovakia and to increase awareness of the concept of corporate social responsibility in its full breadth and depth. In addition to the raising of theoretical awareness and the development of professional discourse, a practical approach is also of great importance. In our opinion, the collection and publication of some approved and completed projects from the last two years is a useful means of exchanging real experience. We believe that the issuing of this booklet will also serve as motivation for others.*

Ivan Ježík  
Programme Director  
Pontis Foundation

March 2006

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## Microfund – Support for Women Starting in Business

**Citigroup; Citibank (Slovakia) a.s.**

### Description of the situation before adoption of the solution

Women from socially disadvantaged situations (e.g. in regions with high rates of unemployment, or after maternity leave) often experience a lack of opportunity for work in which they can make use of their skills and knowledge. A combination of appropriate education, business planning and the possibility of applying for a micro-loan, provides real potential for solving this complex problem.

### Adopted solution

A healthy social environment is the foundation for a healthy economic environment. Awareness of this fact led us to look for a form of direct financial support with additional value. The international long-term grant to the Integra Foundation has been a means of supporting women in starting their own businesses. Relevant training, which leads to the opportunity of developing a business plan and applying for a loan, has demonstrated itself to be an excellent instrument of support for small and medium entrepreneurs in other countries of central Europe. The additional value is in the expert assessment of business aims by bank representatives, and equally in the participation in training courses and business meetings. In a 7-year period 592 women have graduated from the training courses, and received 151 loans totalling 11 434 000 SKK.

### Achieved outcomes

- We directed our aid to those regions that needed it the most
- We addressed a responsive target group – women and offered them a real chance for a new beginning. Many of them made use of it, and today they are successful businesswomen
- By combining education with beneficial financial help, we have created a successful model of social aid with long-lasting positive effects
- The project was for us a successful combination of financial and non-financial support (donation of time)

### Company departments, which actively participated in the project

- Community Committee (10 members)
- Public Affairs Officer

### Responsible contact person

Branislav Cehlárik, Public Affairs Officer, [branislav.cehlarik@citigroup.com](mailto:branislav.cehlarik@citigroup.com)

## Support for the Global Ethics Programme of Junior Achievement Slovakia

**Hewlett-Packard Slovakia, s.r.o.**

### Description of the situation before adoption of the solution

It is necessary to discuss ethics in business and social responsibility, because the young generation entering the economic environment often talk among themselves about negative models of behaviour. Their high frequency made such behaviour seem ordinary, and it is perceived by young people as normal. That is the reason why ethics represents an important element in the prevention of corruption.

### Adopted solution

We support the project of the non-profit organization *Junior Achievement Slovakia – Youth for the Future*. Its aim is to raise the quality of the general preparation and ethics education of young secondary school students. The project aims to strengthen the interconnection between the content and form of education and the current requirements of business practice. This support is ensured by the national adaptation of an international interactive educational programme (Global Business Ethics). This programme helps young people to understand how to make consistent ethical decisions, not just in the business field, but also to become aware of their own full responsibility, to become familiar with the basic principles of ethics in business corporate culture, to ease the process of identifying their own hierarchy of ethical values, and to learn how to apply ethical decision making to their every-day lives as well as to their own business practices later on.

### Achieved outcomes

- Case studies and solutions to ethical dilemmas of virtual company.
- Analysis of the decision-making processes of each individual employee, by means of a virtual company with employees in various job positions.
- Confrontation with their own opinions on the solutions, which would be applied by the individual students if they were in the same situation.
- Understanding of the importance of cultural differences, leading to mutual tolerance, and communication in the English language with students from different countries.
- Using up-to-date information and communication methods in education.
- Participation of our organization in educating young people to increase their awareness of the necessity of applying ethics to business, and generally of the necessity of managing and behaving in accordance with moral values.

### Company departments actively participating in the project

- Business and marketing representatives
- Operating centers

### Responsible contact person

Danica Balážová, Marketing Manager, [danica.balazova@hp.com](mailto:danica.balazova@hp.com)

## Corporate Foundation – Systematisation of the Company's Philanthropic Activities

### Orange Slovensko, a.s.

#### Description of the situation before the solution has been adopted

Since it began, Orange Slovensko, a.s. has been trying to carry out various kinds of socially beneficial activities. As it appeared that the amount of financial resources for redistribution was tending to increase, it was necessary to take steps to systematise these activities.

#### Adopted solution

in 2002 *Orange Slovensko, a.s.* established the non-investment fund *Konto Orange, n.f.* It aims to initiate useful projects in support of various groups of people with a variety of requirements. Therefore, Konto Orange systematically supports educational and leisure-time projects, as well as projects focusing on regional development. Another activity is the support of alternative family care in cooperation with the civic association *Návrat*. Konto Orange also organizes charitable programmes. Most of the financial aid is allocated via open grant programmes, because this method ensures the highest transparency. It also supports projects that are not part of grant programmes, but they must be in line with the statutes of Konto Orange, n.f.

#### Achieved outcomes

- Systematic support of various social groups
- Business cooperation with the Third Sector
- Effective and transparent remittance and utilisation of the 2% assignation tax

#### Company departments actively participating in the project

- Sector for communication and trade-marks

#### Responsible contact person

Natália Pavlová, Sponsorship&Events Manager, [natalia.pavlova@orange.sk](mailto:natalia.pavlova@orange.sk)

## Age Matters Programme

### Philip Morris Slovakia s.r.o.

#### Description of the situation before the solution has been adopted

According to a study, nearly half of restaurant, bar, pub and café employees of the segment HoReCo are convinced, that the majority of retailers sell tobacco product to underaged persons. Our approach is clear: children should not smoke and they should not have access to tobacco products.

#### Adopted solution

Project „Age Matters“ is a one of our activities focused on youth smoking prevention. After successful initiative with business network COOP Jednota Slovensko s.d., we have launched the project in 2005 in cooperation with The Slovak Trade and Tourist Union and with Slovak Hotel and Restaurants Union in cafés, bars, pubs and restaurants in Bratislava, Banská Bystrica and Košice. During the period of time since May until October 2005, project patrols addressed the employees of retailers selling tobacco products. Test with the title „Don't guess our age. Check it.“ raised retailers' compliance with the legislature defining the barred access to cigarettes for underaged and they learned how to proceed to stem such sale. Patrols offer the installations of new warning signs and deliver the stands with bulletins for underaged.

#### Achieved outcomes

- During the duration of the programme we have installed nearly 300 warning signs, which are placed at visible places defined by the Act on Protection of Non-smokers and by the Act on the Excise Duty on Tobacco Products.
- Within the scope of the project, nearly 800 employees of pubs, cafés and bars has been tested in 278 retailers in Bratislava, Banská Bystrica and Košice.
- Test results have confirmed the expectation, that the employees of addressed retailers cannot precisely guess the age and they even fulfilled the objective – awareness of how complicated is to guess the age of target group of youth and confirmed the message of the project, „Don't guess our age. Check it.“
- Retailer employees convinced themselves, that to guess the age according to the appearance might be misleading and is not the correct method in responsible entrepreneurship. We terminated the project by the end of October. Although, its message is being spread by those, who know, that it is the right thing.

#### Company departments actively participating in the project

- Corporate Affairs Department
- Marketing Department

#### Responsible contact person

Denisa Prokšová, Position, Corporate Affairs Coordinator,  
[denisa.proksova@pmintl.com](mailto:denisa.proksova@pmintl.com)

## Tesco Charity of the Year 2005

### Tesco Stores SR, a.s.

#### Description of the situation before the possible solution was adopted

The situation concerning mentally handicapped people in Slovakia has required more significant support, because the situation in their families and their quality of life is still not satisfactory. There are still not enough integration programmes for these people.

#### Adopted solution

The Tesco Corporation chose *the Association for the Support of the Mentally Handicapped (ZPMP in SR)* as their partners in the charity project *Tesco Charity of the year 2005*. ZPMP in SR is an internationally active, non-governmental, non-profit organization, which organizes 54 local organizations in the regions of Slovakia. These have a combined membership of more than 10 000, made up of mentally handicapped people, their parents, families, friends, experts and sympathizers. Tesco, in cooperation with ZPMP in SR, organized a public financial fundraising campaign in 33 Tesco warehouses and hypermarkets in Slovakia. During the half year of the project's duration, a total amount 2 126 751 SKK was collected. This sum was used to support activities focusing on the integration of mentally handicapped people into society.

#### Achieved outcomes

- ZPMP in SR acquired expertise and experience in the organization of a public financial fundraising campaign in Slovakia. and obtained the initial capital for its implementation.
- Support from the Tesco Corporation has increased the visibility of both the problems of mentally handicapped people, and the organisation ZPMP in SR, which supports them.
- The Project has given the organization the financial means to carry out activities aimed at the integration of mentally handicapped people into society.
- Customers of Tesco Corporation were able to learn about the problems of mentally handicapped people in more detail.
- For mentally handicapped people, the project has broadened their opportunities to improve their difficult situation by themselves.
- National and regional media carried a number of reports on the project, which had a positive impact on the image of the society and of the project as the biggest charity action in the community.

#### Company departments actively participating in the project

- Corporate Management,
- Central Office Employees
- Tesco Warehouse and Hypermarket Employees

#### Responsible contact person

Zelmíra Gerová, Corporate Affairs Manager, [zgerova@sk.tesco-europe.com](mailto:zgerova@sk.tesco-europe.com)

## Sign Language Training for Company Sales Staff

### T-Mobile Slovensko, a.s.

#### Description of the situation before the possible solution was adopted

Hearing impaired citizens form quite a large group of our customers, who use in particular SMS, MMS and data services to make their communication easier. But they are forced to use the services of an interpreter, or even to communicate through written messages, when visiting official places and managing their everyday affairs.

#### Adopted solution

Together with our partner organization, the Slovak Hearing Impaired Association (SZSP), we decided to implement a pilot project within Slovakia, and therefore twelve distributors from Bratislava, Banska Bystrica and Kosice participated in a three-day intensive sign-language training course in October 2004. The training was lead by professional lecturers from SZSPS, and its aim was not only to teach the basics of sign language and the finger alphabet, but also to give information about the specific requirements of the target group, their preferred mobile phone types and services. At the same time, the sales people practised, with the lecturers, the handling of possible every-day situations. Hearing impaired customers soon showed their liking for "their" sales people e.g. the shop in the Polus City Center in Bratislava was visited by about 30-40 customers in a month.

#### Achieved outcomes

- Hearing impaired citizens can communicate in sign language when visiting "their" distributor without needing the help of an interpreter.
- Hearing-impaired customers of our organization are showing very positive reactions towards this "first step", but still public institutions do not offer them the possibility of using the services of professional sign language interpreters.
- The CSR Management group of the T-Mobile International Corporation had high regard for this project, and has earmarked funds from international resources for the implementation of the next phase of the project.
- Corporate distributors have learned about the specific requirements of hearing impaired customers, and are now better skilled at adapting the available services and mobile phones to their needs.
- The project has aroused the spontaneous interest of the media, which have informed the public and helped to improve the image of the company.

#### Company departments actively participating in the project

- Corporate Affairs Division
- Sales Division

#### Responsible contact person

Michaela Eliášová, Position CSR and Event Specialist,  
[michaela.eliasova@t-mobile.sk](mailto:michaela.eliasova@t-mobile.sk)

## Scholarship Programme of U. S. Steel Košice

**U. S. Steel Košice, s.r.o.**

### Description of the situation before the solution has been adopted

Our organization has received many of applications requesting study support for secondary school and university students, study stays and postgraduate study. We have been searching for a key to assessing the applications. Our home company offers scholarships for children of employees. Taking account of the different socio-economic situation in Košice we prepared a programme of social scholarships.

### Adopted solution

In May 2004 we launched the Scholarship Programme of U. S. Steel Košice, which is aimed at supporting university study for talented students from children's homes, and socially disadvantaged families from the Košice and Prešov region. The income of the family had to be lower than 1,5 times the official minimum living wage, and the student's academic grade had to be no lower than 1.8. The final criterion was a personal interview with the managers of USSK, which needed a lot of time, but was the most interesting part of the evaluation process. We wanted to get to know personally the students who could soon become the "scholars of U.S. Steel Košice". Those applicants won recognition who were able to form their own opinions, who participated, even during their studies, in various socially beneficial fields, and who were motivated to study and plan their future after graduation. The programme is still ongoing, we continually accept and evaluate applications.

### Achieved outcomes

- 35 students from socially disadvantaged environments got the chance of full-time study at a university in Slovakia as well as abroad.
- We have supported students from all school types, regardless of the focus of our organization. We have scholars not only on the technical side but also doctors of medicine, lawyers, theologians, teachers, artists etc.
- We carefully assess the work value and offer individual scholarships according to the actual costs of the study.
- We also motivate students from secondary schools to further their education. Their integration into the programme also depends on their academic results.
- We involve the scholars in the charitable activities of our organization and create a deeper feeling of mutual fellowship.

### Company departments actively participating in the project

- Director's Office for Corporate Affairs

### Responsible contact person

Ľubomíra Šoltésová, Manager for contact with media and of visitors' center,  
[lsoltsova@sk.uss.com](mailto:lsoltsova@sk.uss.com)

## Aid for Communities Affected by Floods in 2004

**Východoslovenská energetika, a.s**

### Description of the situation before the solution has been adopted

In July 2004 the region of Eastern Slovakia was affected by severe flooding, which seriously damaged schools, municipal offices and family houses. Those involved included old and socially dependent citizens, whose property was not insured.

### Adopted solution

As an organization that is active in the whole affected region, VSE financially supported the joint project with The Slovak Association of Towns and Villages (ZMOS) and the Slovak Red Cross (SČK). Working together with the mayors of the affected communities, they selected 569 houses which needed urgent attention. The aid was not financial in any of the cases. It included the loan of technical equipment to pump out the water and dry out the buildings, the supply of disinfectants and paint, and the provision of drinking water and food. More than 910 000 SKK from a total amount of 4,5 million SKK was used for the purchase of pumping and drying equipment. This became the property of the Slovak Red Cross, and may be used in the future to help with clearing of damage in other regions of Slovakia.

### Achieved outcomes

- Fast and effective aid for people in need
- Cooperation between the corporate, non-profit (SČK) and community (ZMOS) spheres
- The project required the active participation of the affected families
- Several positive reports about the cooperative effort were carried by the media
- Part of the sponsored equipment may also be used in the future

### Company departments actively participating in the project

- Marketing Division
- Communication Division

### Responsible contact person

Mgr. Andrea Danihelová, corporate spokeswoman, [danihelova\\_andrea@vse.sk](mailto:danihelova_andrea@vse.sk)

## Town Hall Open Markets – Support for Protected Workshops

### Všeobecná úverová banka, a.s.

#### Description of the situation before the solution has been adopted

Employers are not sufficiently informed about protected workshops for physically disabled citizens, nor about the possibility of supporting them as an alternative to the obligation defined in law to employ physically disabled people.

#### Adopted solution

In cooperation with CA Inklúzia, we published an information bulletin including basic information on sheltered workshops and social service centers, which serves as presentation material, as well as an aid to gaining clients. The VÚB Foundation co-organized the Town Hall Markets ( Radničkine Trhy) 2005, which aimed to make the sheltered workshops more visible and to encourage employers to use their offered services and fulfill their legal obligations at the same time. We organized a press trip to some sheltered workshops, prepared press materials and presented the problems on the TV stations Markíza and TA3. We also promoted the topic by means of a press conference on the opening day of the markets. In 2006 we would like to broaden our cooperation with sheltered workshops.

#### Achieved outcomes

- We have achieved the objective of opening dialogue on the topic of support for sheltered workshops in the media.
- Several media reporters wrote spontaneously about the project, which helped sheltered workshops in presenting the complicated problems
- Addressing employers and possible consumers of the services and products of sheltered workshops
- The bank is perceived more favorably by the public
- The bank is perceived more favorably by its employees – we have shown, that we care about social problems.

#### Company departments actively participating in the project

- Marketing Communications Department
- Internal Communications Department
- Publicity Department

#### Responsible contact person

Alena Walterová, VÚB Director of Publicity Department, [awalterova@vub.sk](mailto:awalterova@vub.sk)

## Positive Energy for Sports

### Západoslovenská energetika, a. s.

#### Description of the situation before the solution has been adopted

Many NGOs, schools and municipalities in the region of Western Slovakia did not have enough facilities for sports and physical development in modern and safe conditions. Children in schools and hobby groups did not have a place to play or to take part in sports; they were training in corridors or in unsafe conditions.

#### Adopted solution

The Pontis Foundation, which manages the foundation fund of ZSE, a.s., published an open grant programme with the title *Positive Energy for Sports*. By the time of the deadline we had received 193 project drafts (143 schools, 26 non-profit organizations, 24 communal and municipal representative bodies). The objective of the Programme was to support the construction and renovation of sports areas that can be used all year round. Support has been granted to 13 organizations from Western Slovakia and the total amount of money allocated is 2 850 000 SKK. Applications were received on projects from various fields of interest, e.g. the construction of a skate park, an Indian village in the middle of a residential area and an artificial climbing wall. The project was very successful, it will continue and we will support other interesting creative ideas.

#### Achieved outcomes

- Support for a healthy life style
- Support of sports-related development in communities, residential areas and schools. The supported institutions were able to create or complete areas for their sports and leisure time activities. Some of them had been in the process of construction for a number of years.
- Facilitation of sports activities and the healthy use of free time all year round.
- Facilitation of physical development in modern and safe conditions

#### Company departments actively participating in the project

- Communications Team
- Board of Directors

#### Responsible contact person

Zuzana Bezečná, Director of Communications, [bezechnaz@ba.zse.sk](mailto:bezechnaz@ba.zse.sk)

## Company Participation in the BLF Forest Project

**Hewlett-Packard Slovakia, s.r.o.**

### Description of the situation before the solution has been adopted

The windstorm of autumn 2004 devastated a large area in the region of the High Tatra Mountains (Vysoké Tatry). The damaged area and its residents needed co-ordinated help.

### Adopted solution

We provided financial support for a project carried out by Slovak Scouting, which aimed to help, by means of voluntary work, in the renovation of the region of the High Tatras that was affected by the windstorm. The project was managed by the town of Vysoké Tatry, National Park of High Tatras (TANAP) forests management and NGO People and Water, and at the same time presented to young people an opportunity for environmental education. In accordance with the present day approach to the development of corporate responsibility, the organization HP not only organized a fundraising campaign among its employees and offered direct financial support, but also supported the voluntary activities of its employees and offered room for direct voluntary involvement of an employee team with 20 members.

### Achieved outcomes

- Financial and voluntary support of the project, which was dependent on the voluntary participation of young people (not only from Slovakia) in the renovation of the region of the High Tatras that was damaged by the windstorm.
- Positive results for the renovation of the territory damaged by natural disaster
- Mobilization of employees and their voluntary (financial and non-financial) contribution to the renovation of the environment destroyed by natural disaster.
- Personal involvement and willingness to support the voluntary project – a big positive contribution from employees to the organization concerning the performance of Corporate Social Responsibility
- Improvement of communications within BLF and with its administrator the Pontis Foundation

### Company departments actively participating in the project

- The project was supported by the whole organization, employees of the business and marketing divisions in HP who participated in voluntary work, as well as the employees of its operating centers in Slovakia.

### Responsible contact person

Branislav Makyta, Marketing Communications Specialist,  
[branislav.makyta@hp.com](mailto:branislav.makyta@hp.com)

## Implementation of an Environmental Management System

**Orange Slovensko, a.s.**

### Description of the situation before the solution has been adopted

Before the implementation of the programme *Corporate Social Responsibility*, the divisions of the organization implemented their environmental obligations as defined by law individually. However, since one of the principles of Orange SR binds us to “responsible management of the environmental effects of our activity”, corporate management decided to implement an Environmental Management System (EMS).

### Adopted solution

The project implementation was launched at the end of 2004. A manager for the EMS and an EMS team were appointed, including representatives from each Department of Orange Slovensko, a.s. (OSK). We drew up a time schedule, which defined three phases of implementation. During the first a GAP analysis was performed, which had the aims of monitoring compliance with the requirements of the guideline ISO 14001, and defining the areas, which needed to be adapted. In the second phase, all activities in OSK were explored from the point of view of their effect on the environment. The result of this analysis was the production of a register of environmental aspects, concerning the basic activities of OSK as a mobile operator: network construction, operation and maintenance of the network, provision of products and services and administrative activities. All environmental aspects were analysed in regard to their compliance with legislative and other environmental requirements. The necessary documents concerning EMS have been drawn up. To ensure sustainable improvement of EMS, OSK has approved long-term and short-term goals and programmes. In April 2005 our organization was the first telecommunications company in Slovakia to be successfully accredited in line with the guideline ISO 14001:2004.

### Achieved outcomes

- Reduction of the negative impact of company activities on the environment
- Support for environmental awareness among our partners: employees, distributors and suppliers;
- Ensuring legal compliance with environmental requirements
- Management of the environmental risks of the organization

### Company departments actively participating in the project:

all divisions and departments of the organization

### Responsible contact person

Beata Hlavčáková, Orange Group Relations Manager,  
[beata.hlavcakova@orange.sk](mailto:beata.hlavcakova@orange.sk)

## The „Green City“ Project

### Philip Morris Slovakia s.r.o.

#### Description of the situation before the solution has been adopted

Seven years ago, this project was introduced as a reaction on the requirement of the municipality to enhance the locations of Staré Mesto in Bratislava and support the environmental awareness of residents concerning the place, where they live, work, study or only visit.

#### Adopted solution

According to growing interest of our partners, employees and residents, in 2004 and 2005 in the cooperation with the Municipality of Slovak Capital Bratislava the project was implemented even in other municipal districts. Residents had the opportunity to decide, where will be the project „Green City“ implemented in the summer. The residents could participate not only in the voting, but even in the revitalization works in three winning municipal districts. Our employees and the employees of our partners participated in the project and together in cooperation with Horský Park Foundation traditionally created a relaxing area in the location of Horský Park.

#### Achieved outcomes

- Residents showed growing interest to enhance their city in 2005 during the appealing campaign, involving 3666 residents of Bratislava.
- In 9 chosen locations of winning municipal districts in Petržalka, Ružinov and Lamač could be with the active help of residents planted 71 trees, 810 bushes, embed 10 benches and laid 100 m<sup>2</sup> of grass carpet.
- 95 employees of the organization Philip Morris Slovakia s.r.o., of Municipality of Slovak Capital Bratislava and of project partners, traditionally participated in the official initiation of works in Horský Park. At this occasion, the mayor of the capital, Mr. Andrej Ďurkovský and general manager of Philip Morris Slovakia s.r.o. Kirk Collingwood, handed over for public use the renovated relaxing zone near the statue of Alexander Trizuljak including nine benches arranged in a semicircle, representing family members of this artist.

#### Company departments actively participating in the project:

- Corporate Affairs Department
- Other departments - voluntary

#### Responsible contact person

Nina Zelníková, Corporate Affairs Assistant, [nina.zelnikova@pmintl.com](mailto:nina.zelnikova@pmintl.com)

## Protection of the Natural Environment

### Slovak Telekom, a. s.

#### Description of the situation before the solution has been adopted

Slovak Telekom affects the quality of environment in particular by burning vehicles fuel and by utilization of energy during the construction and maintenance of telecommunication networks. During the operation of devices, it uses materials such as oil products, polychlorinated biphenyls, acids and freons, possibly dangerous for the environment and its elements such as water and soil.

#### Adopted solution

Slovak Telekom, a. s., a member of Deutsche Telekom Group, declared the environmental protection as one of the basic principles of responsible entrepreneurship and the organization goes beyond its legal commitments by following the principles of *Charter of long-term sustainable development within the European Telecommunication Networks Organization – ETNO (in 2004) and the Strategy of long-term sustainable development for Slovak Telekom (in 2005)*. Therefore, the organization Slovak Telekom together with highly-developed European organizations struggles to respect equally the economic, social and environmental aspects of entrepreneurship. It significantly contributes to the improvement of environmental protection, business ethics, life quality of residents as well as employees and therefore, the ST is perceived as a highly-responsible and reputable companies.

#### Achieved outcomes

After successful implementation of the strategy we managed

- To reduce the production of materials, which cause climatic changes
- To eliminate environmental limitations from the past
- Improve the effective utilization of natural resources by installing the technologies reducing water and gas demands
- Increase the waste assessment
- Raise the environmental awareness of employees and customers
- Improve the handling of electronic waste by active enforcement of existing legal commitments

#### Company departments actively participating in the project:

- Corporate Management (EMB)
- Corporate Strategy Division
- Environmental Team
- CSR Team
- Internal Communication

#### Responsible contact person

JUDr. Mária Brenčíčová, Manager for Environment, Slovak Telekom, a. s.,  
[maria.brencicova@st.sk](mailto:maria.brencicova@st.sk)

## Tesco Helps the Tatras

### Tesco Stores SR, a.s.

#### Description of the situation before the solution has been adopted

In December 2004 the region of the High Tatra Mountains was affected by a natural disaster in the form of an extraordinary windstorm. The catastrophe affected the ecosystem, not only of the local area, but of the whole of Slovakia.

#### Adopted solution

In the first days after the natural disaster, Tesco employees were already showing very spontaneous reactions, and many expressed a desire to find a feasible way of helping during the relief works. The most appropriate method appeared to be providing material help for those who had already begun the clearing of debris – soldiers, firemen and all the volunteers. This was praised by the words of the Municipal Officer of the High Tatras, who acknowledged Tesco for its willingness to help quickly and actively.... The answer to the question of what they needed was simple: coffee, tea, drinks and dry food. Under the management of the director, the employees of the Tesco hypermarket in Poprad quickly re-organized their work duties and prepared the needed provisions, loaded cars and drove them right to the front of the municipal office. At that time, the speed of action was priceless...

#### Achieved outcomes

- Help for the Tatras has broadened the environmental activities of Tesco Corporation
- All activities connected with the work in the Tatras were communicated internally; therefore the participation in relief-work raised the sense of pride among the employees of the Tesco Corporation.
- Cooperation during the renovation of the region of the High Tatras has strengthened relations with the local community
- Positive articles in regional media supported the image of Tesco Corporation

#### Company departments actively participating in the project:

- Management of Tesco Corporation
- Central Office employees
- Hypermarket Tesco Poprad

#### Responsible contact person

Želmíra Gerová, Corporate Affairs manager, [zgerova@sk.tesco-europe.com](mailto:zgerova@sk.tesco-europe.com)

## A System for Environmental Management

### U. S. Steel Košice, s.r.o.

#### Description of the situation before the solution has been adopted

The nature of manufacturing in the metallurgical industry, wherever in the world it takes place, affects the environment. Particular concerns are the air, the water industry and waste production. Environmental protection is regulated by valid national and international guidelines and laws, and last but not least by the activities and responsibilities of individual organizations.

#### Adopted solution

After the take-over of Východoslovenské železiarne by the American organization U. S. Steel in 2000, environmental protection was defined as one of its basic business principles. In daily life it is represented by a systematic approach to environmental protection. By the end of 2003, the organization U. S. Steel Košice, s.r.o. attained EMS certification granted by the organization RV TÜV, confirming the implementation of an Environmental Management System in pursuance of international guideline ISO 14001. This certificate is valid for five divisions.

#### Achieved outcomes

- The Environmental Management System is implemented in all 13 divisional enterprises of the organization.
- Since 2000 the organization has invested more than 200 million USD in dozens of ecological projects, in 2004-2005 in particular it supported new efficient systems of dust removal in the division enterprises Koksovňa, Vysoké pece and Oceliarení. As a result, solid polluting materials were reduced by 50% for a metric tone of steel produced.
- The organization is constantly monitoring, and regularly informs the public about possible emissions and the quality of wastewater in the daily Ocel' Východu and also on its website [www.usske.sk](http://www.usske.sk).
- The improvement of environmental protection and development includes the educational programme CITE - Continuous Improvement to the Environment, implemented in 2004.
- the organization U.S. Steel Košice supports the development of a positive approach towards higher environmental quality among students of grammar and secondary schools and universities by means of ecological projects ( e.g. Where and How to Live, What We Haven't Seen By Now, EKO, Ekotopfilm ). It cooperates intensively in this field with MVO and communities in the region.

#### Company departments actively participating in the project:

- Office of General Environmental Management
- QMS Director's Office
- Corporate Affairs Director's Office

#### Responsible contact person

Tibor Duchonovic, General Manager for Environment, [tduchonovic@sk.uss.com](mailto:tduchonovic@sk.uss.com)

## Protection of Birds of Prey at VSE Distribution Facilities

### Východoslovenská energetika, a.s

#### Description of the situation before the solution has been adopted

VSE covered cca 15% of line wires by ridge barriers to avoid the contact of the birds with flat consoles of high voltage. The barriers were usually installed as a reaction to discovered bird kill. VSE was regularly criticized by bird conservationists for the killings. The contact of the birds with the consoles also causes power cuts to VSE.

#### Adopted solution

In the first half of the year 2005 VSE cooperated with bird conservationists in the monitoring of predator kill in the distribution area of VSE. Thanks to this monitoring, we can now preferentially place the barriers in the areas which have the greatest occurrence of raptors and thus ensure prevention. According to a reciprocal contract between ŠOP SR and VSE, geographical materials have been exchanged, which qualitatively improved the preparation and implementation of the environmental strategy. A significant contribution should be made in the near future by the use of environmentally safer elements, which at last will provide more effective bird protection.

#### Achieved outcomes

- A lower number of birds killed on the line wires of VSE
- A lower number of power cuts caused by short circuits when the birds come into contact with the consoles.
- A switch from reactive to preventative action
- A more positive image of VSE in the community of conservationists

#### Company departments actively participating in the project:

- Corporate Safety Management Office
- Network Services Division

#### Responsible contact person

Mgr. Andrea Danihelová, corporate spokeswoman, [danihelova\\_andrea@vse.sk](mailto:danihelova_andrea@vse.sk)

## Renovation of Castles

### Západoslovenská energetika, a. s.

#### Description of the situation before the solution has been adopted

Ancient castles and their surroundings in the region of Western Slovakia were in an absolutely dilapidated state. The public had only minimum information about most of them, some were even unknown. This fact was even sadder, because almost every one of the castles has its historical significance and is connected with many interesting stories and events.

#### Adopted solution

In 2004 Slovak Scouting brought us the idea of revitalizing ancient castles and their surroundings, and we realized the necessity of supporting this project for several reasons. We perceive castles as an integral part of our history; they create a characteristic image of Slovakia. The connected historical stories have great communicative value. We supported this unique project because we did not want all this to fall into oblivion. Twelve scout groups assumed patronage over thirteen castles of Western Slovakia. Tourist waste was cleared from all of them, and in a wide area they carried out the collection, separation and storage of scattered building material, to be stored for possible preservation works. The project aroused the interest of the public and we want it to continue further, because it is useful and basically long-term. Currently, its second stage is running, during which the castles are further altered, small construction and timbering works are being carried out, and finally information signs are being installed.

#### Achieved outcomes

- Visible physical changes to individual castles thanks to the voluntary work carried out.
- An improvement in the public's relationship to cultural heritage and the environment
- A secondary impact on sustainable tourism
- The project aroused the interest of many people, not only the scouts, but also our employees and their family members and friends.

#### Company departments actively participating in the project:

- Communications Team
- Corporate Board of Directors

#### Responsible contact person

Zuzana Bezečná, Communication Manager, [bezeznaz@ba.zse.sk](mailto:bezeznaz@ba.zse.sk)

## Environmental Management of Suppliers

### Orange Slovensko, a.s.

#### Description of the situation before the solution has been adopted

We define our environmental commitment as follows: "We want to consider seriously the environmental impact of our activities. We carried out activities connected with our impact on the environment. We are aware of this responsibility. We will try to reduce the environmental impact of our activities by cooperation with the involved parties." One of our important involved parties is our suppliers, who cooperate with Orange Slovensko in fulfilling the requirements concerning environmental protection. We considered it the most important matter to inform them about our environmental approach. We decided to implement the Suppliers' Environmental Management System.

#### Adopted solution

We developed a plan for the environmental management of suppliers, which defines the methods of management including effective communication, the approach of Orange Slovakia towards the environment, environmental policy and expectations toward the suppliers. Methods of Environmental Management of suppliers defined:

1. Division of the suppliers into three categories (A/B/C suppliers) according to the seriousness of their environmental impact
2. Tools for the implementation of Environmental Management of suppliers for individual supplier's categories

Communication with suppliers included: a letter from the General Director of Orange Slovakia, sent to all suppliers that have the most serious impact on the environment ("A" suppliers); management meetings with suppliers to present the Environmental Management System (EMS); communication during the preparation of environmental amendments to contracts; communication when acquiring copies of appropriate authorizations and approvals; and an intranet containing the important EMS information.

#### Achieved outcomes

- Environmental Protection is an integral part of our cooperation with suppliers
- Support of EMS by suppliers (e.g. reactions, information about the certificate in pursuance of ISO 14001, the following of European legislature etc.)
- Awareness that we need to manage the whole supply chain (incl. sub suppliers).
- Involvement of our employees in cooperating with suppliers concerning the environment.
- Improvement of our image as an organization that is aware of the environment.

#### Company departments actively participating in the project:

All divisions and departments of the organization

#### Responsible contact person

Beata Hlavčáková, Orange Group Relations Manager,  
[beata.hlavcakova@orange.sk](mailto:beata.hlavcakova@orange.sk)

## eSourcing – Electronic Selection of Suppliers

### Slovak Telekom, a. s.

#### Description of the situation before the solution has been adopted

Supplier's selection was based on the request of forwarded proposal (RFP) and on the following submitted offer from supplier. After the evaluation of individual supplier's offer winner and final price used to be selected based on personal interviews.

#### Adopted solution

A new solution for supplier's selection is the implementation of eSourcing – electronic selection of suppliers. eSourcing consists of two parts – electronic input of RFP and electronic auction. Slovak Telekom is currently using eAuctions to define the final price. The auctions are performed via an Internet portal provided by the company T-Systems. Participants have to register on the portal and after receiving a username and password may participate in the auction. Auction promoter is Slovak Telekom. Data is entered by an employee of Slovak Telekom, who defines the conditions and invites individual participants to the auction. The organization is planning to implement the function of eRFP this year at places where standard method of supplier's selection is still being used.

#### Achieved outcomes

- Transparency – immediately after the the auction completion the order of individual offers is cleared out.
- Reduced operating costs – the auction lasts approx. 1 hour, individual discussion up to several weeks
- Possibility to negotiate with several suppliers at the same time
- Achieved best possible price on the market
- Archives – documents are stored at one place, the process of individual selection procedures is recorded transparently.
- Implementation of new purchase instruments – permanent position on the market concerning the application of new technologies and automation

#### Company departments actively participating in the project:

- Purchase and Logistics

#### Responsible contact person

Kamil Jurašek, Senior Specialist in the field of Purchase and Logistics,  
[kamil.jurasek@st.sk](mailto:kamil.jurasek@st.sk)

## Access Point – Securing Equal Opportunities for Suppliers

**Všeobecná úverová banka, a.s.**

### Description of the situation before the solution has been adopted

The selection of suppliers was based on individual interviews with the parties concerned. However, this system was quite complicated and required a lot of time. Information about selection procedures reached only a limited number of suppliers from the internal database.

### Adopted solution

As one of the first financial institutions in Slovakia, we decided on an innovative solution to supplier selection. We established a system of electronic auctions, Access Point (<http://accesspoint.vub.sk>), which is available to all potential suppliers; it is transparent and therefore makes the purchase process faster and more effective. Auctions enable suppliers to submit their price offers at the same time and at one virtual location. Participation in the auction is determined by agreement with the conditions of the selection procedure, which involve the exact specification of goods and services, maintenance, time etc. For VÚB, the validity of the project is confirmed by the fact that it achieved significant financial and non-financial benefits in a very short period of time.

### Achieved outcomes

- Fair-play & transparency: equal conditions and rules for all possible suppliers
- Effectiveness & speed: significantly better time efficiency in comparison with individual interviews
- Financial benefits: a result of competitive struggle in auctions is the best possible price on the market, which has a highly positive impact on the efficiency of supply.
- Directness & equal chances: each supplier accepted by the bank is registered in an active database, which is the basis for our next cooperation.
- Management of the suppliers' base: the system enables a transparent method of managing and assessing the suppliers, based on continual cooperation or references.
- New technology & automation: The use of the latest technology helps to automate and digitize purchase processes (reduction of manual work).

### Company departments actively participating in the project:

- Supply
- IT Development & Operation

### Responsible contact person

Marek Bliščák, BSBA, E-Procurement Manager, [mbliscak@vub.sk](mailto:mbliscak@vub.sk)

## Social Responsibility is Our Common Goal

**Citigroup; Citibank (Slovakia) a.s.**

### Description of the situation before the solution has been adopted

Slovak legislature allows business entities to support NGOs through a 2% assignation tax. In the majority of organizations, the highest level of Management usually decides on the allocation of the funds

### Adopted solution

The Community Council of our bank also enabled our employees to make decisions on the allocation of the funds. A third of the employees used the opportunity, and suggested support for 60 different authorised recipients. We discussed the possible support, the projects submitted, and the organizations which were to implement them. All of the organizations were supported by equal amount of 15 000,- SKK. The manager of the remaining funds, the Community Foundation Bratislava, gave small grants to financially support other publicly beneficial projects focused on civil and community development all around Slovakia. In 2005 we supported about 55 projects, by means of small grants totalling more than a million SKK.

### Achieved outcomes

- We successfully involved the employees in the discussion about social responsibility and in concrete decision-making procedures.
- We improved the directness of internal communications and the transparency of several processes
- By the participation of employees in the process, we gained a broader and better overview of the situation in various regions and communities in Slovakia.
- Together we supported mothers' centres in Banská Bystrica, Lozorno and Rusovce, secondary and grammar schools in Považská Bystrica, Remetské Hámre, Rimavská Sobota, Sobrance and Kráľovský Chlmec, community centers in Kapušany and Čierny Balog We helped the residents of Senec, Prešov and Pezinok to build playgrounds, residents of Opatovce to renovate the library and students in Banská Štiavnica to organize a streetball competition

### Company departments actively participating in the project:

- Community Committee (10 members)
- Public Affairs Officer

### Responsible contact person

Branislav Cehlárik, Public Affairs Officer, [branislav.cehlarik@citigroup.com](mailto:branislav.cehlarik@citigroup.com)

## We Respect our Employees

### Orange Slovensko, a.s.

#### Description of the situation before the solution has been adopted

Since the establishment of our company, we have been aware of the fact that only by having sufficient well-motivated employees can we bring about excellent results. Therefore, we think it is important to respect our employees.

#### Adopted solution

We annually participate in research concerning loans and benefits, with the aim of offering our employees a reward above the standard. We focus also on the harmony between business and personal life. That is the reason why the welfare care of employees includes events for family members. These include in particular the traditional favourite celebrations like the 1st of June or the 6th of December, summer day-trips, winter ski-trips, and various other cultural and sporting events. Since 1998 we have carried out 4 studies of employee satisfaction and the results have provided the impetus for further development. We insist on the development of employees: each employee has drawn up an individual development plan. We are trying to create a motivating work atmosphere with the help of the programme for management development.

#### Achieved outcomes

- On a long-term basis we are among the best paying 10% of employers on the Slovak market
- 84% of employees are satisfied and only 1% declare dissatisfaction with our organization as an employer
- In 2005 we won the 1st prize as the employer respecting the family in the category of family policy, awarded by the Slovak Ministry of Labour, Social Affairs and the Family.
- Company departments actively participating in the project:
- HR Department

#### Responsible contact person

Michal Bača, HR Development & Internal Communication Leader,  
[michal.baca@orange.sk](mailto:michal.baca@orange.sk)

## Support of Employees in the Acquisition of Higher Education

### Philip Morris Slovakia s.r.o.

#### Description of the situation before the solution has been adopted

Our organization supports its employees in the form of courses and trainings, which are included in our scheme for employee development. Although, many employees are starting to be interested in further enhancement of their education at universities by studying as well as working.

#### Adopted solution

Therefore, in 2002 we decided to help our employees, who have chosen this type of study at the universities and are interested in further development of their professional skills. We have adopted several rules, which enable to support studying employees by offering them a day off and by financial remuneration. Given support is equal for all working positions and the condition is the interconnection between the studying subject and business. As a result, all our employees studying at a university and fulfilling defined criteria have full support of Philip Morris Slovakia.

#### Achieved outcomes

- Higher involvement and motivation of employees concerning their professional development
- Higher self-confidence to present not only new working solutions, but in particular to manage own professional career
- Employees feel the willingness of the employer to solve their requirements operatively and constructively.
- Employer enjoys qualified employees who regardless of working position bring positive long-term outcome to the company.

#### Company departments actively participating in the project:

- HR Department
- Legal Department

#### Responsible contact person

Martina Dúžiková, Assistant HR, [martina.duzikova@pmintl.com](mailto:martina.duzikova@pmintl.com)

## Creation and Implementation of a Code of Ethics for Company Employees

### T-Mobile Slovensko, a.s.

#### Description of the situation before the solution has been adopted

One of the elements of corporate social responsibility is an ethical approach to all stakeholders in the organization. Every employee has a defined position in the process, therefore it is necessary to define unique ethical standards and inform the employees about which reaction the employer expects in specific situations.

#### Adopted solution

The Ethics Code has been created by a project team, which includes representatives from individual divisions, whose ideas and comments helped to develop this basic document of corporate culture. It defines categories: data confidentiality, conflict of interest, gifts and invitations, fraud and unfair procedures, protection of intellectual property, discrimination, harassment and alcohol and drugs in the workplace. The Ethics Code is distributed in printed form as a brochure and in electronic form on the corporate intranet. All new employees are trained in its content and are bound to follow its rules. Breaking the Code is considered as serious as the breaking of work discipline, and can lead to the termination of employment. An system of control mechanisms defines the process of collecting comments and complaints, and their further processing. The organization employs three ethics monitors, called ombudsmen, who deal with both anonymous and addressed comments, and are trained to process the comments objectively and professionally.

#### Achieved outcomes

- Employees became aware of their individual responsibility for the creation and maintenance of the company's good reputation and committed themselves to following the ethical and legal guidelines defined by the Code.
- An explicit and binding process was implemented, together with a transparent system defining the responsibility resulting from the breaking of the defined rules
- The existence of the Code contributes to the build up of trust of customers, public, suppliers and other third parties.
- The institution of the ombudsmen gives employees the security of knowing that their comments will be dealt with in a professional, objective and discreet manner
- The implementation of the Code represents our commitment to responsible and ethical behaviour not just on paper, but also in every-day situations.

#### Company departments actively participating in the project:

- Corporate Affairs Division
- HR Division

#### Responsible contact person

Michaela Eliášová, CSR and Event Specialist, [michaela.eliasova@t-mobile.sk](mailto:michaela.eliasova@t-mobile.sk)

## Equal Opportunities – Work for Roma

### U. S. Steel Košice, s.r.o.

#### Description of the situation before the possible solution was adopted

The community of Veľká Ida, the municipal district of Košice-Šaca, and the residential area Luník IX in Košice, have reportedly high unemployment rates. Residents of these districts are mostly of Roma ethnicity and have difficulty finding jobs because of low education levels and lack of work experience.

#### Adopted solution

U. S. Steel Košice, together with the community of Veľká Ida, the municipal district Šaca and the Civic Association Romintegra 7777 run a specific project supporting Roma employment, which is already in its fourth year. The partners mentioned employ Roma people, and U.S. Steel provides a defined amount of work and financial means. The whole process of employee selection is based on personal contact with the applicants. We chose those who want to work and change their lifestyle, support the education of their children, and are individually interested in improving their qualifications. At the same time they must fulfil the requirements of U.S.Steel Košice. A responsible approach towards work duties represents a guarantee of participation in the project. Participants have at the same time the opportunity to apply for full-time employment like other citizens. The organization has already given full-time employment to 6 out of the 130 project participants, based on their good work results and behaviour.

#### Achieved outcomes

- The Roma have acquired working habits, improved their qualifications and gained a regular income, which enables them to care for their families.
- Working Roma and their families are currently integrating into society.
- The project has strengthened the position and authority of municipal representatives, NGO's and local leaders.
- Established partnerships have become a good basis for long-term cooperation.
- Partner CA Romintegra 7777 have begun to use this employment model in cooperation with the town of Košice, and together they have created around 50 more working opportunities.

#### Company departments actively participating in the project:

- Corporate Affairs Director's Office
- Recruitment and Selection Office
- Company enterprises and divisions, where the work is being done

#### Responsible contact person

Katarína Šulíková, Specialist, Corporate Affairs Director Office,  
[ksulikova@sk.uss.com](mailto:ksulikova@sk.uss.com)

## Implementation of a Code of Conduct

### Východoslovenská energetika, a.s

#### Description of the situation before the possible solution was adopted

The corporation of VSE has, since 2003, involved a German organization RWE Energy. Up-to-date management systems began to be implemented step by step. Among the missing attributes, was an explicit and transparent Code of Conduct concerning relationships with the client and supplier, as well as relationships between individual employees.

#### Adopted solution

VSE as a member of the RWE Energy Corporation accepted the mutual Code of Conduct of the RWE. The Code lays down explicit and transparent guidelines in several fields of corporate activity. It defines social values, declares acceptance of the initiative of the UN Global Compact, defines the rules of conduct towards clients, stakeholders, suppliers, advisors and the public, and adopts the message of Corporate Social Responsibility.

The Code was distributed to each employee of VSE as a brochure. Key suppliers and customers have also been informed about the Code. It is published together with a FAQ on the employees' website. VSE published this document on the web page [www.charta.sk](http://www.charta.sk), which is administered by Transparency International Slovakia.

#### Achieved outcomes

- The definition of explicit principles guiding the actions of employees
- The definition of common values valid for the whole Corporation
- The building up of the reputation of VSE among its partners as a modern organization that is following trends in the field of Corporate Social Responsibility
- The declaration of transparency in business relations

#### Company departments actively participating in the project:

- Communications Department
- Sales Department
- Department of Supply and Public Procurement

#### Responsible contact person

Mgr. Andrea Danihelová, Company spokesperson, [danihelova\\_andrea@vse.sk](mailto:danihelova_andrea@vse.sk)

## Employment Sponsorship

### Západoslovenská energetika, a. s.

#### Description of the situation before the solution has been adopted

Employees of the organization had no possibility of financial bonuses towards their leisure time activities or the support of clubs, groups and facilities, which are visited by the employees or their family members.

#### Adopted solution

To strengthen corporate identity and employees identification with the brand, we have earmarked 1 000 000 SKK annually since 2004 to support the leisure time activities of our employees or their family members. This programme has aroused very great interest among our employees and last year the assessment committee evaluated more than 30 applications. In each case, the applicants had to prove their personal involvement and individual financial contribution. The organization Západoslovenská energetika, a. s., then tripled each of these contributions up to 30 000 SKK for an individual. In this way we are trying to support the personal initiative of our employees and help good causes and projects in the local area.

#### Achieved outcomes

- Improvement in the employee-organization relationship
- Improvement in the working atmosphere
- Support for interesting projects in various fields

#### Company departments actively participating in the project:

- Communication team
- Board of Directors Management

#### Responsible contact person

Zuzana Bezečná, Communication Manager, [bezechnaz@ba.zse.sk](mailto:bezechnaz@ba.zse.sk)