



Business Leaders Forum

We make business worthwhile

2019 Program Report



"For 15 years now, we have been educating, connecting, and inspiring companies that have made a commitment to be leading promoters of corporate social responsibility in Slovakia. Our members include companies from various areas, but often they are strong competitors to one another when it comes to business. However, they are able to join forces for a good cause and bring Slovakia closer towards sustainability – whether it's in the topic of digital skills at primary schools, employing Roma workers, transparency, community support, or the Sustainable Development Goals."

Michal Kišša, Executive Director of Business Leaders Forum and The Pontis Foundation

35

CEOs attended our annual meeting, which was also attended by President Andrej Kiska

12

lectures on CSR were held by our members at the University of Economics in Bratislava

3

new members joined our association (O2 Slovakia, Soitron, and Up Slovensko)

1000+

computer science teachers from more than 20% of the primary schools in Slovakia attended trainings organized as part of our Digital Skills initiative

3

sets of recommendations published²

45

member companies

29

of our members participated in Companies to the Community activities (Our City, clothing collections, pro bono trainings)

12+

CSR topics were tackled at our events and meetings¹

108

mentions in the media

37

in 2017

73

in 2018

24

of our members have signed the Diversity Charter



"Our membership in BLF has broadened our horizons, allowing us to better improve CSR processes at VÚB Banka. The ideas coming from other BLF members motivate us to continuously make an effort to improve ourselves and widen the range of our activities. It helps us learn how to be more considerate of our customers, our employees, the environment, and even the society our company operates in."

Martina Slezáková, VÚB Banka (member since 2004)

¹ Children's Digital Skills / Individual Employee Donations / CSR in the Media / Corporate Volunteering / Brain Drain / Co-Creation / The Importance of Cooperation Between Companies and NGOs / Women in the 4.0 Era / Planting Greenery in a Meaningful Way / CSR Reporting / Millennials / Cultural Diversity + other topics discussed at the BLF CSR Summit 2019

² Expert Volunteering / Mental Health in the Workplace / Employing People with Disabilities

Overview of our activities in 2019

Design Thinking, Bratislava – A facilitated brainstorming for BLF members that focused on the association's communication strategy and ways of promoting the Business Leaders Forum brand.



CEO meeting, Bratislava – 35 CEOs from BLF member companies met at the invitation of BLF President and Tatra Banka CEO Michal Liday. The discussion, which was also attended by Slovak President Andrej Kiska, focused on the question of how to draw talented young people back to Slovakia.

Regional BLF meeting, Košice – Representatives of seven member companies from Eastern Slovakia joined us to discuss BLF activities and share best practices in the area of corporate volunteering.



Via Bona Slovakia 2018 awards ceremony, Bratislava – This prestigious award, which is presented by the Pontis Foundation in order to promote the best examples of CSR in Slovakia, also went to BLF members Accenture, Slovak Telekom, Swiss Re, and T-Systems Slovakia.

Study trip: Employing the Marginalized Roma, Poprad – At the invitation of Whirlpool, representatives of six member companies met in Poprad. The trip also included a tour of Whirlpool's training center.



Quarterly BLF meeting, Piešťany – In the historical building of the Piešťany Power Plant, BLF inducted two new members – O2 Slovakia and Soitron. At the event, we discussed the importance of cooperation between the corporate and non-profit sectors with Milan Šagát, the Executive Director of Via Iuris.

Recommendations: Corporate Expert Volunteering – How to motivate employees to participate in pro bono projects and how to pick the right projects? All BLF recommendations are available for free at www.blf.sk.

"We are constantly looking for new ways of providing support because the inaccessibility of health care to people from Roma communities is an incredibly important topic for us."



Miriam Kejzlarová
GSK

Seminar: Supporting Employee Donations, Bratislava – How to strengthen the bond between employees and their company, leading them to join forces and support a good cause together? BLF members ESET and Slovenské Elektrárne shared practical tips as well as examples of best practice.



Quarterly BLF meeting + BLF Relay 1, Bratislava – For our networking meeting of member companies, we also organized a discussion with journalists from the N Daily, Forbes, and SME that focused on the following topic: How to Get CSR Covered by the Media

BLF Relay 2, Bratislava – We opened the topic of co-creation during this educational workshop led by the Dutch expert Maarten Pieters. Examples of co-creation were presented by BLF members Accenture and Adient.



CZ&SK Conference: Women in the 4.0 Era, Brno – The first event jointly organized by the Czech and Slovak Diversity Charters focused on the changing roles of women in the workplace caused by the increasing pace of technological progress. Representatives of our member company Accenture shared their experience with this topic.



Our City 2019, 46 cities and towns all over Slovakia – The 13th edition of this event saw more than 10,000 volunteers from 155 companies helping 238 non-profit organizations, low-threshold centers, social services establishments, as well as primary schools and kindergartens. 20 BLF members participated, bringing more than 2,600 volunteers.



"As a company originating in Slovakia, we never had a parent company that would need to impose the principles of corporate social responsibility on us – we always saw them as natural. However, with the growth of our company and its global success, we considered it important to move forward in this topic. Being a BLF member is very important to us. Thanks to the example of other member companies, we decided to publish our own CSR report. We appreciate it when member companies join forces to reach a common goal. In our case, this was the goal of improving digital skills and focusing on the topic of the online safety of children and young people."

Lucia Marková, ESET (member since 2017)



Quarterly BLF meeting, Bratislava – Up Slovensko joined the association. Andrej Kovarik, the Plenipotentiary of the Mayor of Bratislava for the environment, was invited as a guest to talk about how and where greenery can be planted in a meaningful way. In another part of the event, dm drogerie markt presented their grant program titled Klíma nás spája (The Climate Connects Us).

BLF Relay 3, Bratislava – Lidl Slovakia and Plzeňský Prazdroj Slovakia shared their experience with the preparation of a CSR report and stakeholder dialogue, presenting their knowledge to the other member companies.

Recommendations: Mental Health in the Workplace, Employing People with Disabilities – What shouldn't you forget when building a work environment and setting up processes to ensure that the mental health of employees is also taken into account? How to create opportunities for people with disabilities? All BLF recommendations are available for free at www.blf.sk.

"These days, taking care of the physical and mental wellbeing of your employees is a must. They often need someone to confer with about difficult personal problems and life situations."



Dagmar Wittgruberová,
Volkswagen
Slovakia



BLF Relay 4, Bratislava – BLF members discussed the topic of Millennials at Work together with British expert Adam Henderson. Tatra Banka shared practical examples based on the company's real-world experience.

July

August

September

October

November

December

"BLF is one of our key partners in the field of CSR. It's a forum where we do not act as suppliers, clients, and competitors – we are all 'on the same boat' together with the other members. A unique example of this cooperation is the Digital Skills initiative, which had several BLF members join forces and provide volunteers from the ranks of their employees in order to help improve the way computer science is taught in Slovakia. We had initiated this program several years before, and this cooperation was what helped us bring it to the next level."

Martin Bača, Accenture (member since 2009)



Regional BLF meeting, Košice – Representatives of five member companies from Eastern Slovakia met with representatives of the KOŠICE:DNES and Korzár media outlets at the Úsmev cinema in order to discuss how to get CSR covered by the media.



BLF Initiative: Digital Skills – Our expert volunteering project focusing on the improvement of children's IT skills was recognized at IT Gala 2019, the tech equivalent of the Oscars, bringing us 2nd place in the IT Project of the Year category. The BLF members participating in the project include Accenture, ESET, Orange Slovakia, Slovak Telekom, and TNT Express Worldwide.

Seminar: Inclusive Cities and Companies, Bratislava – At this all-day event organized in cooperation with the Metropolitan Institute of Bratislava, we focused on cultural and ethnic diversity in companies. BLF members Plzeňský Prazdroj Slovakia and Johnson Controls International were among the companies with presentations.



Business Leaders Forum CSR Summit 2019, Bratislava – For the first time, the biggest CSR-focused event in Slovakia was organized under the auspices of BLF. Focusing on real-world examples from a Slovak context, the event recognized institutions, organizations, and individuals for their contributions to meeting the Sustainable Development Goals (SDG Awards 2019).

Quarterly BLF meeting, Bratislava – The last networking meeting of 2019 was hosted by Tatra Banka. The company organized a tour of its R&D department and the so-called Elevator Lab.

SURVEY CONDUCTED BY FOCUS FOR BLF: SLOVAKS WANT COMPANIES TO FIGHT CLIMATE CHANGE AND CORRUPTION



- As many as 94 % of Slovaks think that in addition to focusing on making a profit companies should also have goals in the field of corporate social responsibility.
- According to the public, the most important topic companies should actively focus on is supporting environmental protection and climate change mitigation (53 %).
- Other important topics include support for socially or physically disadvantaged groups along with integration efforts (42 %), promoting education of the young generation (42 %), and the fight against corruption (37 %).
- When asked to spontaneously name a socially responsible company, the respondents most frequently mentioned the largest retail chains (Lidl – 13 %, Kaufland – 8 %, Tesco – 8 %) and telecommunications companies (Orange – 10 %, Slovak Telekom – 9 %, O2 – 5 %).

This survey, ordered by Business Leaders Forum, was conducted by the Focus agency in October 2019 using a representative sample of 1,021 respondents.



"Our company views membership in BLF as both a great honor and a big challenge. We are glad that we can continue to develop the values we have been guided by for years, now in the great company of other BLF members. I personally appreciate the regular member meetings, which enable me to gain a lot of specialized knowledge from the field of CSR, and I also enjoy the other networking meetings. For instance, an event I found incredibly interesting was the discussion with journalists that focused on the ways of getting CSR activities covered by the media."

Andrej Višacký, NAY (member since 2019)

The members of Business Leaders Forum

