



REPORT RESPONSIBLE BUSINESS IN POLAND

2008

English summary

Responsible Business Forum



Responsible
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„Responsible Business in Poland 2008” Report is a summary of the selected companies' involvement in execution of responsible business principles and an overview of other initiatives in this area. A core element of the publication is a compilation of 88 corporate good practices. In addition, the Report contains experts' statements, research results review on ecological awareness and on media responsibility, press monitoring, and CSR events' calendar.

EXPERTS' STATEMENTS AND RESEARCH RESULTS

Bolesław Rok summarizes achievements of corporate social responsibility in 2008 from a 10-year perspective of CSR history in Poland. He underlines the crucial year of 1999, when the first public debates regarding CSR took place in Poland, and first organizations dealing with the topic were established. The author evaluates the year 2008 by taking under consideration four levels of CSR dissemination: information, knowledge, practice, and business surroundings. On one hand he observes that last year was rich in articles about CSR, though on the other hand it didn't provide us with any new knowledge. However, practice has developed – more and more companies are taking up CSR activities, regardless of the state's unfavorable economic policy, and the society's social awareness and expectations towards business have increased. (full version of the text at page 4)

Mariusz Grendowicz, BRE Bank SA President of the Board, notes that exercising sustainable development in business has become a common principle. Grendowicz underlines that socially responsible business, which role has increased due to the financial crisis, is indispensable for improving companies' competitiveness and it creates benefits for all the market participants. (full version of the text at page 9)

Krzysztof Grabowski, Polish Financial Supervision Authority (KNF) President's Advisor, points out the customers' lost trust towards banks, which failed to give sufficient information, or failed to give any information at all on risks related to swaps. Responding to breach of trust and financial crisis, KNF, together with other institutions, have created the Financial Market Good Practices Standard, which describes the principles of client relations, putting emphasis on giving earnest information on all, including hidden risks, related to products and services offered. (full version of the text at page 8)

Irena Pichola, Sustainable Business Solutions Practice Leader at PricewaterhouseCoopers and FOB's Board Member, observes growing awareness on climate change in Poland, which was largely influenced by the United Nations Framework

Convention on Climate Change Conference hosted in Poznań in December 2008. During the Conference global business leaders have underlined the role of the private sector in counteracting climate change and the importance of a holistic approach to this problem. (full version of the text at page 10)

Iwona Kuraszko, Research and Development Manager at FOB, writes about a problem with objective and neutral information transmission by the media, which usually concentrate on commercial contents. Nevertheless, Poles strongly trust the media, which therefore have even bigger responsibility towards society. The author highlights the activity of PR specialists, who tend to inform about companies' CSR activities often incompletely and unilaterally, instead of earnestly informing their stakeholders about all aspects of the company's social involvement. (full version of the text at page 14)

When analyzing research results regarding Polish Internet users' ecological awareness, **Iwona Kuraszko** identifies a low level of their ecological knowledge resulting largely from the lack of information in the media and on commercial products. As it turns out, however, Internet users are worried about the environmental conditions in Poland and they are conscious of their own responsibility in this matter, but at the same time, they don't engage themselves in a wide-range of pro-ecological activities, limiting themselves to energy saving and waste sorting. (full version of the text at page 11)

In his commentary to the research results, **dr Maciej Kozakiewicz**, Business Ethics lecturer at Faculty of Management at University of Łódź, underlines the low level of ecological threat awareness among Internet users and significant role of the media, which are reluctant to start a debate concerning this topic. Despite that, the author is satisfied with a technological progress, which provides us with pro-ecological solutions that can be used broadly. (full version of the text at page 13)

What was this year like for responsible business?

The nearest months will be rich in anniversaries celebrating the beginning of political transformation in Poland – the twentieth anniversary of a new democratic governance and development of a free-market economy. Maybe this will be an opportunity to discuss what has happened in the business sector in the past twenty years, what changes have occurred in the countenance of the Polish companies and in the awareness of the management staff, whether it was possible to transform from a business stereotype based almost exclusively on the law of the jungle, which has been popular twenty years ago, to the more civilized and mature responsible business model. Such business is responsible towards society, employees, shareholders, clients, environment, and other business partners.

Last year has visibly shown what the lack of responsibility among market participants can lead to, also in Poland. Therefore, a discussion is needed, but it is worth underlining that we can talk about an important anniversary regarding corporate social responsibility. Last year concluded a ten year period of the responsible business idea dissemination in Poland, which commenced in 1999. When evaluating 2008 from a CSR perspective, this process should be taken under consideration. Although no one has written a Polish history of CSR yet, it is now easy to notice that it was just ten years ago, when many important initiatives appeared and brought about changes in the perception of the role of business in society.

Long time ago...

1999 was an important year, not only in Poland. It has begun with the United Nations Secretary-General Kofi Annan's address in Davos, when the idea and principles of the biggest, and currently most significant CSR initiative – Global Compact – have been presented, and it has ended in Seattle, when impetuous demonstrations have made the public realize that outside various political parties there is a rise in a united social movement for the economy democratization, the so-called "global citizenship" – named so by Prof. E. Morin in his famous paper, "The 21st Century has started in Seattle". On one of the banners of non governmental organizations a slogan was written, stating that responsible and ethical consumption is the way to change the world for better. Many other initiatives from that period or from the earlier years could be recalled, but it was probably in 1999 when the non governmental and corporate world became serious partners for each other, both globally and in respective countries.

I think, that in some mysterious way, the atmosphere from Davos and from Seattle is spreading across Poland. It was exactly ten years ago, at the beginning of 1999, when the first public debate about CSR was held in Warsaw, gathering over 100 people. It was organized by the Business Leaders Forum, under the auspices of University of Warsaw Chancellor, where many Polish managers were saying that "these days, a company's success depends more and more on its social responsibility". Prof. Wojciech Gasparski was arguing about the role of ethics in economic activity, and Michał Boni was emphasizing that corporate social responsibility should be manifested through interaction building, which strengthens social networks.

Same year in April, the Civil Society Development Foundation hosted representatives of the British Business in the Community to discuss the role of business in society, together with managers of multinational corporations and private Polish companies. In opening the "Business for democracy" conference, CSDF president Lidia Kuczmierowska talked about the benefits arising from this specific "public utility activity", both for companies and for society. She also presented a brochure "Social commitment of business in Poland", published a little earlier, with a documentation of strategies of social commitment in over 100 companies in Poland.

It is impossible to mention all the meetings and other projects concerning social responsibility that took place in this critical year of 1999, or else other activities would have to be mentioned in detail. Among others, the effort of then one-year old Academy for the Development of Philanthropy in Poland, which organized a "Benefactor of the Year" competition, and in 1999 published a study "Philanthropy. Noble Assistance or a Gold-Vein Business? How Businessmen Support Public-Oriented Organisations in Poland". Or the activity of the Polish Environmental Partnership Foundation, which has been running a Clean Business Program for a year. On its tenth anniversary Rafał Serafin had mentioned 5000 companies that participated in the Program.

Certainly, I should also mention the meetings of a small, but at the same time multistakeholder group, consisting of three persons, which started in the fall of 1999. After a few months those meetings have led to the creation of the Responsible Business Forum (polish Forum Odpowiedzialnego Biznesu – FOB). On November 27th, 1999, at one of these meetings, a document containing over thirty principles of economic, social and ecological responsibility that companies joining FOB should respect was prepared. These rules, without any major changes,

should still be respected by companies that want to be considered socially responsible.

A new atmosphere

There was a new atmosphere of partnership for responsible business which could have been sensed also outside the non-governmental sector. It is worth mentioning, that exactly in 1999 Commercial Union, probably the first company in Poland, had published its Ethical Code in the form of a one-page paid advertisement in *Gazeta Wyborcza*. Also then, ABB published a Program for Responsible Development, in Polish, which was probably the first report of this kind. Also, *Elektrownia Opole* started the process of creating a comprehensive social responsibility strategy. In 1999, the Business Leaders Forum (together with a company named Price Waterhouse) published materials in Polish, containing extremely inspiring statements about the role of business in society, made by presidents and managers from BP, Body Shop, Levi Strauss, and other companies.

One could have familiarized him or herself with various information about CSR even earlier. In August 1997, *Gazeta Wyborcza* published articles on various "Human business" topics, which discussed "socially responsible products", "economic enterprise serving the environment and local communities", and boycotting companies using child labor. Even earlier, in 1996, "The Ecology of Commerce" by Paul Hawken was released in the Polish language. "A Declaration of Sustainability" was published in Poland – the first remarkable book concerning CSR issues. In the foreword, Andrzej Kassenberg has emphasized that „While forming the principles of a self-reconstructing economy, Hawken shows the necessity of business responsibility which serves effective capital management, and preserves the functioning of nature and society”.

Guides published by the Manager's Information Center publishing house should also be mentioned. Among others, there was "Ethics in management" written by Prof. Lidia Zbiegień-Maciąg, whose definition of CSR in 1997 was the following: "Corporate social responsibility means that a company is morally responsible and obliged to report back to society about its activity". However, the first scientific lecture about this new phenomenon called "Corporate social responsibility" was presented even earlier, on November 25th, 1995, at the University of Economics in Cracow, by Prof. Anna Lewicka-Strzałecka. A year later it was published in a book called "Ethical perspective of economic transformation in Poland".

These publications have been read mainly by students, as is usually the case. AIESEC, at that time under the management of Luiza Błaszczuk, has led TWIN CaeSaR program since 1998, and in May 1998 in Lublin it organized a student conference concerning corporate social responsibility. At this conference Prof. Janina Filek gave a speech. It was just then that she has published the first Polish translation of CSR principles according to Caux Round Table. There were also presentations of good practices, among others by DHL. Studies conducted by students have helped Katarzyna Nowacka from Warsaw School of Economics in writing her thesis "Corporate Social Responsibility" in 1999, which was the first MA thesis on this issue.

The reconstruction of a 10 year Polish CSR history can be concluded with information about the creation of Business Ethics

Centre at Kozminski University in December 1999. One of the first activities concerning CSR undertaken by the Centre, working under guidance of Prof. Wojciech Gasparski was the preparation of an international session in Budapest regarding the SA8000 standard. Later on, together with Responsible Business Forum, work commenced on introducing the Global Compact initiative in Poland.

The Responsible Business Forum has quickly developed into a partner for other organizations dealing with various CSR aspects, becoming a benchmark in this field. FOB was a place where many people gained experience and knowledge, which was quickly spread in the business sector, as well as among non-governmental organizations, journalists, business schools students, public administration representatives, and branch business organizations. In FOB's first Report, which summarizes important events that took place in 2002, the then President Małgorzata Greszta wrote: "This publication would have probably had a ten-times bigger volume, if we hadn't have made a thorough selection and if we hadn't have intentionally resigned from presenting many important sectors of extracurricular business commitments". This shows that already then a lot was happening in the field of corporate social responsibility in Poland.

The first CSR initiatives in Poland are an important reference point for the following years' assessment. Most importantly, they show how the year 2008 turns out against the historical background. In 1999 not many people were convinced of the importance of social responsibility fostering the change in business operations in Poland. Later on, this conviction has led to the creation of a fast-growing social-business movement. Co-operation of non-governmental organizations and representatives of a business sector has been the main stimulus for an effective popularization of socially responsible attitudes in the Polish economic sector. Therefore, when an evaluation of the last year in the context of previous ten years is being done, four levels of CSR dissemination in Poland should be emphasized: information, knowledge, practice and business environment.

Information

Ten years ago information about corporate social responsibility was hard to reach, apart from a small group of specifically interested people. Indifference, or even reluctance to the introduction to CSR, which was then treated as a "diversion" to an almost generally assumed limited vision and role of business in society, precluded a serious discussion in a larger group. In consequence, there was a lack of understanding, causing the topic to be treated marginally, sometimes even indulgently, at least in some groups. Compared to the current availability of information about CSR, the situation is clearly different. Over 800 articles which appeared in the media last year, and hundreds of meetings in various circles, are the effect of the work of many committed persons, almost all of which are convinced that corporate social responsibility is beneficial, both for business and for society.

After a sudden information growth which was witnessed last year, one is not supposed to ask: What exactly is corporate social responsibility? Everyone can access a variety of information on the topic, both at a basic and at a more advanced level. Therefore, if someone announces ex cathedra that he or

she is beginning the first discussion about CSR in Poland, or is saying that he or she is publishing the first essay regarding this topic, it can be at most treated merely as “intellectual laziness”. Today, we can discuss the details, the range and forms of implementation, and the best practices, thus the best ways of performing CSR with the greatest advantage for all of the stakeholders, instead of discussing the essence and the meaningfulness of social responsibility. Fortunately, that doesn't mean that CSR doesn't have its ideological opponents. As long as it's based on solid argument, a discussion is an indispensable part of progress.

Last year, Prof. Grzegorz Kotodko turned out to be a CSR opponent. In one of his interviews, he emphasized the fact that the management staff “has been employed by the shareholders in order to achieve the goal of the owners, which is the profit rate of capital maximization, instead of caring about the so-called corporate social responsibility”. By the way, it is interesting, that many persons who want to keep their distance from that idea, call it “the so-called corporate social responsibility”. According to Prof. Kotodko “the state is responsible for the care of society. (...) It is the state that is responsible for human capital, social cohesion, safety, natural environment, and infrastructure. The governments, not bankers or financiers, must take care of the future generations”. It is a shame that nobody has joined in that discussion, because the state-business relations are now one of the hot topics.

Abundant and various information about CSR also has a negative effect, which could have been observed clearly last year – the term has lost its precise meaning. The term “Corporate social responsibility” and its English abbreviation CSR are lately being used in every occasion, by everyone, and in various, sometimes the most ambiguous contexts. It should not then be a surprise, that when a beginner in this area finds a few “hardly responsible” essays on the Internet about responsible business, the conclusions he or she gets to will not be very substantial. This implies that we have a lot of information about CSR, but we lack reliable knowledge.

Knowledge

When looking at the growth of knowledge regarding corporate social responsibility from a ten-year perspective, one can notice that its crucial part is still at the same level. The thesis formulated in Poland in the late nineties, and then developed since 2002 or maybe 2003, still hasn't been expanded. It is quite puzzling, especially considering the fact that in 2008, as never before in Poland, at least eight books regarding social responsibility in different aspects have been published, both by single authors and co-authors. They were written by economists, management theorists, business ethicists, political science specialists, sociologists, consultants, and representatives of other specializations. There hasn't been any other year with such a significant amount of important scientific and managerial publications regarding CSR, as 2008. However, I could at most point out two of those books and a few articles published last year, which bring some new ideas in the understanding of such a broad topic as the role of business in society.

Nonetheless, even these publications haven't caught the interest of the group of people who are professionally involved in CSR, both practitioners and theorists. One reason could be the

impossibility of reading them on the Internet, as this medium limits itself to the simply constructed popular articles, which repeat the same thesis over and over again. Or maybe this knowledge is too abstract and originates far away from the actual challenges, that are present here and now in responsible management. Science and practice can't meet each other, and this happens not only in Poland. There is definitely a lack of reliable research in Poland, which is being repeatedly replaced by random internet polls. Although it is true that some companies in Poland, usually the biggest and most advanced in CSR implementation, carry out their own research, which sometimes are very interesting, but they are treated as a competitiveness strategy and are inaccessible for others.

In consequence, managers, MBA or postgraduate students, and prominent science representatives in Poland are arguing that there are no strong arguments proving the relationship between various forms of CSR implementation and a company's competitiveness, between the manner of ethical program introduction and employees' loyalty, or between the leadership type and benefits for various groups of stakeholders resulting from corporate social responsibility. Research regarding this and similar topics has been conducted in the rest of the world for a couple of years, and a lot of such relationships are becoming more obvious for practitioners and for theorists. However, it is clear that CSR is considerably locally determined and it's impossible to adapt the results from other markets to our reality. Thus, the year 2008 in Poland wasn't a very significant one, considering the amount of reliable knowledge which it brought.

Practice

Although there is a lack of professional know-how about the benefits resulting from CSR and about the best and most effective forms of social responsibility implementation from the shareholders and stakeholders' point of view, the practice has been developing extremely vividly. It's rather hard to find a remarkable company in Poland, whose website wouldn't contain information about its social responsibility. Declarations which are being issued appear in such forms: “We want to conduct our business in compliance with ethical, transparent, and social nature standards. We take under consideration social interests, environmental protection, and relations with stakeholders” (taken from one of the company's website).

However, contrary to what many skeptics are saying, it usually doesn't end with mere declarations. When preparing their presentations, students have to recall a number of good practices from a Polish market. They usually come up with examples, which were never known before, or with the practices of companies that nobody heard of. Even two years ago, that was not the case.

Therefore, it shouldn't be a surprise, that the greatest number of good practices has been submitted to this year's Report, although one could expect that after 350 good and unique practices published before in the FOB's reports, they would eventually come to an end. Though most of the practices regard social involvement, which is close to philanthropy, it is still one of the important CSR areas. I guess that at this stage of business growth in Poland we shouldn't expect a huge number of exceptionally innovative projects, which result from deeply

established principles of social responsibility in every area of company's operations.

This significant number of good practices of social responsibility is usually being coordinated by young employees, at a medium level of management, who are personally convinced of the great value of CSR and of a moral obligation to share with others. However, there still isn't a big number of companies in Poland that base their business on CSR, and there are a few senior management representatives who consider CSR to be the real "heart" of business. Once, I've heard the phrase, "The company's brain is IT, and its' heart is CSR". As for the second part of the sentence, it's still a distant future in Poland. I even have a feeling, that it was easier to gain real attention of top managers in the area of corporate social responsibility ten years ago than now.

Business environment

Economic policy plays a significant role. Last year, the Prime Minister's Group of Strategic Advisors completed a report about the intellectual capital in Poland, where it was written that, "If we concentrate on helping companies and entrepreneurs in enhancing their competitiveness, instead of controlling them and unjustifiably impede their growth, Poland can become the most attractive environment for business in Europe". This is a great vision, especially if we would add that it considers responsible competitiveness, as it was mentioned in the documents published by European Commission in 2008. We must do everything to achieve this goal in the nearest years, especially when looking at the falling position of our country in the Responsible Competitiveness Index.

Claiming that responsible management is extremely difficult in unsuitable surrounding is a truism. Yet, we shouldn't expect companies to implement CSR in their daily operations, if the public administration is not able to encourage a responsible market performance with the help of a suitable economic policy, and various solutions encouraging responsible practices while eliminating irresponsible practices.

In 2008 UNDP in Poland initiated the process of developing guidelines for the government in the area of CSR. With the help of PricewaterhouseCoopers experts a comprehensive proposition has been prepared containing priorities and support tools. Unfortunately, there hasn't been any continuance. Since Prime Minister J. Buzek's speech at the Responsible Business Forum conference in 2001, every successive Polish government has been declaring its interest in CSR, to a higher or lesser degree. Sadly, it ended up with declarations, but last year, it slowly began to change. Apart from the governmental institutions which have been already present, and discussing the topic for some time, the Ministry of Economy has joined forces, for example with its recent, "Framework for the sustainable production and consumption".

Consumers in Poland expect companies to be socially responsible to a higher degree, apart from the administration's involvement, or lack of it, according to the polls presented last year by Rzeczpospolita. Interest in ethical consumption, ethical shopping, and other aspects of fair trade is developing more and more intensively. This change can't yet be observed in statistics, but it can be observed "visually", especially in big cities.

Therefore, it can be expected that in the nearest years, companies will be brought under growing pressure regarding more responsible management, innovative CSR projects, socially responsible products and procedures. The research dating back ten years shows that the pressure came mainly from foreign investors, who were imposing certain commercial procedures in their companies on the Polish market, and also from the trade partners on the global market. Subsequently, the pressure emerged from non-governmental organizations and, finally, from employees.

Although nothing has yet changed in 2008, judging from various symptoms, we can expect other forms of pressure or encouragement. First, to carry them out, the role of the public administration is required, which is now a trend in the whole world, and could be observed in different countries of the European Union. Another party will be the consumers, as citizen awareness in Poland is starting to change, and the expectations towards business are growing. It is probably also the effect of the activity of Responsible Business Forum and a huge amount of people and organizations involved in the process of a ten-year corporate social responsibility dissemination in Poland.

Bolesław Rok

Good practices are good not only for crisis

Throughout financial markets' history, we have experienced, or at least heard of, a few famous crises. However, the latest crisis, the one which we are experiencing right now, differs substantially from all the others – it is not a “classical” economic crisis, but rather a consequence of a breach of trust, committed by the suppliers of financial services, who have offered their clients externally safe products, which in reality were very risky. Although these products haven't been very popular in Poland yet, the crisis has reached us too, as we live in the era of globalization, when all the markets influence each other. Our capital market is only several years old and the more complicated financial instruments are not yet so popular, which has saved us from bigger losses. However, Polish companies have also experienced the negative effects of a specific monetary instrument, which was supposed to be safe and costless, but turned out to be very insecure - given the name of “toxic derivatives”. On one hand, people responsible for risk management could be blamed for signing agreements based on these derivatives, but others blame banks for offering toxic derivatives to their clients, without informing them (or without emphasizing) about the risk related, and thus breaching their trust.

As a natural consequence, arguments have been raised in favor of introducing legal regulations, in order to prevent from signing insecure agreements. However, limiting economic freedom only because someone has abused it or has behaved carelessly is not the right direction. Is it possible at all to decree trust?

It is a purely rhetorical question, as there is only one answer: it is impossible to legally guarantee trust, rather one has to earn it, and then constantly take care not to lose it. This is the essence of various publications of good practices created and voluntarily exercised by different organizations. There are over twenty branch publications on the Polish market, therefore an idea to create one set of basic principles, which would be universal for all the financial subjects, has been very popular. Over thirty institutions and associations representing all of the market participants – financial subjects and their clients, consumer organizations, and institutions like Insurance Ombudsman or Polish Financial Supervision Authority have worked on this publication. A group of academic experts was also invited to participate. As a result, the Financial Market Good Practices Standard was created, containing sixteen general principles, including all major sectors of client and contracting parties relations, giving branch organizations freedom of action in constructing organizational forms or specific branch norms.

The Standard's central point is a Client, with whom a financial subject's standards of relations are described by several principles – respect, dignity, earnest, honesty, and competency. In order to offer its clients products which suit them best, a financial subject shall know clients' needs and situation, it shall inform them earnestly and clearly about the products, emphasizing the risk which is hidden, and informing them about all the costs related. Due to their natural shortness and brevity, the advertising information shall be particularly revised – obtainable benefits shouldn't be excessively emphasized, and financial risks related to the product shouldn't be omitted or hidden. It is also important to be aware of the possible conflict of interests, and of the fact that a client may not be fully satisfied, regardless of our effort. In such case, one shall seek an amicable solution, treating a client earnestly and honestly.

A purpose of all these actions is developing a long-lasting bond with a client, based on trust. If this is achieved, no crisis will be a threat, and in peaceful times too, we will be able to smoothly develop client relations.

Krzysztof Grabowski

President's Advisor,

Polish Financial Supervision Authority (KNF)

Opinions stated in this article are the author's opinions, and they don't represent the official KNF's standpoint.

The Standard, a list of participants, recommending institutions, and institutions applying the Standard, can be found on the following website: <http://dprf.knf.gov.pl/dprfrepo.nsf/home>

Sustainable development in the time of the financial crisis

Corporate social responsibility is becoming more important every year, which means that the company's financial success is not the sole measurement of the economic activity any more. Considering social and ecological aspects in the business management voluntarily has become not only the latest trend, but also a discipline, which is rapidly growing. Responsibility in the company management means exactly the same as responsible behavior towards people around us. The values, which we follow in private life, aren't changing in the face of certain incidents which occur in our professional life. These values make us more aware of the needs of our close friends and relatives and they make us respect our business partners. Sticking to ethical principles and understanding the other party's standpoint in both cases, will result in the mutual and lasting development of trust.

Following the principles of sustainable development gives people an opportunity to build a new social-cultural order, which is characterized by making conscious decisions about the influence of their existence and consumption on the future generations. Nowadays, there is more emphasis on the consequences of our irresponsible behavior on the lives of our children, grandchildren, and great-grandchildren, and on irreversible consequences for the environment, to which will lead ill-considered actions, governed mainly by the profit maximization, that are destructing the climate. In this context, the role of

responsibly managed companies has taken on a new meaning. Companies started to promote honest communication by initiating a dialogue with various social groups. Communication, which has become a constructive exchange of views, leads to a better apprehension of the mood of the public and helps to understand points of view of our partners, often differing from ours. Although it is true, that companies aren't able to solve all social problems, I believe that their commitment will help to eliminate the most devastating consequences.

Polish economy will have to face one of the most important challenges in the nearest years, which is social responsibility. In order to improve a company's competitiveness and strengthen the brands, ethical operations will become indispensable for business operations. Responsibility in the business management is beneficial for all of the market participants. Current situation of the financial markets proves best that responsible management is key to maintaining principles of sustainable development among businesses, a theme becoming even more important, in the light of the latest incidents.

Mariusz Grendowicz
BRE Bank SA President of the Board

Business's determined voice in a climate change debate

Climate change is clearly a global phenomenon thus requiring integrated action on an international scale. Since 1990 the Intergovernmental Panel on Climate Change (IPCC), the UN Body that reviews science related to climate change, has been analyzing trends. In the fourth report published in 2007 there is over 90% certainty among the scientists that climate change is largely attributed to anthropogenic causes. Climate change is highly positioned on the international political agenda, and recently, it has stirred debates in Poland.

There is observable movement of climate change from the international to national stage. The international attention allotted to climate change across the globe has triggered the significance of it in Poland, as the topic appeared at the centre stage in our country during the international climate change treaty negotiations in December of 2008. Recently, Poznan was the host city to the United Nations Framework Convention on Climate Change (UNFCCC) meeting with focus largely on negotiations regarding the future of the global climate change co-operation. The meeting fostered discussions among delegates regarding Copenhagen in 2009 where the final decision will be made following the expiration of the Kyoto Protocol 2012. An international meeting of this magnitude in Poland undoubtedly raised awareness and understanding of the many complexities surrounding climate change in the Polish business community.

As international, national and continent level agreements and legislation are becoming more robust, and governments are taking small steps along the road to Copenhagen, countries are trying to reconcile an economic downturn with the need for significant cuts in greenhouse gas emissions. The quick international response to the financial turmoil delivered by governments demonstrates that a collective decision can be made to address global challenges in a timely manner. Unlike the financial crisis, however, climate change is a long-term and progressively challenging phenomenon. Although many businesses are in the midst of challenging economic times, withdrawing from the battle against climate change can render long-term consequences.

Companies are increasingly confronted by the challenge of addressing climate change and carbon regulation, so a comprehensive analysis which considers the risks and opportunities as well as defining an appropriate response strategy is essential.

Given the characteristics of the Polish industry and growing pressure from many angles towards emission reduction, it is important for business to approach the climate change issue strategically, particularly given the lack of clarity surrounding the future of regulatory and market frameworks.

During the IPCC conference, PwC together with FOB had the pleasure of participating in a one day Business Day event co-hosted by the World Business Council for Sustainable Development (WBCSD) and International Chamber of Commerce (ICC). The Business Day attracted more than 200 delegates in discussions with leaders from global businesses and organizations, primarily focused on the private sector role in catalyzing a response to climate change. The discussions aimed to explore regional, national and sectoral perspectives on the position and responsibility of the private sector to provide insight in the ongoing process of the climate policy framework development. Among numerous topics on the agenda were energy-efficiency, technology development and deployment, carbon markets and sectoral approaches in the context of the 4 key themes: mitigation, adaptation, technology transfer and financing.

The business day culminated in bringing together the thoughts and recommendations shared by the community for a post 2012 climate change framework. Businesses agreed that advancing the business role in the climate change context is crucial. Moreover, there was a consensus that business actions are vital for the transition to a low-carbon economy and should take lead in driving energy efficiency as well as technology developments. It was also agreed that businesses require a balanced combination of market mechanisms and regulatory policy to contribute to shaping the structure of carbon markets, financial flows, and policies. Furthermore, business participants were in harmony regarding the fact that climate change must be addressed through an integrated approach taking into account the related interconnected challenges such as economic development and poverty alleviation in developing countries, protection of habitats and biodiversity, energy security as well access to energy.

Irena Pichola
Sustainable Business Solutions Practice Leader
PricewaterhouseCoopers
FOB's Management Board Member

Polish internet users' ecological awareness

– According to the research conducted by Gemius SA

The aim of the research concerning Polish Internet users' ecological awareness was to learn about their basic knowledge on environmental consciousness and how it influences their consumer behavior. The data were gathered from 12 to 27 June, 2008. It covered 1008 persons aged 15-24 – 38%, 25-34 – 23%, 35-44 – 19%, 45 and older – 20%. Respondents had different incomes, held high school or higher degree, and half of them held professional positions. The issues covered by the poll included the sources concerning environment protection used by the Internet users, level of their ecological sensitivity and pro-ecological behavior.

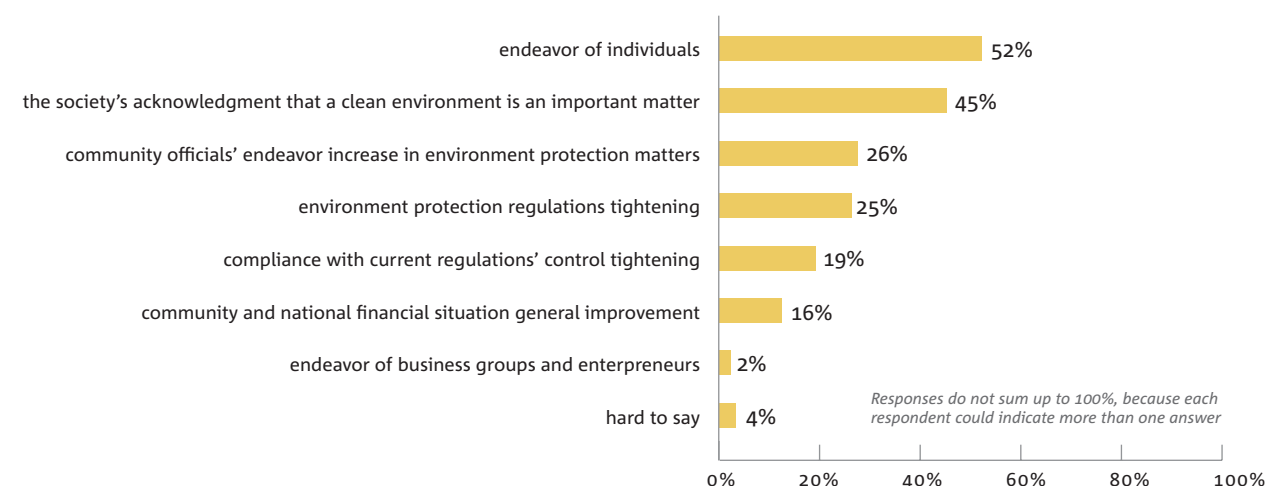
Knowledge concerning environment protection issues

Half of the surveyed estimated their knowledge about ecology/environment protection as good, 37% stated it is neither bad nor good, and 9% claimed little knowledge of this topic. 53% of the respondents declared they knew the term “sustainable development” and 77% of them picked the right description of the term from a few definitions proposed. The results

of the study point out that availability of information concerning ecology and environment protection is insufficient. According to the largest percentage of the Internet users, information especially missing in the media is: how to respond to environmental contamination, how to recognize whether a product is ecological, where one can buy ecological products, how to recognize whether a product is environment-friendly, and what are the meanings of labels placed on the products (e.g. “not tested on animals” symbol).

According to the research, the best source of information on sustainable development is the Internet. Over a half of the respondents (52%) consider that there is sufficient amount of data concerning ecology and environmental protection on the net. Television was rated much worse. Only 38% of the respondents thought it is reasonably informative. According to the Internet users, the radio offers the most limited information on the environment. Over a half of the surveyed think that the environment condition depends on “endeavor of individuals”, and on “the society's acknowledgment that a clean environment is an important matter”.

In your opinion, on what does the environment condition depend most?



Most web users (75%) know (or at least know by sight – 36%) what a symbol “Poland Now” and “recyclable package” mean – respectively 64% and 43% of the respondents. The least known is a “fair trade” symbol. As much as 81% of the respondents have never seen it. “Not tested on animals” symbol is not well known among the Internet users – 41% of them have never seen it, and among those who knew what it means, 15% have never seen it. Over a half of the Internet users (54%) have never seen “ecological agriculture” symbol. At the same time, as much as 52% of the surveyed claimed that there is insufficient information on the products, explaining whether specific product is ecological/environment-friendly. Therefore, one can presume that there is a need to promote these symbols and to explain their meaning.

Internet users’ ecological sensitivity

Natural environment issues in our country are not indifferent to the Internet users. A majority of them (77%) are worried about the environment condition in Poland, at least on a medium level. Only every 25th respondent declared that he or she is not interested in matters of this type. According to the majority of the respondents (66%) environment protection situation in Poland has improved, after the country has joined the European Union. Over a half of the respondents (56%) think that current situation is slightly better than before the country’s accession to the EU.

Majority of the Internet users think that the environment condition depends mainly on “endeavor of individuals” (52% of the respondents), and on “the society’s acknowledgment that a clean environment is an important matter” (45%). At the same time, only 19% claimed that their town’s residents take up actions in favor of environment protection. Additionally, every seventh person noticed that nobody takes up such actions in their place of residence, although there is a need. Most of the Internet users think that for the environment protection issues

should be responsible community officials (72%) and residents themselves (52%).

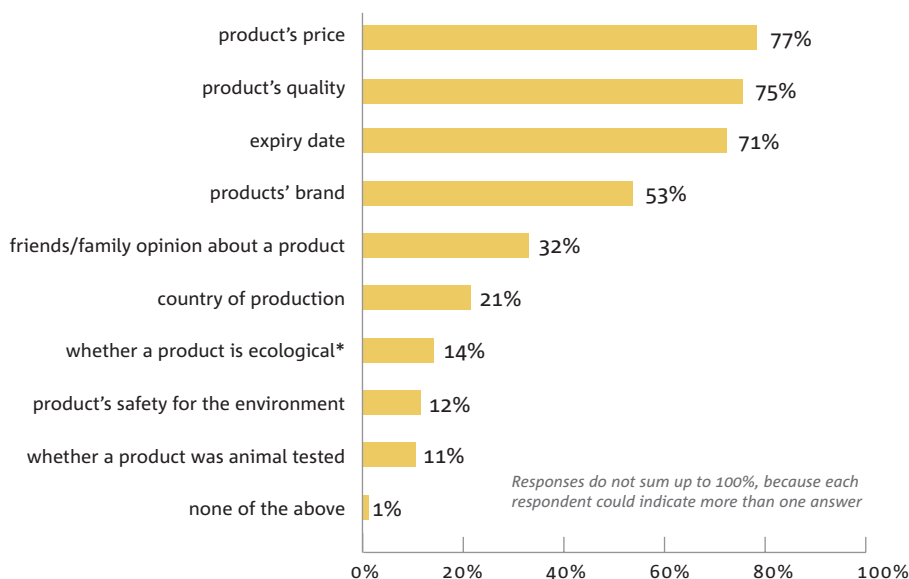
What do Internet users think about ecological products? First of all, they think that these products are willingly bought and are destined to young and affluent people. However, there is an inconsistency in their responses. On one hand ecological products are considered to be goods destined to affluent people, but on the other hand most respondents think that they are affordable. At the same time, 78% of the respondents declared that they sometimes buy ecological products. Every third of the respondents buy such products often or very often.

Internet users’ pro-ecological behavior

Internet users believe that they behave pro-ecologically, although it is not so in reality. Over 70% of the respondents declared that sometimes they buy ecological products, and concurrently over a half of them declared that they have never seen a “product from ecological agriculture” symbol. It therefore remains a mystery, how some of them recognize whether a product is ecological (or maybe respondents buy ecological products placed on special counters, e.g. in Tesco, not paying attention to a symbol?). It can be presumed that many people consider that they buy ecological products, while shopping, e.g. on local markets.

When asked about the main factors affecting their choice of daily-use products, most of the respondents indicated price (77%), quality (75%), and expiry date (71%). Only 12% of the Internet users take under consideration whether a product is safe for the environment. Although over a half of the respondents declared that they would be willing to pay more for the ecological/safe for the environment products, they also stated that most of the packages don’t contain information whether a product is ecological.

What do you take under consideration while doing your daily shopping? Indicate all the factors that matter to you.



* whether it was produced in compliance with ecological agriculture regulations

Over ¾th of the respondents are worried about the natural environment condition in Poland. Majority of them are aware that every individual's behavior influences environment condition. However, most of them engage in activities which don't require them to sacrifice their leisure time, i.e. recycling (62%), electric energy saving (58%), or water saving (58%). Only a few of them are active in ecological organizations (3%), participate in campaigns promoting pro-ecological behavior (14%), or talk about environment protection issues with friends or family (32%).

According to the research results, it can be presumed that respondents consider ecological products as healthier than others. The main reason to buy these products for 39% of the respondents is their health, and for 38% it is care for the natural environment. Every 5th person has bought an ecological/safe for the environment product in order to check whether it's better than a regular product. Over a half of the respondents (57%) claimed that they would be willing to pay more for a

product, if they were assured about its safeness for the environment. However, these declarations should be interpreted very carefully. Only 3% of the respondents have never bought any ecological product, mainly because they "didn't feel the need" (57%), or because the price was too high (42%).

Internet users think that major influence on the natural environment condition have recycling (91% of the respondents), water saving (84%), electric energy saving (84%), and using eco-bags for shopping (84%), which indicates that Internet users' pro-ecological behavior is related mainly to economic aspects, which is taking care of a family budget.

Iwona Kuraszko
*Research and Development Manager
 Responsible Business Forum*

Is there a need for a broader ecological education?

Commentary

Although the research indicates that most of the respondents correlate environmental quality and condition with their own behavior, there are grounds to consider that it is on a rather primary level. Recycling, turning off lights, and water saving won't suffice to wait peacefully for the 2050 New Year's Eve. Unfortunately so.

Besides the citizens' lack of thought, the media are responsible for the consumers' consciousness. They are not starting a serious debate, as it could lead to altering consumers' attitudes. Such a change would result in substituting car advertisements with bicycles and vehicle sharing systems, sweets and diet products with healthy nutrition advice, or second-hand clothing. Banking systems would have to function in a complete different way, with focus on microloans based on complex saving systems, and developers' advertisements would be substituted with social housing associations. In such reality Internet users wouldn't talk about eco-bags as pro-ecological behavior, because other forms of behavior wouldn't be available – if so, it would only be for special occasions.

I suppose that there is a strong need to support companies offering waste-less technologies, high quality products and services, and time for self-education and growth. Currently, the society is quick as a flash, and I'm not sure whether respondents of the research have noticed it. Many inventions shaping our everyday attitudes (including the Internet, used to conduct the research) weren't in common use 15 years ago. A lot of them are very ecological. Therefore, we have plenty of solutions within reach. Thanks to them, energy and light will be saved automatically. Let's hope that these solutions will give us time to broaden our knowledge on the Internet about the methods of improving quality of life on our planet, with harmony with all the living beings. The research proves that this time is indispensable in order to increase the citizen awareness.

Dr Maciej Kozakiewicz
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Media social responsibility

Since business is based on the stakeholders' interrelations, it is public relations managers' job to broadly consider various social groups, which are under the influence of organizations, and also to consider how these various groups of stakeholders influence each other.

An ability to convince others has always facilitated gaining a stronger position of political power, which has been used already in the 5th century B.C. by the sophists (professional teachers), who were training young men in the art of convincing and addressing the people. However, the sophists have also been criticized, as they were teaching how to gain supporters in every case, regardless of private beliefs.

It would be perfect, if the media presented a specific problem or incident including all the aspects, thus allowing a reader, a listener or a viewer to know all the pros and cons, and to formulate their own opinion. In other words, the role of the media should be presenting the concept in the most thorough and complete way. According to Prof. Maciej Mrozowski, the standards of the objective presentation of incidents are: factuality, impartialness, truth, significance, and neutrality of the presentation and form. However, in reality, when the media are often owned by private corporations and are a part of the market, a competition for ratings reduces a viewer into a consumer. Therefore objectivity, which leads to an honest social discourse, seems to be a difficult determinant of forming statements.

Media in Poland have one of the highest social trust ratios. According to the Edelman Trust Barometer 2008, a study of social trust, 45% of the Polish society trusts the media, whereas in Great Britain it is only 19% of the Britons. Such a high social trust ratio in Poland shows the importance of the role of the media in developing social consciousness. "Social trust in media creates responsibility of the media towards society: objectivity and impartialness – presenting different aspects of the problems described; informing the society in an honest and reliable way; relations between a publisher and an editor-in-chief – guarantee of freedom of speech and freedom of journalism. Journalist ethics emphasize the objectivity in the broadcasted transmissions, and encourage seeking multiple aspects, which are significant for that specific incident. Showing only the scraps of a complex problem can be very harmful.

Are public media the most responsible?

Journalists and public relations specialists assessed that the most socially responsible media are public radio, press and

public television, and the least responsible is commercial radio, according to the "Media social responsibility in the market economy system" report, prepared by Dr Krzysztof R. Nowakowski from the Institute of Sociology at the University of Warsaw.

The partners of the study were: Institute of Media Monitoring, National Broadcasting Council, Polish Television SA, Polish Radio SA, Responsible Business Forum, Polish Journalists Association, Press Freedom Monitoring Center, Association of Journalists of Polish Republic in Warsaw, and PRrto.pl. The study covered 713 journalists and public relations specialists, where 33.6% were the public media journalists, 10% were the licensed media journalists (including internet media), 44.5% were press journalists, and 12% were the employees of the marketing and communication departments. Based on their responses, a media social responsibility index was created. The higher the index is, the larger mass media social responsibility. The average index ratio for the specific groups of media was:

1. public radio – 10,1
2. public television – 9,9
3. press – 9,8
4. licensed television – 8,5
5. Internet – 8,0
6. commercial radio – 7,6

According to the report, 77.7% of respondents considered the Polish Television and the Polish Radio programmes to be filled with commercial content. At the same time, the majority of respondents didn't believe that private media were able to substitute public media in their culture-forming mission.

What then should be the social role of public media? According to Ricky W. Griffin, the ethical nature of an organization's activity is a standpoint towards social responsibility, where the organization considers itself to be a social citizen and is actively seeking opportunities to contribute towards a common good. Is the act of serving public interest manifested through the promotion of a campaign against pathological incidents, for the prevention of natural environment, and human rights defense? Certainly yes, but it doesn't end here. Media should be a forum of presenting artistic, scientific, and cultural achievements, a space for different opinions, especially for those with limited access to knowledge. Thus, apart from objectivity and impartialness, the major role of the media should be the society's knowledge extension and enhancement, and taking care of national tradition and culture. In the report, Krzysztof Nowakowski has written that "media involvement in the issues that

are a subject of a public debate, should constitute of reacting to the current problems, and also of active searching for the means of solving them”.

Media, PR, and CSR

Considering that corporate social responsibility is gradually entering into the public debate, the media should not only observe and comment on the events, but also participate in the process of changing the role of business in civil society. This requires more public relations activity. Though, is this achieved by concentrating on the charitable aspects of CSR activities of private companies, not related to their business strategy, in the news report? Why don't the news report about a company's CSR activities include various dimensions and aspects of this issue? It turns out that PR's language is what prevents the media from deeper involvement in CSR. Journalists are even discouraged by the importune of the PR agencies and PR departments in forcing through unilateral information at all costs. Maybe it is worth asking oneself, what is the target group of each message? Do PR specialists adjust their information to the expectations of the company's crucial stakeholders? Do the stakeholders obtain information about a company's activity, which interest them, at all? Or maybe the stakeholders are simply "everyone", whom the company presents itself as a charitable institution, which makes profit only by chance? Journalists are discouraged by the perfectly written materials received from the PR departments, which unfortunately show no understanding of the basic idea of corporate social responsibility. Information sent to the editorial offices places companies on the pedestal, which makes them unreliable, because they describe only a subjectively chosen aspect, instead of describing all the actions concerning problems which were addressed.

On the other hand – do the journalists check information thoroughly, are they trying to reach the company's stakeholders in order to find out what benefits are other parties, constituting the company or those who are under its influence, receiving from socially responsible activities?

The role of public relations concentrated on a dialogue

The consumers are becoming interested in corporate social responsibility matters, thanks to the free information flow, especially the Internet. The role of public relations that is conscious of its social possibilities of creating a space for a dialogue between stakeholders is indisputable. What specific benefits do the socially responsible actions offer for a company? Does information issued by companies include benefits that a company derives from involving itself in pro-social and pro-ecological activities? An effective dialogue should be based on a mutual understanding between a company and the stakeholders and on a responsibility to disclose reliable information. It is not only the media who have a significant role in shaping public discourse on the new role of business in society, but also, the persons responsible for corporate communication. Are both these groups aware of that?

Iwona Kuraszko
Research and Development Manager
Responsible Business Forum



GOOD PRACTICES

Business versus workplace

A company is a very particular type of a community, a specific microcosm, where the abilities, enthusiasm, and commitment of the employees are the greatest assets. Experts emphasizing that CSR activities should treat employees as a priority have a good reason to do so. It is especially relevant in the knowledge economy, which is based mainly on the people's intellectual potential. In order to manage competition, companies rely upon working systems based on high effectiveness, which require great innovativeness, and upon building employees' commitment to the company's goals' achievement. This shows the importance of inspiring the employees, investing in their development, stimulating them to pursue the company's goals, creating friendly relationships between employees and team-work spirit.

Heads of the HR departments play an important role in formulation of the responsibility strategy among employees and in the company. These strategies are not limited to the operative activity. They also include employees' education, encouraging new ideas and innovations, and environment protection, in order to build a respected employer's brand, chosen later by potential employees. Sustainable development strategy's execution wouldn't be possible without the involvement of the HR department.

Few practices in the workplace area have focused on the aspect of **work-life balance**, with an emphasis on facilitating work to young mothers and pregnant women. Such programs have been introduced by **Accenture** and **Bank Zachodni WBK**, whereas **Microsoft** supports not only mothers, but also fathers, responding to employees' needs. Benefits for the company from introducing such programs are: keeping valuable employees, rotation reduction, and saving costs related to recruiting new employees.

The **communication** category contains many practices, which aim to familiarize employees with a company's code of conduct and improving its functioning. **Commercial Union Polska** promotes an ethical code of conduct among employees, and **ING BANK ŚLĄSKI** familiarizes new employees with the company's structure and organizational culture. **Danone** engages its employees in working out partnership standards in the company.

Operational improvement practices in companies are also introduced by **DHL Express (Poland)**, which **engages employees in management** by a set of workshops, which give them an opportunity to share their ideas. **Alcatel-Lucent** has introduced a new **recruitment** system, which improved effectiveness of employing new workers. **Sandvik Mining and Construction** has implemented a social responsibility standard SA8000 into an integrated management system, as an execution of the company's values present in the Code of Conduct, thus accelerating company's credibility in the eyes of its contractors.

In order to achieve a position of nutrition expert and consultant, **Nestlé Polska** concentrated on **employee education** on nutrition. **PKP CARGO** introduced an employee training program in order to adjust their skills to the company's needs.

Practices implemented by **PricewaterhouseCoopers** and **Procter & Gamble** promote **equal opportunities and diversity** which focus on age or nationality, gender equity and cultural differences. **Telekomunikacja Polska** introduced a corporate volunteering program, which enables interested workers to conduct classes at schools on safety in the Internet, and is an execution of the company's response to social needs.

From the perspective of the current crisis, initiatives which lead to creation or preservation of jobs are especially important. **Autostrada Eksploatacja** not only trains and provides a number of non-financial benefits for its employees, but also reserves most jobs for the residents of local communities. **Grupa LOTOS** concentrated on creating favorable working conditions for highly-qualified staff, and on partnership with universities as a potential source of future employees.

Business versus marketplace

More and more top management representatives believe that clients' expectations regarding corporate social responsibility are rising, and that CSR will play a major role in market differentiation. Management boards are starting to consider global consortiums not only as important market players, but also as the precursors of social and ecological changes in the world, as some of their newest strategies show. Hence, there is an increase in the awareness of the role of business in society, which establishes competitive dominance in the market through social innovation. These strategies are definitely pro-active within one's market or branch. However, they still come up as a response to certain social or ecological incidents, law regulations, pressure, or consumers' needs and expectations.

If the full understanding of interrelations with stakeholders is gained, a dialogue with them can lead to innovativeness within a business, ecological, and social sphere. In order to achieve that, a company's risk and development possibilities assessment in certain economic and social conditions is definitely favorable. It helps to realize, which of the company's strategic goals supports responsible business targets, and whether the company's development strategy treats CSR and sustainable development as an effective tool supporting its competitiveness.

Companies actively engage themselves in education of clients and consumers: **BRE Bank** created a web platform Bizsupport, which aims at dissemination of business and economy knowledge; **Telekomunikacja Polska** educates parents about providing safety for children using the Internet; and **Zakłady Mięsne PAMSO** carried out an informative campaign on proper storage of meat products.

Alcohol and tobacco products manufacturers undertake initiatives regarding responsible advertising, sale and consumption of products they offer. **Kompania Piwowarska** created an educational program, which allows checking one's sobriety by sending a text message. **Philips Morris Polska** engaged in salespersons' training on rules regarding tobacco products sale by taking part in the 11th Program of Responsible Retail STOP18! **Grupa Żywiec** takes care of **responsible marketing communication** by abiding rules of the company's internal code, which is more restrictive than responsibilities resulting from law regulations, and by conducting non-obligatory internal audits.

Coca-Cola HBC Polska and **Schenker** invest in training their business partners as a part of their **supply chain management**. Coca-Cola trained its contractors on more efficient exploitation of sale areas, which had a positive impact on the sales level in stores. Schenker conducted trainings for drivers from collaborating carrier companies, which have improved their client relations abilities and had a positive impact on the mutual satisfaction from partnership.

Good practices introduced by **Michelin Polska** and **Microsoft** support **development of entrepreneurship**. Michelin Development Foundation provides credit warranties for production plants that have innovative ideas, but don't qualify for credits in banks, and it provides professional advice. Microsoft created a BizSpark program directed to companies that produce software, which gives them access to Microsoft tools and technologies, and makes opportunity to establish contacts with partners throughout the world.

BRE Bank has conducted research on innovation of the Polish economy, which resulted in creating a Most Innovative Companies Report and Ranking in various categories. **PricewaterhouseCoopers** advised AIESEC Polska on building a CSR strategy, thus contributing to a **market development**.





Business versus society

The growing role of economy in shaping the standards of living of society has an impact on the changes in social expectations towards companies. If a company treats corporate social responsibility in a strategic way, it can become the source of social progress. Some of the company's resources (knowledge, abilities, means, etc.) are being invested in the activity which brings profit also for society. Development and values growth of the responsible company are followed by growth in satisfaction and quality of life in its surroundings.

Through a co-operation with business, a social partner has an opportunity to learn more effective ways of allocating the resources, measuring the results, and thinking about effectiveness of its activity. However, such a valuable co-operation cannot be reached, as long as a non-governmental organization limits itself to asking for help. The sole effect of a manager's or a company's President conversation with a social partner can't be "reaching for a wallet". Rather than that, ideas about the strategic co-operation, where interrelations and mutual benefits are important, should be encouraged.

Many companies engage themselves in activities related to **health and safety**, by creating educative programs and social campaigns on safety on roads (**3M Poland, McDonald's Polska, Toyota Motor Manufacturing Poland and Kredyt Bank/Grupa Warta**), breast cancer prevention (**Avon Cosmetics Polska**), and strategies to help deal with depression (**Servier Polska**). **Zakład Produkcji Spożywczej Krzętle** raised awareness about food preservatives, and **CWS-boco** calls for improving the standard of Polish toilets for Euro2012.

Bank Zachodni WBK and **eurobank** carried out educational programs aimed at providing young people with knowledge and skills strengthening their **entrepreneurship** abilities. **Citi Handlowy, GE Money Bank**, and **Provident** educated high school students, women, and families on finance management. **Johnson&Johnson** supported teenagers' education on puberty and menstruation topics, and **UPC Polska** taught about safe Internet use.

Many companies have engaged in programs aimed at **creating equal opportunities** for children and for people marginalized on the job market. **Cadbury Wedel, GlaxoSmith-Kline, Instytut Monitorowania Mediów**, and **Janssen-Cilag** carried out programs for children, **DGA** run projects aimed at supporting people endangered on the job market, and **Grupa Pracuj** conducted a series of trainings for young mothers in order to fight against discrimination of women on the job market.

Corporate volunteering is a popular form of social involvement among companies. Many programs are growing every year – **Commercial Union** has increased the number of employees involved in voluntary work over twenty times in a seventh years period. Pro bono programs carried out by **Clifford Chance** and **Leśnodorski, Ślusarek i Wspólnicy**, and coordinated by Centrum Pro Bono, are definitely worth mentioning. **PricewaterhouseCoopers** offers pro bono services on tax, audit, and business consulting for non governmental sector.

Examples of **social investments**, which are destined to solve social problems by joined involvement of companies and local communities, are also present in the Report. **ABB** is involved in a project in Przasnysz, which encourages local youth to develop entrepreneurship skills and to be active. **British American Tobacco Polska** created a program for development of qualifications for youth entering the job market from Augustowski County. A project carried out by **UPS Polska** helped to improve infrastructure and equipment of two schools located in the Podparpacki Voivodship, and two schools from the neighboring Ukrainian towns. **ArcelorMittal Poland** improved infrastructure of the language labs in schools and universities in cities, where its steel mills are located. **PGE KWB Bełchatów** invested in community development by putting up a Sports and Recreation Center on a recultivated area of the Kamieńsk Mountain.

Apart from above mentioned practices, Report presents also a strategic partnership of **House of Skills** with Fundacja Dzieci Niczyje (Nobody's Children Foundation), which is also **Polkomtel's** partner in a Children and youth helpline program for children and youth in difficult life situations, and a project by **Deloitte**, which engages business representatives and young artists in joint activities.

This year's Report edition also contains good practices of two brand organizations. First one was an educational program aimed at promoting balanced diet principles and physical activity among secondary school adolescents, conducted by the **Polish Federation of Food Industry** (*Polska Federacja Producentów Żywności*). The second program, conducted by the **Polish Spirits Industry** (Polski Przemysł Spirytusowy), which associates manufacturers of spirit products, was a social campaign aimed at raising awareness on the threats connected with consuming alcohol during pregnancy.

Business versus environment

Environmental protection issues are becoming more and more anchored in the public discourse, especially in developed countries – the European Union requires new members to increase their investments in the advanced standards of environmental protection. The key to ecological awareness is understanding that taking care of natural environment means acting in favor of a common good, which is related to responsibility towards future generations. Ecological sensitivity has grown and is still rapidly growing, among the societies in Western Europe, USA, and Poland.

On the other hand, experts stress that restrictions related to the European Union's climate policy may turn out to be a moving force for innovativeness and modernization of the Polish economy, for example through investments in science. The proactive approach seems to be an opportunity, as it treats dialogue with stakeholders as an important source of ideas concerning innovative technologies. Even the best economic policy couldn't count on companies' full support, if companies themselves haven't been convinced about its effectiveness.

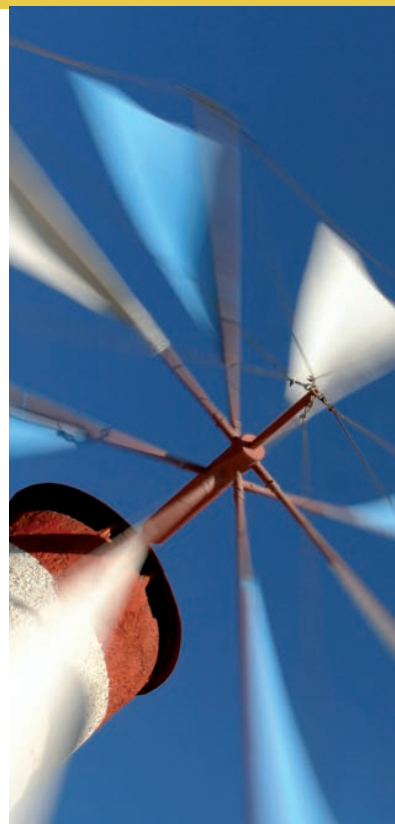
Many companies conduct **ecological education** programs aimed at rising society's and their employees' awareness on threats resulting from climate change and global warming, and presenting how a person can support environment improvement with ecological behavior. Each company conduct its program in a different form: **Bayer** held contests and ecological debate, **Henkel Polska** held a "Green Grants" contest, and **IKEA Retail** together with WWF built a "Green House". Employees ecological education was provided by **Kompania Piwowarska**, **L'Oréal Polska**, **Pomorska Spółka Gazownictwa**, and **PricewaterhouseCoopers**. **RWE Polska** continues its social campaign "Conscious Energy", which promotes energy-saving behavior at home and in the workplace, and **Vattenfall Poland** promotes such behavior among Warsaw and Pruszków residents in its "Climate for Earth, Warmth for Warsaw" campaign.

PGNiG conducted a "Safe Mazuria" program, which joined ecological education with promotion of water safety and taking care of Mazurian lakes' cleanliness.

Another group of practices consists of initiatives which focus of environmental protection by introducing integrated programs of energy saving, reduction of CO₂ emission, waste sorting, water and paper saving. Such programs were held by: **Atrium European Real Estate**, **Bank Ochrony Środowiska**, **Bielenda Kosmetyki Naturalne**, **PKN ORLEN**, **Ricoh Polska**, and **TESCO Polska**. **TNT Express** implemented a program aimed at **CO₂ emission reduction** and promotion of pro-ecological behavior. **Barlinek** protects environment by using raw materials for production with a forest management certificate, and by planting a tree for each purchased pack of Barlinek floorboards. **Danone** has decided to implement a sustainable development strategy into a company's Strategic Architecture for the nearest five years, and has begun its execution.

Natural resource renewal is also a popular area of companies' activities. In their programs, **Citi Handlowy** and **DELL** were planting trees, **Coca-Cola HBC Polska** and **Coca-Cola Poland Services** engaged in the Polish rivers' protection and salmon's population revival in Vistula, and **ProLogis** recultivated land for the building of a distribution center.

Renewable energies were at the foundation of **ABB's** program: the company has installed solar collectors on the roof of its plant, and has performed thermo-modernization in its production plants. **POCH** initiated waste neutralization by valuable resources recovery from waste and it expanded its offer with **dangerous waste neutralization**.



Good practices and companies index

	LP	COMPANY	GOOD PRACTICE	CATEGORY
BUSINESS VERSUS WORKPLACE	1	Accenture	Future mom in good form	Work-life balance
	2	Alcatel-Lucent	Taleo recruitment system	Recruitment
	3	Autostrada Eksploatacja	Reliable employer for local community	Job creation/preservation
	4	Bank Zachodni WBK	Mom-friendly Bank	Work-life balance
	5	Commercial Union Polska	Good practices standards on Intranet	Internal communication
	6	Danone	„Boomerang”	Internal communication
	7	DHL Express (Poland)	Dialogue Maps	Employee involvement in management
	8	Grupa LOTOS	Staff 2009 – 10+ Programme	Job creation/preservation
	9	ING BANK ŚLĄSKI	ING’s manual	Communication
	10	Microsoft	Working parent	Work-life balance
	11	Nestlé Polska	Food Training	Employee education
	12	PKP CARGO	Human Resources development	Employee education
	13	PricewaterhouseCoopers	Integrated approach to diversity management	Equal opportunities and diversity
	14	Procter & Gamble	Equal opportunities of development	Equal opportunities and diversity
	15	Sandvik Mining and Construction	Implementation of a social responsibility standard SA8000	Management standards
	16	Telekomunikacja Polska	Children’s safety on the Internet	Corporate volunteering
BUSINESS VERSUS MARKETPLACE	17	BRE Bank	Bizsupport	Economic education
	18	BRE Bank	Polish economy innovation research	Market research
	19	Coca-Cola HBC Polska	“Use the Power of tradition” – trainings for contractors	Supply chain management
	20	Grupa Żywiec	Responsible marketing communication	Communication
	21	Kompania Piwowarska	Check permille amount	Health and safety
	22	Michelin Polska	Michelin Development Foundation	Entrepreneurship development support
	23	Microsoft	BizSpark Program	Entrepreneurship development support
	24	PAMSO	Always Fresh	Education
	25	Philip Morris Polska	11th Program of Responsible Retail STOP18!	Health and safety
	26	PricewaterhouseCoopers	Creation and implementation of CSR strategy in AIESEC Polska	Market development
	27	Schenker	Driver and Carrier Academy	Supply chain management
	28	Telekomunikacja Polska	Safe Media	Parents’ education
BUSINESS VERSUS SOCIETY	29	3M Poland	Safer on Road	Health and safety
	30	ABB	Our city	Social investment
	31	ArcelorMittal Poland	Language laboratories	Social investment
	32	Avon Cosemics Polska	Sundays at Pink Ribbon Offices	Health and safety
	33	Bank Zachodni WBK	Days of Enterprising Poland	Entrepreneurship development support
	34	British American Tobacco Polska	Window with a view on career	Social investment
	35	Cadbury Wedel	Children of Praga Calendar	Equal opportunities and diversity
	36	Citi Handlowy	My Finances	Financial education
	37	Clifford Chance	Pro bono activity	Corporate volunteering
	38	Commercial Union Polska	Corporate volunteering	Corporate volunteering
	39	CWS-boco	Toilet 2012	Health and safety
	40	Deloitte	Business in camera	Social involvement
	41	DGA	Social Projects	Equal opportunities and diversity
	42	eurobank	Partnership with Academic Incubators of Entrepreneurship	Entrepreneurship education

LP	NAZWA FIRMY	NAZWA PRAKTYKI	RODZAJ PRAKTYKI	
BUSINESS VERSUS SOCIETY	43	GE Money Bank	Woman in the world of finance	Financial education
	44	GlaxoSmithKline	„Ray of the day” Children Houses	Equal opportunities and diversity
	45	Grupa Pracuj	Employers for activation	Equal opportunities and diversity
	46	House of Skills	We Share How – strategical support for NGO	Social involvement
	47	Instytut Monitorowania Mediów	In favor of children from the orphanage	Equal opportunities and diversity
	48	Janssen-Cilag	Deer’s friends: know, understand, explore	Equal opportunities and diversity
	49	Johnson&Johnson	Girls becoming women	Education
	50	Kredyt Bank – Grupa Warta	Bear the Rescuer Academy	Health and safety
	51	Leśnodorski, Ślusarek i Wspólnicy	Law firm’s pro bono program	Corporate volunteering
	52	McDonald’s Polska	Bicycle driving permit – my first driving licence	Health and safety
	53	PGE KWB Bełchatów	Kamieński Mountain	Community development
	54	Polkomtel	Children and youth helpline	Social involvement
	55	Polska Federacja Producentów Żywności	Keep fit!	Education
	56	Polski Przemysł Spirytusowy (PPS)	Better start for your child	Health and safety
	57	PricewaterhouseCoopers	Pro bono consulting services for NGOs	Corporate volunteering
	58	Provident Polska	Family Finance Academy	Financial education
	59	Servier Polska	Forum Against Depression	Health and safety
	60	Toyota Motor Manufacturing Poland	Safe Driver	Health and safety
	61	UPC Polska	UPC e-Academy	Education
	62	UPS Polska	People for people	Social investment
63	Zakład Produkcji Spożywczej Krzętle	Stop Preservatives	Health and safety	
BUSINESS VERSUS ENVIRONMENT	64	ABB	Production plants thermomodernization	Renewable energy
	65	Atrium European Real Estate	Center with climate	Environment protection
	66	Bank Ochrony Środowiska	Friendship with environment	Environment protection
	67	Barlinek	1 for 1 rule	Environment protection
	68	Bayer	Sustainable Development Promotion Program	Ecological education
	69	Bielenda Kosmetyki Naturalne	PROECO	Environment protection
	70	Citi Handlowy	More Trees thanks to You!	Nature protection
	71	Coca-Cola HBC Polska / Coca -Cola Poland Services	Rivers for Life: Vistula	Nature protection
	72	Danone	Yoghurts for environment	Sustainable development strategy
	73	DELL	Green company	Nature protection
	74	Henkel Polska	Henkel – green grants	Ecological education
	75	IKEA Retail	Green House	Ecological education
	76	Kompania Piwowarska	In accordance with nature	Ecological education
	77	L’Oréal Polska	Eco-gesture of the week	Ecological education
	78	PGNiG	Safe Mazuria	Ecological education
	79	PKN Orlen	Electronic data interchange	Environment protection
	80	POCH	Valuable resources recovery from waste	Waste management
	81	Pomorska Spółka Gazownictwa	Ecological ABC for employees	Ecological education
	82	PricewaterhouseCoopers	Green Week	Ecological education
	83	ProLogis	Landfill restoration for the building of distribution center	Nature protection
	84	Ricoh Polska	Counteracting climate change	Environment protection
	85	RWE Polska	Conscious energy	Ecological education
	86	TESCO Polska	Reducing impact on environment strategy	Environment protection
	87	TNT Express	Planet Me	Emissions reduction
	88	Vattenfall Poland	Climate for Earth, Warmth for Warsaw	Ecological education

PRESS MONITORING AND CSR EVENTS' CALENDAR

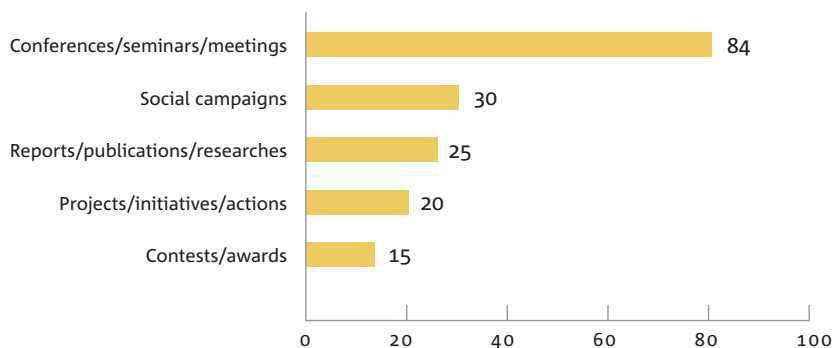
800 articles regarding corporate social responsibility and related topics were published in 2008. Abstracts of 37 articles, in our opinion the most interesting ones or representing most popular thoughts, are available in the "Selection of articles from 2008 review" section of the Report (pp. 65-59).

829

total number of articles concerning CSR and related topics from 1st January till 31st December 2008

A **Calendar** (pp. 70-87) contains a selection of events regarding CSR, and is divided into social campaigns, conferences, seminars, meetings, contests, awards, projects, initiatives, actions, reports, research, and publications. Initiatives with participation or under the auspices of Forum are distinguished with a FOB's logotype. The number of events in the Calendar proves that responsible business in Poland has become popular and diverse.

CSR initiatives in the Calendar



ABOUT RESPONSIBLE BUSINESS FORUM



The Responsible Business Forum's mission is to promote CSR as a standard among Polish businesses in order to increase a company's competitiveness, build public content and help to protect the natural environment.

The Responsible Business Forum has been the first and only Polish non-profit organization providing in-depth focus on the concept of corporate social responsibility (CSR). The association was founded in 2000, received the status of a public benefit organization and became the reference point for CSR in Poland.



Since 2002 the Forum is the Polish national partner for **CSR Europe** – a network of organizations focusing on the promotion of responsible business in Europe. The cooperation with CSR Europe has led the Forum to a higher level of international activity: allowing us to be part of various international projects and taking advantage of the best practices of other European organizations.



In 2008 the Forum joined **Global Compact** – the United Nations' initiative to promote sustainable development and corporate citizenship. In joining GC our organization has obliged itself to comply with the ten fundamental rules of human rights, work and environmental standards.



In January 2009 the Forum joined **CSR360 Global Partner Network (GPN)** – network of independent organisations that work in the field of Corporate Social Responsibility (CSR) at the interface of Business and Society in order to mobilise business for good.

Responsible Business Forum runs many activities to facilitate the exchange of experiences among companies, representatives of national, regional and local government and non-governmental organizations regarding the needs and the possibilities for the implementation of solutions and procedures that are in accordance with sustainable development and corporate social responsibility principles.

Responsible Business Forum activities concentrate on:

1. Promoting responsible business

- Responsible Business Forum - annual Responsible Business Forum **conference** (previously under the name „Responsible business” – „Odpowiedzialny biznes”);
- **CSR Market Place (Targi Dobrych Praktyk CSR)**;
- **CSR portal** www.odpowiedzialnybiznes.pl;

- **Newsletter Respo**;
- **Publications** on responsible business;
- Cooperation with the media (Forbes, Harvard Business Review, Manager Magazine, Gazeta Prawna, Marketing w praktyce and many more).

2. Assisting firms in introducing the principles of CSR

The Forum helps firms to introduce CSR into their everyday work by:

- **Partnership Program (Program Partnerstwa)** – a complex cooperation program for firms which includes a professional debate on corporate social responsibility, workshops, meetings, a newsletter, review and common projects.
- **CSR Discussions (Rozmowy o odpowiedzialnym biznesie)** – series of debates on various aspects of CSR.

3. Working with business to benefit society

In cooperation with business, the Responsible Business Forum has initialized a development program for future managers promoting social responsibility as a standard business approach by:

- **Responsible Business League (Liga Odpowiedzialnego Biznesu)** – a Polish network of students and student organizations committed to promoting the idea of corporate social responsibility.

4. Analyzing and developing responsible business

The Forum leads the way in new trends in CSR and builds a favorable social and political climate for the development of responsible business thanks to the following projects:

- **Report – Responsible Business in Poland. Good Practices. (Raport Odpowiedzialny Biznes w Polsce)**;
- **Research projects** – „Social corporate responsibility in Poland. A baseline analysis” („Społeczna odpowiedzialność biznesu w Polsce. Wstępna analiza”) for the European Commission and United Nations Development Programme, „Managers 500” („Menadżerowie 500”) and more.
- **Publications.**

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STRATEGIC PARTNERS



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