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Responsible business in Poland 2010: Good practices! Report is a summary of the activities undertaken by companies, institutions and non-governmental organizations in the domain of corporate social responsibility and sustainable development. Report is an abstract of all the events that took place last year in Poland. In regard to these issues, a core element of the publication are corporate good practices – this year Responsible Business Forum contains 117 good practices from the areas such as Workplace, Market, Environment, Society and Management & Reporting and four general headings based on a total of 48 good practices, devoted to Corporate Volunteering, Preventive Healthcare, Support for Flood Victims and Eco-Office. They are inspiring examples of principles of responsibility application in all sections of business – in the workplace, towards market, society, and environment. In addition, the Report contains articles and experts’ statements, analysis, opinions of Internet users and review of last year events, research results review, and press and publications overview.
Dear Sirs/Madams,

The year 2010 will remain in our memories as the year of social and political catastrophes and natural disasters. This could not be without impact on businesses, which spontaneously initiated emergency actions offering help of their staff as well as substantial financial support.

For the 9th edition of the Report entitled "Responsible Business in Poland. Good Practice", we received a record number of entries, out of which we selected 117 good practices from the areas such as Workplace, Market, Environment, Society and Management & Reporting. Showcasing some trends followed by companies, we also created four general headings based on a total of 48 good practices, devoted to Corporate Volunteering, Preventive Healthcare, Support for Flood Victims and Eco-Office. The report also contains summaries of the year 2010 written by representatives of business, public administration, trade unions and NGOs, as well as by scientists, researchers, and common Internet users. For the second time, we collected the results of scientific studies conducted in 2010.

In 2010, the global economy started its slow recovery from the crisis, but despite President Obama’s reforms, the unemployment rate in the US reached 9%. Even the model and recognised CSR strategies and procedures of BP did not prevent the largest eco-disaster in the US history, namely the Gulf of Mexico oil spill. The International community jointly responded to the devastation caused by the earthquakes in China and Haiti, and the flood in Pakistan. As many as 73 million people visited Expo in Shanghai, and Aung San Suu Kyi, long-time political dissident imprisoned in Burma, was finally released by the regime. A cloud of volcanic dust paralysed flight traffic over Europe, hitting the travel and air industry. The public opinion grew excited over the successful attempt to release the trapped miners in Chile, though neglecting to look deeper at the accountability of the mine authorities. Millions of devoted fans of Steve Jobs welcomed iPad, the new baby of the IT giant Apple, which has yet failed to publish a comprehensive social report and seems indifferent to cases of violation of human rights in its production facilities.

Poland hosted a number of meetings and conferences related to the issue of corporate social responsibility. Postgraduate studies in CSR welcomed their first alumni. The Stock Exchange modified the Respect Index, and the Polish Ministry of Economy co-ordinated the work of the Corporate Social Responsibility Team and Workgroups, which developed recommendations to the government strategies.

For the Responsible Business Forum, this was the year of celebrating the 10th anniversary of its existence. During the formal ceremony, we honoured our long-term partners, summed up our achievements and talked about CSR development in Poland in the last decade. We welcomed nine new partner companies. Several hundred of people participated in the discussion on responsible business devoted to fair trade and recycling, and in the conference on CSR 2.0. We had 28 participants share their experience at the 3rd edition of CSR Market Place hosted by the University of Warsaw library, during which we also presented the results of the research on sustainable chain of supplies, conducted in Poland for the first time. Visitors had the opportunity to listen to John Grant, the author of The Green Marketing Manifesto and participate in a number of seminars. Thanks to the work of our Strategic Partners in Workgroups, the interesariusze.pl portal was developed, containing practical tools, guidelines, and materials related to cooperation with stakeholders. The 6th edition of the Responsible Business League ended giving way to the 7th edition of that student-oriented project. Working with the chamber of small and medium enterprises, we launched the CSR project for SME in the Pomeranian Province. For the fourth time, we co-organised the CSR Ranking and the Social Reports contest. Along with GoodBrand & Company Poland, we conducted a research among Polish managers – the results of the research were published in the report Managers 500/CSR Leader as a follow-up to a similar study of 2003. We trained over 150 representatives of non-governmental organisations in 5 cities, sharing with them our experience in cooperation with business. We offered our patronage to many conferences and initiatives, and supported as a professional partner the post-graduate course in the J. Tischner European University and the Warsaw University of Life Sciences (SGGW). In December, we launched a new version of the odpowiedzialny biznes.pl site, and now with our profile on Facebook and YouTube we are able to reach more and more Internet users.

I wish you a good reading and encourage you to share with us your opinions and comments on the “Responsible Business in Poland 2010. Good Practice” Report.

Mirella Panek-Owsiarska
President of the Responsible Business Forum
2011 - This is the scale of the challenge

The World Economic Forum has just published its Global Risks 2011 report, which suggests that global governance cannot cope with more shocks to the system, but that we should expect that such shocks will nevertheless be delivered. The report suggests that risks of particular concerns focus on crime, corruptions and state fragility, water food and energy, and global financial factors.

One of the speakers on launch said: “If business leaders and decision-makers can overcome the behavioural biases towards … short-term solutions and switch to longer term thinking, then they will have made significant progress …”

Indeed – but what we fail to acknowledge is that this teetering-on-the-edge condition is the one that we have chosen for the future. We have a world already suffering from climate stress, water stress, and pollution overload. In the face of that existing stress to the ecosystem (you know, our life support system) we are expecting that major chunks of the population are going to begin consuming a lot more and human numbers are going to increase to a dizzying degree.

In other words, we are going to test the carrying capacity of the planet. Presumably, in the optimistic scenario, we settle into a niche that is just within the limits. We manage to increase food production, develop cleaner energy and recycle materials just enough that we can accommodate all of these wants in a sustainable way.

But the downside of this is that – even if such a state were attainable (because the alternative is more likely, where we go sailing blithely across the threshold and then suffer some fairly brutal corrections imposed upon us by nature) - is that we have chosen to live right on the edge, vulnerable to any new shocks to the system. If you place stress on local ecosystems, they show signs of that stress over time, until you cross a threshold. And then the ecosystem can collapse very quickly. We are proposing to push the stress as far as we think we can get away with it, without really knowing whether - or where - we may find that threshold.

This is the natural consequence of our choice to consume ra-paciously and increase human numbers without hindrance. Indeed, the recent ‘World in 2050’ report by HSBC said that countries like America and Britain would continue to hold their own in the global economy because of their continuing population growth, whereas those countries with stagnant populations would suffer. This is the scale of our challenge.

No country with people living in poverty will consent to stay frozen into under-development and poverty. No country with people living in affluence will persuade those people to consent to reduce their living standards, as currently defined. No global governance process is going to face up to the logic around human numbers because of the difficult implications of how you would ever introduce public policy to control them.

We have seen in recent times that people can sign up to a short term system believing there is no alternative to the behaviours it requires, regardless of the fact that it is unsustainable.

Take, for instance, the famous quote from then CEO of Citigroup Chuck Prince who said that so long as the music was playing, you had to dance. Even though the music stopped, there would be a big price to pay. This kind of attitude is the norm, not the exception, if you look at how people behave.

There are many elements of our current situation that are reminiscent of the decline of the Roman Empire. They ignored the obvious signs until it was too late as well. How will this change? Probably through turmoil and conflict. We may just get the licence we need to change direction if we get more highly visible, painful and alarming shocks that raise the awareness of people everywhere that we need to make major changes. Sad to say, in the absence of such shocks, we lose focus, divide into different sectional interests and start fighting amongst ourselves.

The alternative would be that businesses and governments work together to take the people with them. Don’t get me wrong. That would be my preferred option. But looking at the state of play with some of the most powerful governments in the world at the moment – we are moving backwards not forwards in some very important places.

Those business leaders and other decision makers that do look far enough ahead should be planning for the world where such licence for change is achieved, and should be ready to show leadership when the moment comes again when the potential for change is there. In the mean time, keep chipping away at the obstacles to change.

Mallen Baker
An Article from Business Respect, Issue Number 172, dated 12 Jun 2011

CSR in the Ukraine

The issue of corporate social responsibility is steadily becoming a mainstream in Ukraine. Over the last 5 years, the country has witnessed emergence of a group of CSR leaders, i.e. companies taking responsibility towards stakeholders as a systematic issue, not as an ad hoc philanthropy. There is a vibrant field of CSR organizations and networks, including UN Global Compact Ukrainian network, CSR Ukraine Community, CSR Centre, and East Europe Foundation.

Earlier this year CSR Ukraine community (www.svb.org.ua) has conducted first ever research on non-financial reporting in Ukraine. The research classified and analyzed all social reports, CSR reports, reports on sustainable development, UN Global Compact communications on progress (CoP) published in Ukraine. The aim of the research was to contribute to the improvement of CSR reporting competencies in Ukraine and to make the process of non-financial reporting more relevant to the needs of the stakeholders. As of May 2010, 38 companies engaged in non-financial reporting with 55 reports published, but only 7 of them were GRI-compliant reports. Among the companies that published GRI-compliant reports in Ukraine there are a leading diversified holding directly responsible for over 10% of Ukrainian GDP (SCM, 2 reports), 2 companies from the SCM holding (DTEK, energy, 1 report; Metinvest, metallurgy, 1 report), a leading bank nationalized during the financial crisis (Nadra Bank, 2 reports), and a Ukrainian-owned beer company (Obolon, 1 report). Ukrainian-owned companies constitute the largest share of companies reporting on non-financial issues.

In November 2009 there was a first hearing on CSR in the Parliamentary Committee on Entrepreneurship and Tax Policy in the Ukrainian Verkhovna Rada (Parliament). A decision was made to set up a working group enlisted to design a national concept of CSR in Ukraine. For almost a year the group has been working to design such a concept but currently the debate stalled at the issue of the responsible body – whether a Parliament, a Government or a Presidential Administration should be in a driving seat. However, the work of the group per se added to the promotion of CSR in the country.

Large Ukrainian companies have either set up positions of CSR managers and equipped them with the CSR strategy implementation or looking into developing such strategies. However, a common trend is a lack of competences among managers, especially at the middle-management level. Ability to recognize interests of stakeholders, design and implement partnerships, develop relevant programs, communicate with boards on relevant social and ecological issues, - all these competences are not mature enough.

One of the platforms to tackle the issue is an international conference Developing Responsible Leadership in CEE (December 2-3, Lviv, Ukraine), which will bring together HR, CSR managers from CEE region as well as business school leaders and University professors involved in relevant courses. CSR Ukraine Community and Lviv Business School (www.livbs.com.ua) are co-organizers of this event.

Wolodymyr Vorobyi
CSR Ukraine Community

REPORT Responsible Business in Poland 2010

REPORT Responsible Business in Poland 2010
2010: a fine year

Speaking of sustainable development in the context of business, we must not forget that companies do not operate in a vacuum: a significant partner in the development of sustainable economy is the non-governmental sector and the social economy entities. In order to understand better the social and economic context of business, it might be worthwhile to examine the situation of the said environments and sum up what has formed them for the past ten months or so.

For the non-governmental sector, last year was a period of continuation of the current development concept included, for instance, in the Strategy for Support of Civil Society Development; it was also the time of new challenges, especially those concerning the prospects for cooperation between public administration and the civil society structures.

Good law supports the creation of favourable conditions for the development of public policy which fosters the growth of a civil society. Last year, after seven years of functioning and monitoring, and as a result of extensive consultations, the Public Benefit and Volunteer Work Act was amended.

The introduced changes are of fundamental importance for the prospective enhancement of the role of the non-governmental sector in the public life, both in terms of its participation in decision-making processes pertaining to public benefits and in terms of direct execution of public tasks.

This should be made easier by means of, for instance, introduction of an institution of a local initiative, development of the form and consolidation of the process of social consultations (including mandatory consultation of annual programmes of cooperation), creation of the possibility to establish units – centres for the support of civic activity at the local and regional level, the possibility to create public benefit activity councils at all levels of local government, or commissioning of the performance of public tasks in a simplified procedure (so-called small grants) and in special situations, skipping the procedure of an open tender.

The Civic Initiatives Fund Operational Programme (CIF OP) and the Human Capital Operational Programme (HC OP) provide a policy platform and financial support for non-governmental organisations.

The year 2010 was another year of the Civic Initiatives Fund. The CIF OP is a financial instrument which supports the building process of a civil society and the involvement of non-governmental organisations in the implementation of the public policy. The CIF has become a product of a renowned brand whose structure and forms of support take into consideration the growth dynamics of the citizen sector. This is why one of the priorities of the Fund is to support the growth of social entrepreneurship and to offer preferential terms to small organisations operating in socially neglected environments.

Last year, a significant instrument of support for the non-governmental sector was the funds under the HC OP. Its particularly important element consisted in financing projects aimed at strengthening the ability of the Polish administration to perform its public mission in a modern and partner-like manner. This aspect of support can be seen most clearly in Action 5.4 Strengthening the potential of the third sector, in Priority V Good governance. This is exactly where the organisation potential of the third sector gets its support from. The aim is clear: effective and professional public and social partnership as determinants of growth of an efficient state and civil society.

Among the systemic and competition projects carried out last year, the activities that achieved new dynamics were aimed at creating an on-going monitoring system for the cooperation between the administration and non-governmental organisations, systematisation of the knowledge of the operating standards of non-governmental organisations, supporting NGO examination systems for public statistics, diagnosing and developing the standards of cooperation between public administration and non-governmental organisations, introducing systemic solutions for legal and civic counselling, and strengthening the network and agreements of non-governmental organisations and the social infrastructure.

It is worth mentioning that the year 2010 was also the year of practical execution of systemic projects related to social economy, which in the near future will give rise to the system of legal, institutional, educational and financial support for this kind of social economy activities.

The year 2010 was the period of organising the strategic foundations for the development of the country. It was also an important time to have a new look at the prospect of growth of a civil society. This is why in consequence of the “Growth Strategy Organisational Plan” adopted by the Council of Ministers, basing on the functioning Strategy for Support of the Growth of Civil Society, in the form of partnership in the creation of the programme documentation, the scope of work on the nine horizontal strategies for the growth in the period of 2011–2020 was expanded by the issues of civil society, non-governmental organisations and social economy (with particular emphasis on the Growth Strategy for Social Capital, the National Strategy for Regional Development, the Growth Strategy for Human Capital and the Efficient State).

It should be also noted that in 2010 the sector opened a debate on the issue of self-regulation in the NGO sector. This is an essential milestone in the process of creation of the operating standards for the third sector (the New Bill of Principles).

Last year important decisions were taken in connection with the year 2011 – the European Year of Voluntary Activities promoting active citizenship. Undoubtedly, this matter requires a serious debate leading to the creation of a long-term policy for the support of the growth of voluntary activities in Poland.
Opinions of Internet users on what 2010 was like for CSR in Poland

**SYLWIA KASPRZAK** For me, CSR became somewhat a fake systemic answer to all possible problems. Does this mean that ad hoc actions are always bad? I'm against giving things away for free and reinforcing claiming attitudes, but if someone is too hungry, give them the fished fish first and then the fishing rod. Let's not just condemn everything that is temporary for the sake of new guidebooks teaching us some vague approaches and attitudes. Sometimes supporting new research, publications and pseudo-educational programmes is just erecting another monument to ourselves. Where in all that are we going to fit notions like human being, environment, community and all the things for which we try to be so responsible?

**MORBKA BIELNICKA** In 2010, we heard even more about CSR, in my view, mostly due to social media. There were more good practices, more research, discussions and conferences. This has been noticed by companies, organisations and consumers – everyone is learning and this is something very positive. The year 2010 definitely gave CSR its speed!

**KASIA LORECKA** The year 2010 and the floods that afflicted our country revealed a genuine social awareness of companies and their employees in the face of emergency situation of the affected local communities. A lot of social actions undertaken by companies, also as part of corporate volunteering, show that corporate social responsibility is not an empty worn-out notion but something that goes deeper into the structure of the company and employees’ awareness.

**AGATA KRZYWKA** Viewed at a distance from the capital city, the development almost two years ago and 2010 seem just another window dressing technique, more and more popular at the top levels of politi- cal and corporate establishment. On the other hand, I can see a better understanding of the CSR message among company owners, and not necessarily those seen on the front pages of the tabloids. The growing consumer awareness is really something to be happy about.

**PAOLO SHARADOFSKY** I became vividly interested in CSR and sustain- able development almost two years ago and I'm pleased with the recent growing popularity of those topics. That popularity is manifested in the mere number of conferences and meetings held in Poland, or the fact that renowned universities, such as Warsaw’s SGW, offer post-graduate studies in CSR. For me, year 2010 was marked by three important publications.

The first one was “CSR Market Institutions in Poland 2010 – Guide to Key Organisations, Media and Initiatives Promoting and Educating CSR in Poland”. The title speaks for itself. The man behind this publication is Lukasz Makuch. The PDF file of the document, available in the Internet, was developed as part of the Socially Responsible University project implemented by Pedagogical University (Wyższa Szkoła Pedagogiczna TWP in Warsaw).

Another important publication of 2010 is in my view the one developed by PKPP Lewiatan, NSZZ Solidarność and Deloitte, namely Corporate Social Responsibility Develop- ment Model (Model rozwoju społecznej odpowiedzialności przedsiębiorstwa). The model divides activities of a business into 6 areas:
- Management
- Administration
- Employment relations
- Chain of supplies
- Products and services
- Technology
and points out to concrete actions that a company should un- dertake to be called responsible. The model is quite universal, and so companies of various sizes may adapt it to their indi- vidual needs by focusing on the elements that are relevant to them.

An important event in 2010 was issuing the ISO 26000 standard) . Through to the small business and this direction of development is not only right, but also promising for the future. This is a little like with spreading the idea of social responsibility has just begun to get through to the small business and this direction of growth is not only right, but also promising for the future. This is a little like with spreading the idea of social responsibility has just begun to get through to the small business and this direction of development is not only right, but also promising for the future. This is a little like with spreading the interest in environment protection. It begins at the top: some- where in big corporations, in the heads of CEOs and a bunch of enthusiasm赴 a trend is created, at first somewhat snobbish and generally not quite understood, and a moment later, purely by chance, many of us take a cotton bag to go shopping, go to a remote store to get ecological eggs, get annoyed at the administration for the absence of waste segregation bins, or intentionally choose a cream in a box made of recycled paper.

While conducting research under the international project called Rospin (Responsible Entrepreneurship), I had the opportu- nity to take a closer look at how the idea of CSR is received in micro, small and medium enterprises. I interviewed entre- preneurs and asked them whether, how and why they made attempts at being socially responsible or why they were not so.

First of all, the research revealed that the entrepreneurs in the SME sector not only apply many kinds of social respon- sibility practices, but also are very open to this concept. The longer our conversation lasted, the more visible it became. Many respondents believed that social responsibility applies to big companies, corporations, that they themselves were “too small” for this kind of activities. The barrier that makes it difficult to take the decision to introduce socially responsible solutions to a small company is of psychological nature. This is additionally strengthened by the jargon used in the talks about CSR – the notion of a “socially responsible enterprise” itself is unclear; it suggests influencing the society, i.e. acting on a large scale. Another concept that arouses mistrust are the procedures, the codified rules of conduct, which smaller entrepreneurs associate not only with corporations (the lan- guage of corporations), but also with unauthentic activities, taken to show off. And this is where we reach the point when we, ordinary consumers, begin to use cotton shopping bags. The entrepreneurs representing the SME sector apply many CSR solutions without being aware of it, without following any ideology in this respect, much less the desire to gain a competitive advantage by the sheer conviction that this is how it should be. This approach is most visible in the aspects concerning relations with the employees and the customers. It was common among the interviewed group of entrepreneurs to adopt the practice of free information exchange, flexible working time, allowing an employee in certain cases to work from home, or monitoring customer satisfaction (contacting the customer after the sale or service, openness to customer feedback, and many other behaviours mentioned in the ISO 26000 standard).

I find two conclusions arising from the research particularly interesting. The first one pertains to communications. The entrepreneurs I have interviewed underestimated the value of the solutions they applied, they did not feel that they were doing some- thing, which – when communicated – could turn into their chief asset, and arouse interest or sympathies among potential customers. There is room here for change and development – I hope that the entrepreneurs’ awareness in this respect will be growing and in a couple of years it will be easy for us to see what kind of a boss, manufacturer, contractor or player in the local community is the small companies around us.

The other conclusion refers precisely to participation in the local community. As for now, the entrepreneurs do not think of themselves as a part of a bigger, but at the same time local whole. They are unable to name or define their social surroundings. They do not think about it. But in the process of the research – forced to lie down on “therapist couch”, so to speak – this was where they made the biggest discoveries. They began to recognize the importance of this kind of identifi- cation, to imagine potential actions they could undertake in their immediate surroundings for the mutual benefit.

I hope, and the research seems to be indicating it, that in the near future we will witness the development of the small, socially aware business.

Monika Proboz
Social Communications Research Laboratory
(Laboratorium Badania Komunikacji Społecznej)
Dialogue as a starting point

Corporate social responsibility is not only the domain of business, but also of the government, employers’ organisations and trade unions, which operate in the social sphere and thus play an important part in the development of CSR both in Poland and abroad.

Trade unions’ efforts undertaken in the field of social responsibility are of horizontal nature. They include activities related to performing the role of a social partner in creating strategy and sustainable development policy, observing international labour standards in all countries where business operations are conducted, respecting human rights – including employee rights in the whole chain of supplies – and protecting the human rights defenders, promoting the use of pro-social clauses in public procurement, etc. Such efforts are undertaken at all levels: national, European and global.

An example of efforts directly oriented at the development of CSR at the national level was the project Promotion of Standards of Social Responsibility for Business (Promocja Standardów Społecznej Odpowiedzialności w Przedsiębiorstwach) implemented from April 2009 to September 2010 in co-operation with PKPP Lewiatan and Deloitte. Just like a number of regional initiatives, the project was not only a fine example of co-operation with employers and trade unions but also a response to the need of increasing involvement of social partners in the development of the CSR concept in Poland.

Moreover, trade unions as employees’ representatives – one of the most important group of internal stakeholders – are often the recipients of CSR initiatives.

Dialogue is indispensable in the development of social responsibility. For trade unions, an autonomous social dialogue is the foundation and the starting point for creating the policy and strategy of CSR operations, which should be a result, and not a substitute, of such a dialogue. Observing work standards and respecting trade union rights is a part of CSR policy resulting from the current legislation and the conventions adopted and ratified by Poland. It is assumed that corporate social responsibility goes beyond the mere legal obligation. Still, a number of companies have not met this condition. Every year, NSZZ Solidarność develops a report on violation of trade union rights. It has been observed that cases of discrimination of trade unions and violation of human rights in the workplaces have grown worse and taken various forms. Companies that commit such malpractices should not use the “social quality” sign, but they often do. Cleaning or whitewashing company image is also quite common and takes the form of selective CSR efforts, like implementing socially responsible projects in one area, while simultaneously violating the law in another. The gap between what is declared and what is actually done has been spreading, thus the proposal to abandon the idea of voluntary CSR. Adherence to the rules of law in countries where a company’s business activities are conducted is not a voluntary choice but a legal obligation. It is therefore necessary to implement a more transparent way of conducting business and start treating CSR as a strategy, not as a selective and PR-oriented activity.

NSZZ Solidarność as a social partner continues its efforts towards the development of CSR strategies and solutions that take into consideration respect for human rights, as well as the social dialogue as a tool for creating high-quality sustainable development policy.

Joanna Szymonek
NSZZ Solidarność

Employees above all

Corporate Social Responsibility is a very wide term, which assumes among other things, according to the definition quoted on the website of FOB (Responsible Business Forum), contacts between business and employees. Actually, employees are mentioned in the first place in the group of stakeholders, and I believe it is not accidental. Co-operation with employees, and what follows, co-operation with trade unions as their legal representatives, is the key aspect of CSR for all trade union organisations.

From the perspective of the experiences of Labour Confederation Trade Union (Konfederacja Pracy), such contacts are sometimes completely passed over or provide only a front operation. Employees who attempt to establish a trade union still face unpleasant consequences. Once a representation of employees is formed, it becomes even more problematic to contact the employee as the stereotype of a bloodthirsty trade union, a source of trouble to any employer, is unfortunately doing well in our country. This, in many cases, cripples the talks between the two parties, though after all, they act with the same in mind: the good of the company.

Raising on this observation, we treat the project of “Corporate Social Responsibility (CSR) in the working environment in the Mazowieckie Province”, co-financed under the ESF and carried out since September 2010, also as a possibility to present – in our opinion – the most important group of stakeholders. We want to demystify the bad perception of trade unions among employers, and on the other hand, to show clearly that personnel participation is a very important aspect of corporate responsibility. What is more, without this aspect, Corporate Social Responsibility will be purely and simply a short-lived pseudo-strategy.

Certainly, as a trade union we attempt to demonstrate to the employers that corporate responsibility should start from them, from the inside, that is precisely from the employee. We encourage them to become friends with the union, as we are convinced that an institutionalised representation in the form of a trade union is a perfect opportunity to learn about the actual needs of the employees. This opportunity can and should be taken: after all, a satisfied employee is a much more efficient employee.

From the point of view of Labour Confederation Trade Union, each action related to the improvement of employees’ situation is received as something positive. This was the case with councils of employees promoted by Confederation, and the same applies to the strategy of Corporate Social Responsibility. We often differ in this approach from other trade unions – what we see as opportunities for the employees, they see only as a loss in the number of members and weakening of their role. We understand that strengthening of CSR is aimed at enforcement of all the rules of corporate responsibility, with special emphasis on the aspect of participation. Such interpretation of strengthening also means monitoring of the strategy. Considering the fact that one cannot be only partly responsible, I believe that standardization of the rules of corporate responsibility and an external, objective audit of their actual observation is the right direction.

Michał Lewandowski
Labour Confederation Trade Union
(OPZZ Konfederacja Pracy)
Rights for people, rules for business

I n “The Promised Land”, Władysław Reymont, a Polish nov-
elist and Nobel laureate, immortalised the working con-
titions in the textile mills of Łódź during the industrial
revolution of the 19th century – poor peasants, including
children, working for pennies for more than ten hours a
day without contract, insurance or holiday. Only with time did trade
unions secure such privileges. In the place of one of the biggest
plants in Łódź now stands the shopping mall named Manufak-
tura, an example of a successful revitalisation of the post-in-
dustrial grounds. Here one can buy trendy clothes made, for
instance, in India for big clothing corporations – in conditions
resembling the 19th century reality described by Reymont.
Examples of corporate abuse have been reported for years by
NGOs, including those belonging to the European Coalition
for Corporate Justice (ECCJ), which run the campaign known as
RIGHTS FOR PEOPLE – RULES FOR BUSINESS. Many problematic
companies come from Europe, and that is why we want the Eu-
ropean Union to deal with this issue. Among other things, we
call for legal responsibility of parent companies for the effects
of operations of their subsidiaries, access to justice in Europe
for non-Europeans, mandatory reporting of human right risks
and criminal liability of managers. To those who for the past 10
years have been repeating that CSR is merely a business man-
agement philosophy, a voluntary strategy consisting in volun-
tary consideration of social interests, etc., I suggest going to
the city of Durban, South Africa, and explaining to the people
continuously poisoned by the refinery of one of the members
of the European Alliance for CSR. They may also try to cheer
up one of the tens of thousands of under-age women who in slave-
like conditions sew clothes in Tamil Nadu for the signatories of
the Global Compact, in factories certified for compliance with
SA8000. An ethical corporation is a bluff. Market mechanisms
like conditions sew clothes in Tamil Nadu for the signatories of
the Global Compact, in factories certified for compliance with
SA8000. An ethical corporation is a bluff. Market mechanisms

The evolution of CSR in Poland is a derivative of worldwide
trends. In our country, the processes arrive with a certain delay
as we suffer from a late newcomer syndrome. The changes oc-
curring in the business and the society in Poland – though they
seem exceptional to us – are in large measure identical with the
changes that occurred in the developed countries already

30 years ago. This is described, briefly and defty, by R. Sennet
in “The Culture of the New Capitalism” (which mentions the
cult of flexibility and lack of security). The time of blind faith
that the growth of private business translates unconditionally
into social progress is coming to an end. It is increasingly diffi-
cult to make people fall for good practices, or to convince them
that a bank is socially responsible because it offers voluntary
services, a power plant is ecological because it plants trees, or
a hypermarket is socially sensitive because it grants scholar-
ships – these are cheap tricks. Now we will make our opinions
on the responsibility of companies basing on the entirety, and
not a small section of their operations. Poland is a green is-
land of growth on the map of Europe, which means that Polish
business is managed well. CSR management is also becoming
more and more popular in Poland – but in a way similar to
popularisation of playing polo or golf. Only the citizens can
give an impetus for a real change. Our rights are guaranteed
better than in poor countries, but they are sometimes violat-
ed. I hope that the trade union movement will rise from their
knees, because in the new manufacture (i.e. trade and services)
trade unions are non-existent. As the class action lawsuit has
been introduced to the Polish legislation, we might finally see
a hig. ground breaking lawsuit for discrimination or violation
of consumer rights.

Grzegorz Piskalski
CentrumCSR.PL

Social and anti-social economy

W hile debating the social responsibility of busi-
ness, one should be aware that certain legal
forms of business favour socially responsible
behaviours, while others do the opposite.
The latter will certainly include transnational
 corporations with dispersed shareholding structures. Their formal
owners mostly know neither the economy nor the realities in which
“their” companies operate. Mutual relationships are limited to
purchase or sale of shares or interests in investment funds and
waiting for a dividend payout. Managers of such companies
focus therefore on short-term economic indicators, and no
wonder that environmental and social costs of their operations
are taken into consideration only when they may significantly
improve the stock valuation. On the other hand, it is in the case
of large corporations and owners of well-known brands that
consumer pressure has the highest chance of success.

On the opposite end, there are entities whose ownership
structures and/or management methods significantly reduce
"irresponsible" behaviours, if only to some extent. Various co-
operative initiatives, companies owned (wholly or partly) by
employees, or even “regular” businesses with staff representa-
tives such as trade unions or employee councils, are subject
 to a certain social control. Violation of the labour law or con-
scious disregard of environment protection principles is, after
all, more likely to occur in a factory managed from across the
Far East than the one whose operation is actually influenced by
employees – members of the local community.

A specific type of a company that is “responsible by nature”
is a social co-operative. In Italy or France, social co-operatives
represent a noticeable part of the economy. As with other co-
operatives, management of such companies is based on the
rules of democratic control by their members. What is more,
the main purpose of their activity is social re-integration of
people facing social exclusion, who have to represent a certain
percentage of the workforce, and part of the co-operative rev-
 enues is allocated to a fund which supports that purpose.

Another category of the economic player whose activities (so
we assume) lead to multiplying the common good, is the
public benefit organisations. Here, the profits on any economic
activities are not paid out to anonymous shareholders, but
appropriated to socially valuable purposes for which the asso-
ciation or foundation has been established. Changes in the
legislation have increased transparency of operation of such
organisations; moreover, in the case of associations we can
talk about real possibilities of social verification of the activi-
ties by general meeting of the members. This does not mean
that a public benefit organisation cannot serve individual inter-
ests, including those against the wider interests of the society.
Yet the business conducted in this form usually has more or
less socially-oriented traits.

Finally, building business with the “human face” is fostered
by the genuine social ownership. What I mean here is not
large state-owned companies, like the Polish refiner ORLEN
(although there are important pro-social reasons for main-
taining a thriving public sector), but for instance municipal
service initiatives known in the rest of Europe. Consider water
and sewage plants owned by their employees as well as the
network users – there is no need to explain how such organi-
sational form fosters responsibility for employees and the local
community.

All of the above groups of entities are part of something that
may be generally termed as “social economy”, i.e. aimed at
satisfying the social needs, and not being an end in itself. Their
current and potential place within the new economic system
is described and discussed on the pages of “Nowy Obywatel”
quarterly. This is our voice in the discussion about what
responsible business really is.

Michał Sobczyk
“Nowy Obywatel”
CSR in the regions

Recently, owing to the availability of EU funds among other things, a number of projects concerning CSR and promoting the CSR concept in the regions have been carried out in Poland. The organisations that undertook these initiatives were first of all associations of employers and employees, which to a considerable degree is the consequence of directing the competitions for EU funds allocated for CSR projects to this group of entities. At the same time, other business supporting institutions have also found their place on the map of projects promoting Corporate Social Responsibility and implemented interesting initiatives.

Some of the most distinctive organisations in Poland that support regional and local business circles are Regional Development Agencies. Their task is to initiate projects and events that will stimulate and support the development of companies and promote corporate behaviours. When defining the directions of their operations, the agencies draw on the development strategies for their regions, the trends indicated as important by the authorities of EU institutions, and on their own experience from co-operation with entrepreneurs.

The fact that follows directly from the above observation is that owing to their everyday close co-operation with the companies, the agencies can play the role of the entities that promote new ideas in their regions and indicate new directions of activities, in which tasks are to be performed. One of the most recognizable agencies is the Pomerania Development Agency (Agencja Rozwoju Pomorza S.A.), which among other things conducts cycles of research on the condition of the Pomeranian companies, monitors the needs of the companies through the analyses of the recipients’ satisfaction from their activities, and also follows the trends and directions of corporate development observed in Europe.

As a result of the analyses carried out and backed up with the EC communication on competitiveness (2008), Corporate Social Responsibility was selected as one of the directions of support for the corporate sector. The result of this decision is the RespEn – Responsible Entrepreneurship Project, which is an initiative of the Pomerania Development Agency, giving an example which supports the belief that similar actions can and should be implemented successfully in each and every region. Especially considering the fact that the entrepreneurs’ interest in the project is constantly growing.

Monika Michałowska, Marcella Przybysz

RespEn – Responsible Entrepreneurship Project
Pomerania Development Agency

The RespEn project includes research, the purpose of which is to provide answers to the question how the sector of micro, small and medium enterprises understands and implements the CSR concept. The report on the research will be followed by a cycle of practical workshops on the preparation and implementation of Corporate Social Responsibility strategies. The programme of the workshops will be developed adequately to the possibilities of the enterprises participating in the training.

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Business and universities: a need for co-operation culture

For business, the academic world has been an important stakeholder. Its capabilities and potential have been acknowledged more and more often. The universities have also started to recognize the benefits of their mutual relationship with businesses.

Mutual co-operation between those sectors usually takes the form of internships and apprenticeships, during which future graduates have an opportunity to learn about the specificity and operations of their potential employer. Another positive example of mutual understanding of the needs and expectations of business and science is the development of university courses tailored to the needs of a business enterprise. However, the majority of diploma theses written every year are still of theoretical nature, even if they refer to the developments in economy, while a large part of them could be solving specific problems of organisations.

Contemporary economy is to a large extent based on modern and innovative solutions. Adequate competences and knowledge that allow for a suitable response to the needs of the market are equally important. It seems that the most effective way for a person to gain competitive advantage in the employment market is to get hands-on knowledge already during the studies.

Business may be motivated to enter into co-operation with universities by their demand for know-how, knowledge, analysis and research. As companies invest more and more in research and development, universities seem natural partners to support the process of searching for innovative solutions. Moreover, in view of their social commitment, businesses may support education projects or activities of students’ associations.

On the part of science, a strong argument in favour of establishing relationships with businesses is the opportunity to create a scientific environment oriented at meeting the needs and expectation of the business world. To achieve that aim, we should stop perceiving the academic sphere as being detached from practice and create conditions for optimal use of the existing potential. At the same time, it is important to maintain balance between purely scientific studies and those dedicated to business. It is not only about ensuring freedom for science, but also about securing its future, as current requirements on the part of business may not necessarily contribute to the development of our knowledge about the world. Therefore, the role of basic research should always be emphasised, and business expectations should not govern the strictly scientific activities.

In addition, procedures should be introduced for the universities to prevent “brain-drain” and keep the most valuable employees; otherwise such employees might find better prospects in the private sector and leave the scientific sphere taking away their knowledge and achievements.

Despite doubts or dilemmas, it is worthwhile investing in creating relationships based on partnership between academic and business worlds.

Agata Rudnicka
Faculty of Management, Łódź University,
Strategy and Development Center Impact
(Centrum Strategii i Rozwoju Impact)
Future challenges for co-operation between business and NGOs

The essence of corporate social responsibility is voluntary consideration for social, ethical and environmental aspects of operation of an enterprise, which means that they cannot result merely from the rules of law. CSR is not about supporting pro-social activities, but about pro-social activities that are strictly related to the main sphere of business operations. To cut things short, CSR is about a long-term management strategy oriented at achieving the balance between business efficiency and social interest.

The biggest problem or the „original sin” of the Polish version of CSR is the fact that it was introduced in a unilateral, top-down manner. It came about not because of social pressure but as a result of transferring Western management patterns and European Union requirements to the local ground. Even when it is ready to act responsibly, the business needs a social partner. It seems clear that the spokespersons and representatives of the social interest are (or should be) non-governmental organisations, and their collaboration with enterprises should drive the CSR development in Poland.

There are four key challenges that have to be faced to establish proper relationships between both parties to this specific social contract, as the CSR is often termed, namely:

1) Creating independent watchdog organisations to monitor activities of businesses at all stages of the process, starting from the way the employees are treated, through checking honest communication with the consumers, to the issue of environment protection and controlling the chain of supplies;
2) Education of citizens and consumers. Polish consumers are still unaware that an act of purchase is at the same time a kind of reward for a specific company and rarely do they look at criteria other than the price and usefulness of the product. The awareness of the social, ethical and environmental aspects of the business activity is equally low.
3) Partnership and integrity in relations between NGOs and the enterprises. Third sector organisations must not be treated as a weak and dependent partner, endorsing PR or even sales-promoting activities of an enterprise. On the other hand, enterprises should not be treated as a mere source of funding. This requires understanding the essence of CSR operations and competence-based co-operation;
4) Social and public advocacy. This is about the active role of NGOs in projects aiming at developing norms and standards in the area of corporate social responsibility, including responsibility for social and natural environment.

In a nutshell, the primary challenge is to create the social demand for responsible business, and therefore strengthen the mandate of NGOs as the representatives of conscious and socially committed consumers.

Partnership with business may offer a very important support in implementing social benefit activities, for which NGOs were established. A bigger challenge however, is defining the very formula for that partnership. Currently, for a number of companies a co-operation with NGOs is viewed as a kind of philanthropic activity. This formula is clear, it does not require excessive involvement on the part of the workforce and it is rarely connected with the business as such. For think-tanks such as the Sendzimir Foundation (Fundacja Sendzimir), whose purpose is to promote principles of sustainable development, it is important to bring the co-operation to a new level – the level of substantive discussion. The aim is to treat the NGO as an equal partner in the discussion, who does not merely require support, but can offer useful knowledge and experience. So far, the dialogue has not always been bilateral. As part of our Sustainable Business project, we want to include business partners in the discussion, raising topics that are vital for the sustainable development of their companies. However, very often the results of such co-operation, even though developed with a lot of commitment on both parts, exist on paper only because implementing them would require a genuine change in the way the business is conducted. To our understanding, CSR is introducing innovations to the way the business operates, and not operating parallel to the actual business activity. But is the Polish business ready yet?

Anna Giza, Jan Jakub Wygnański
The Unit for Social Innovation and Research – Shipyard (Placowina Badai i Innowacji Społecznych „Stocznia”)

Karolina Maliszewska
Vice-President of Sendzimir Foundation

Most of managers are familiar with the concept of corporate social responsibility, but they equate the CSR activities mainly with ethical business conduct, ecology and charity. Unfortunately, this leaves little place for art and culture. Yet, almost everybody agrees that culture means a lot. Most of people are eager to declare themselves active users of culture as they read books, go to theatres, or visit museums and galleries. But corporate cultural responsibility (CCR), apart from being a catchy phrase, remains far from practical application. This is a pity, as art and culture have been already successfully permeating the sphere of business. Their characteristic trait is creative potential – something that makes one be a few steps ahead of others. This is of great value for business. Art and culture inspire and develop, making one more sensitive and devoid of prejudices. They influence the operation of the business in the areas of the market, natural environment, work environment and local communities. In this way, art and culture introduce a new quality to marketing, strategic management or personnel development. And as they are the source of inspiration, openness and innovation, they also offer new forms of co-operation. Patronage and sponsorship give way to internal pro-cultural programmes, staff exchanges, corporate voluntary work and cultural philanthropy. New challenges create new trends. Art and culture open up for a dialogue with business seeing the latter as its ally. The essence of that relationship is working together. The key to success is mutual understanding and co-operation.

Kamila Kujawska-Krakowiak
COMMITMENT TO EUROPE arts & Business

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1 The only watchdog organisation in Poland is Corporate Responsibility Monitoring Centre (Centrum Monitorowania Odpowiedzialności Biznesu), an organisation established by students which focuses on human rights protection.

2 Notions such as “greenwashing” do not exist in the popular awareness or even legislation.
CSR in research in 2010:

– an overview of selected research carried out in 2010 and concerning corporate responsibility and related issues

In 2010, we could observe a further growth of interest in the subject of corporate responsibility, which translated into a number of projects carried out in this area, many of which included an element of research. Below we present a set of selected research carried out last year and directly related to CSR or oscillating around social and economic issues, which describe the background of corporate operations in Poland and help characterise the current social reality.

Poland among the most developed countries

The HDI (Human Development Index) adopted since 1990 by the United Nations Development Programme (UNDP) is an alternative, and what is currently believed, a more adequate tool compared to GDP, which allows us to compare the development of particular countries around the world. The classification of the countries is based on the calculation of an index. The calculation of HDI is included in the Human Development Report, an annual report prepared by the UNDP. In 2010, Poland found itself among the group of 42 states with the highest results – so-called very high HDI countries. The index comprises such categories as life expectancy at birth, education and standards of living. Poland's position in the last year's ranking indicates that we have made a huge progress in the past 20 years – a progress unnoticeable however, both, research projects and the respondents perceive themselves as a society relatively less developed than others, especially those in the West. This negative perception of their own situation and standard of living is a frequent theme in the polls conducted among the Poles. This self-perception in the category of a “poor” country, or at least “poorer” than others can also have an effect on the attitude towards initiatives for development support, or for instance, responsible consumption. Poland’s rank in the UNDP Report is a sign that it is time to look at our position from a new perspective. Are we ready to assume the responsibility that lies with the leaders? Poles expressed their opinions in this respect in another research presented below concerning the role of Poland in the support offered to the developing countries.

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Development of a civil society and Poles' social activity

An essential indicator of Poles’ views on the matter of civil participation and activity is the ability to cooperate and their involvement in local regions. This subject was considered in the purchase decision making process if a given manufacturer's social responsibility can be an essential factor in the purchasing chain. Both research projects exposed the low level of the respondents’ knowledge of social responsibility – not only do we not have a great deal of information, we also fail to find ways to explain precisely what such responsibility consists in. Meanwhile, the “CSR Panel” research points out that the manufacturer’s social responsibility can be an essential factor considered in the purchase decision making process if a given product competes with others of similar price and properties. Similarly, absence of such responsibility can be a criterion for rejection of a given product. Consumers admit increasingly more often that they care about the manufacturer’s behaviour; so far, however, we have not yet experienced in Poland a real trend for responsible consumption, or a mass boycott. It only remains for us to wait for the promising declarations to turn into actual behaviours.

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seven respondents see in this a chance for economic benefits. For this reason, it seems that there is a deep need to educate the entrepreneurs on the methods of effective, and at the same time sustainable supply management, consistent with the CSR principles: to point to the benefits and practical tools that will help achieve them. Meanwhile, the part of the research concerning the consumers’ opinion revealed the significance of the disqualifying criteria: a straight majority of the respondents admitted that they would not buy a product generated with the use of child labour or with neglect of environmental standards. For entrepreneurs, it is a sign that the issues the respondents mentioned in this part of research can be connected with a high reputation risk.

CSR IN THE OPINION OF CEOs AND THE MANAGEMENT

In many research projects carried out so far in the area of Corporate Social Responsibility, involvement of the management staff was named as the factor that could contribute significantly to CSR implementation in the company. The absence of such involvement usually creates one of the main obstacles in the way of introduction of the methods of sustainable management. In 2010, two research projects that complemented each other provided us with some information on the knowledge of CSR among the managing staff of Polish companies. The Polish Confederation of Private Employers Lewiatan (PKPP Lewiatan) and the Deloitte Company conducted research among CEOs and management members of big Polish companies, while the Responsible Business Forum (FOB), in cooperation with Good Brand CEE, conducted similar research among companies and the Deloitte staff in this respect (research called Managers 500/CSR Leader).

The research prepared by PKPP Lewiatan and Deloitte reveals that as many as 96% of CEOs and management members of big Polish companies believe their company to be socially responsible, but only 1/3 declare to have a strategy in this respect. What is interesting, 67% of the respondents understand CSR as first of all observance of the law, while invariably the biggest benefit from running responsible business is believed to be building of reputation (70% of the respondents). Thus, the landscape of Polish CSR remains unchanged – the management, as before, have a rather limited picture of what responsible business is. However, the fact that 70% of them consider this area to be a high priority, is promising.

The Managers 500/CSR Leader research focused on the managers of large enterprises, responsible for CSR, communications and public relations, i.e. those usually entrusted with the matters of social responsibility. Invariably, one of the main reasons for implementation of the CSR principles in a company, in the respondents’ view, is the need to build the company’s brand and image – such answers were provided by 76% of the respondents, while in 2003 the number was 72% (the research of 2010 was a continuation of a similar analysis carried out by FOB in 2003). However, the biggest motivator in this group was the need to build relations with the local community – this answer was chosen by 74% of the respondents, which is an increase of over one-third since 2003. It is clear that the persons directly involved in the implementation of CSR or employed in operating departments and having a direct contact with the company’s environment have a much better understanding of the multidimensional character of the concept of CSR and its significance than the management. What is more, the research demonstrates that in comparison with 2003, there is a stronger belief that a business run according to the principles of social responsibility in a longer perspective is profitable: in 2010 this opinion was shared by 56% of the respondents, as compared to 30% in 2003.

THE OFFICE OF COMPETITION AND CONSUMER PROTECTION AND THE NATIONAL LABOUR INSPECTORATE

CSR does not only consist in opinion polls and declarations. It is very often the case that whatever the respondents declare is not the actual practice. In order to have a more complete and satisfactory picture of the market situation, it is worthwhile reaching for the data arising from a different type of analyses, for example from research and control carried out by supervisory authorities. For instance – in 2010 the Office of Competition and Consumer Protection (Urząd Ochrony Konkurencji i Konsumentów, UOKiK) inspected agreements in the banking sector in terms of their compliance with the regulations and best practices. The Office analysed 280 types of various models: banking card agreements, rules, tables of fees and commissions in 12 leading banks. As a result, a number of irregularities were detected, including: application of unlawful provisions, violation of the customers’ interests, avoidance of responsibility, improper consideration of complaints, and other practices controversial from the legal point of view. The banks in this group included those which officially declare to be observing the principles of Corporate Social Responsibility. The question arises: when we focus our attention on the colourful social reports and the attractively elaborated best practices, don’t the true colours of the operations and responsibility of the enterprises escape our attention? The data gathered by the Office of Competition and Consumer Protection remind us that regardless of the advancement of a CSR strategy, if there is no transparency in the company’s basic areas of operations, in this case in its relations with the customers, it is hard to speak of authentic responsibility.

Similar data arises from the controls carried out by the National Labour Inspectorate (Państwowa Inspekcja Pracy, PIP). According to the information included in the report in the first half of 2010, which summarizes the inspection concerning payment of remuneration in tens of thousands of Polish companies, the number of cases where employees were not paid their salaries increased. The number increased by one-fifth in comparison with an analogous period in the previous year, and the total number of the amounts due but unpaid to the employees increased from PLN 68 to 110 million. Another question arises: how can we talk about a CSR strategy when the most basic issues of legal provisions and employee compensation remain unsettled? Let us hope that 2011 and the successive years will bring more optimistic statistics.

Natalia Ćwik
Responsible Business Forum (Forum Odpowiedzialnego Biznesu)
Good Practices

Business and workplace

On the map of stakeholders of each enterprise, employees take a key position. More and more companies in Poland learn how to create appropriate conditions for development for their employees, how to support them in combining private and professional life and how to include them in decision-making processes. Participation is that very element which makes CSR different from standard tools from the human resources management area. The more dialogue and cooperation, the more openness culture and inclusion of employees in strategic processes, the closer you get to the implementation of corporate social responsibility in practice. Human resources management means also the issue of appropriate leadership – a wise leader understands that the investment in employee trust provides the highest “rate of return”.

12 good practices were described in this area. Alcatel-Lucent, Coca-Cola HBC Polska and Diners Club Polska presented their good practices in the area of employee development, particularly the improvement of their professional skills. Coca-Cola Polska focused on equalisation of opportunities and drawing benefits from the diversity of employees.

The activities of the Raben Group and Ringer Axel Springer Polska showed how companies manage employees’ ideas and include that group in the company management process.

Kompania Piwowarska presented its social networking site for employees, which has an informational and integrating function. The Lafarge company executed an information campaign for employees concerning safety at work, especially when driving a car. A company kindlier faster is an example of a practice in which the NIVEA company created conditions for combining professional and private life.

4 practices were described in a collective account concerning preventive health care for employees. Bank Gospodarstwa Krajowego, Biedronka, Pomorska Spółka Gazownictwa organised free tests for their employees, mainly with a view to detecting cancer. Lafarge extended the scope of tests from the point of view of sex, age and work performed.

16 companies: Alcatel-Lucent, Bank Gospodarstwa Krajowego, CIR Handlowy, Coca-Cola HBC Polska, Danone, DB Schenker, Henkel Polska, L’Oreal Polska, NUTRICIA, Oracle Polska, Polkomtel, Prima Sara Lee Coffee and Tea Poland, Prologis, Spolita PR, Tchibo Warszawa, Timberland/MIG Group described their activities in the area of employee volunteering, which were also included in the collective account. The most practices concerned grant competitions for employees, thanks to which they could acquire subsidies for implementing their ideas. Companies also showed how they motivated and encouraged their employees to become involved in volunteer activities, and described how employees personally shared their experience and offered their assistance to various organisations and social groups.

Business and market

In the “Business and market” area we present initiatives which show how companies in Poland shape their relationships with the industry, regulatory and consumer environment. In 2010, the Responsible Business Forum devoted a lot of its attention to the subject of relationships with suppliers and production standards. It has turned out that – despite the fact that many companies declare practices compliant with the sustained development principles – there is still no discussion about the role of suppliers in that area, whereas this is one of the most important aspects of functioning of enterprises – we cannot talk about responsibility if we pay no attention to what standards are applied by our business partners and what our influence on their situation is. It is worth discussing the matters of market environment, even if it is a difficult discussion and one requiring a new approach to relationships with stakeholders.

In this area, good practices were presented by 20 companies. The practices of Europ Assistance Polska, Polskie Górnictwo Naftowe i Gazownictwo, Ringier Axel Springer were related to undertaking trade initiatives, i.e. joint actions of companies from the same industry – the objective of which in this case was to develop joint standards as well as find savings and undertake pro-ecology activities.

Sustained development innovations is another category of practices in this area. Partnership for Health – Danone, Biedronka and Lubella, and the Institute of Mother and Child described their activities related to an innovative socially-useful product, which is the fruit of an inventive partnership of business and a scientific institution. Richo Polska described the green consulting services in the document management. RIWE POLSKA offered wind energy to households.

Intermarché, Pomorska Spółka Gazownictwa, Tesco Polska presented activities related to supply chain management.

Three companies notified practices of educational nature. Deloitte Polska published a book concerning fraud and corruption risk management in a corporation. GlaxoSmith-Kline implemented an educational programme for its stakeholders in order to increase their knowledge and professional skills. Uni-logistics implemented an educational programme addressed to students, employees and the logistic services market.

BRE Bank educated women in entrepreneurship. MAKRO Cash and Carry promoted the development of local shops and Polish traditional commerce. Procter & Gamble Polska notified a socially involved marketing practice – a purchase of a specific company product paid for the purchase of 1 vaccine for children from African countries.

Two companies showed how they used signals from stakeholders in their activities. mBank developed its dialogue with customers through their activation for the benefit of the bank’s development. POLPHARMA developed a new design of medicine packaging to be more patient- and pharmacist-friendly.

Eurobank implemented a financial education programme for consumers, in particular with regard to responsible lending. The only responsible investing practice was presented by TFI SKOK. Bank Zachodni WBK developed its services and adapted the infrastructure for disabled customers.

Business and society

You often forget that economy is a social science. Economy is created by people and it is people who shape its mechanisms, and the so-called “market” does not function in isolation from values we believe in and our methods of operation. Market processes and political processes are strongly integrated with social reality, which in consequence also conditions the environment in which entrepreneurs operate. Conducting business in accordance with the CSR concept enables companies to better understand and – which is important – add to that context. Numerous examples of good practices in that area show that enterprises in Poland are more and more aware of their social role and responsibility. It is worth having those valuable initiatives supplemented now with social innovations – so not only interesting projects and campaigns supporting local communities are created, but also products and services which will contribute to resolving the most important social problems.

This is the most prolific practice area. 58 were notified. The largest number of practices concerns social involvement. The practices of Bonarka City Center, Fortress,
Grupa TP, Procter & Gamble Polska and WAWEL were connected with activities for the benefit of equalising the opportunities for children and young people from disadvantaged communities. Danone used a social networking site in order to implement a programme aimed at the major child of children in Poland. GiWU undertook a dialogue with inhabitants of regions where it conducts its investments, the Allegro Group became involved in the revitalisation of neglected yards, involving local communities in the activities, the Gdansk IKEA shop, in cooperation with local non-governmental organisations, handed over furniture to specific families in need. The just cause company published a book, the total income from which will be used to give extra meals to children, McDonald’s Polska joined activities against cancer in children, PERAEs became involved in the collection of necessary items and offered its logistic assistance in that respect, PING POOG Gazownia Gdanska – organised cyclical exhibitions of the works of young artists in its customer service office. Bingher Axel Springer Polska organised a fashion show in its “Dzwyczansza” magazine, in which models were girls with leukamia and mucoviscidosis. ”SPOLEM” Poznana Spoldestludzie Szpicywcow in Poznana promoted the idea of the cooperative movement among special students, TZNO organised a football tournament for people with mental disabilities. PwC held a contest for law students who want to change existing laws so as to make them more favourable to NGOs. Also, it organised traineeship programs for young people from foster families.

The second largest category of practices in this area was education. In this case, there was a large number of activities aimed at promoting exact sciences. Such practices were notified by: ASTOR, Bayar, Samsung Electronics Polska and WSK Rzeszow. Educational activities in the area of correct nutrition were undertaken by Nestle Polska and PAMSO. Blue Media conducted workshops for people searching for employment. Godoan Richter organised an educational campaign on multiple sclerosis. Tesco Polska organised an apprenticeship programme. IBM Polska developed a program for reading in English online.

Janssen-Cilag Polska conducted an educational programme for persons having contact with children with ADHD. Totalizator Sportowy became involved in the prevention of gambling addiction. PKN ORLEN organised trips around its plant. PKP Energetyka taught pre-school children about how to safely use electrical appliances. Polska Grupa Farmaceutyczna presented how it supports the tradition of Polish pharmaceutics.

The third largest category of practices was health and safety. The LOTOS Group and Skanska focused on the safety of children on roads and around building sites. Lafarge inspected fire equipment and first aid kits at schools and kindergartens making sure to provide missing items. Kompania Piwowarska and Partner Center became involved in educational activities concerning the consumption of alcohol. Polkomtel presented its applications for mobile telephones containing important information on first aid, safety on water or in the mountains. Servler Polska and Zywier Zdrowj adressed their activities promoting healthy lifestyle to children. POLPHARMA started promoting health issues, particularly in the medical circles. Whereas Avon continued its activities concerning violence against women.

The ‘equal opportunities and diversity’ category also had a large representation. Accenture implemented an educational programme for female students. ING Real Estate Development and Management, through its practices, improved the participation of disabled persons in everyday activities. UPC Polska undertook fight against digital exclusion of elderly persons.

DB Schenker, Provident undertook a dialogue with stakeholders. Bank BPH, British American Tobacco Polska supported the development of entrepreneurship. Konfederacja Przedsiębiorstw Finansowych w Polsce and LUKAS Bank took up the financial education subjects. The activities of Poldanor and Provident activated local communities. IBM Polska became involved in the construction of more intelligent cities, offering for free the knowledge of its experts to the city of Katowice. TelePolaska, under socially involved marketing, offered its customers a special telephone subscription from which part of funds provides a financial support for selected non-governmental organisations.

This area was also used to describe collectively the assistance given by companies to people affected by flood. In 2010, a flood took place in Poland, which engulfed the entire southern region of the country. Companies immediately became involved in activities for the benefit of those in need. The collective account mentions 14 companies: Carrefour Polska, DB Schenker, Euro Assistance Polska, Allegro Group, Grupa Atlas, Grupa Novartis, HSBC Asekuracja Towarzystwo Ubezpieczeniowe, METRO GROUP, Microsoft, PKN ORLEN, PwC, Radisson Blu Hotel Krakow, ROSSMANN, Totalizator Sportowy – which using various methods, from material and financial assistance to expert assistance, became involved in helping the people affected by the flood.

**Business and environment**

For many years the care for natural environment has not been an area reserved solely for activists and ecologists any more – it is a regular element of international policies and regulations, as well as the strategic and operating management in enterprises. Changes which have taken place in the environment as a result of human activity force us to completely redefine our model of life and management. This is not only about waste segregation any more (although this is still a problem in Poland), but about designing goods and services in an innovative way, allowing maximum reduction of negative impact on the environment, both during use and afterwards. Sustained development is a way of thinking we have to assimilate, and which is increasingly visible in the operation of Polish enterprises.

17 practices were described in this area, out of which 8 concerned ecological education. In Poland, many companies cooperated with local non-governmental organisations, to mitigate the ecological awareness of children and young people.

Another category of practices was wildlife conservation. Kraft Foods Polska undertook activities for the protection of 3 species of animals to be found in Polish Tatra Mountains. Lafarge described its activities related to the reclamation of post-mining areas, whereas PKN ORLEN undertook activities to protect a peregrine falcon which nestled within the premises of the production plant.

Autostrada Wielkopolska II presented activities for environmental protection within the motorway construction site, with particular attention paid to the protection of fauna and flora occurring on the site.

Grupa Żywiec introduced a waste management scheme in one of its breweries. Zespoł Uzdrowisk Kłodzkich conducted an educational campaign aimed at making people aware of how to correctly recycle PET bottles.

Ringier Axel Springer Polska replaced printed issues which it previously provided to employees and business partners with e-checks, thanks to which savings were generated on paper and costs of production. Danone implemented a CO2 emissions reduction programme among employees and suppliers. Tchibo Warszawa became involved in an educational programme for African cotton growers with the objective to conduct environmentally and socially sustained production.

12 practices were included in the collective account of Eco-Office: Centex Polska, Citi Handlowy, Coca-Cola HBC Polska, Danone, Grupa Allegro, Grupa TP (2 practices), LUKAS Bank, Polkomtel, Przysma Lee Coffee and Tea Poland, Skanska Property Poland, Tchibo Warszawa. Here, many companies undertook educational activities addressed to employees. Companies implemented green IT and environmental management programmes, including waste recycling, they install energy and water-saving equipment, order ecological office supplies. They introduce e-invoice and e-documents programs – the purpose of which is to reduce the consumption of paper and to reduce costs.
Management and reporting

Social reporting is part of the process during which the company verifies and analyses its approach to the sustained development issue. This process helps organise the approach to the management of the social responsibility sphere, as well as determine CSR strategy priorities. This is a sufficient reason to reach for tested reporting standards, such as GRI, which help adapt tools to the specific nature of the industry and the degree of advancement of the company in the issues of measurement of its impact on the environment.

But reporting is also an important element of communication with stakeholders – communication without which management, even allowing for CSR principles – cannot be effective. It is worth mentioning that in some European countries social reporting is a requirement for public companies and significantly contributes to building transparent, sustained markets.

10 good practices were described in this area. 5 companies: Bank Gospodarstwa Krajowego, Danone, Grupa Górnictwo Naftowe i Gazownictwo and Ringier Axel Springer Polska came forward with social reports which were drawn up according to GRI standards. The report by Danone won the Social Reports 2010 competition.

Grupa TP, ENEA, ING Bank Śląski, Polskie Górnictwo Naftowe i Gazownictwo presented their practices of sustainable development management. Grupa TP formed a special Committee for CSR, ENEA a Workgroup of the Strategy Building and CSR implementation, Polskie Górnictwo Naftowe i Gazownictwo a Steering Committee and ING Bank Śląski introduced a system for environmental management. Henkel described its activities connected with an international initiative “Responsible Care”.

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* The Preventive Healthcare for Employees heading includes the following good practices:
- Bank Gospodarstwa Krajowego Workplace
- Redronka Let’s Take Care of Our Health Together
- Lafarge Promoting healthy lifestyles among employees through preventive campaigns
- Pomorza Spółka Gazownictwa Get Your Med Check

* The Corporate Volunteering heading includes the following good practices:
- ALCATEL-LUCENT Better Start – Fulfilled at Work – corporate volunteer work to support young women
- Citi Handlowy Corporate volunteering at BGK
- Coca-Cola HBC Polska Corporate volunteering programme of Citi Handlowy
- Coca-Cola HBC Polska Volunteer Worker on the Bright Side of Life – corporate volunteering programme
- Danone Sp. z o.o. Employee involvement in socially oriented programme
- DB Schenker Eco-volunteering of DB Schenker employees
- Henkel Polska Sp. z o.o. Make an Impact on Tomorrow corporate volunteering programme
- IOTIS Polska Easier Access to Knowledge
- NUTRICIA Zakłady Produkcyjne Sp. z o.o. Supporting Life calendar in Opole
- NUTRICIA Zakłady Produkcyjne Sp. z o.o. HOPE volunteers
- Oracle Polska Renovation of the hospital community centre
- Polkomtel S.A. Grant competition
- Prima Sara Lee Coffee and Tea Poland S.A. Corporate volunteering
- Prologis Corporate volunteering with the SYNAPPSIS Foundation
- SPOLLTA PR LoWorking Locally and Responsibly in Radom
- Tchibo Warszawa Tchibo Volunteer Worker – I want to help!
- Timberland/MIG Group Timberland Earth Day 2010, Pennny Mule
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**BUSINESS AND SOCIETY**

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<td>70</td>
<td>Polkomteli S.A.</td>
<td>Integrated Rescue System</td>
<td>Health and safety</td>
</tr>
<tr>
<td>71</td>
<td>POLPHARMA</td>
<td>Promoting the issue of compliance to therapy recommendations by patients</td>
<td>Health and safety</td>
</tr>
<tr>
<td>72</td>
<td>Polska Grupa Farmaceutyczna</td>
<td>Continuing the Polish pharmacy traditions</td>
<td>Education</td>
</tr>
<tr>
<td>73</td>
<td>Procter &amp; Gamble Polska</td>
<td>P&amp;G: Live, Learn, Develop</td>
<td>Social involvement</td>
</tr>
<tr>
<td>74</td>
<td>Provident</td>
<td>Between Neighbours</td>
<td>Local development</td>
</tr>
<tr>
<td>75</td>
<td>Provident</td>
<td>Round table talks with the company’s stakeholders</td>
<td>Dialogue with stakeholders</td>
</tr>
<tr>
<td>76</td>
<td>PwC</td>
<td>“Student Pro Bonus” contest</td>
<td>Social investment</td>
</tr>
<tr>
<td>77</td>
<td>PwC</td>
<td>Safe Start programme</td>
<td>Social involvement</td>
</tr>
<tr>
<td>78</td>
<td>Ringier Axel Springer Polska</td>
<td>Socially-oriented fashion session in “Dziwczyna” magazine</td>
<td>Social involvement</td>
</tr>
<tr>
<td>79</td>
<td>Samsung Electronics Polska Sp. z o.n.</td>
<td>Technology Academy</td>
<td>Education</td>
</tr>
<tr>
<td>80</td>
<td>Servier Polska Sp. z o.o.</td>
<td>Mum, Dad, Let’s Take Care of Our Hearts!</td>
<td>Health and safety</td>
</tr>
<tr>
<td>81</td>
<td>Skanska</td>
<td>Safe way to school</td>
<td>Health and safety</td>
</tr>
<tr>
<td>82</td>
<td>„SPÓŁEM” Poznańska Spółdzielnia Spójności w Poznaniu</td>
<td>Working for the benefit of the community</td>
<td>Social involvement</td>
</tr>
<tr>
<td>83</td>
<td>TelePolska Sp. z o.o.</td>
<td>Social Telekom Operator</td>
<td>Socially involved marketing</td>
</tr>
<tr>
<td>84</td>
<td>Tesco Polska</td>
<td>First step in professional career – Tesco’s school training programme</td>
<td>Education</td>
</tr>
<tr>
<td>85</td>
<td>Toterzator Sportowy</td>
<td>Safe Game</td>
<td>Education</td>
</tr>
<tr>
<td>86</td>
<td>TŻMO SA</td>
<td>International Football League for Intellectually Disabled People SENI Cup</td>
<td>Social involvement</td>
</tr>
<tr>
<td>87</td>
<td>UPC Polska</td>
<td>Digital inclusion of Generation (60 - Me) in the Net</td>
<td>Equal opportunity and diversity</td>
</tr>
<tr>
<td>88</td>
<td>WAMEL SA</td>
<td>You’ve Got a Chance program of the Wawel with Family</td>
<td>Social involvement</td>
</tr>
<tr>
<td>89</td>
<td>WSK Rzeszów</td>
<td>Comprehensive programme promoting sciences among schoolchildren, academic students, and teachers in the Podkarpackie Region</td>
<td>Education</td>
</tr>
<tr>
<td>90</td>
<td>Zywiciel Zbój S.A.</td>
<td>Mum, Dad, I Prefer Water!</td>
<td>Health and safety</td>
</tr>
</tbody>
</table>
### The Support for Flood Victims heading includes the following good practices:

<table>
<thead>
<tr>
<th>Company</th>
<th>Practice</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrefour Polska Sp. z o.o.</td>
<td>Support for flood victims</td>
<td></td>
</tr>
<tr>
<td>DB Schenker</td>
<td>DB Schenker’s logistics for flood victims</td>
<td></td>
</tr>
<tr>
<td>Europ Assistance Polska Sp. z o.o.</td>
<td>Europe Assistance for flood victims</td>
<td></td>
</tr>
<tr>
<td>Grupa Allegro</td>
<td>Repairing the school: Join in the repair – special campaign to support the school in Jasło damaged during the flood</td>
<td></td>
</tr>
<tr>
<td>GRUPO ATLAS</td>
<td>Helping Hand</td>
<td></td>
</tr>
<tr>
<td>Grupa Humanitatis</td>
<td>Rebuilding the Occupational Therapy Centre in Proszków after the flood</td>
<td></td>
</tr>
<tr>
<td>HDK Assekuracja Towarzystwo Ubezpieczeń S.A.</td>
<td>HDK for Flood Victims national social campaign</td>
<td></td>
</tr>
<tr>
<td>METRO GROUP</td>
<td>Support for flood victims</td>
<td></td>
</tr>
<tr>
<td>Microsoft</td>
<td>Microsoft volunteer workers for flood victims</td>
<td></td>
</tr>
<tr>
<td>PKM ORLEN S.A.</td>
<td>Help in emergency</td>
<td></td>
</tr>
<tr>
<td>PwC</td>
<td>Support for flood victims</td>
<td></td>
</tr>
<tr>
<td>PwC</td>
<td>Advisory support of the top management to organisations helping the flood victims</td>
<td></td>
</tr>
<tr>
<td>Radisson Blu Hotel, Kraków</td>
<td>Support for flood victims</td>
<td></td>
</tr>
<tr>
<td>ROSSMANN</td>
<td>Support for flood victims</td>
<td></td>
</tr>
<tr>
<td>StudioLizer Sportowy</td>
<td>Establishing the Million Dreams Foundation</td>
<td></td>
</tr>
</tbody>
</table>

### The Eco-Office heading includes the following good practices:

<table>
<thead>
<tr>
<th>Company</th>
<th>Practice</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cemex Polska</td>
<td>Educational campaign</td>
<td></td>
</tr>
<tr>
<td>Citi Handlowy</td>
<td>Environmental Management Programme at Citi Handlowy</td>
<td></td>
</tr>
<tr>
<td>Coca-Cola HBC Polska</td>
<td>Green IT</td>
<td></td>
</tr>
<tr>
<td>Danone Sp. z o.o.</td>
<td>Developing green attitudes among the workforce</td>
<td></td>
</tr>
<tr>
<td>Grupa Allegro</td>
<td>Environmental Card</td>
<td></td>
</tr>
<tr>
<td>Grupa TP</td>
<td>E-documents Programme</td>
<td></td>
</tr>
<tr>
<td>Grupa TP</td>
<td>E-invoice Programme</td>
<td></td>
</tr>
<tr>
<td>LUKAS Bank</td>
<td>Green Week</td>
<td></td>
</tr>
<tr>
<td>Polesie Uzdrowisk Kłodzkie S.A.</td>
<td>Open-Squeeze-Recycle campaign</td>
<td></td>
</tr>
</tbody>
</table>

### BUSINESS AND ENVIRONMENT

<table>
<thead>
<tr>
<th>Practice</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Week in 3M Poland</td>
<td>Environmental education</td>
</tr>
<tr>
<td>Motorway investment for the sake of sustainable development</td>
<td>Environment protection</td>
</tr>
<tr>
<td>Danone's Green Actions</td>
<td>Reducing emissions</td>
</tr>
<tr>
<td>EKO Assistance</td>
<td>Environmental education</td>
</tr>
<tr>
<td>Waste Management Programme</td>
<td>Waste management</td>
</tr>
<tr>
<td>Henkel's Green Grant eco-contest</td>
<td>Environmental education</td>
</tr>
<tr>
<td>sbiGRATypl</td>
<td>Environmental education</td>
</tr>
<tr>
<td>Join Milka for the Tatra Mountains</td>
<td>Environmental protection</td>
</tr>
<tr>
<td>Rehabilitation of the Bialy Bór mine</td>
<td>Environmental protection</td>
</tr>
<tr>
<td>Education and promotion of pro-environmental attitudes</td>
<td>Environmental education</td>
</tr>
<tr>
<td>Save the Peregrine Falcon campaign</td>
<td>Environment protection</td>
</tr>
<tr>
<td>&quot;BiaŁowi Green&quot; – an unusual lesson in ecology</td>
<td>Environmental education</td>
</tr>
<tr>
<td>E-freelies for employees</td>
<td>Eco-efficiency</td>
</tr>
<tr>
<td>Cotton made in Africa</td>
<td>Fair trade</td>
</tr>
<tr>
<td>Tesco for Schools – an unusual lesson in ecology</td>
<td>Edukacja ekologiczna</td>
</tr>
<tr>
<td>Forests For All</td>
<td>Environmental education</td>
</tr>
<tr>
<td>Open-Squeeze-Recycle campaign</td>
<td>Waste management</td>
</tr>
</tbody>
</table>

### MANAGEMENT AND REPORTING

<table>
<thead>
<tr>
<th>Practice</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGK's Corporate Social Responsibility report</td>
<td>Social reporting</td>
</tr>
<tr>
<td>Danone's 2006-2009 Corporate Social and Environmental Responsibility Report</td>
<td>Social reporting</td>
</tr>
<tr>
<td>ENEA Group's Corporate Social Responsibility strategy</td>
<td>CSR management</td>
</tr>
<tr>
<td>Annual report &quot;Sustainable development in the 10+ years’ perspective&quot;</td>
<td>Social reporting</td>
</tr>
<tr>
<td>CSR Steering Committee</td>
<td>CSR management</td>
</tr>
<tr>
<td>&quot;Responsible Care” Programme</td>
<td>Industry initiatives</td>
</tr>
<tr>
<td>Implementation of the Environment Management System compliant with ISO 14001</td>
<td>Management standards</td>
</tr>
<tr>
<td>&quot;Responsible Energy&quot;</td>
<td>Social reporting</td>
</tr>
<tr>
<td>Management of Sustainable Development and CSR Strategy in PGNiG Group</td>
<td>CSR management</td>
</tr>
<tr>
<td>New areas of involvement</td>
<td>Social reporting</td>
</tr>
</tbody>
</table>
Press monitoring and CSR events’ calendar

Over 2200 articles regarding corporate social responsibility and related topics were published in 2009. Abstracts of 37 articles, in our opinion the most interesting ones or representing most popular thoughts, are available in the “Overview of selected articles from 2010” section of the Report (pp. 96 – 99).

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total number of articles concerning CSR and related topics from 1st January till 31st December 2010

A Calendar (pp. 100 – 113) contains 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 RBF’s logotype. The number of events in the Calendar proves that the topic of responsible business in Poland has become popular and diverse.

About Responsible Business Forum

The Responsible Business Forum is the oldest and the biggest polish non-profit organization providing in-depth focus on the concept of corporate social responsibility. The association was founded in 2000; received the status of a public benefit organization and became the reference point for CSR in Poland. The Forum’s mission is to make the idea of responsible business widespread as a standard in Poland in order to increase companies’ competitiveness, to satisfy society and to improve the state of the natural environment.

TO ACHIEVE THESE GOALS 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, Puls Biznesu, Dziennik Gazeta Prawna, Rzeczpospolita, Personel i Zarządzanie 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 Programme (Program Partnerstwa) – a complex cooperation programme for firms which includes a professional debate on corporate social responsibility, workshops, meetings, a newsletter, reviews and common projects;
   • Responsible Business Talks (Rozmowy o odpowiedzialnym biznesie) – a 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 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);
   • Publications – “15 Polish examples of CSR” (“15 polskich przykładów społecznej odpowiedzialności biznesu”), “CSR in practice” (“CSR w praktyce”).

RBF ON INTERNATIONAL FIELD

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. Cooperating with CSR Europe has lead 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 has joined CSR360 Global Partner Network (GPN) – a network of independent organizations that encourage businesses in the field of Corporate Social Responsibility (CSR). Business in the Community (BTC) convenes this network of over 110 partner organisations from around the world.

Since May 2009 the Forum cooperates with World Business Council for Sustainable Development (WBCSD) – a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. The Forum is the only representative of WBCSD in Poland.

In 2009 the Forum co-organized Globe Award Polish Edition – the first Polish edition of an international sustainability award which aims at encouraging and promoting valuable initiatives in the field of sustainable development and awards organisations that through achievements in this area support sustainable development of the whole society.