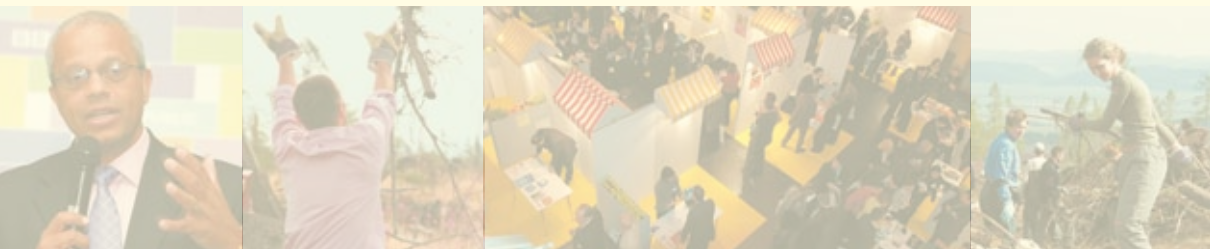




Overview of Activities  
Business Leaders Forum  
**2004 – 2006**





Overview of Activities  
Business Leaders Forum  
**2004 – 2006**

# foreword

Dear Ladies and Gentlemen,



Almost three years have passed since that Friday morning at the beginning of 2004 when, on the initiative of the Pontis Foundation, representatives of eleven large companies from different business sectors met. On this day, for the first time, we talked about the need for and the possibility of creating an association that would actively foster the idea and values of corporate social responsibility in Slovakia. Already in May of the same year, the first conference on corporate social responsibility was held with our support in Bratislava.

On November 18, 2004 the founding members of the Business Leaders Forum (BLF) signed a Memorandum on Corporate Social Responsibility, in which they publicly declared their interest to integrate a body of principles pursuing social, ethical, and environmental aspects in the conduct of their business. The Slovak Business Leaders Forum became an exclusive partner for various internationally respected organizations, such as CSR Europe or Business in the Community, which today fully accept the results of our work.

As the first president of the Business Leaders Forum, I carefully perceived and very much appreciated the determination of member companies to work on themselves and to look for a symbiosis between profitability and responsibility toward all those affected by our activity – employees, clients, suppliers, and partners, but also the wider public and the natural environment of our country. The question of membership for us was not only a pose, but also a real commitment.

I am very happy that the Business Leaders Forum has, in almost three years, become one of the leading associations continually spreading the idea of the need for corporate social responsibility. Our activities and feedback from other companies are proof that the BLF mission is being fulfilled successfully.

I believe that the ideas of corporate social responsibility will be further spread not only among large corporations, but that they will also attract many small- and medium-sized companies that are close to their local communities. The Business Leaders Forum will certainly be a source of support on this path.

Miroslav Majoroš

Chairman of the Board of Directors  
and President, Slovak Telekom, a.s.

President of the Business Leaders Forum  
in 2005



Dear Partners,

Approximately three years ago when we opened the discussion about corporate social responsibility at the Business Leaders Forum, we mainly discussed WHY it is important and necessary for companies to behave responsibly towards society. Today this discussion has moved forward to its not-less important part, which is HOW we can plan, implement, and asses CSR activities. I am extremely happy that we were able to support MarketPlace, an event organized alongside the Annual CSR Conference that introduced twenty Slovak examples of CSR in four different areas: Community Support, the Supply Chain, Employee Well Being, and the Environment. On that occasion The Album of Business Leaders Forum Activities was published containing a collection of concrete experiences of the companies active in this area and providing both motivation and inspiration to those companies that had only started to discover CSR.

A no-less-significant event organized this year was IDEAXCHANGE, a marketplace of non-governmental organization projects. IDEAXCHANGE offered a unique opportunity to non-governmental organizations to present their activities. In this way the business and non-profit sectors have taken the next step in getting closer. Thanks to cooperation among BLF members were have been able to make a significant move forward to a higher professional level of CSR, as well as to better corporate donorship.

I am very glad to see a growing number of companies transparently informing the public about their activities in the area of CSR. It is also thanks to this success that the Business Leaders Forum today belongs to an internationally accepted association of companies whose members are in line with international CSR standards.

Thanks to these activities, CSR is becoming a topic more frequently discussed in Slovakia. I believe that in the upcoming period we will continue to contribute to the positive trend of the stable building of CSR in our country, which will have a priceless impact on the generations to come.



foto: V. Jurkovič

A handwritten signature in blue ink, which reads "Pavol Lančarič". The signature is fluid and cursive, with a long horizontal stroke at the end.

Pavol Lančarič

Member of the Board of Directors and  
General Manager, Orange Slovensko, a.s.

President of the Business Leaders Forum  
in 2006

# who we are



We are an association of companies that have committed ourselves to be leaders in promoting the principles of corporate social responsibility in Slovakia. Our mission is to motivate and inspire companies conducting business in our country, to increase public awareness, and to provide the necessary know-how.

At the beginning of 2004 eleven companies, in close cooperation with the Pontis Foundation, established a platform of firms that began to promote the idea of corporate social responsibility in Slovakia, as is the case in the majority of developed democratic countries. Today we are **15** members, employing altogether more than **33,000** people. Together with our administrator, the Pontis Foundation, we have **3** successful years behind us. Our members have received several significant awards for their activities. Among these are the Family-friendly Employer and the *Via Bona Slovakia* award for philanthropy. We regularly placed in the first positions in the annual ranking of Top Corporate Philanthropists.

We gather on a regular basis in working meetings where we share our experience, assess projects implemented, plan activities for the upcoming months, and formulate our long-term objectives. We promote the idea of corporate responsibility within the framework of our business and take advantage of possibilities for the implementation of joint activities. We participate in BLF activities such as organizing educational seminars and conferences, preparing news items to be posted on our internet website at [www.blf.sk](http://www.blf.sk), and cooperating in the publication of a BLF Newsletter. We also participate in thematic working groups and on an advisory board, financially support the BLF, and participate in other programs and activities.

*The Business Leaders Forum is a unique organization that enables companies to understand and to identify opportunities in the area of community support. It provides space for the exchange of experience and examples of best practices that are beneficial to all member companies.*

*The Business Leaders Forum is an association in Slovakia that filled the empty space in the area of advocating the principles of responsible business conduct and increasing public awareness in this area. It enables member companies to maintain regular contact with one another and creates a space for solid discussion.*

Kirk Collingwood  
Vice President, Business Leaders Forum  
General Manager,  
Philip Morris Slovakia s.r.o.

Dietrich Max Fey  
Vice President, Business Leaders Forum  
Member of Board of Directors,  
Západoslovenská energetika, a.s.

# responsibility

Corporate social responsibility is a continuous commitment by companies to act ethically, contribute to sustainable economic development, and to improve the quality of life of their employees and their families, as well as the local community and society as a whole. Such an approach is implemented in three areas:

## Economics

- Applying principles of corporate governance
- Applying business codes of conduct
- Monitoring of standards in the supply chain
- Using ethical promotion and advertising

## Society

- Adhering to working standards
- Caring for employees' health and security
- Respecting human rights and equal opportunities
- Developing human capital
- Implementing employee programs for community support

## Environment

- Supporting product and service innovation according to environmental criteria
- Applying environment-friendly policies within the company
- Reducing negative effects on the environment
- Protecting natural resources

## The benefits of corporate social responsibility to businesses:

- enables the company to manage risks
- helps to increase profit and reduce costs
- supports innovation
- helps to maintain legitimacy
- strengthens brand and builds client trust
- enables better human resources management
- increases attractiveness for investors



# milestones



**January 2004**  
VÚB Foundation  
begins its activity

**February 2004**

First meeting organized on the occasion of the establishment of the Business Leaders Forum

**March 2004**

Formation of the special position of coordinator responsible for CSR and philanthropy in the External Relations Section at Tesco Stores SR, a.s.

**May 2004**

U. S. Steel Košice, s.r.o. opens a scholarship program to support university education for talented students from socially disadvantaged environments

**May 2004**

The first international conference on corporate social responsibility is held in Slovakia

**April – October 2004**

Slovak Telekom, a.s. furnishes all basic and middle schools in Slovakia with computers and Internet connection

**September 2004**

First issue of the BLF Newsletter is published

**September 2004**

T-Mobile Slovensko, a.s. announces the first year of a grant program for T-Mobile employees and helps the community

**December 2004**

SKANSKA CZ a SK implements a system of practical environmental training for 5,500 employees

**March 2005**

Všeobecná úverová banka, a.s. begins to use electronic procurement for its suppliers - Access Point

**March 2005**

Provident Financial, s.r.o. starts SOS trainings for children from orphanages, in cooperation with the orphanage educational center in Bratislava

**Spring 2005**

Hewlett-Packard Slovakia, s.r.o. establishes a Diversity Group focused on supporting equal opportunities

**Spring 2005**

Hewlett-Packard Slovakia, s.r.o. implements a special program for supporting women, developing an awareness of the value of women in the workplace

**November 2004**

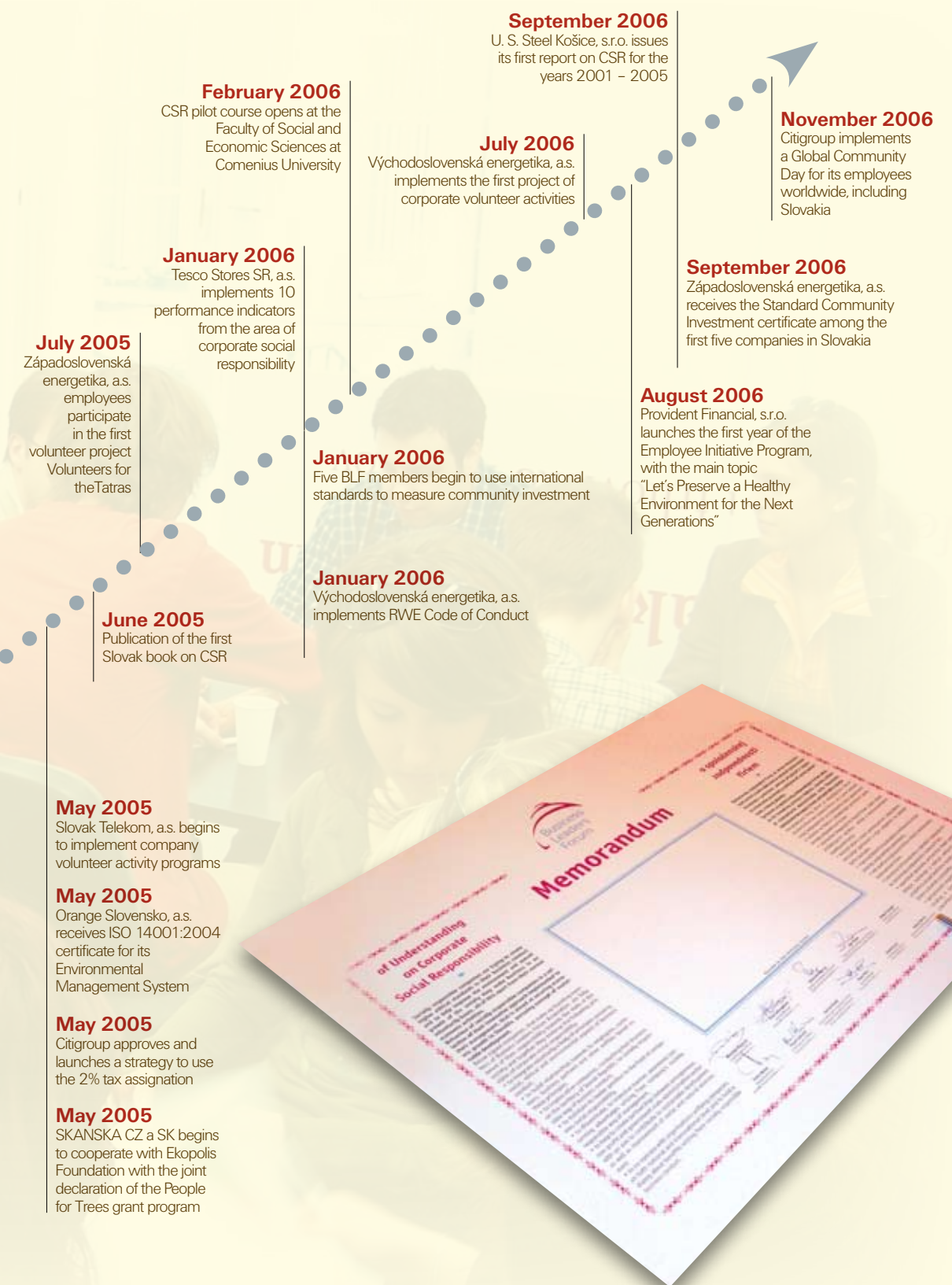
Signing of the Corporate Social Responsibility Memorandum

**October 2004**

T-Mobile Slovensko, a.s. opens the pilot project Training in Sign Language for company salespersons

**July 2004**

Orange Slovensko, a.s. issues its first independent CSR Annual Report



**May 2005**

Slovak Telekom, a.s. begins to implement company volunteer activity programs

**May 2005**

Orange Slovensko, a.s. receives ISO 14001:2004 certificate for its Environmental Management System

**May 2005**

Citigroup approves and launches a strategy to use the 2% tax assignation

**May 2005**

SKANSKA CZ a SK begins to cooperate with Ekopolis Foundation with the joint declaration of the People for Trees grant program

**June 2005**

Publication of the first Slovak book on CSR

**July 2005**

Západoslovenská energetika, a.s. employees participate in the first volunteer project Volunteers for the Tatras

**February 2006**

CSR pilot course opens at the Faculty of Social and Economic Sciences at Comenius University

**January 2006**

Tesco Stores SR, a.s. implements 10 performance indicators from the area of corporate social responsibility

**January 2006**

Five BLF members begin to use international standards to measure community investment

**January 2006**

Východoslovenská energetika, a.s. implements RWE Code of Conduct

**July 2006**

Východoslovenská energetika, a.s. implements the first project of corporate volunteer activities

**September 2006**

U. S. Steel Košice, s.r.o. issues its first report on CSR for the years 2001 - 2005

**September 2006**

Západoslovenská energetika, a.s. receives the Standard Community Investment certificate among the first five companies in Slovakia

**August 2006**

Provident Financial, s.r.o. launches the first year of the Employee Initiative Program, with the main topic "Let's Preserve a Healthy Environment for the Next Generations"

**November 2006**

Citigroup implements a Global Community Day for its employees worldwide, including Slovakia



# networking



The Business Leaders Forum is a partner of several foreign organizations. We are national partner of CSR Europe, the leading European business network for corporate social responsibility. The network is joined by **22** organizations from **19** countries and altogether represents more than **1,800** companies. We actively cooperate with the British organizations Business in the Community and the Corporate Citizenship Company, as well as with the Czech Donors Forum.

## Prince Andrew, Duke of York

In October 2005 we had the honor of welcoming Prince Andrew, Duke of York, the extraordinary representative for international trade and investment in Great Britain. Prince Andrew opened a seminar on CSR at the Crowne Plaza Hotel in Bratislava.

*It is important to see issues of CSR as a never-ending process. The world changes and so, too, do society's expectations, as well as social and environmental conditions. Businesses must be able to react to such changes and function in a way that responds to the new opportunities and challenges we face.*

Prince Andrew, Duke of York



We have participated in several significant international projects.

### **A European Roadmap for Businesses**

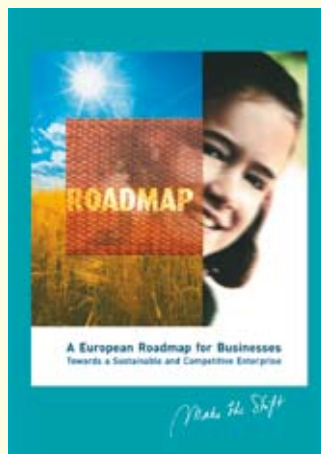
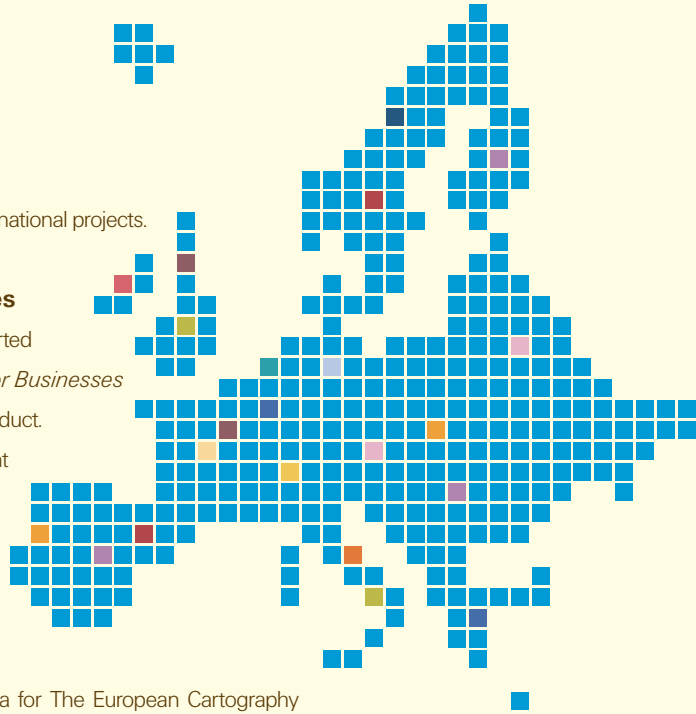
In spring 2005 we commented on and supported a document named *A European Roadmap for Businesses* that defines a model of European business conduct. A year later it was on the basis of this document that the European Commission initiated the creation of a European Alliance of CSR Companies.

### **The European Cartography**

In spring 2006 we provided background data for The European Cartography analysis, which is a work focusing on innovation, open issues, and the main trends in corporate social responsibility.

### **The European Marketplace on CSR**

More than **15** of our case studies were listed in the European database of the best solutions during 2005 and 2006. Three of these projects – those by Slovak Telekom, a.s., Pfizer Luxembourg SARL o.z., and Orange Slovensko, a.s. – were also presented at The European Marketplace on CSR in Brussels in March 2005.



# awareness raising



The mission of the Business Leaders Forum is to increase awareness about corporate social responsibility, to provide necessary know-how, and to share information about the activities of the companies involved. We want to inspire and motivate other companies conducting their business in Slovakia to act in a socially responsible manner. We pay great attention to open and efficient communication.

We have organized **3** international conferences and **12** thematically focused educational seminars and discussion forums at which we welcomed managers from more than **50** major companies and many PR representatives from advertising agencies, as well as representatives of media and non-governmental organizations.

In addition, we publish and distribute **1,000** copies the BLF Newsletter, a bi-monthly magazine for people interested in corporate social responsibility. We have so far prepared **14** issues of this journal, in which we have provided information about **80** international events and presented more than **100** different articles on the topic of CSR. All issues are available in PDF format on [www.blf.sk](http://www.blf.sk). On our web page we offer news from the area of corporate social responsibility and provide other practical information.

By providing case studies to the Pontis Foundation, the administrator of the BLF, we supported the first Slovak original publication on corporate social responsibility, which was published in summer 2005. Here the reader can find not only definitions of terms but also examples from small, medium and multinational companies, as well as information concerning instructions on how to prepare CSR reports.

In the spring of 2006 an employee of the Pontis Foundation gave, for the first time, a semester course consisting of **11** lectures on CSR for students of applied and business psychology at the Faculty of Social and Economic Sciences at Comenius University in Bratislava. Representatives of four BLF members were also present at selected seminars to provide their experience with the implementation of CSR projects in selected areas within their companies.

In the first Album of BLF Activities member activities published in March 2006, we gathered information on **30** successful CSR projects in a structured form. The projects were focused on the following areas: community development, environmental protection, the supply chain, and employee well-being.

# conferences



We have brought a number of leading experts to Slovakia:



Hastings Michael

## 2004

This event showed that there is increasing interest in socially responsible behavior among companies in Europe. It unequivocally showed that for companies conducting their business in Slovakia it is beneficial to get to know the advantages brought by CSR entrepreneurship.

## 2005

The second conference was focused on the experience of companies in Slovakia. A vivid debate arose around the subject of how to communicate to the public what the company does for the community and whether or not the media in Slovakia pay enough attention to this topic. The number of participants rose compared to the previous year, and for the first time topped one hundred.

## 2006

Conference presentations focused mainly on the systematic management of corporate social responsibility and the use of standards in community investment. In addition, the reason for writing annual CSR reports and the forms these reports can take were discussed. Around **130** participants welcomed the practical experience of guests. The afternoon MarketPlace event introduced **20** CSR projects undertaken in Slovakia in an interesting format.

### Brand Kyla

Advisor, Corporate Culture, Scotland

### Edgington Elizabeth

Head of CSR, Provident Financial, Great Britain

### Echard Pierre

CSR Europe, Belgium

### Giraudi Enrico,

M.A., Founder and Director, Ethico/J.W.Thompson, Italy

### Gitsham Matthew

Ashridge, Great Britain

### Halley David

Director International Partnership, Business in the Community, Great Britain

### Hastings Michael

Head of CSR, BBC, Great Britain

### Johnson-Graham Laura

Director of Accenture Development Partnerships, Great Britain

### Liberge Alain

Head of CSR, Orange, France

### Maitland Alison

Journalist, Financial Times, Great Britain

### Mazurkiewicz Piotr

Economist, World Bank, USA

### Nuyts Francois

Consultant, Accenture, Great Britain

### Paloscia Fabrizia

Head of Political Office, Italy

### Simpson Susan

IBLF, Great Britain

### Sunshine Jeff

Director of Programs and Global Giving, Community Foundation Silicon Valley, USA

### Van Der Wee Jeff

Ministry of the Flemish Community, Belgium

### Walker Simon

Director of Corporate Marketing & Communications, Reuters, Great Britain

### West Chris

Deputy Director, Shell Foundation, Great Britain

### Zangrandi Roberto

Head of CSR, Enel, Italy

# standards



We try to use modern and standardized tools for the management and measurement of corporate community involvement. One of the tools we started to use in 2006 was the methodology of Community Investment Standards, which is being used in Great Britain, the Czech Republic, Australia, Canada, France, Germany, and Spain. It provides a framework for analysing the costs and benefits of community investments as used by other business functions.

### **Community Investment Standards help companies:**

- to capture all forms of support, e.g. employee time and in-kind contributions
- to gain data from the whole company
- to know where and why the company invests
- to gather information on what was accomplished with the investment
- to make internal management of activities more efficient
- to strengthen communication strategy
- to shift the debate from costs of the community programs to benefits
- to gain exact data needed for budgeting
- to set parameters and improve external reporting
- to set the donor strategy of the company

At a regular quarterly meeting of the Business Leaders Forum, Her Excellency Judith Macgregor, Ambassador of Great Britain and Northern Ireland, gave certificates to those companies that in 2006 had successfully used Community Investment Standards methodology. "We are proud that such things as these can be measured." "Corporate social responsibility is a commitment that our bank tries to fulfil similarly to our mother company Banca Intesa in Italy. At the same time, we are very glad that by the implementation of standards we can contribute to a higher transparency and trustworthiness of corporate philanthropy," said Ignacio Jaquotot, Vice Chairman of the Board of Directors of VÚB Bank and Chairman of the Board of Directors of VÚB Foundation upon receiving the certificate.

# reporting



In 2005, **1,800** corporate social responsibility reports were published around the world. If we were to stack all of them on top of one another, they would stand **522** meters high, which is almost five times higher than the tallest building in Bratislava. According to research, the most widely read news is that which is prepared according to internationally accepted standards. Today the most frequently used standards for reporting are the directives of the Global Reporting Initiative - G3, which are used by more than **860** companies worldwide. In Slovakia so far only three companies have published independent corporate responsibility reports: Orange Slovensko, a.s., U. S. Steel Košice, s.r.o., and Slovak Telekom, a.s. All three are members of the Business Leaders Forum. Measuring corporate philanthropy efficiency and the use of standards in reporting were the main topics of the third annual conference organized by the Business Leaders Forum in cooperation with the Pontis Foundation.

*The methodology of Community Investment Standards has, among other things, revealed to us the weaknesses we have in recording non-financial engagement in the community.*

Boris Peško  
Východoslovenská energetika, a.s.

*Community Investment Standards are a suitable tool for the analysis of next steps and the development of strategy.*

Želmíra Gerová,  
Tesco Stores SR, a.s.

# volunteering



We support a voluntary approach from the side of employees, as we are aware of the influence we have on our surroundings. We want to help where help is necessary, and we want to improve living conditions in the places we live and work. Our employees see that we also support their activities outside the workplace, so their loyalty to the company grows. Volunteer activities offer relaxation, the chance to free oneself from stereotypical roles, great team building, and improved communication between colleagues. For our employees volunteer activity means new experiences and the development of new skills.

## **Volunteers in Action**

Direct joint assistance by employees on the ground belongs to the most used forms of corporate philanthropy. In 2005 and 2006, five BLF members – Západoslovenská energetika, a.s., Slovak Telekom, a.s., Hewlett-Packard Slovakia s.r.o., Provident Financial, s.r.o., T-Mobile Slovensko, a.s. – together with Slovak Scouting and TANAP helped to relieve the consequences of the autumn storm that hit the High Tatras. Direct assistance in their region was the choice of Východoslovenska energetika, a.s. employees who participated by building an educational route in Smolnícka Osada. Orange Slovensko, a.s. volunteers helped to protect and conserve the ruins of Plavecky Castle, while Dell s.r.o. employees gave a helping hand to the Sloboda zvierat organization by working on stalls for abandoned animals. Philip Morris Slovakia s.r.o., together with Bratislava City Council, organized the large *Zelené Mesto* (Green City) volunteer project.

## **Help to People in Need**

The Sniecko crisis center helps neglected and homeless children. Slovak Telekom, a.s. volunteers helped to make the crisis center a more comfortable



place. Citigroup employees helped to do the same, but also managed to organize a Slovakia-wide financial collection to support neglected children. Philip Morris Slovakia s.r.o. volunteers and other company volunteers decided to help the Union of Visually Impaired of Slovakia by reading fairytales, which were recorded by visually impaired children. Tesco Stores SR, a.s. employees organized various interesting activities for children in foster homes in the towns of Levice and Žitavce. Dell s.r.o., and Východoslovenská energetika, a.s. motivated their employees to give blood and to fundraise for the *Liga proti rakovine* (League Against Cancer).

### **Employees Grant Programs**

Orange Slovensko, a.s., T-Mobile Slovensko, a.s., and Skanska SK a.s., regularly support the volunteer activities of their employees by adding financial support to their projects in Employee Grant Programs aimed at improving the cities and communities where their employees live. Západoslovenská energetika, a.s. motivates its people by means of a Matching Fund that works on the principle of the company tripling the sum of money an employee donates from his wages to fund public benefit purposes.

### **Education**

Hewlett-Packard Slovakia s.r.o. employees, together with the Junior Achievement Slovensko organization, helped to awaken an active interest in the perception of ethical values as part of a 12 week Global Ethical Training Program. Citigroup, Orange Slovensko, a.s., Tesco Stores SR, a.s., and Philip Morris Slovakia s.r.o., company managers shared their practical experience with corporate social responsibility with students as part of a course that took place at the Faculty of Economic and Social Sciences at Comenius University.

Publication of this brochure was supported by Orange Slovensko, a.s.

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