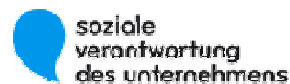





**Rudzki Inkubator  
Przedsiębiorczości**



**Mainstreaming  
CSR among  
SMEs**



**CSR – Best Practices of Poland  
(in english)**

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: BRE Leasing****Nr 1****Branch:** banking and finance services**Priority activity:** leasing of the properties**Address:**

Ks. Skorupki 5 St.

00-546 Warsaw

Phone: 22/ 320 18 00

Fax: 22/ 625 72 36

Email [info@bre-leasing.com.pl](mailto:info@bre-leasing.com.pl)Webside: [www.bre-leasing.com.pl](http://www.bre-leasing.com.pl)**Contact person:** Mieczysław Groszek, Veit  
Martin**Employees: 2006 – 172****The Company: BRE Leasing****Priority activities:** banking and finance services

BRE Leasing is one of the most senior leasing institutions in Poland. It was established in 1991 and named BRE Leasing in late 1997. Its shareholders are BRE Bank SA and CommerzLeasing und Immobilien AG.

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Title: BRE Leasing - "BREL" - company for the benefit of community**

The main aim of the program is an accessible and widespread promotion of first aid in accidents as well as minimising the fear to take action. For the needs of the campaign a special group BREL Team has been formed. The team runs trainings and shows in the cities of all over Poland. The team consists of highly qualified instructors who are equipped in the car and the highest quality medical equipment.

Benefits:

- Programs helps to reach new clients - both individual and small, medium businesses and corporations);
- It helps to reinforce relationships with new clients and business partners;
- It is an important element of shaping the corporate culture;
- It benefits the internal and the external image of BP as the company socially involved.

More information about program: [www.brel.pl](http://www.brel.pl)

BRE Leasing - Laureate of XII Editing European Medal 2006

BRE Leasing - „Vehicle of time 2005”

BRE Leasing - Laureate of X Editing European Medal 2005

BRE Leasing - Title „Friend of market 2005”

[http://www.bre-leasing.com.pl/ogolne/o\\_nas\\_nagrody.html](http://www.bre-leasing.com.pl/ogolne/o_nas_nagrody.html)

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**  
**The Company: JANMEDIA INTERACTIVE SP. Z O.O.**  
**Nr 2**

**Country: Poland**

**Branch:** communications, advertising, mass media

**Priority activities:** interactive agency

**Address:**

Ul. Wybickiego 1

51-144 Wrocław

Phone: +48 71/ 325 12 02

Fax: +48 71/ 325 00 20

E-mail: [polandinfo@janmedia.com](mailto:polandinfo@janmedia.com)

Webside: [www.janmedia.pl](http://www.janmedia.pl),

[www.janmedia.com](http://www.janmedia.com)

**Employees:** 2007 - 19 in Poland and 10 in the USA

**The Company: JANMEDIA INTERACTIVE SP. Z O.O.**

We are a full-service interactive agency with offices in North America and Europe. We strive to provide cutting-edge creative marketing, coupled with enterprise web design and commerce solutions supported by industry-leading technologies. We are equipped to support clients from the moment of identity conception through the process of branding, consulting and deployment of print and interactive web campaigns, as well as subsequent maintenance and upkeep.

Our software division creates unique systems that optimize business efficiency.

**What are the ways in which the company demonstrates Corporate Social Responsibility?**

- Institution of a Pro Bono work program through which Janmedia offers free design and programming services to qualified, non-profit organizations
- The encouragement of all employees to take introduce recipient candidates to the pro bono program and to manage their free projects during company business hours
- The establishment of a philanthropy giving budget, through which Janmedia offers recurring monetary contributions to qualified non-profit organizations. Supported causes include: environment preservation and protection, social progress, handicapped children's issues and ministry.

## **Projects in the JANMEDIA INTERACTIVE SP. Z O.O.**

### **Reaching Your Audience**

Janmedia pays attention to detail in a complex regulatory environment, working with clients to ensure that appropriate accessibility regulations are met.

### **Respecting the User**

It is important to reach out to all members of our community. Janmedia's ability to create multi-lingual accessible systems allow companies to convey their universal presence in a way that is appropriate for individuals of diverse backgrounds, in both global and domestic contexts.

### **Benefits of Compliance**

Websites utilizing clean, compliant code work and appropriate display on all major browsers obtain higher search engine rankings. Investing in code integrity and professionalism both expands and captivates our clients' audience. Compliance with accessibility principles ensures that our clients' sites can be enjoyed by disabled, older or non-technical users.

<http://www.janmedia.pl/onas/sponsoring.xml>

### **Interactive Pro Bono**

Giving Back to Our Community

Janmedia recognizes that our growth as a team and success as a company cannot take place without the supportive communities in which we are members. As a successful Interactive Agency, there is no better way to say "Thank you" to our communities than by sharing the wealth of our accumulated knowledge in the form of a charitable Pro Bono Support Program.

[http://www.fob.org.pl/fob/dp.jsp?place=Menu01&news\\_cat\\_id=29&layout=0](http://www.fob.org.pl/fob/dp.jsp?place=Menu01&news_cat_id=29&layout=0)

**Please, describe the reasons of using CSR in your company.**

- It is our attempt to make a positive impact on our communities
- It is an application of our highly held philosophy of sharing our knowledge and resources with those in need
- The program encourages individual employees to become more aware of the social impact of our work
- Application of CSR highlights the inadequacy of a purely materialistic model of business
- It is a philosophy that makes long term sense for the needing organizations and it also helps promote our products and our company

**What profits provide CSR strategy for the company?**

Respectfully, this question naturally misses the point of a pro bono program and a socially responsible philosophy of business. Our CSR philosophy is instituted precisely because the idea of "purely profit driven enterprise" is unwise and unsustainable. Janmedia does not practice CSR strictly due to some profit it might obtain from it. In terms of positive impact (but not "profit") there are many: psychological and emotional impact of the awareness of "doing good", positive feedback from our local communities, ability to serve as a good example for other companies to emulate

**What profits do the company's clients obtain?**

Again, "profits" would not be appropriate here, as we do not support "for profit" organizations as art of our pro bono efforts. The "non profit" organizations that we extend free work to find many advantages of the program:

- ability to obtain a professional, international grade brand image, which further's their recognition and allows them to more effectively perform their mission
- ability to obtain leading technologies for free where such technologies would not be obtainable by them under their ordinary budgets
- ability to obtain additional funding for their individual programs where such funding is not ordinarily available

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: INSTYTUT MONITOROWANIA MEDIÓW SP. Z O.O.  
Nr 3**

**Branch:** media monitoring and analysis

**Priority activities:** monitoring of TV,  
radio, press and Internet

**Address:**

Jerozolimskie Avenue 53

00-697 Warsaw

Phone: 22/ 356 21 00

Fax: 22/ 356 21 00

E-mail: [imm@instytut.com.pl](mailto:imm@instytut.com.pl)

Webside: [www.instytut.com.pl](http://www.instytut.com.pl),

[www.imm.com.pl](http://www.imm.com.pl)

**Contact person:** Paweł Sanowski, CEO

**Employees: 2007 - 130**

**The Company: INSTYTUT MONITOROWANIA MEDIÓW SP. Z O.O**

Institute of Media Monitoring (IMM), the most innovative company on Poland's media monitoring market, has been refining its services in order to tailor them best to the needs of clients.

<http://www.instytut.com.pl/>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Small, but responsible business**

We do not need to be a multinational, we do not need to be a publicly quoted company, and we do not need to have a rich investor to be socially responsible in business. Smaller companies can also successfully follow Corporate Social Responsibility

(CSR) practices. That was the idea lying behind the creation of the corporate business responsibility strategy in the Institute of Media Monitoring.

### **Idea and aims, execution**

The idea of implementing CSR in IMM arose two years after the company appeared on the market, and when IMM established cooperation with the Responsible Business Forum. Inspired by other companies' experience, we created a complex implementation program which involved all aspects of company's activity.

### **Relations with clients**

Corporate Social Responsibility is an extremely important issue in our relations with clients. We decided to hold a two-tiered strategy in this aspect:

- support for both our clients' campaigns and charity campaigns,
- regular research into our clients' satisfaction with the Institute services.

### **Special project**

In August 2004, the Institute launched a special project aimed at our current and prospective clients – a public relations website - PRoto ([www.proto.pl](http://www.proto.pl)). This website is an interactive platform where PR specialists can exchange their ideas and opinions, which is supposed to make everyday work much easier. PRoto keeps PR-specialists informed about what is happening on the market, gives practical hints and presents various scientific achievements in the field of public relations. Users will find there information about PR home and abroad, they will learn what media currently report, as well as find out what the Polish PR elite's opinions are. PRoto also issues a daily and weekly newsletter that is subscribed by more than 5.000 users. Every three month PRoto organizes very popular and estimated meeting for Polish PR specialists 'PR Dialogue'. In 2007 PRoto launched the first edition of 'PRotony', contest which is meant to award eminent communication and PR professionals, who create new standards and trends. The opinions PRoto receives from the Institute's clients and others interested in public relations has proved that the IMM's project received positive feedback and its development will allow the improvement in current relations with e.g. our clients in the future.

### **Relations with our employees**

Since our employees are one of the pillars of the Institute, they constitute one of the primarily important issues of our CSR. Thus, IMM decided to constantly measure the level of IMM employees' satisfaction in many aspects with a special questionnaire that comprises questions concerning self-evaluation, evaluation of colleagues, evaluation of superiors, level of job satisfaction, motivation incentives, the office atmosphere etc. The questionnaires are anonymous and a comprehensive report based on them is prepared, which is later presented to IMM employees. Due to such surveys the board of IMM obtains information necessary to make employees' work more effective and to guarantee good working atmosphere.



Another action in the field of IMM internal relations is the improvement in the company's internal communication, information flow coordination, as well as raising employees' satisfaction with the work they do. Each of the 130 IMM's employees has an access to intranet communication, thanks to which employees are kept very well informed about the company's activity– it has boosted workers' motivation and eliminated rumours.

IMM has also been preparing a code of corporate governance intended to avoid discrimination against employees, including women with children, promote individualism and education. IMM prides to have already reached a fair remuneration system for women and men, while women constitute 64% of IMM's management team. Employees are also provided with free healthcare and fitness service.

### **Relations with suppliers and partners**

The third area of CSR implementation in The Institute of Media Monitoring concerns relations with suppliers and partners. We have launched two projects for our main partners:

- media,
- big firms and corporation.

### **Relations with society**

Developing relations with society is another aim of the Institute's CSR scheme. Its important element is the establishment of a strong collaboration with several social organizations and supporting their actions. The group of IMM's social partners involves: The Polish Humanitarian Organization, Responsible Business Forum, the Friends of Integration Association, the Anna Dymna Foundation- 'Despite all', SOS Association Children's Villages in Poland and Amnesty International.

IMM also supports youth project– e.g. the 'Become the ambassador of the European Constitution' campaign, as well as an organization for young people - AIESEC.

Apart from supporting social organizations and contest organization, IMM is also engaged in other pro-social activities. The initiative connected with Christmas cards can be a good example. For several years we have resigned from sending traditional postcards to our clients and we give them our wishes via electronic mail. The money saved in this way is later allotted to the 'Pajacyk' campaign. The 'Postcards for Christmas Eve' is in our opinion an ideal solution for companies that do not know how to support charity campaigns or are not able to raise the appropriate budget for this kind of help. This year we are not only planning to launch this campaign again, but also encourage our clients, as well as users of the PRoto website to do the same.

The benefits of the pro-social campaigns can be classified depending on beneficiaries:

- organizations - find it helpful when major social problems are solved with the use of IMM's service and other activities,
- youth – find it educational and a good opportunity for development, especially for students interested in public relations, that is: the firm's future potential clients or partners ('PRactise abroad' annual students' contest),
- IMM – its employees are more satisfied and motivated, whereas the company's position is strengthened – it becomes known and recognized in the media.

### **Challenges and strategy assessment**

The implementation of CSR in IMM has always been and still is connected with a few challenges and problems. The major ones are:

- program coordination and development – adjustment to current conditions,
- raising funds for particular activities,
- efficient collaboration with partners.

[http://www.instytut.com.pl/english/about\\_company/corporate\\_social\\_responsibility](http://www.instytut.com.pl/english/about_company/corporate_social_responsibility)

### **Please, describe the reasons of using CSR in your company.**

- accrued index of the fluctuation
- good examples given by other companies and Responsible Business Forum

### **What profits provide CSR strategy for the company?**

- high loyalty level, satisfaction and motivation of employees
- stronger and better relations with clients
- access to the new markets
- smallest load for natural environment
- simplification in a bank contacts
- growth of revenue
- greater certitude and confidence of the clients

### **What the profits do the company's clients obtain?**

- higher acceptance from the clients e.g. consumers, support of the discriminated group
- employees' satisfaction growth: their work is positively estimated by clients
- better conditions of work for employees

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: GROS POL SP. Z O.O.****Nr 4**

**Branch:** heat and power engineering, metallurgy – steel industry and metal products

**Priority activities:**

biomass fired heating plants, repatriation and modernization of coal fired boilers

**Address:**

Limanowskiego 7 St.

60-743 Poznań

Phone: +48 61 866 80 31

Fax: +48 61 866 22 16

E-mail: [grospol@grospol.pl](mailto:grospol@grospol.pl)

Webside: [www.grospol.pl](http://www.grospol.pl)

**Contact person:**

Piotr Ossowski, Anna Skubel

**Employees:** 2006 - 75

**The Company: GROS POL SP.Z O.O.**

GROS-POL Ltd. was founded in 1989. We started from repatriation and modernization of coal fired boilers. In 1993 we extended our offer of modernization coal fired boilers into eco gas-oil fired boilers and heating systems and in 1999 building the biomass fired boilers (wood chips, straw). The company has production plant and design office.

Location of production plant:

- 8 km highway A2 east-west,
- 7 km from railway station,
- 25 km from river port.

GROS-POL has Certification that firm has established and applies a quality system according to norm PN-EN ISO 9001-2001 authority for grant the CE marks. The welding is made in accordance with quality system according to norm PN-EN 729-2:1997. We also has certificate of International and European Welding Engineer.

We weld different kinds of steal, for example constructional steel, high quality steal, tonnage steel, heat resisting steal, stainless steel.

All fusion welds are verified and examined by authorized laboratories.

<http://www.grospol.pl/english-firma.htm>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Award: "National ENERGY GLOBE WINNER 2006"**

For erection of CHP in Municipial Heat Plant in Plonsk ( power 25 MWt i 2,1 MWe )

**Title: "Patron of Polish Ecology 2006"**

On application of the Contest's Chapter and Auditors College of VII Edition of the National Ecologic Contest "Environment Friendly" GROS-POL received title "Patron of Polish Ecology"

**Award: "EKOLAURY 2003"**

Polish House of Ecology rewarded GROS-POL Sp. z o.o. in the category of „Economy of energy".

**Title: "Environment Friendly Firm 2003"**

<http://www.grospol.pl/english-nagrody.htm>

**Please, describe the reasons of using CSR in your company.**

- accrued index of the fluctuation
- high costs for natural environment
- accrued number of the accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of the diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in a bank contacts
- growth of revenue

- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- highest acceptance from the clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company.

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: PRZEDSIĘBIORSTWO USŁUGOWO- ASENIZACYJNE „ASTWA”  
Nr 5****Branch:** recycling, transport and forwarding services**Priority activities:** waste transportation, Segregated waste collection, maintenance of communication routs during summer, maintenance of communication routes during winter, storage rooms for rent.**Address:**

Kombatantów 4 St.  
15-110 Białystok  
Phone: 85/ 675 05 71, 675 10 34, 675 10 22,  
653 95 93  
Fax: 85/ 653 98 22  
E-mail: [astwa@astwa.pl](mailto:astwa@astwa.pl)  
Webside: [www.astwa.pl](http://www.astwa.pl)

**Contact person:** Stanisław Łuniewski**Employees: 2005 – 100****The Company: PRZEDSIĘBIORSTWO USŁUGOWO- ASCENIZACYJNE „ASTWA”**

ASTWA Waste Collecting and Servicing Company offers:

1. Waste transportation.
3. Segregated waste collection.
4. Maintenance of communication routs during summer.
5. Maintenance of communication routes during winter.
6. Storage rooms for rent.

[http://www.astwa.pl/\\_pol/index.htm](http://www.astwa.pl/_pol/index.htm)

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural enviroment, employees of the company and the local community

New legal regulations as well as significance of environment protection has made it necessary to search for new, modern and pro-ecological ways of waste management and waste treatment.

**Awards and recognition:**

1. "ASTWA" is the only waste disposal company within the Podlasie Province and one of the very few in Poland to have implemented Integrated Quality Management System according to International Certification Standards ISO 9001 and ISO 14001 and PN-N-18001.
2. "ASTWA" has gained recognition and received several awards and quality certifications:  
In 2000 we were given official permission to use "**Green Lungs of Poland**" identity mark.  
We were honoured with the title **RELIABLE PARTNER IN BUSINESS '98** in recognition for our professional reliability and fairness during Promotion
3. "ASTWA" was a winner in the **BUSINESS AMBASSADOR - PODLASIE 1999** Contest organised by Development Fund of Białystok Province.
4. Certificate for **THE BEST QUALITY OF SERVICE** - this is a recommendation for "ASTWA" by European Institute of Quality for the best enterprises aiming to achieve the best quality of service, customer satisfaction and environmental protection proven by actions and documentation. The certificate is a symbol of an outstanding quality of service.
5. ASTWA was also honoured with the title of **EMPLOYER - ORGANISER OF SAFE WORK**
6. "ASTWA" as a one of the five best servicing companies in Poland, received a special award in the national competition **BUSINESS of NEW MILLENNIUM** organised under the auspices of European Commission Representatives and Ministry of Economy.
7. The title of the **GOLDEN LAUREL** given to 'Inhabitant Friendly' companies, was awarded to "ASTWA" in the competition organised by the local magazine (Local News).
8. "ASTWA" for a continuous charity activities was nominated to the title of **DOBROCYŃCA ROKU 1999**. The nomination was awarded in three out of six categories: activation of local communities, education, social assistance and health protection.
9. We were awarded the title of **BUSINESS AMBASSADOR - PODLASIE 2000** in a contest organised by Podlasie Regional Development Fund in collaboration with Gazeta Wyborcza in Białystok.
10. "ASTWA" is the only company in the Podlasie Region which was nominated to a second stage of **ECO-FRIENDLY COMPANY** competition, organised by Centre of Private Business Initiative Support held under the auspices of the President of Poland Aleksander Kwaśniewski;
11. During the fairs "Zielone Płuca Polski XXI wieku" ASTWA received the **ZŁOTY KLON** award for a successful implementation of Selective Waste Collection Programme.
12. In a competition **POLISH ECOLEADER** organised by the Minister of Environment Department: "ASTWA" received a special

award for the Programme: "Complex Waste Management within Environmental Protection".

13. European standard of quality of service was recognised and "ASTWA" was awarded the **EUROPEAN MEDAL FOR SERVICING** in a competition organised by the European Commission of Integration in a co-operation with Business Centre Club.

14. In a response to an individual efforts and achievements of the company's President as well as a significant contribution made to promote domestic trade, "ASTWA" was awarded the **GOLDEN LAUREL** in a category of 'merchants and entrepreneurs' in a competition organised by the editors of "Super Kontakty" magazine, Polish Craft Association and General Council for Trade and Service.

15. **TERAZ POLSKA** - "ASTWA" was nominated to Polish Promotion Identity Mark **POLAND NOW** during the 11th edition of the competition for the Best Product and Service.

16. The company was a laureate in the national contest and obtained the title of the **LEADER OF ENTREPRENEURSHIP 2001** for special achievements in a field of entrepreneurship, innovation and information technology. The company scored the highest number of points in the category of companies employing more than 50 people. Diplomas and statuettes were handed in by the Prime Minister of the Republic of Poland accompanied by the Minister of Economy, the Minister of Treasury and the Secretary of the Presidential Chancellery.

17. The company received the award **PANTHEON OF POLISH ECOLOGY (PANTEON POLSKIEJ EKOLOGII)** under the auspices of the Minister of the Environment and the Head of the Polish Centre for Testing and Certification. It is to award Polish companies which introduced and implemented a system of environmental management according to the requirements of ISO 14001 International Standard.

18. On the 5th of February 2002 ASTWA Ltd. and the President Stanisław Łuniewski received the Main Prize **GOLDEN STATUE of POLISH BUSINESS LEADER OF 2001** in recognition of excellent economic performance, modern managerial methods and charity.

19. "ASTWA" received a prestigious title and statuette of the **LEADER OF POLISH ECOLOGY** for modern, original, ecological and economical: "Systematic Approach to a Waste Management in a Waste Disposal Enterprise".

20. In the National Promotional Contest for the best company, products and services in Poland, "ASTWA" received the Diploma of **MARKET LEADER 2002**, in a category "Company".

21. The nomination of the **HETMAN OF ECONOMY**, as a recognition of the company' achievements.

22. Taking part in a Program "WHITE LIST" "ASTWA" after a three stage verification got the title of **RELIABLE FIRM of 2002** for on-time payments as well as a respect for ecology and customer law.

23. "ASTWA" got the distinction of the **BENEFACTOR OF 2002**, in a competition organised by The Association of Academy of Humaniorty Development in Poland in a category of ecology. Competition under the auspices of the President of Poland - Aleksandra Kwaśniewskiego.

24. European standard of services was confirmed by the award of **EUROPEAN MEDAL FOR SERVICING** of II, IV and VI



editions in a competition organised by European Committee for Integration and Business Centre Club.

25. In a Promotional Contest for a best firm in Poland and Europe, for products and services "ASTWA" was awarded a title of the **MARKET LEADER OF 2003 and EURO LEADER 2003**, in a "Company". category.

26. **POLICY OF SECURITY** of the Business Centre Club provides the firm and its representatives help and protection in business activities and intervention activities in order to protect a good reputation of the firm

27. **PATENTS** - the President of "ASTWA" Mr Stanisław Łuniewski is an author of an innovative designs for a special waste container (Patent no 56420) and a special container for paper (Patent no 56557) both protected by a Patent Law.

"ASTWA" is very active in a field of charity and takes part in numerous local and national charity actions.

<http://www.astwa.pl/eng/index.htm>

**Please, describe the reasons of using CSR in your company.**

- accrued index of the fluctuation
- high costs for natural environment
- accrued number of the accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of the diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in a bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- highest acceptance from the clients e.g. consumers, support of the discriminated group
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**  
**The Company: SLAG RECYCLING SP. Z.O.O**  
**Nr 6**

**Country: Poland**

**Branch:** industry

**Priority activities:** producers of metallurgical aggregates and iron skull scrap

**Adress:**

Igołomska 28a St.

31- 983 Kraków

Phone: 12/ 642 14 35

Fax: 12/ 644 18 42

E-mail: [sales@slagrecycling.com.pl](mailto:sales@slagrecycling.com.pl)

Website: [www.slagrecycling.com.pl](http://www.slagrecycling.com.pl)

**Contact person:** Anna Banaś, Artur Chachlowski, Dorota Skowerska-Witek

**Employees: 2006 – 215**

**The Company: SLAG RECYCLING SP. Z O.O.**

SLAG RECYCLING is one of the biggest producers of metallurgical aggregates and iron skull scrap in Poland. The company was established in February 1998 as a joint venture of the contemporary Tadeusz Sendzimir Steelworks S.A. and British Consortium: Central European Recovery Holdings. Within a few years it has become the largest pro-ecological investment in Poland.

[http://www.slagrecycling.com.pl/?r=o\\_slag\\_recycling](http://www.slagrecycling.com.pl/?r=o_slag_recycling)

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural enviroment, employees of the company and the local community

A proof of our efforts to maintain the highest level of products is the implementation of the Quality Management System in accordance with standard ISO 9001:2000 and Environmental Management System according to standard ISO 14001 as well as obtaining certificates issued by TÜV CERT.

[http://www.slagrecycling.com.pl/?r=o\\_slag\\_recycling](http://www.slagrecycling.com.pl/?r=o_slag_recycling)

**Awards:**

1. Award of the "Czysty Biznes" (Clean Business) program in the category "Protection of Natural Environment and Cooperation with local communities" – 2001
2. Award for ecological road aggregates decided by "Polskie Drogi" (Polish Roads) monthly magazine and IBDiM
3. 2004 - Pantheon of Polish Ecology awarded by the Minister of Environmental Protection and the President of the Polish Centre for Testing and Certification
4. Award of the Minister of Environment – 2002
5. Honourable title "The one who changes Polish industry" – Polish Society for Entrepreneurship Support - 2001

[http://www.slagrecycling.com.pl/en/?r=nagrody\\_i\\_medale](http://www.slagrecycling.com.pl/en/?r=nagrody_i_medale)

**Sponsoring:**

A festivity took place on 29 May, prepared by the Sport Club Board KS Wrózenice. Slag Recycling was one of the patrons of this event. Wrózenice is a neighbouring locality of the Slag Recycling premises. The main attractions of the festivity were the lifting of a hot-air balloon as well as a football tournament to celebrate Child's Day. Employees of Slag Recycling actively took part in the festivity.

<http://www.slagrecycling.com.pl/en/?r=wydarzenie&pokaz=2>

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**  
**The Company: LIDEX Translation & Conference Service Center**  
**Nr 7**

**Country: Poland**

**Branch:** services

**Priority activities:** translations,  
conference services, graphics services

**Address:**

Kawcza 44 St.

04-167 Warszawa

Phone:48 22/ 870 36 61

Fax:48 22/ 673 10 25

E-mail: [company@lidex.com.pl](mailto:company@lidex.com.pl)

Website: [www.lidex.com.pl](http://www.lidex.com.pl) , [www.lidex.pl](http://www.lidex.pl)

**Contact person:** Stanisław Buczynski

**Employees: 2007 – 45**

**The Company: LIDEX Translation & Conference Service Center**

We are the only firm in Poland to provide comprehensive language communication services including translation, interpreting, conference, film and graphics services,  
conference equipment owned by LIDEX, an in-house recording studio and a team of experienced graphic designers employed by LIDEX on a full-time basis guarantee your satisfaction with our service

<http://www.lidex.com.pl/en/onas.html>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability, active involvement in loco community life and activities,
- liability relatively to natural environment, employees of the company and the local community

As part of corporate social responsibility, LIDEX is strongly involved in charitable activities by offering support and assistance to those in need. For our charitable activities (medical records translation for children treated abroad, participation in cost of children treatment, etc ) we have been honored with the "For the Benefactor" tablet. The charitable activities of LIDEX also include art & culture sponsoring.

<http://www.lidex.com.pl/en/dzialalnosc-charytatywna.html>

**Programs:**

1. PROPRIETARY PROGRAMMES
2. INNOVATION
3. STUDENT TRAINEESHIPS
4. IMPROVEMENT

<http://www.lidex.com.pl/en/projekty-rozwojowe.html>

**Please, describe the reasons of using CSR in your company.**

- spiritual and social need of employees and management
- willingness to help other people
- better recognition by the clients
- better care about employees
- more positive information about our company

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- satisfaction of all involved
- pride to be useful and noticed by the market
- certain load for natural environment
- greatest certitude and confidence of the clients

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: ATHENASOFT**

**Nr 8**

**Branch:** IT

**Priority activities:** developing and distributing software

**Adress:**

Leszczynowa 7 St.

03-197 Warszawa

Phone: 22/ 614 37 17,

22/ 614 34 22 - 26,

Mobil: 0 601 61 37 17

Fax: 22/ 614 34 69

E-mail: [info@athenasoft.pl](mailto:info@athenasoft.pl),  
[handlowy@ath.pl](mailto:handlowy@ath.pl)

Websites:

[www.athenasoft.pl](http://www.athenasoft.pl) , [www.ath.pl](http://www.ath.pl),

[www.bzg.pl](http://www.bzg.pl), [www.intercenbud.pl](http://www.intercenbud.pl),

[www.akademia.ath.pl](http://www.akademia.ath.pl),

[www.kosztorysanci.pl](http://www.kosztorysanci.pl), [www.ekosztorys.pl](http://www.ekosztorys.pl)

**Contact person:**

Tadeusz Mościcki,

Stanisław Chmielewski,

Kamila Simura **Employees: 2006 - 26**

**The Company: Athenasoft Sp. Z o.o.**

came into being in 1998 year. The main product of company to cost - drafting named Norma; which prototype came into being already in 1986 year. On space of years the range of activity of company widened about publishing for building trade, the training the led in frames of **Akademia Athenasoft** as well as the solution to complex management the building company – called **The Capital system**.

The man-years' cooperation with Microsoft came into the acknowledgement for the Athenasoft of title **the Microsoft Gold Certified Partner**.

The software offered through by company is well-fitting to unique Polish market, the valid recipes of right as well as the requirements of European Union.

**Since 2001 year company participates in programme Enterprise Fair Play regularly.** The confirmation of fulfilling the every requirements of programme is the certificate which have been granted six times. In year 2007 Athenasoft expects to receive of **Fair Play Golden statuette**.

In year 2003 Athenasoft received in frames of programme Phare the accreditation of Polish Agency of Development Enterprise.

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Awards:**

1. "Business Fair Play" Program Laureates of IX th edition

**"Businesses Fair Play"** are businesses which:

- use fairness, reliability and loyalty in their activities,
- are unafraid of difficult and complicated tasks,
- are capable of satisfying customers,
- meet excellently their liabilities towards their suppliers,
- in which employees are teams of people who are committed, creative and satisfied with their workplace.
- in which managers believe its to be quite natural to share the wealth gathered by their companies with others,
- in which the social sensitivity and charity cross the generally accepted limits.

[http://www.ath.pl/aktualnosc.aspx?id\\_akt=5&return\\_path=http%3A%2F%2Fwww.ath.pl%2Fkoszyk.aspx](http://www.ath.pl/aktualnosc.aspx?id_akt=5&return_path=http%3A%2F%2Fwww.ath.pl%2Fkoszyk.aspx),  
[http://przedsiębiorstwo.fairplay.pl/laureaci\\_pfp.php?województwo=7](http://przedsiębiorstwo.fairplay.pl/laureaci_pfp.php?województwo=7)

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts



- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: PROFES®**

**Nr 9**

**Branch:** consulting

**Priority activities:** consulting and trainings

**Adress:**

Koreańska 13 St.

52-121 Wrocław

Phone: 71/ 341 29 51

Fax: 71 341 29 51

E-mail: [biuro@profes.com.pl](mailto:biuro@profes.com.pl)

Webside: [www.profes.com.pl](http://www.profes.com.pl)

**Contact person:** Ewa Karpińska-Bryke

[karpinska@profes.com.pl](mailto:karpinska@profes.com.pl)

**Employees: 2006 – 41**

**The Company: PROFES®**

Priority activities: consulting and trainings. PROFES was founded in 1993.

<http://www.profes.com.pl/onas/firma.html>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability and liability to the local community
- liability relatively to employees of the company, to the customers and to the suppliers
- liability to the natural environment

**Programs:**

-manners of conduct the business

<http://www.profes.com.pl/csr/csr.html>

- operations in favor of students and pupils

<http://www.profes.com.pl/csr/csr.html>

- charitable activity in favor of children

<http://www.profes.com.pl/csr/csr.html>

- operations counteract homelessness

<http://www.profes.com.pl/csr/csr.html>

- ecology

<http://www.profes.com.pl/csr/csr.html>

- Forum of Responsible Business. In March 2006 PROFES® become an official partner of Forum of Responsible Business.

<http://www.profes.com.pl/csr/csr.html>

European Commission mentions PROFES® as a perfect example of small and medium enterprise forcefully accustoming principle social responsibility business.

[http://ec.europa.eu/enterprise/entrepreneurship/support\\_measures/responsible\\_entrepreneurship/good\\_practice/good-practice-index.htm](http://ec.europa.eu/enterprise/entrepreneurship/support_measures/responsible_entrepreneurship/good_practice/good-practice-index.htm)

**Please, describe the reasons of using CSR in your company.**

- to create place for new values (common company values)
- to keep employees for long term – to achieve their loyalty and commitment
- to reduce costs for natural environment – usage of paper
- to draw our client attention – to get new client
- to participate in doing good things

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients
- mutual respect and understanding amongst employees and the board
- high standard of organizational culture

- better communication inside organization
- issue of PR activities

**What the profits do the company's clients obtain?**

- highest acceptance from part clients e.g. consumers
- better conditions of life and work for employees
- higher standard of our service
- Clients' orientated approach
- knowledge about CSR (we participate in seminar and conferences dedicated to this issue)
- better communication with our Clients
- ethical cooperation – disagreement for corruption

**Good Practice – Corporate Social Responsibility**  
**The Company: AGENCJA REKLAMOWA „SAN MARKOS”**  
**Nr 10**

**Country: Poland**

**Branch:** communiactions, advertising, mass media

**Priority activities:** design the advertisement campaigns (Press, TV, radio, outdoor), consulting, strategy, support in doing business, media buying, loyalty marketing etc.

**Adress:**

Wolska 88 St.  
01-141 Warszawa  
Phone: 22/ 321 51 00  
Fax: 22/ 321 51 51  
E-mail: sanmarkos@sanmarkos.pl,  
[czaja@sanmarkos.pl](mailto:czaja@sanmarkos.pl)  
Webside: [www.sanmarkos.pl](http://www.sanmarkos.pl)

**Contact person:** Magdalena Czaja

**Employees: 2006 – 17**

**The Company: AGENCJA REKLAMOWA „SAN MARKOS”**

**Priority activities:** design the advertisement campaigns (Press, TV, radio, outdoor), consulting, strategy, support in doing business, media buying, loyalty marketing etc.

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Programs:**

1. „My Africa“
2. The Great Orchestra of Christmas Charity
3. „Keep with help“
4. Marek Kamiński i San Markos on northern pole
5. „Adopcja Serca“

<http://www.sanmarkos.pl/code/glowna.php?ID=600>

**Please, describe the reasons of using CSR in your company.**

- building the image of the agency as socially responsible and caring
- need of doing something good
- supporting other organizations whose goal is to help

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- access to the new clients and well known names on the market
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: ELECTUS S.A****Nr 11****Branch:** consulting, banking, finance**Priority activities:** funds of investment (financial services for the health care sector), holdings etc.**Address:**

Słowiańska 17 St.

59-300 Lubin

Phone: (+48 76) 84-15-900

Fax: (+48 22) 74-62-602

E-mail [biuro@electus.pl](mailto:biuro@electus.pl)Webside: [www.electus.pl](http://www.electus.pl)**Contact person:**

Marek Falenta - President of the Management Board

**Employees: 2006-52****The Company: ELECTUS S.A**

Electus S.A. is a company specializing in financial services for the health care sector. The main area of its activity is restructuring and financing of debt obligations for health care institutions and other state-owned units. The Company acquires mature and immature obligations on its own account, undertaking the discharge of liabilities in accordance with the agreement, and then implements a restructuring process.

<http://www.electus.pl>**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Sponsoring, Electus S.A.:**

- delivered the ambulance for ZP ZOZ in Otwock

- provided a computer's room in the Primary School in Raszowka
- sponsored the Football's Club "Błękitni" Koskowice
- delivered the computers for the Hospital in Siemianowice Śląskie
- delivered the notebook for the Hospital in Bolesławiec
- delivered the computers for the Lubmed Sp. z o.o
- and etc.

<http://www.electus.pl/sponsoring/list>

**Awards and titles:**

„Fair Play Company” 2005, 2006

„Leader of Market” 2006

„Market Leader 2006 Euro Leader” 2006, 2007

„Solid Company” February 2007

„European Medal” March 2007

„Business Gazelles” 2005,2006

„Leader of Enterprise” 2006

„Business Cheetahs” 2006

<http://www.electus.pl/page/text/64>

**Please, describe the reasons of using CSR in your company.**

- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue



- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- highest acceptance from part clients e.g. consumers, support of the discriminated group
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: BLACK POINT SP. Z O.O. (earlier INTER MIND Sp. z o. o. )**

**Nr 12**

**Branch:** IT

**Priority activities:** manufacturing and distribution of office and computers supplies

**Address:**

Atramentowa 5 St.

55-040 Kobierzyce

Phone: 71/ 338 68 88, 338 68 00-01, 338 68

96, 800/ 16 60 54

Fax: 71/ 338 68 96

E-mail: [biuro@intermind.com.pl](mailto:biuro@intermind.com.pl)

Webside:

[www.blackpoint.pl](http://www.blackpoint.pl)

**Contact person:**

Kamila Yamasaki

Anna Skatecka

**Employees: 2006 - 100**

**The Company: BLACK POINT SP. Z O.O.**

BLACK POINT Spółka z o.o. was founded in 1988 years.

<http://www.blackpoint.pl/>

### **Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

Black Point company is opened for Corporate Social Responsibility which is shown in our policy.

Black Point implemented standards Quality Management System to minimize negative influence to natural environment.

BLACK POINT strives incessantly to provide the highest level of service; not only does Black Point pledge to abide by legal regulations but it also declares itself ready for continual improvement in terms of quality, environmental protection and health and safety work.

### **What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**Certificate:** ISO/IEC 19752, ISO 9001:2000, ISO 14001:2004 and PN-N Polish norm with concern health & safety-at-work legislation.

**Sponsoring:** BLACK POINT Spółka z o. o. has sponsored "Football Club WKS Śląska Wrocław".

Black Point collaborate also with known polish charity organization called "Be on time with Help", which helps especially children, it support education children who need aid, and help to improve their difficult economic situation.

Black Point often participate with local organizations in charity operations for example in help to local kindergartens or schools, etc.

<http://www.blackpoint.pl/bp/index.php/wydarzenia/>

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: ARTHUR- EDUKACJA BIZNESU Artur Bartosiński  
Nr 13**

**Branch:** training and consulting for the enterprices

**Priority activities:** tranings from various ranges (marketing, negotiations)

**Adress:**

Grażyny 13/ 226 St.

02-548 Warsaw

Phone: 22/ 424 92 89

Email: [biuro@arthur.com.pl](mailto:biuro@arthur.com.pl),

[a.bartosinski@arthur.com.pl](mailto:a.bartosinski@arthur.com.pl)

Webside: [www.arthur.com.pl](http://www.arthur.com.pl) ;

[www.arthur.edu.pl](http://www.arthur.edu.pl) , [www.arthur24.pl](http://www.arthur24.pl)

**Contact person:** Artur Bartosiński

**Employees: 2005 - 3**

**The Company: ARTHUR- EDUKACJA BIZNESU Artur Bartosiński**

**Priority activities:** training and consulting for the enterprices

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural enviroment, employees of the company and the local community

ARTHUR decided to implement **Program of reduced tranings for non-government organizations.**

Purpose of program of reduced tranings for non-government organizations are: development of employees, volunteers and members of non-government organizations.

[http://www.fob.org.pl/fob/dp.jsp?place=Menu01&news\\_cat\\_id=29&layout=0](http://www.fob.org.pl/fob/dp.jsp?place=Menu01&news_cat_id=29&layout=0)

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: EXTEND VISION SP. Z O.O.****Nr 14****Branch:** communications, advertising, mass media**Priority activities:** fast assemble exhibition systems, the BTL and POS solutions**Address:**

Jasna 32 a St.

31-227 Kraków

Phone: 12/ 415 51 11

Fax: 12/ 415 51 11

E-mail: [biuro@extendvision.pl](mailto:biuro@extendvision.pl)Webside: [www.extendvision.pl](http://www.extendvision.pl),[www.extendvision.com.pl](http://www.extendvision.com.pl)**Contact person:** Robert Jurczak, Jacek Kisiała**Employees: 2006 – 25****The Company: EXTEND VISION SP. Z O.O.**

Extend Vision Company was formed in 1994. From the very beginning we have been concentrated on the exhibition issues. The fast assembly exhibition systems (Pop-up type) were first marketed by our company.

We offer the widest range of products: from fast assemble exhibition systems, through the BTL and POS solutions, to designed exhibition stands. Thanks to the experience and modern technological base we bring economic and unconventional exhibition solutions.

<http://www.extendvision.com.pl/english/firm/about.html>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Extend Vision Sp. z o.o.** - Fair Play Company

We take pleasure in notifying you **that our company received "FAIR PLAY COMPANY"** certificate, conferred by Krajowa Izba Gospodarcza. During Great Gala in Sala Kongresowa of Pałac Kultury i Nauki, the Board of Directors has received the certificate announcing that Extend Vision is a company guided by ethics and principles of fair play in economic activity. The rules of ethics mean - fair behaviour in co-operation with all market participants; with contractors, clients, employees, shareholders, local community, local and national authorities.

<http://www.extendvision.com.pl/english/firm/certificates.html>

On 18th November 2004 we received the **"Firma Przyjazna Klientowi"** emblem

<http://www.extendvision.com.pl/english/news.html>

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
- decrease the number of accidents in the work-place
- lowered index of diseases of employees
- access to the new markets
- smallest load for natural environment
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility****Country: Poland****The Company: „ANRO” FIRMA POLIGRAFICZNO- HANDLOWA EXPORT-IMPORT  
Nr 15****Branch:** communications, advertising, mass media, printing**Priority activities:** printind advertising documents, designing advertisements**Adress:**

Siewierska 196 c St.  
42-400 Zawiercie  
Phone: 32/ 672 42 48, 672 43 66  
Fax: 32/ 672 42 48, 672 43 66  
E-mail: [firma@anro.net.pl](mailto:firma@anro.net.pl)  
Webside: [www.anro.net.pl](http://www.anro.net.pl)

**Contact person:** Anna Rotarska, Stefan Rotarski**Employees: 2006 – 55****The Company: „ANRO” FIRMA POLIGRAFICZNO- HANDLOWA EXPORT-IMPORT**

Graphical design and visualization of advertisement billboards, posters etc.  
[http://www.anro.net.pl/gb/uslugi\\_sito.htm](http://www.anro.net.pl/gb/uslugi_sito.htm)

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural enviroment, employees of the company and the local community

**Awards:**

1. Gold Medal At the International Work Safety, Fire Safety and Rescue Exhibition SAWO 2006  
<http://www.anro.net.pl/pl/sawo2006.htm>

2. "Lodołamacze 2006" (Ice-breakers 2006) I-st prize for Company ANRO – Lodołamacze is the national program for promotion of



integration of handicapped in the work community.

<http://www.anro.net.pl/lodolamacze.htm>

3. I-prize awarded by the Chief of Work Inspection in the 12-th edition of the "Employer – organizer of safe working conditions"

[competition http://www.anro.net.pl/pip.htm](http://www.anro.net.pl/pip.htm)

4. Gold Medal SAWO 2000

<http://www.anro.net.pl/gb/nagrody.htm>

<http://www.anro.net.pl/gb/nagrody.htm>

**Please, describe the reasons of using CSR in your company.**

- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

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- smallest load for natural environment
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- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: MAJ SP. Z O.O.**

**Nr 16**

**Branch:** construction and market of estate

**Priority activities:** rented estate, agencies of services of estate

**Adress:**

Nowa 23 St., Stara Iwiczna

05-500 Piaseczno

Phone: 22/ 737 70 70

Fax: 22/ 750 62 42

E-mai: [maj@majcentrum.pl](mailto:maj@majcentrum.pl)

Webside: [www.majcentrum.pl](http://www.majcentrum.pl)

**Contact person:** Andrzej Kubasiewicz

**The Company: MAJ SP. Z O.O.**

The limited liability company Maj Sp.zo.o. continues the activity of the civil corporation Maj founded in November 1993 by the present owners.

The company acts as an investor at the local commercial market of real estates. Our future plans of development are connected with the dynamically developing counties of Piaseczno and Lesznawola. Main activity of Maj Sp. z o.o. is administration of the warehouse-office facility "Maj Centrum", located in Stara Iwiczna/Piaseczno, as well as real estates located in Warsaw and Nadarzyn.

<http://www.majcentrum.pl>

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

From 2005 to 2006 the company gave more than 136 000 PLN for assistance needy.

[http://www.bcc.org.pl/dzialalnosc\\_spoeczna\\_dzialalnosc\\_czlonkow\\_szczegoly.php?objectID=136071](http://www.bcc.org.pl/dzialalnosc_spoeczna_dzialalnosc_czlonkow_szczegoly.php?objectID=136071)

**Please, describe the reasons of using CSR in your company.**

- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees
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- access to the new markets
- simplification in bank contacts
- growth of revenue
- greatest certitude and confidence of the clients

**What the profits do the company's clients obtain?**

- lowest emission for environment
- highest acceptance from part clients e.g. consumers, support of the discriminated group,
- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**  
**The Company: Omnicom Media Group SP. Z O.O.**  
**Nr 17**

**Country: Poland**

**Branch:** communications, advertising, mass media

**Priority activities:** creation the advertising system of communications in the media

**Adress:**

Ibisa 14 St.

02-812 Warszawa

Phone: 22/ 320 11 00

Fax: 22/ 320 11 01

E-mail: [info@omd.pl](mailto:info@omd.pl)

Webside: [www.omd.pl](http://www.omd.pl)

**Contact person:** Jakub Bierzyński

**Employees: 2006 – 95**

**The Company : Omnicom Media Group SP. Z O.O.**

**Priority activities:** creation the advertising system of communications in the media

**Which way the company demonstrates Corporate Social Responsibility?**

- social liability
- liability relatively to natural environment, employees of the company and the local community

**Program: "Research of satisfaction of employee"**

The company which want to be the best work-places for the potential employees should be:

- innovative
- effective

- autonomous
- responsibility

Firm of courageous people, independent, making a decision and taking charge of it.

<http://omd.pl/index.php?id=3>

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- accrued index of fluctuation
- high costs for natural environment
- accrued number of accidents in the work-place
- many diseases among employees
- criticism from consumers and non-government organizations

**What profits provide CSR strategy for the company?**

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- greatest certitude and confidence of the clients

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- lowest emission for environment
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- better conditions of lives and work for employees and inhabitants near the place of situating the company

**Good Practice – Corporate Social Responsibility**

**Country: Poland**

**The Company: MARKETPLANET**

**Nr 18**

**Branch:** consulting

**Priority activities:** consulting, training, support with optimizing procurement processes

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**Employees: 2006 – 50**

**The Company: MARKETPLANET**

**Priority activities:** consulting, training, support with optimizing procurement processes

Marketplanet's strength is a team of well-qualified consultants, who have gained not only profound theoretical knowledge of purchase processes optimization and streamlining but also unique practical know-how and experience while working for major Polish and international enterprises.

**Which way the company demonstrates Corporate Social Responsibility?**

- promote good practices in processes of the procurement
- eliminate unethical behaviors in the process of procurement

**Program: Make a process of the procurement in the company more valuable and restrict the unethical behaviors**

Marketplanet deals with firms' processes of procurement that this particularly area is subject to unethical operations. Activity of the company relies on accustoming in good organizations practices of procurements, which allow to boost clarity of procurement decisions and minimize risk of unethical behaviors.

Program "**Make a process of the procurement in the company more valuable and restrict the unethical behaviors**" is realized two-track: through education of business environment and accustoming of IT system solution minimizing the risk of unethical behavior. Marketplanet has helped to accustom good practices in Polskie Górnictwo Naftowe i Gazownictwo S.A., Telekomunikacja Polska S.A, PTK Centertel Sp. z o.o., Powszechny Zakład Ubezpieczeń S.A., Impel S.A.,

**Please, describe the reasons of using CSR in your company.**

- part of the business strategy
- responsible attitude
- build the loyalty and trust (relations with customers, suppliers, partners, employees, society)
- image promotion
- brand awareness

**What profits provide CSR strategy for the company?**

- loyalty and motivation of employees (more satisfied and motivated, whereas the company's position is strengthened)
- access to the new markets
- greatest certitude and confidence of the clients
- growth of revenue
- image promotion
- better relationship with public opinion

**What the profits do the company's clients obtain?**

- decrease unethical behaviors in the process of procurement
- introduced ethics code
- growth of revenue
- find it educational and a good opportunity for development better conditions of work for employees
- image promotion, better relationship with local communities
- better relationship with public opinion, local communities

This Best Practice collection was created by:

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