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# ANNUAL SOCIAL REPORT

SHARE YOUR LOVE FOR UKRAINE  
ON THE ONLINE PORTAL [ILOVEUKRAINE.COM.UA](http://ILOVEUKRAINE.COM.UA)



# 65

**SPONSORED  
ORPHANAGES AND  
BOARDING SCHOOLS**

# MORE THAN 200

**SCHOOLS IN UKRAINE  
ARE CONNECTED TO HIGH-  
SPEED FREE INTERNET**

# «KYIVSTAR» - THE BEST EMPLOYER IN UKRAINE

# Reputation of the company and corporate social responsibility

Throughout all «Kyivstar» history, the service quality has been and remains a basic priority of our company. Due to such a policy, «Kyivstar» earned the respect and confidence of millions of people living in Ukraine. Just that is why, in 2011, under conditions of integration with «Beeline-Ukraine», it was fundamentally important to strengthen the reputation of combined «Kyivstar» – Ukrainian business unit of Vimpelcom LTD. Reputational Institute's studies show that the company has successfully coped with this task. «Kyivstar» has saved its high reputation level among telecom-operators in the world and won the 2-nd place within all industries Ukrainian companies with the highest reputation. These results were achieved due to the right work with clients, high communication quality and service, useful modern products and facilities, a clear understanding of our goals, a responsible approach to work and competent reputation management.

Among the major pro-active reputation management emphases, in 2011, were: the project «Share your love for Ukraine», a number of charitable projects, the development of dialogue with clients on social media sites.



## Dialogue with consumers and the public in social networks

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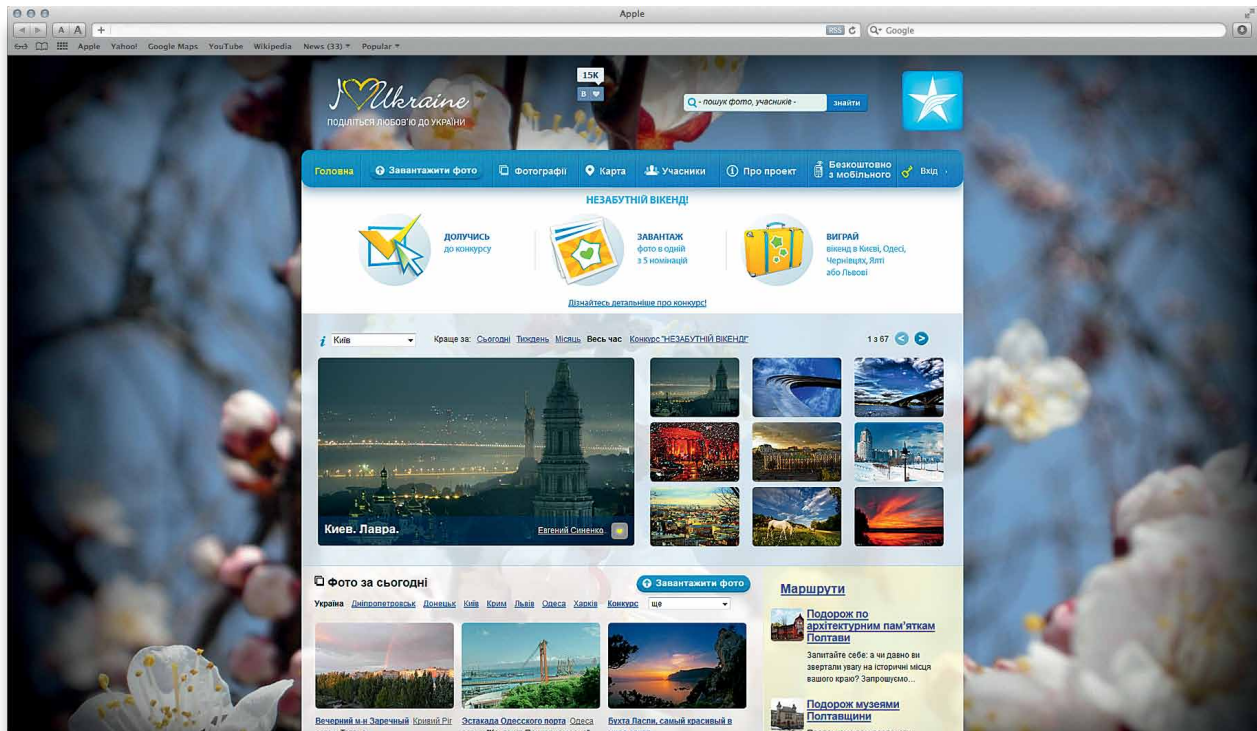


**Zhanna Parkhomenko.** Internet provides us the great opportunity to dialogue directly with clients, to listen and hear their opinions, to get a feedback, to consult them on the operation of services and products, etc. It was in 2009, when «Kyivstar» began to work with social networks as a separate direction. During this time, there were built and adjusted the communication processes to dialogue with people in such a format. There was also developed and implemented the «Kyivstar» communication strategy for social networks. At the moment, «Kyivstar» keeps communicating with customers on all key web sites, where the discussion of our products and services is occurring. It is established and actively operating the representatives of «Kyivstar» and mobile youth brand Djuce in Facebook, VKontakte, YouTube, and Twitter. At present, 17 employees, «Kyivstar» internet-volunteers, are expressing the interests of the company on social online venues. As a result, «Kyivstar» and Djuce are the most positively referred telecom-brands in Ukrainian Internet. According to a study of the monitoring company SemanticForce, the references to «Kyivstar» in social networks increased by 12 times from 2009 to 2011. The total number of «Kyivstar» and Djuce adherents in social networks has exceeded 150 thousand people. A number of content viewings of «Kyivstar» video channel on YouTube resource overstepped the mark 500,000.

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## «Share your love for Ukraine»

«Kyivstar» was and remains a national telecom leader in Ukraine, the company that truly loves and makes every effort to support the development of its country. In 2011, «Kyivstar» decided to engage Ukrainians in practically the national internet movement, which aims to enhance the love of Ukrainian citizens for their country. For this purpose, the operator created a multi-functional internet portal [iloveukraine.com.ua](http://iloveukraine.com.ua), where anyone can upload one's own favorite photos of Ukraine, talk about interesting travel routes, and put curious historical facts. Today this area has become a huge database of knowledge about the country and its sights – as of quite popular ones, so of rare objects. During six months working period, nearly 850 thousand Ukrainians visited the portal and joined the project.



**The total number of «Kyivstar» and djuice adherents in social networks exceeded 150 thousand people**

## The social program «Internet Child Safety»

It was in 2009 when «Kyivstar» started the long-term social program «Internet Child Safety». The purpose of the program was to teach children the rules of online safety, what has been contributing to the creation of internet territory for safe communication, education and development. In 2011, the work on this program was continued.



Implemented the unique in Ukrainian telecom-market social service – «Parental Control» for mobile internet, which allows access only to «white list» of safe children's sites.



Signed the Memorandum of Cooperation with the Ministry of Education and Science of Ukraine; more than 200 schools across the country were connected to a free high-speed internet.



5,000 teachers, working within in the program, instruct students about the basics of online security.



«Kyivstar» volunteers performed open lessons and game workshops about the online safety for more than 2,500 children in schools and summer camps.

bezpeka.kyivstar.ua

**Розкажіть дітям  
про безпеку  
в Інтернеті!**

Додати друга

**КИЇВСТАР**  
З думкою про Вас

Детальна інформація – на сайті [www.bezpeka.kyivstar.ua](http://www.bezpeka.kyivstar.ua) або за телефонним «горячим лінійком» «Київстар» за номером 044 455-0-455. Дізнайтеся, як можна отримати безкоштовного доступу до Інтернету в школах та інших закладах освіти. ПрАТ «Київстар», 01010, м. Київ, просп. Червоноармійський, 51.

As a result, the social program «Internet Child Safety» is recognized as the best volunteer project in Ukraine in the category «Education and Culture» by results of the All-Ukrainian competition «Corporate volunteerism in Ukraine – 2011», organized by the Eastern Europe Foundation.

## The social program «Internet Child Safety» is recognized as the best volunteer project in Ukraine

About 25 million Ukrainians consume «Kyivstar» telecommunication services, and relatively large proportion of customers is children. Responsibility for its own products and services is the main area of social responsibility of «Kyivstar». In 2011, «Kyivstar» systematically proceeded to develop social initiatives in its areas of responsibility: products and services, corporate philanthropy and also environmental responsibility.





On May 9th «Kyivstar» traditionally carried out a campaign «Call to a front-line friend». Veterans and children of war could call freely to all their friends and relatives in Ukraine, Belarus and Russia. Altogether, the war heroes made about 2,000 calls. As a gift to veterans, «Kyivstar» staff organized the voluntary concerts of wartime songs in 18 cities of Ukraine.

## All-Ukrainian charitable initiative «For people, for country!»

«Kyivstar» for almost 10 years has been carrying out the large-scale charity initiative «For people, for country», systematically helping those, who are most in need – children with disabilities and children deprived of parental care. In 65 boarding schools and orphanages, the company works with; there are learning and living more than 10,000 children with health problems and orphaned children too. The main focus in 2011 was directed to helping children and young people with disorders of the musculoskeletal system. For them «Kyivstar» settled down multimedia rooms in 10 special boarding schools and created a series of video master classes for professional orientation, inviting the best experts. By the New Year the staff of «Kyivstar» gathered more than 5,000 gifts, and 100 volunteers gave Christmas performances for the children of sponsored boarding schools. Altogether «Kyivstar» employees played 13 concerts in 10 cities of Ukraine for more than 1,500 children in orphanages and boarding schools. Also, «Kyivstar» regularly helps to 3500 elderly people, living alone in 11 geriatric centers throughout Ukraine. That contributes to solving a lot of current housing problems.



## The program of environmental responsibility

Since 2008 «Kyivstar» realizes the program of environmental responsibility in three main areas: the use of energy-saving technologies in different parts of business, replacing a paper-based workflow with electronic one, environmental initiatives. In 2011, volunteers, involved in «Kyivstar» environmental project, gardened cities of Ukraine, planted trees and flowers, and cleaned green areas. Also, in the chief office in Kiev there was set a bicycle parking.





«Kyivstar» activity closely connected with the life of society – because every second Ukrainian already chose our services. We work hard to make modern telecommunication technologies accessible to everyone. By providing high quality services, we improve people's lives and all the country. We take the responsibility for business solutions, partake of solving urgent social problems and take care of those who are most in need.







«Chestnut Run»,  
Independence Square, Kyiv