

CISZEWSKI

PUBLIC RELATIONS

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Affiliated with



GolinHarris

# United Nations Global Compact

## Communication on Progress

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## STATEMENT FROM THE PRESIDENT OF THE COMPANY

A firm position and many years of experience of our public relations agency on the Polish market gives us the chance to promote 10 principles of sustainable growth, in a sensible and responsible way. These efforts are made in a complex environment of stakeholders – our clients, business partners, co-workers and trade unions.

We believe that each company, regardless of its size, the character of its activity, the country or the continent of origin, may each day implement those 10 principles.

Therefore, in everything we do, we are committed to respect these key values. We believe that this way we may have an active impact on the world around us. We may improve our social and business reality, which is in fact our duty towards ourselves, our relatives and our fellow citizens – our duty towards all people.

JERZY CISZEWSKI  
President of Ciszewski Public Relations



## HUMAN RIGHTS

**PRINCIPLE 1:** Business should support and respect the protection of internationally proclaimed human rights within their sphere of influence

**PRINCIPLE 2:** Make sure that they are not complicit in human rights abuses

- **EXAMPLES**

- Introduction and observance of clear and transparent guidelines regarding employment at Ciszewski Public Relations guarantees all employees equal rights at work, i.e. nobody is discriminated on the grounds of colour, sex, sexual orientation or religion. Staff is employed on the basis of professional skills, the latter being the only criteria in the recruitment process.
- Ciszewski Public Relations introduced a document describing the philosophy of activity of the company entitled „Ciszewski Public Relations Manual”. Upon employment every employee is obliged to familiarise oneself with and to undertake, in writing, to observe the guidelines therein specified, inter alia those regarding respect for others: *„Everyone regardless of their political, racial or other beliefs and the position in the company – must respect one another, as well as subcontractors, clients, co-workers etc.”*



## LABOUR STANDARDS

**PRINCIPLE 3:** Business should support and uphold the freedom of association

**PRINCIPLE 4 :** The elimination of all forms of forced and compulsory labour

**PRINCIPLE 5:** The effective abolition of child labour

**PRINCIPLE 6:** Eliminate discrimination in respect of employment and occupation

The most valuable part of a service-providing company is its professional, motivated and loyal co-workers. With such partners at work, even the most difficult situations can be overcome.

Every company, that has an ambitious and modern understanding of business, is obliged to build an environment of joint success. This is the only approach that can guarantee the achievement of an important and stable market position. For people employed there, it is a place where they can plan their career and, based on it, their private future. For that reason, Ciszewski Public Relations lives by the rule of dialogue with its employees, which implies involvement in the corporate life, understanding and observance of universal standards, and common problem-solving.

We are also engaged in promoting the Solidarity movement, in the frame of not-for-profit activities for the European Solidarity Centre.



## ● EXAMPLES

- Ciszewski Public Relations observes the Labour Law in force in Poland, which prohibits employing minors, employing staff on unclear contract terms or without a contract, remunerating with delay for work done or not paying at all.
- In the interests of health of its employees and their families, Ciszewski Public Relations agency offers every employee after a trial period, additional medical insurance in a private insurance company. The insurance covers also their children, parents or partners, depending on the employee's position.
- Ciszewski Public Relations respects the time of its employees. Therefore, since May 2008, a system monitoring number of hours spent on projects has been introduced in order to enable a quick and efficient project management and eliminate situations in which one part of the team is overcharged and works overtime, whereas another is assigned tasks for less than 8 hours a day. The ultimate goal of Ciszewski Public Relations is to eliminate overtime hours.
- In the summer, employees may finish work earlier on Fridays (at 3.00 p.m. instead of 5.00 p.m.), provided that those 2 hours are worked off at the beginning of the week.
- At the beginning of each month, a division of tasks is prepared with regard to clients and staff, which enables an efficient division of duties among employees.
- In Ciszewski Public Relations clear rules are set concerning settling of accounts with clients for the job done. After completion of each project, a client receives an invoice along with timesheets. Client has the possibility of an insight into cost invoices.
- Every employee is aware of the arrangements between the company and a client thanks to openness of contracts signed between the parties.



## ENVIRONMENT

**PRINCIPLE 7:** Businesses should support a precautionary approach to environmental challenges

**PRINCIPLE 8:** Undertake initiatives to promote greater environmental responsibility

**Principle 9:** Encourage the development and diffusion of environmental friendly technologies.

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## • EXAMPLES

- Reduction of use of paper in internal correspondence – in case of communication within the company, e-mail correspondence and electronic versions of documents are used whenever possible.
- Elimination of paper versions of documents for Clients – before presenting the materials we ask our Clients whether the printing is necessary; in case of press conferences, we encourage our Clients to reduce paper versions of press releases to the maximum and to distribute their electronic versions instead.
- Elimination of company cars – since its beginning, the company decided not to maintain company cars for the management staff; employees use other means of transport on business trips, e.g. train.
- Two-sided printing – first printers to allow printing materials in two-sided mode were introduced in our agency.
- Reuse of used paper – one-side printouts are stored in a special container; employees are encouraged to reuse them for rough copies and draft printing.
- Elimination of use of plastic cups in water dispensers.



- Implementation of the rule of switching off printers and other office equipment for the night by the last person to leave the office on a given day.
- Separation of waste - introduction of separate waste bins in the office kitchen.
- Promoting „car sharing” and „carpooling” among employees – those employees who commute to work by car and are willing to give co-workers a lift, may exchange information on the intranet forum.





## ANTI-CORRUPTION

**PRINCIPLE 10:** Business should work against all forms corruption, including extortion and bribery

### • EXAMPLES

- Ciszewski Public Relations is a member of the Polish Public Relations Consultancies Association. Membership in this association lays on us additional duties appertaining to clearly informing the competition about all tenders our company is currently participating in and clients we are providing public relations services for. Upon entering a tender Ciszewski Public Relations informs its competition about it through „Tender Forum” module on the website of the Polish Public Relations Consultancies Association.
- In case when interests of a client are not in tune with business ethics and the agency is encouraged to perform tasks contradicting the general rule of Fair Play, the agency allows the possibility of breach of contract with such client, regardless of the sum of remuneration.

