



ORLEN against corruption

PKN ORLEN S.A. has consistently implemented the idea of sustainable development, undertaking actions to maintain a good proportion between economy, the surrounding environment and people's needs. In the Company's mission, we have included a clear statement of conduct compliant with *adhering to corporate governance and corporate social responsibility*.

Our credo "*Always when you need us*" confirms that being a socially responsible company, we act taking into account all the needs of the stakeholders.

Among other things, this is confirmed by the participation of PKN ORLEN S.A. in the Global Compact Initiative, which the Company joined in 2003.

Project description

Participation of PKN ORLEN S.A. in the "Partnering Against Corruption" Initiative.

PKN ORLEN S.A. is a transparent company, which has been laid down in its mission. Therefore, it was obvious for the company to enter into the "Partnering Against Corruption" Initiative. On 14 February 2005, the Company became the 62nd member of the anti-corruption and anti-financial fraud movement of the "Partnering Against Corruption" Initiative (PACI). The document was signed by the President of the Management Board during the World Economic Forum in Davos.

The Company also presented its position with regard to this problem by submitting its attendance in the GLOBAL COMPACT initiative, which means implementation of its principles, the tenth of which is about combating corruption.

Project objectives

The "Partnering Against Corruption" Initiative (PACI) was initiated by top CEOs participating in the teams of: power energy, engineering and construction and the mining and metallurgy team of the World Economic Forum in cooperation with Transparency International and the Basel Institute on Governance. The main assumptions taken by PACI come from the Business Assumptions for Combating Financial Fraud of the Transparency International organisation and are based on two basic actions: conducting a no tolerance policy for financial fraud and corruption as well as the active implementation of this plan.

The Partnering Against Corruption Initiative sets its goal to create a neutral platform enabling the signatories to join efforts in combating corruption. Consecutive companies – PACI members – may exchange knowledge on the possible methods of fighting these underhanded dealings. The PACI shall publicise the fact that the largest world companies are actively committed to combating financial frauds.

The PACI incorporates experts dealing with combating corruption, non-governmental organisations, international organisations and representatives of governments to expand and develop the methods of combating corruption and financial fraud.

As of last year, PKN ORLEN S.A. has been actively participating in the anti-corruption campaign organised by the Normal Country Movement in cooperation with the Advertising Agencies Association, aiming at being an example to follow not only in the economic aspect, but also in terms of social responsibility and transparent rules of conduct. This is why the Company feels particularly obliged to support important social initiatives in Poland, such as combating corruption – a problem that affects the whole of society and is one of the most serious obstacles in building a better country. The basic idea of the campaign “I do not give/take bribes” is to make citizens aware that there are many more honest persons who do not give/take bribes than those that do.

Location

The campaign was Poland-wide in its character. Social advertising of the campaign was published in all leading Polish media: the press, radio and television.

The results

Between 11 January – 23 February 2007, the social media campaign “I don’t give/take bribes” was carried out. The date of the official end of the campaign was no accident, as 23 February had been announced to be a “No bribes day”.

In nearly 1,500 ORLEN petrol stations, on 11 January, posters were hung along with free labels for cars with the campaign’s logo and slogan upon them. Success of the action and its favourable reception by public opinion, including customers of ORLEN stations, was beyond the expectations of the Company and the remaining organisers. In most petrol stations, the stock of labels ran short as early as the first week of the action. Thanks to ORLEN stations, 300,000 individuals joined the campaign – this was as many labels as the Company has issued and distributed in its stations.

PKN ORLEN S.A. invited all the individuals who supported the “I don’t give/take bribes” campaign, on its own behalf and on behalf of the organisers, to an event crowning the campaign, which took place on 23 February 2007 in Warsaw. During this event, as a protest against corruption, envelopes were burnt, and everyone wishing to personalise their participation in the campaign was able to sign a billboard with the slogan saying “I don’t give/take bribes”.

Similar events, competitions and debates, organised by non-governmental organisations, students and officials, also took place in fifty other Polish towns.

Advantages for beneficiaries

Clear, honest rules of cooperation.

Area of activity

Ethics.

Duration

Ongoing.

Partners

Stakeholders, the society.

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