

Global commitments

As one of the world largest professional services firms, PwC is particularly aware of its obligation to take a leadership role in promoting the concept and practice of corporate responsibility. One very visible example of how we do this is by participating in the United Nations Global Compact (UNGC). The UNGC provides a policy platform and practical framework for companies committed to responsible business practices, including ten principles defined by the UNGC in the areas of human rights, labor, the environment, and anti-corruption. PwC's participation in the UNGC is established through a written commitment to uphold the UNGC's ten principles. By participating in the Compact, PwC's global network of member firms actively support the UNGC's ten principles in their respective geographies.

The UNGC is the world's largest corporate citizenship and sustainability initiative and brings together more than 5,100 corporate participants and stakeholders from over 130 countries. First and foremost, the Compact is concerned with building and demonstrating the social legitimacy of business and markets.

In addition to its direct participation in the UNGC, PwC has also collaborated with a number of UN agencies to assist in activities and programs that further support the principles of the UNGC. These efforts include our work with the United Nations Convention against Corruption and United Nations Office on Drug and Crime in combating corruption; the United Nations Central Emergency Relief Fund to supply disaster relief; the United Nations High Commission for Refugees to provide refugee support; and the United Nations Environment Program to address the risks of climate change.

As a signatory to the UNGC, PwC also participates in the related Communication on Progress (COP) process, which obligates signatories to provide annual disclosure to stakeholders on progress made in implementing the UNGC's ten principles. In this way COP helps to instill accountability and drive continuous improvement among Compact participants, and, at the same time, builds a useful repository of responsible corporate practices. Throughout this website and our Global Annual Review, you will see how PwC is working to incorporate the ten principles of the UN Global Compact in the way we operate in the marketplace, treat our people, interact with our local communities, and protect the environment.

UN Global Compact Principles

Human rights

- ▶ Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- ▶ Principle 2: Make sure that they are not complicit in human rights abuses.

Labour standards

- ▶ Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- ▶ Principle 4: The elimination of all forms of forced and compulsory labour;
- ▶ Principle 5: The effective abolition of child labour; and
- ▶ Principle 6: The elimination of discrimination in respect of employment and occupation.

Contacts

Bronwyn Neeson
Global Corporate
Responsibility office

"Our signing of the Compact is important because it shows not only our commitment to the 10 principles, but also our willingness to commit our entire global network of member firms to these principles."



Dennis M. Nally
Chairman,
PricewaterhouseCoopers
International



Environment

- ▶ Principle 7: Businesses should support a precautionary approach to environmental challenges;
- ▶ Principle 8: Undertake initiatives to promote greater environmental responsibility; and
- ▶ Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- ▶ Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

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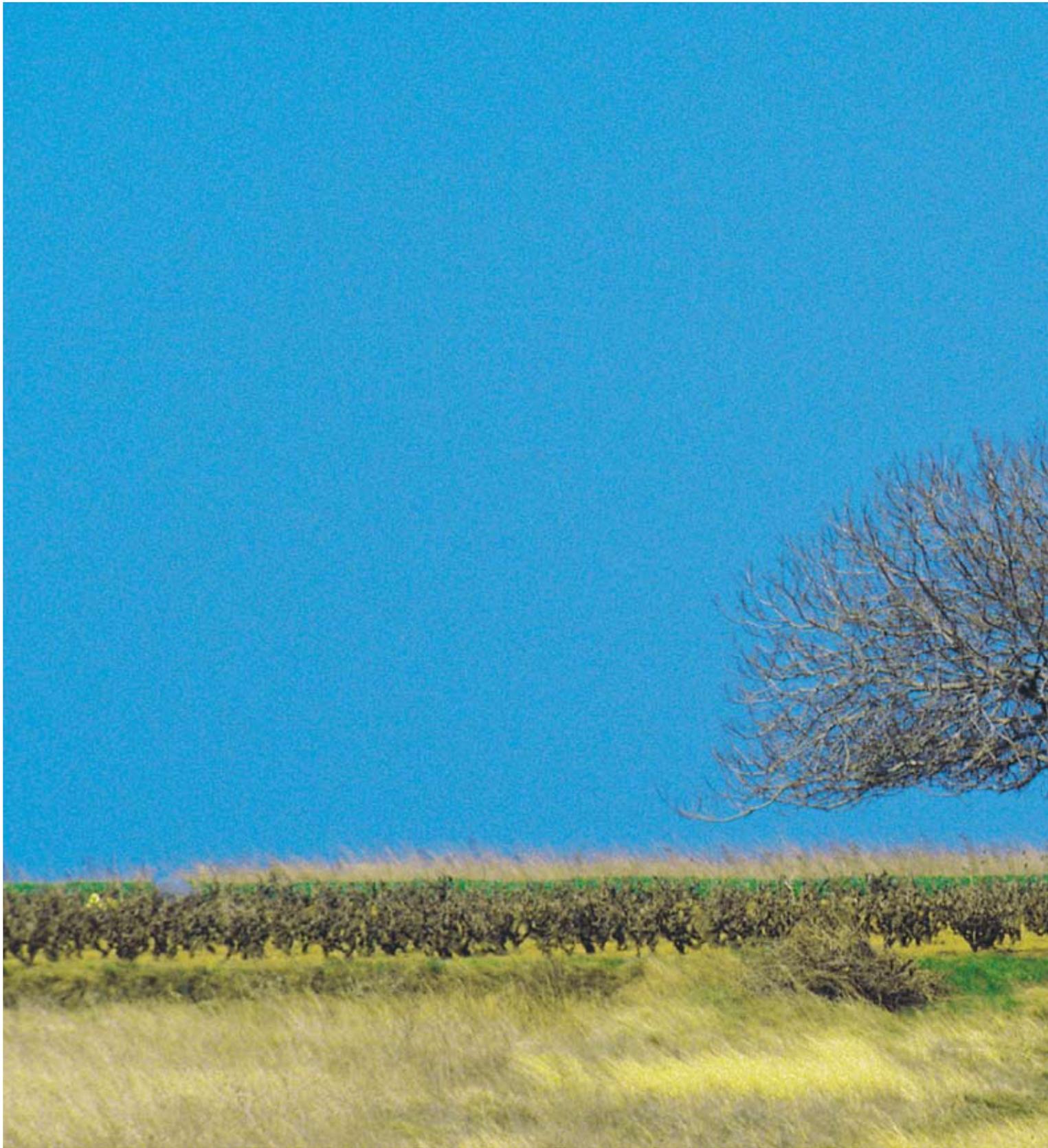
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We lead the way

Corporate Responsibility Report for Financial year 2009





A landscape photograph showing a vineyard in the foreground with a large, leafless tree on the left. The sky is a clear, bright blue. The text is overlaid on the right side of the image.

Over the past year, PricewaterhouseCoopers (PwC) employees and partners in the Czech Republic devoted more than 1000 working hours to activities related to Corporate Responsibility. PwC Czech Republic donated almost CZK 1.6 million in cash, services and gifts and CZK 200,000 came additionally from PwC employee contributions.

Welcome

We are delighted to present the first annual Corporate Responsibility (CR) report of PricewaterhouseCoopers in the Czech Republic (PwC) for the financial year 2009. It describes our commitment to the communities in which we live and work, to the environment we impact, to our employees, and to the marketplace in which we operate.

Last year was heavily marked by the global financial crisis that has impacted our CR activities as well. We had adapted our CR plan to what was happening in the market and we sometimes had to focus on certain areas of CR while leaving the development of others areas for the future.

In spite of that, we had several important achievements. We have created a new CR strategy for the Czech Republic that is in line with the approach adopted by the global and CEE networks of PricewaterhouseCoopers firms. We have formed a CR Strategy team at the top management level, as well as four working groups composed of volunteers from across the Firm, to ensure that our CR strategy and the way it is implemented corresponds with our strategic business priorities and values, along with the needs and values of our employees.

Over the past year, employees and partners in the Czech Republic devoted more than 1000 working hours to CR-related activities. PwC Czech Republic donated almost CZK 1.6 million in cash, services and gifts and CZK 200,000 came additionally from PwC employee contributions.

As a direct response to employee demands, a new environmental programme was introduced, focusing mainly on our carbon footprint, waste management and proactive response to protecting the environment.

To help our employees to meet their personal as well as career needs and to meet the needs of the younger generation for more flexibility in the workplace, as expressed in numerous surveys including our own, we introduced several new flexible working options.

We also put an effort into involving our stakeholders, mainly clients and university students, into our activities and discussions about responsible business.

I hope you find the material herein useful.



Stephen Booth
Country Managing Partner
PricewaterhouseCoopers
Czech Republic



PwC volunteers in nature preserve Kokofínsko, September 2008



Children from Kangaroo house Štěrboholy

Corporate Responsibility at PricewaterhouseCoopers

At PwC, we understand Corporate Responsibility (CR) as the way we integrate social, environmental, and economic concerns into our values, culture, decision-making, and operations in an accountable and transparent manner and thereby establish better practices within the firm, create wealth, and improve society.

We approach CR from four perspectives (quadrants) that represent all areas of our impact:

Community

As a professional services firm, our most valuable assets are skills, capabilities, and experience among our people. We want to use our professional expertise to address various socially significant issues. We consider the involvement of our employees in helping communities to be as important as the direct financial support we provide to non-profit organisations.



PwC volunteers in nature preserve Křivoklátsko, June 2009



Clients of non-profit organisation Asistence o.s.

Environment

It is our vital goal to raise awareness among our people and to minimise our impact on the natural environment.



Workplace

We strive to understand the needs and aspirations of all employees, ensuring opportunities for their personal development, fostering diversity and choice, and looking after their health and welfare.



Marketplace

Responsibility to the marketplace is not only about the quality of our services and the satisfaction of our clients; it also means playing an active role in the marketplace to cultivate the acceptance of good corporate responsibility as well as ethical and transparent business practices among our important stakeholders.



Our ten priorities for financial year 2009

Community



1 Corporate Community Investments

PwC supported charities through its traditional annual Christmas charity and collections throughout the year.

2 Sharing knowledge

We participated in and supported several educational programmes for NGOs and we also provided pro bono expert consultations to non-profit organisations.

3 Directly involving employees

PwC introduced one day for volunteering for each employee or partner of the firm, and we organised several volunteering events for our employees.

4 Improve reporting

We implemented an international LBG reporting tool to provide complex and comparable data on our community investment.



Clients of the non-profit organisation Asistence o.s.



In Vesmírna café

Environment



5 Carbon footprint

We started to measure our carbon footprint as a base for gradual reduction.

6 Waste management

We focused on raising employee awareness in order to reduce the consumption of paper and support recycling. We reduced consumption of plastic bottles and increased our use of recycled products.

7 Engagement with responsible suppliers

To further lessen our impact, we engage in dialogue with our suppliers and consider their impact on society and the environment in our purchasing decisions.



Brno office employees at the beginning of Green Day in nature preserve Moravský kras, June 2009



PwC employees at volunteering work in nature preserve Jeseníky, September 2008

Our ten priorities for financial year 2009

Workplace



8 Work-life choice

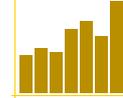
To build a positive and high-performance workplace culture, we strive to improve the work-life balance of our employees. We implemented several new flexible arrangements.



PwC Summer party, Smíchovská pláž, September 2008



Marketplace



9 Involving stakeholders

We focus on making the CR agenda part of our discussions with clients and our activities with students.

10 Raise awareness of our stakeholders

We want to raise the awareness of our stakeholders about our CR approach and activities.



Celebrating launch of PwC Business Academy, August 2008





Community

Supporting and sharing





Beneficial event If by a miracle, organised by Asistence o.s., May 2009

Main focus targets:
Education and inclusion

Main focus groups:
Abandoned and socially disadvantaged children, the mentally and physically challenged, elderly people, and immigrants



The PwC Community working group agreed to focus on education & inclusion. Education was selected because it is also a PwC global CR priority, and it links closely to the heart of our business. Inclusion (or integration) is also related to our corporate culture, where we stress diversity, the need to treat all people with respect, and the importance of giving everyone equal chances.

In the past financial year, we supported or cooperated with the 21 non-profit organisations and we were partners with 4 universities and 3 student organisations. (A full list of all supported institutions is in the Appendix).

Corporate Community Investments

In the past year, PwC raised, or helped to raise, over CZK 1.4 million for charity in direct financial donations, fundraising activities, or material collections.

Charity collections

Last year, we held four collections:

- **Two traditional Christmas collections**, this time for abused and socially disadvantaged children in the Kangaroo house in Brno and the Sue Ryder Home (SRH), a non-profit organisation that helps improve the lives of seniors. The Sue Ryder Home used our collection to raise money in its charity shops, and the collection brought in donations worth CZK42,000. This amount can cover, for example, 12,600 minutes of personal assistance, 42 days of nursing care, or 42 days in the day center for one client.
- **Two spring collections** – in April, we held another collection for Sue Ryder charity shops, as well as for direct donations of equipment needed in the Sue Ryder Home. The initiative brought donations with a total worth of CZK37,000. We also gave the Sue Ryder Home representatives an opportunity to directly interact with our employees and inform them about how they can help and what their help means for SRH. In parallel, we held a collection for an orphanage in Dubá-Deštná that focused mainly on travel bags and rucksacks.



Sue Ryder Home charity shops in Štěpánská 53, Prague 1 and Michelská 1/7, Prague 4

Community – Supporting and sharing

PwC Christmas Charity

PwC Christmas Charity is our traditional annual project that we have now been carrying out for the last seven years. In 2008, the employees and partners of PwC contributed CZK444,000 to support selected non-profit organisations. All of the money was divided among the four selected non-profit organisations and their projects:

- **Fund for children in need** helps neglected, abused, orphaned or otherwise socially disadvantaged children all over the Czech Republic. Kangaroo house is a Fund project that offers children a special temporary foster care home until they return to their families or another permanent foster family is found, rather than placement in an orphanage. PwC contributed to secure the maintenance of the Kangaroo houses and special projects in Kangaroo houses in Hostivice and Štěrboholy that needed serious reconstruction.
- **Máme otevřeno?, o.s.** supports children and adults with special needs, mostly mentally-challenged and autistic individuals, in the process of their integration into society. We supported the Vesmírna project, a café that serves as a job-training platform for mentally-challenged people. It helps them towards total working independence and enables them to have contact with general public. It has introduced new development plans for social workers working to get proper qualifications. We also provided an internship opportunity to employees of Vesmírna in our PwC Club (more details are available further in the report).
- **Asistence o.s.** The mission of this organisation is to find a way to help people who have physical or multiple disabilities to discover their own way to participate well in everyday life. The PwC donation was used for counseling concerning job market issues, finding suitable living conditions, and further education; assistance to various meetings, jobs, and schools; and providing special-skills training (PC, household, etc).
- **META – Association for Opportunities for Young Migrants** supports the self-development of young migrants, mostly in the field of education, which is considered one of the conditions necessary for their successful integration. From January to June 2009, META organised special projects focused on the Horní Počernice primary school's Mongolian pupils and their parents. The project included special Czech language courses and social counseling to help with better integration of these children into Czech schools.



Fund for children in need



Máme otevřeno?, o.s.



Asistence o.s.



Fund for children in need



Máme otevřeno?, o.s.



Asistence o.s.



META o.s.

Fundraising events

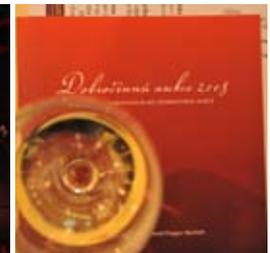
- **PwC became one of the partners of Prague Club Night** that took place on October 10th, 2008. This event was organised to support the Sue Ryder Home. Fifty music bands played in 20 Prague music clubs, and the audience (mainly young people and students) could visit all of them for a single entrance fee of only CZK 100. The event raised CZK 251,000 that was used for the Alzheimer center that the Sue Ryder Home is building (www.prazskaklubovanoc).
- **PwC also supported and took part in the annual Beneficial Wine Auction** organised by the Via Foundation (www.nadacevia.cz) and South Moravian Community Foundation (SCF). We invited our clients to this event to both support the community and to engage in discussion about CR. The profit from the auction was CZK 402,000, and it was used to finance community projects all over the Czech Republic, as well as to enable the launching of the first grant competition of the newly founded SCF that will support cultural, educational and ecological projects in the Břeclav and Hodonín regions.



We also regularly try to help our charity partners and other NGOs through promotion of their fundraising events among our employees.



Sue Ryder Home receives chequé with donation collected during Prague Club Night, Futurum club, October 2008



Beneficial Wine Auction, Via Foundation and South Moravian Community Foundation, Prague Marriott Hotel, November 2008

We help all over the world

The ,Power of 10': Educating the Children of Darfur

In 2008, at the occasion of the 10th anniversary of the global merger creating PricewaterhouseCoopers, PwC and the Office of the United Nations High Commissioner for Refugees (UNHCR) teamed up to raise money to build schools, train teachers, and provide educational supplies for up to 30,000 refugee children in Eastern Chad. PwC member firms and people in 102 countries including the Czech Republic have donated more than \$4 million, which is the largest single donation ever made by a business organisation to the UNHCR.



© ZALMAI / UNHCR

Community – Supporting and sharing

Sharing knowledge

As a company based on knowledge and expertise, we make an effort to share these skills with NGOs and help them achieve the capabilities they need to operate efficiently and meet their goals.

Neziskovky.cz

PwC has become an expert partner of their Employ disabled people project. Our experts developed a web-based calculating formula to enable companies to count the number of disabled people they ought to employ by law, or what fee should be paid to the government instead of this. We will be updating this formula according to relevant changes in tax legislation.

We have provided Neziskovky.cz with fully-equipped training facilities to run their re/qualification course Lecturer. The aim of the workshop is to provide NGO representatives with knowledge and training and prepare them for their roles as lecturers. The workshop contains eleven modules and will be conducted throughout 2009.

The Via Foundation

PwC provides free training premises for their Accelerator programme (Academy of Social Entrepreneurship).

We also provide free premises for other events organised by the Via Foundation and participate in some of them.

Czech Donors Forum

For the second consecutive year, we provided Czech Donors Forum with expert consultations on the methodology of the TOP Corporate Philantropist competition and on the evaluation of the projects that were submitted to the competition.

We provided them with expert advice on the methodology of LBG reporting.

PwC training experts take part as lecturers in a special training programme for non-profit organisation, Good Entrepreneurship that is organised by Czech Donors Forum in cooperation with the Netherlands-Czech Chamber of Commerce and the British Chamber of Commerce.



Máme otevřeno?, o.s.

In our PwC Club café, we provided a job-training internship for three mentally-challenged employees of Vesmírna café. This internship is part of a special pilot project launched by Vesmírna, and it aims to provide Vesmírna employees with alternative working experience in a new environment, to help them more easily integrate into the society and the labour market.



Community – Supporting and sharing

On an ad-hoc basis, we provide our conference premises for free to various non-profit organisations to hold their conferences, seminars, and trainings. Some of our employees are members of supervisory boards, control commissions or non-profit organisations, for example Petr Kříž in Transparency International, Lenka Mrázová in Via Foundation, Jakub Mareš in Amnesty International or Petr Hájek in OKD Foundation.

Directly involving employees

PwC has introduced one day for volunteering for each employee of the Firm. People can choose a volunteering activity for the non-profit sector according to their preferences or can join an event organised by PwC. Our employees are welcome to take part both in the community as well as environmental volunteering.

For more details about events organised directly by PwC, please refer to page 17.

Improve reporting

To fully understand the complexity of our community investment and to retrieve comparable data, we have implemented the London Benchmarking Group (LBG) model, an international reporting tool. The model provides a comprehensive and comparable set of measures for corporate community investment.

In FY 2009, the firm donated CZK 1,591,275 in cash, services and gifts for community needs and development, supporting 35 charity projects altogether in the areas of education and inclusion. Almost 130 PwC employees participated in the firm's charity work and community activities.

PwC also helped to raise an additional CZK 392,430 for charity through fundraising activities or material collections.

	FY 2008	FY 2009
Total PwC community contribution (in cash, services and gifts)	CZK 814,198	CZK 1,591,275
Financial donations	CZK 626,930	CZK 1,011,327
Total leverage (multiple effect) of fundraising activities and collections (including employee donations)	CZK 175,070	CZK 392,430
Employee donations	CZK 175,070	CZK 200,250
Number of hours employees spent on CR projects & volunteering	N/M	1039 hours
Number of CR projects and volunteering activities	19	35
Number of beneficiaries	19	21



To measure and report our community support, we use London Benchmarking Group (LBG) model.



Environment

Mitigating the impact



Environment – Mitigating the impact

As a professional services firm, our major impact on the environment relates to excessive use of paper and plastic and consumption of energy and fuel. We try to integrate an environmental strategy into our everyday operations.

Informative campaign about the environmental issues

In early June, during the week preceding the World Environment Day (June 5), we ran an environmental awareness campaign for our partners and staff to encourage them to reduce their negative impact on the environment. The campaign was called Green Week and consisted of messages, examples, calculations, links, tips, etc. related to:

- reducing waste of paper and plastic,
- means of travelling and alternatives for travel,
- energy consumption,
- active response by participation in the PwC volunteering events.

We also created a specialised intranet page where employees can find a variety of information related to their personal impact on the environment both at work and at home and how they can mitigate it. The page also provides links with further information on the subject.



Carbon footprint
Reducing waste
Engagement with responsible suppliers
Volunteering day



Volunteering days of PwC Prague office in nature preserve Kokořínsko and nature preserve Křivoklátsko, September 2008 and June 2009

Environment – Mitigating the impact

Carbon footprint

One of the main areas of our environmental impact is our carbon footprint (our greenhouse gas emissions). We have created a carbon footprint calculator that monitors our total CO₂ emissions generated by electricity and gas consumption, business travel by car, plane and train, and usage of paper and other sources of emissions. It will be a base for introducing proper offsetting programmes in the upcoming years.



Reducing waste

- Reducing our total paper consumption – default double-sided printing was installed firm-wide; additionally, we support 4-pages-per-sheet printing.
- Reducing plastic bottle consumption – plastic bottles in meeting rooms were replaced with glass jars and glasses. As a result, we managed to save some 75,000 plastic bottles annually.
- Recycling – recycling bins were implemented in the offices.
- Using recycled products – we use various products from recycled materials.

Engagement with responsible suppliers

To engage with our suppliers and find solutions on how to further lessen our impact, we base our purchasing not only on financial criteria, but also with respect for the environment and society. When possible, we purchase directly from producers to be able to directly verify the environmental impact of production as well to minimise carbon emissions related to transportation of goods between more subjects.



Volunteering days of PwC Brno and Ostrava offices in nature preserve Pálava and nature preserve Jeseníky, September 2008

Volunteering day

In the fall of 2008 and summer 2009, our employees spent one day doing volunteer work across the country.

September 2008

Prague office: Nature preserve Kokořínsko

On 5 September 2008, almost 30 employees spent a day out in a forest responding to a request from nature preserve Kokořínsko for help with the removal of self-seeding trees from a particular location in order to preserve rare plants and to help create natural water pools to improve populations of a number of animal species.

Brno office: Nature preserve Pálava

On 2 October 2008, 16 volunteers from the Brno office set off to the Pálava-protected landscape area in the national nature reservation of Děvín-Kotel Soutěska in order to help Pálava's protected nature. They disposed of large huddles of branches and bushes that had been cut down.

Ostrava office: Nature preserve Jeseníky

On 26 September 2008, Ostrava's employees spent a day out in nature preserve Jeseníky. Our volunteers cleaned the forest along the nature trail Mechové jezírko-Rejvíz and helped protect trees against animals.

June 2009

On 19 June 2009, we organised 3 simultaneous volunteering events of an ecological character near Brno, Ostrava and Prague, noted by our employees as Green Day.

Prague office: Nature preserve Křivoklátsko

Almost 30 volunteers from the Prague office spent a day rebuilding and cleaning in the forest and the area near Křivoklát castle to rejuvenate the nature trails.

Brno office: Nature preserve Moravský kras

During Green day and under the supervision of a nature preserve Moravský kras representative, 19 volunteers from Brno helped to clean up the road surroundings between Velká Klajdovka and Ochoz u Brna.

Ostrava office: Ostrava ZOO

Almost half of the Ostrava office set off to the nearby Ostrava ZOO to help out with the clean up of the resort. Part of the tasks also involved painting fences and small reparation work.



Ostrava volunteers helping in Ostrava ZOO, June 2009



Workplace

Getting the right balance



Workplace – Getting the right balance

Developing our people and building a positive workplace culture is integral to PwC's high performance, innovation, and agility in the marketplace. Therefore, we pay a lot of attention to understanding the needs of our employees and creating an environment where they can develop themselves personally and professionally and deliver services that exceed the expectations of our clients.

„It all depends on your point of view...“

We hold an annual employee survey the results of which are used as input for our Human Capital policy. Among the key areas of last year's results was the need to increase flexibility in the workplace. We addressed this issue by implementing several new flexible working arrangements and by implementing an on-line system of flexible benefits.



We introduced a flexitime for our partners and employees

Flexibility and balance

According to a variety of research, flexibility in relation to working is high on the agenda of employees worldwide. An important area where flexibility is key, is achieving a better work-life balance. We consider work-life balance, or work-life choice as we prefer to call it, to be the ability for an individual to choose how to meet personal and career needs within the PwC business model.

For many years, we have made it possible for our employees returning from maternity leave to work on a part-time basis, and we allow people (especially parents) to work from home. Last year, we introduced a couple of new flexible options for our employees – flexitime (i.e. the possibility to start the work day earlier or later than the normal business hours) and the compressed week (in which a standard work week is compressed into fewer than the normal five workdays).

We also responded to the desire of our staff expressed in the employee survey for a flexible benefit system and prepared its implementation. An on-line application will enable every employee to select from a wide choice of employee benefits according to own preference.



We enable our employees returning from maternity leave to use various flexible working arrangements

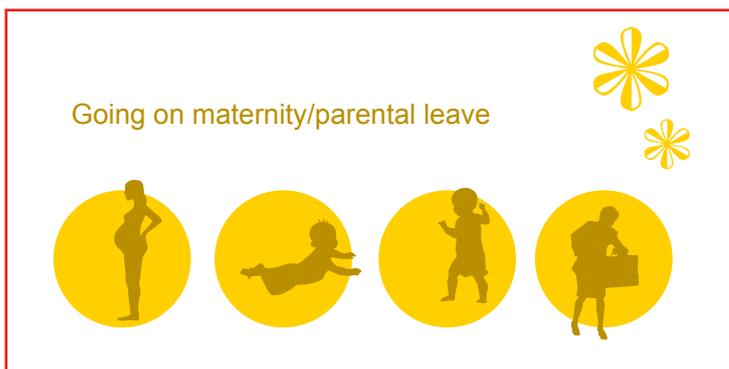
Workplace – Getting the right balance

Coaching culture

Coaching culture is a key element of our working environment and an essential development tool for each of us. This means that every employee at PwC has his or her own coach who helps him or her with professional, personal and career development. Most of these coaches are our own people. Our people are encouraged to take part in special Coaching Skills workshops that we organise for them on a regular basis. In the past year, we have implemented a new system of performance evaluation that is based on coaching, and we have created a PwC Coaching Centre of Excellence that started to deliver Coaching MasterClasses to PwC management.

Equal opportunities

Last year we formed a working group that supports diversity in the workplace (ensuring equal opportunities). During the first year, the group designed the **diversity strategy** and focused on communicating this topic among the employees. We also established a forum of working mothers that supports networking and sharing best practice among working mothers. It strives to help mothers-to-be to arrange their obligations and issues related to their jobs, to maintain contact with parents on maternity leave and to enable them a smoother return from maternity leave.



The brochure prepared for expectant mothers helps to guide them in their responsibilities as well as work-related opportunities



We help our employees to achieve their work-life balance



Green Day with family, nature preserve Křivoklátsko, June 2009

Learning & Development

A complex learning and development programme has always been a cornerstone of our business model and is considered to be one of the benefits that is most appreciated by our employees. The exceptional level of support we provide to our employees during trainings is clearly demonstrated by our achievements last year:

- About 200 PwC employees participate yearly in the ACCA qualification programme, and their pass rate is among the best, not only on the Czech market, but also among other Central and Eastern European countries. The pass rate of PwC students for December 2008 exams was 74%, while the Czech average was 53%.
- In recognition of our commitment to long-term development and our support of our employees and ACCA students, PricewaterhouseCoopers was awarded the Platinum Approved Employer status, the highest certificate that ACCA offers. The certification applies to the entire region of Central and Eastern Europe.

An important part of personal, professional and career development of our employees is **working abroad** (secondments). On the global scale, almost 2,000 employees participate in our Global Mobility programme annually. We have almost 40 employees from the Czech Republic working abroad every year. The goal of the Global Mobility programme is to arrange the secondment in a country that would enable the employee to fulfil his/her development needs and would also benefit from his/her presence. The working secondments have different forms and can last a couple of weeks or years.



ACCA financial training materials

On a global scale,
almost 2,000 PwC
employees work abroad
each year.



PwC employee on secondment, Munich,
September 2008

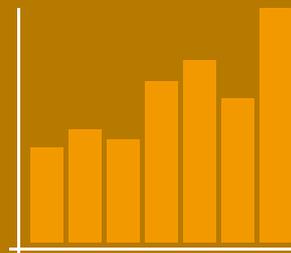


PwC employee on secondment,
Melbourne, March 2009



Marketplace

Ethics, clients and issues



On burning issues...

Many of our publications deal with the most relevant financial-economic subjects. We share this thought leadership and these analyses with the marketplace for free and take an active part in public discussion about these important topics. Among our key thought leaderships in the last year were:

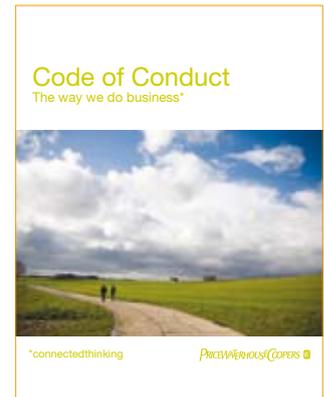
- **12th annual Global CEO Survey** – provides in-depth insight into opinions from over 1000 global business leaders and their responses to current business challenges (www.pwc.com/ceosurvey).
- **Paying Taxes 2009** – annual analysis of the effectiveness of tax regimes in 181 countries that is being prepared by the World Bank in cooperation with PricewaterhouseCoopers. We aim to bring governments and business into a pragmatic common discussion about tax systems and help them achieve an agreement on win-win reforms (www.pwc.com/payingtaxes).
- **Risking it All** – in February 2009, our clients attended the Czech premiere of the new PwC film about how companies should react to allegations of fraud and bribery by management or employees. This innovative training tool was received very well by our clients and we continue to share it with them for free in order to increase awareness of corporate governance issues related to fraud risk management (www.pwc.cz/risking).
- **Managing business in a crisis** – to help our clients respond to the financial crisis, we have become actively involved in public discussions on how to manage business in today's environment – through media, conferences, and our marketing tools (www.pwc.cz/crisis).

Values in business

As the external auditor, we act as confidants to society at large, much of our work consists of providing assurance on corporate disclosures and our independent opinion is important in providing a firm foundation for stakeholder trust. Our success depends on our ability to uphold an ethical culture. PwC has therefore recorded its values and principles in a Code of Conduct.

Client selectivity

We have a responsibility when it comes to the clients we serve. We only work for companies whose activities are legal and do not violate our principles. This means that there are companies with which we do not wish to associate ourselves. Strict procedures are in place to ensure this is the case whether current or new engagements may pose a risk to our reputation for integrity and responsibility.



Client service delivery

We treat clients with respect, we care about their opinion, and we provide them with the highest quality of services. In 2008, we launched an annual client feedback programme to assess client satisfaction and ask clients how we can improve our services to them.

Public discussion

As a knowledge supplier, we also have an impact that is not directly linked to serving our clients. We seek to express our opinions and exert influence via different avenues, varying from the media to face-to-face meetings with government policymakers. We also publish our views on topical trends in professional journals and books.

Furthermore, we frequently contribute to the public debate through professional organisations. For example, we are active members of the following professional and business organisations: Chamber of Tax Advisers of the Czech Republic, Chamber of Auditors of the Czech Republic, Association of Chartered Certified Accountants, Czech Institute of Internal Auditors, American Chamber of Commerce, British Chamber of Commerce, Czech-German Chamber of Industry and Commerce, Association for Foreign Investment, PPP Association, Association for Real Estate Market and many others.

Marketplace – Ethics, clients and issues

Students

Corporate responsibility is high on the agenda of the young generation, our future employees.

Every year almost 100 university students take part in our internship programme and several dozen are hired for our graduate positions. We are thus involving them in our activities and making them part of our discussion about how businesses should respond to CR issues.

Corporate Responsibility – How to do it?

In the 2008/2009 academic year, as a General Partner we coorganised a nation-wide CR competition for university students, promoted by the national student magazine Eurocampus. Students were asked to prepare a business case and project plan for the implementation of CR in a medium-sized business. The winning CR project was awarded with a PwC scholarship of CZK 30,000, and another six projects received scholarships from other corporate partners of the project. The ceremony to announce the winners included a panel discussion moderated by PwC on the CR approach in all partnering organisations.



The winning team of GMC competition, March 2009

It is a long-term component of our Graduate Recruitment approach that we support the education and development of university students. Last year, we again became partners of the **Global Management Challenge** competition. A team supported by PwC won the Czech finale of the competition and represented the Czech Republic in the global finale in Lisbon, Portugal.



Finalists of the CR student competition, April 2009

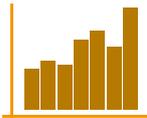
Our cooperation with the academic world includes a number of common projects such as providing lectures on various business topics at universities as a part of their educational programmes and helping student organisations with the selection and assessment processes. Among the most popular academic programmes is Diagnostics, which we organise with the University of Economics, Prague. The programme provides students with an in-depth psychological assessment of their career potential, strengths, and weaknesses.

A student fundraising project, the Prague Club Night, is described in the [Community section](#) on page 11.

Our Alumni

On the occasion of the 10th anniversary of the global PricewaterhouseCoopers merger in 1998, we held a party for our former employees. The party took place in autumn 2008.

We devoted this event to the topic of Success and Responsibility to make sure that we do not forget that successful companies should be accountable for more than their own growth. We invited Sue Ryder Home, which was established in the Czech Republic in 1998, as a special guest to celebrate our anniversaries together and to provide them with an opportunity to make new contacts among our business guests. Additionally, we devoted one issue of our regular Alumni newsletter to the topic of corporate responsibility.



Success and Responsibility

Our Alumni party started with a lively and illuminating panel discussion about the corporate responsibility of successful companies and useful and useless methods of co-operation between representatives of both the commercial and non-profit sectors. Our guest speakers on the panel were Martin Novák (CFO of ČEZ), Štěpán Havlas (CFO of FINEP Holding), Jiří Bárta (Director of Via Foundation) and Matěj Lejsal (Director of Sue Ryder Home).



Illuminative panel discussion about „Success and Responsibility“ marked the beginning of social event for PwC Alumni, organised on the occasion of the 10th anniversary of global PwC merger, September 2008

Business Academy

by PRICEWATERHOUSECOOPERS

PwC Business Academy – responsible business leaders

Through building the knowledge, skills, and attitudes of Czech business leaders, we aim to support the business and economic growth in the country. Czech business and the economy require highly competent and motivated human capital – PwC Business Academy as a new part of our business offers to help develop that capital by providing knowledge, leadership, and training. Our aim is to build a full range of courses in our many areas of technical expertise and international qualifications, together with a portfolio of Business and Leadership skills courses (www.pwc.cz/academy).



Helen Brand, ACCA CEO in Czech Republic, handing Mike Kubena, CEO PwC CEE, Platinum Approved Employee Certificate that PwC acquired in 2008



PwC Corporate Responsibility team in the Czech Republic

PwC Corporate Responsibility team in the Czech Republic

CR Strategy team



Stephen Booth, Country Managing Partner
Head of CR Project



Lenka Mrázová, Director
Tax and Legal Services
Leader of Community Group



Jiří Zouhar, Director
Assurance
Leader of Environmental
Group



Sirshar Qureshi, Partner
Advisory
Leader of Workplace Group



Jiří Moser, Partner
Advisory
Leader of Marketplace Group



Lenka Čábelová, Leader
Marketing & Communications
CR Manager



Lucia Slezáková
CR Coordinator

PwC Corporate Responsibility team in the Czech Republic

We asked the PwC volunteers why they decided to get involved in their CR groups.

Community

Advisory: Jakub Mareš
Tax and Legal Services: Tomáš Hunal, Blanka Kusalová,
Soňa Schovanková
Assurance: Bronislava Skalická
Brno office: Jana Zapalačová
Ostrava office: Alexandra Čechová



“I think it is healthy to devote part of one's life energy to activities beneficial to other people. You can get a good feeling from helping out with problems that most people just ignore or (better) are depressed about.”

Jakub Mareš

Environment

Assurance: Michaela Tybusová
Marketing & Communication: Markéta Veberová
Advisory: Michal Felcman
Infrastructure: Milena Beránková, Věra Němcová
Brno office: Hana Doleželová



„I have always been interested in working for an environmentally responsible employer, so I jumped at the chance to become one of the green corporate approach designers.“

Markéta Veberová

Marketplace

Assurance: Petr Hájek, Michaela Tybusová
Olukayode Adetola
Advisory: Lee Coles, Martin Papež
Marketing & Communication: Andrea Bartoňová



“Successful companies should reflect the environment in which they operate. Therefore, I was glad when I was asked to be a member of our Marketplace group. In this group I felt that it can connect our CR activities with our business strategy and position in the market.“

Petr Hájek

Workplace

Human Capital Leader: Jana Byczkowska
Human Capital: Barry Martin, Eva Brabcová
Advisory: Ladislav Král, Eva Křištofová
Zuzana Olejárová
Assurance: Roman Smetana, Petr Vašek
Tax and Legal Services: Alena Balážová, Lucie Winklerová



“I believe that through working smarter instead of working harder we can treat work and life as complements rather than alternatives.“

Ladislav Král

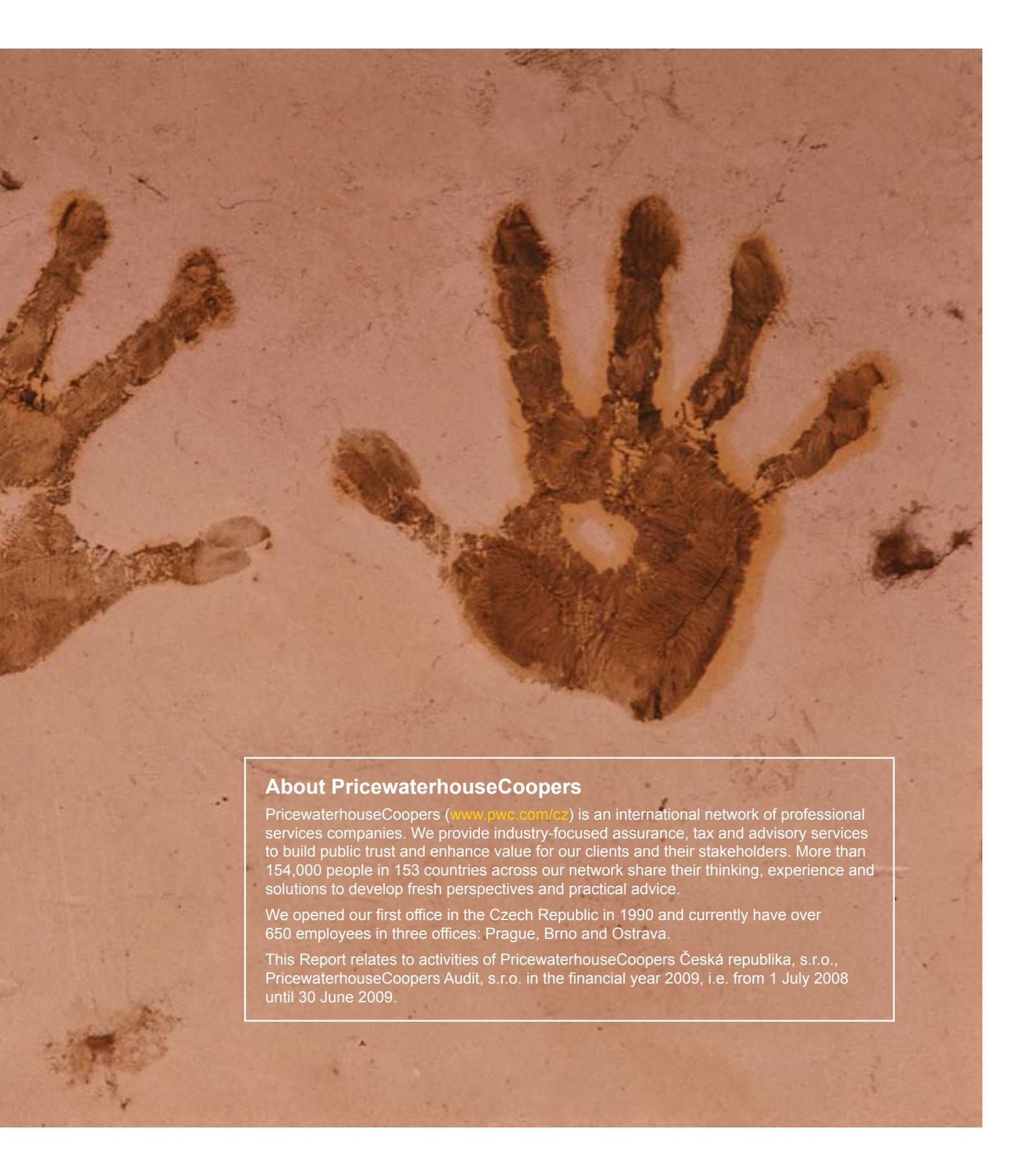
Organisations supported by PricewaterhouseCoopers Czech Republic

Supported organisations / Contact	Supported organisations / Contact
Asistence o.s. www.asistence.org	CHKO Pálava - Nature preserve www.palava.ochranaprirody.cz
CEELI Institute Prague www.ceeliinstitute.org	Jedlička Institute Foundation www.nadaceju.cz
Central Military Hospital www.uvn.cz	Junior Achievement www.jacr.cz
Civic Concepts International www.civicconcepts.org	Máme otevřeno?, o.s. www.mameotevreno.cz
Czech Donors Forum www.donorsforum.cz	META – Association for Opportunities for Young Migrants www.meta-os.cz
Dětský Domov Dubá-Deštná - orphanage Tel. číslo: +420 487 870 221	Neziskovky.cz www.neziskovky.cz
Dětský Domov Vysoká Pec - orphanage www.ddvysokapec.wm.cz	Sue Ryder Home www.sue-ryder.cz
CHKO Jeseníky - Nature preserve www.jeseniky.ochranaprirody.cz	The Fund for children in need (Štěřboholy, Hostivice, Brno) www.fod.cz
CHKO Kokořínsko - Nature preserve www.kokorinsko.ochranaprirody.cz	The Via Foundation www.nadacevia.cz
CHKO Křivoklátsko - Nature preserve www.krivoklatsko.ochranaprirody.cz	Young Prague – the Internat. Music Festival www.youngprague.cz
CHKO Moravský kras - Nature preserve www.moravskykras.ochranaprirody.cz	

Universities and student organisations that were our partners

Partner	Webová stránka
AIESEC Prague	www.aiesec.org/czech-republic
IAAS Czech republic	www.iaas.cz
IAESTE at the Czech Technical University in Prague	www.iaeste.cz
Masaryk University, Brno	www.muni.cz
The University of West Bohemia, Pilsen	www.zcu.cz
University of Economics, Prague	www.vse.cz
VŠB – Technical university of Ostrava	www.vsb.cz





About PricewaterhouseCoopers

PricewaterhouseCoopers (www.pwc.com/cz) is an international network of professional services companies. We provide industry-focused assurance, tax and advisory services to build public trust and enhance value for our clients and their stakeholders. More than 154,000 people in 153 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

We opened our first office in the Czech Republic in 1990 and currently have over 650 employees in three offices: Prague, Brno and Ostrava.

This Report relates to activities of PricewaterhouseCoopers Česká republika, s.r.o., PricewaterhouseCoopers Audit, s.r.o. in the financial year 2009, i.e. from 1 July 2008 until 30 June 2009.

