

Report on activities supporting
the UN “Global Compact” initiative
and the European Business Campaign
on Corporate Social Responsibility (CRS)
carried out within the framework
of the “Approved Partner” Programme in 2009

Introduction

The Mission of the "Approved Partner" Programme is to promote modern management methods and reliability and responsibility in business as significant principles in the creation and functioning of civic society as well as related education, in particular through the dissemination of "good examples" of reliable operation of companies involved in social environment initiatives and caring for the natural environment (www.solidnypartner.pl).

The main objectives of the Programme also include dissemination of economic, legal and other knowledge about the economic market and modern methods of corporate management, paying special attention to the standards observed and followed in the European Union.

The “Approved Partner” Programme is the initiative of the Reliable Business Association and the European Education and Consulting Centre (until end of 2004 – Business Promotion Centre) introduced in 1995 in Wielkopolska. At the time it was the only programme of this type in Poland.

A multi-step company verification system combined with ongoing monitoring of company reliability are among the main values of the new version of the Programme implemented in 1999, which makes it distinct among other similar initiatives. The verification procedures are systematic, followed every six months, based on verification requests submitted by companies and the documents, which are assessed in line with the principles stipulated in the Programme regulations.

The assessment checks how reliably a company conducts its business, whether it pays its liabilities on time, whether it is solvent, whether it observes legal and administrative regulations and the principles of fair competition, whether the methods used internally and externally are friendly, what the quality of its goods and services is, how involved it is in the issues of the social environment and how it cares for the natural environment and last, but not least, how prepared it is to function in the European Union.

In the period under discussion systematic marketing activities connected with the Programme were carried out, including ongoing monitoring and verification (every six months) of the companies participating in the Programme. The documentation defined in the Programme regulations submitted by the company was collated and prepared for analysis by the Licence Bureau of the “Approved Partner” Programme

(maintained by the Centre for European Education and Consultancy) and the Verification Committee (composed of representatives of the Association) assessed the companies seeking the award or extension of the right to use the “Approved Partner” logo and honorary title in their marketing activities.

Activities supporting the “Global Compact” initiative and the European Business Campaign on Corporate Social Responsibility (CRS)

Systematic support (media coverage, Internet, e-mail campaigns and dissemination of information at conferences and meetings) was continued in 2009. It aimed to popularize knowledge and help in the implementation of the UN “Global Compact” initiative and the European Business Campaign for Corporate Social Responsibility (CSR) announced by the European Commission.

Representatives of the organizers of the “Approved Partner” Programme took part in the following activities:

15 January 2009: “Reliable and Responsible Business – Your Key to SUCCESS” meeting held as part of the “Responsible Poznań” Project organized by the Poznań chapter of AIESEC at the University of Economics (under the honorary auspices of BCC’s Wielkopolska Lodge and the Wielkopolska Chamber of Commerce and Industry). The event consisted of:

- a discussion panel for Wielkopolska based companies, run by a representative of the Reliable Business Association,
- training for students conducted by a representative of GlaxoSmithKline.

Michał Wiczorek, representing the Reliable Business Association, informed the attendees about CSR, “Global Compact” and the “Approved Partner” Programme. He also presented the “approved partner” companies as good examples of the programme and models to follow.

The above event was followed by another discussion panel for Wielkopolska based companies entitled “CSR Together” organized by the Poznań chapter of AIESEC at the University of Economics on 21 May 2009. The discussion was moderated by the League of Responsible Business (associated with the Forum of Responsible Business). The Reliable Business Association, represented by Michał Wiczorek, was invited to provide input to the discussion.

- promotional campaign (January - December 2009) in cooperation with specialized agencies, including mail shots with information about the “Approved Partner” Programme, “Global Compact” and CSR sent to over 25,000 Polish companies, accompanied by a telemarketing campaigns. About 140 companies responded positively and confirmed their interest in the problems

Since October 2009 Michał Wiczorek, Deputy President of the Reliable Business Association, has taken part in the work of the expert group assisting the Corporate Social Responsibility Unit at the Ministry of Economy, headed by Rafał Baniak, Deputy Minister of Economy. The Unit promotes CSR and creates conditions for its development in Poland.

The Unit was appointed by virtue of a regulation of the Prime Minister issued on 8 May 2009. It is composed of representatives of many ministries and central offices as well as voluntary partners.

Some statistics on the involvement in the “Approved Partner” Programme in 2009:

- 9 companies (of which 3 medium, 5 small and 1 micro).

The percentage of women managers in these companies in the period covered by the report was as follows:

- medium companies – 11%-65% (no change compared to 2008),
- small companies – 0%-50% (no change compared to 2008),
- micro companies – 0%-60% (no change compared to 2008).

There is no information on discriminatory practices regarding remuneration of women.

Involvement in activities protecting the natural and social environment

Natural environment

In 2009 the companies participating in the “Approved Partner” Programme continued or started the following ecological activities:

- collection of post-production waste,
- ion exchange treatment of electroplating wastes,
- hazardous waste reduction, reduction of gas and dust emission programmes prepared by companies (and approved by the county government),
- use of ecological raw materials in production,
- Freon recovery,
- use of low emission fuels,
- continued activities to reduce detrimental effects of production to the environment: upgrading and reconstruction of production assets, i.e. exchange of insulation on heat networks and assembly of condensation neutralizers in boiler houses,
- continued work to protect flood banks, stabilize river banks and repair water engineering facilities and constructed acoustic screens,
- participation in local programmes carried out in schools, aimed to make the children aware why it is important to protect the natural environment
- collection of used packaging, waste paper, cells, etc. (assistance in organization and transport).

The above activities have been carried out for a number of years by: „Stabilator” Sp. z o.o., Gdynia, “X-comp” Sp. z o.o., Szczecin, „AIRTECH Paweł Wierzowiecki”, Poznań, ANDRE ABRASIVE ARTICLES”, Koło, and others.

Modern management methods compatible with international standards (mainly ISO 9001, in some cases ISO 14001 and HACCP) were implemented in over 60% of the companies participating in the Programme in 2009. About 12% of the companies in this group implemented Integrated Management Systems (Quality, Environment, H&S), among them:

- "Stabilator" Sp. z o.o., Gdynia,
- Zakład Wytwarzania Artykułów Ściernych ANDRE ABRASIVE ARTICLES, Koło,
- operation of the wholesale market in Poznań in line with the ISO 9001 and HACCP management systems ("Wielkopolska Gildia Rolno-Ogrodnicza" S.A., Poznań).

Social environment

In 2009 the companies participating in the „Approved Partner” Programme were involved in the following social activities:

- assistance in repairs of public buildings,
- support to day care centres, social welfare centres,
- management of youth sports teams,
- secondment of company employees to work for the social environment,

- assistance in the provision of hardware for school computer suites, assistance extended to public libraries in counties and towns and to district community centres (e.g. ZUI „NOVUM” Sp. z o.o. – Łomża, „X-comp” Sp. z o.o. – Szczecin, „ANDRE ABRASIVE ARTICLES” – Koło, Korporacja Brokerów Ubezpieczeniowych „Protektor” – Poznań, and others),

- participation in the “Entrepreneurship Development Programme” under the auspices of the Szczecin University of Technology and the Mayor of Szczecin, supporting the JAPA Small Theatrical Forms at the Hospital for Children in Szczecin (“X-comp” Sp. z o.o., Szczecin),

- employment of graduates and work placements for students (e.g. “STABILATOR” Sp. z o.o. from Gdynia financed work placement as part of the “Holiday Work Placement Programme 2009” organized by the City Office in Gdańsk; the programme aims to help students and unemployed university graduates in Gdańsk, Gdynia and Sopot to acquire or deepen practical knowledge and join the labour market; „SGB – TRANS –LEASING Polskie Towarzystwo Leasingowe” Sp. z o.o. from Poznań organized work placements for students),

- cooperation with appropriate institutions in the field of training courses and work placements for the unemployed (e.g. permanent cooperation between the Wielkopolska Gildia Rolno-Ogrodnicza S.A. – Poznań and the County Labour Offices, which refer unemployed to basic courses in flower arranging),

- cooperation with the County Labour Office and Family Support Centre – employment of disabled persons and creation of jobs for them (“ANDRE ABRASIVE ARTICLES” – Koło),
- professional insertion of women (creating workplaces for unemployed women – designers – „AIRTECH Paweł Wierzowiecki”, Poznań),
- tangible donations (products) to schools, kindergartens, social care centres; also financial help extended to natural persons (e.g. to help treat children with chronic medical conditions) and legal persons (foundations, associations, etc.) and the church (e.g. financial assistance extended to church construction in Gdańsk - „STABILATOR” Sp. z o.o.- Gdynia),
- sponsorship of different events for children, including cultural and sports events (e.g. “STABILATOR” Sp. z o.o. – Gdynia sponsored the “Atelier” Theatre in Sopot through the “Art 2000” Foundation, the international “Siege of Malbork” show through the Castle Museum in Malbork, exhibition and printing of an album about the Kubicki Arcades through the Royal Castle in Warsaw, co-organization of the Novum Jazz Festival, sponsorship of the Łomża Chamber Philharmonic, regular school marathons – ZUI “NOVUM” Sp. z o.o., Łomża, school chess competitions – “AIRTECH Paweł Wierzowiecki”, Poznań), charity campaigns (e.g. “Give Help While You Can” – “STABILATOR” Sp. z o.o., Gdańsk, ZUI “NOVUM” Sp. z o.o., Łomża) and social campaigns.

The total value of the financial contribution to these activities in 2009 amounted to over PLN 76,000.00.

Creation of new jobs – in 2009 as many as 6 jobs were created in the companies participating in the “Approved Partner” Programme.

It should be emphasized that accomplishment of the different activities connected with the “Approved Partner” Programme and dissemination of information about the principles of the “Global Compact” and “CSR” were financed from very limited funds contributed by the Programme participants.

Outstanding companies participating in the “Approved Partner” Programme in 2009 and in the previous years

„WIELKOPOLSKA GILDIA ROLNO-OGRODNICZA”, S.A. - Poznań,

Korporacja Brokerów Ubezpieczeniowych „Protektor” Biuro Zachodnie Sp. z o.o. - Poznań,

„STABILATOR” Sp. z o.o. - Gdynia,

„Rozenblat” Sp. z o.o. - Mosina,

„SGB-TRANS-LEASING Polskie Towarzystwo Leasingowe” Sp. z o.o. - Poznań,

„X-comp” Sp. z o.o. - Szczecin,

Zakład Usług Informatycznych „NOVUM” Sp. z o.o. - Łomża,

„AIRTECH Paweł Wierzowiecki” - Poznań,

Zakład Wytwarzania Artykułów Ściernych „ANDRE ABRASIVE ARTICLES” - Robert
Andre – Koło.

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