

Report on activities supporting the UN “Global Compact” initiative and Corporate Social Responsibility (CSR) carried out within the framework of the “Approved Partner” Programme in 2014

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 (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. It is important to add that The Delegation of the European Commission in Poland and The President of the National Bank of Poland (NBP) extended honorary patronage to the Programme. 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 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.

In the period under discussion systematic marketing activities connected with the Programme were carried out, including ongoing monitoring and verification 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 Corporate Social Responsibility (CSR)

Systematic support (media coverage, Internet, e-marketing campaigns and dissemination of information at conferences and meetings) was continued in 2014. It aimed to popularize knowledge and help in the implementation of the UN “Global Compact” initiative and Corporate Social Responsibility (CSR).

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

- 30 January 2014 - Michał Wieczorek, representing the Reliable Business Association, took part in the forum “Ethic in public and professional life” organized in the World Trade Center in Poznan. It was a meeting of the consular corps representatives, academies, Poznan International Fair, WTC Poznan Club members, companies and institutions.
- January – December 2014 - promotional campaign in cooperation with specialized agencies, including mail shots with information about the “Approved Partner” Programme, “Global Compact”, CSR and solidnypartner.pl website and sent to Polish companies, accompanied by a telemarketing campaigns.
- June – September 2014 – “Approved Partner” programme new website was launched (solidnypartner.pl) as well as modernization of solidnypartner.eu business portal. Both pages promote laureates of the „Approved Partner” programme (which

was celebrating its nineteenth anniversary this year) and other companies offering top quality goods and services. There was also new website established (czytelniabiznesowa.solidnypartner.eu) that connects with abovementioned initiatives. One of the main aims of the programme and described webpages is creation of the “zone of greater safety in business”, which is a value particularly important for prospective customers during the “crisis of confidence”.

- 15th October 2014 – on the Third Congress of Local Governments organized by Poznan International Fair under the auspices of President of Poland Bronisław Komorowski as part of proceeding 25 Years of Freedom, President of Poznan International Fair as well as representatives of the Reliable Business Association proffered special awards and certificates to the „Approved Partner” programme laureates, which actions were compatible with principles of reliability and corporate social responsibility.

Following companies were awarded: Wielkopolska Gildia Rolno-Ogrodnicza; Zakład Usług Informatycznych NOVUM; Andre Abrasive Articles; Xcomp; Korporacja Brokerów Ubezpieczeniowych PROTEKTOR Biuro Zachodnie i AUDIT Kancelaria Doradztwa Podatkowego. First four mentioned firms also received special „Approved Partner” certificates and commendations for managing persons in favour of many years membership in programme and activities for local environment.

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.