

CSR in Poland and CEE region: evolution or stagnation?

Jacek Dymowski

First of all we have to answer the question what we understand as a Corporate Social Responsibility



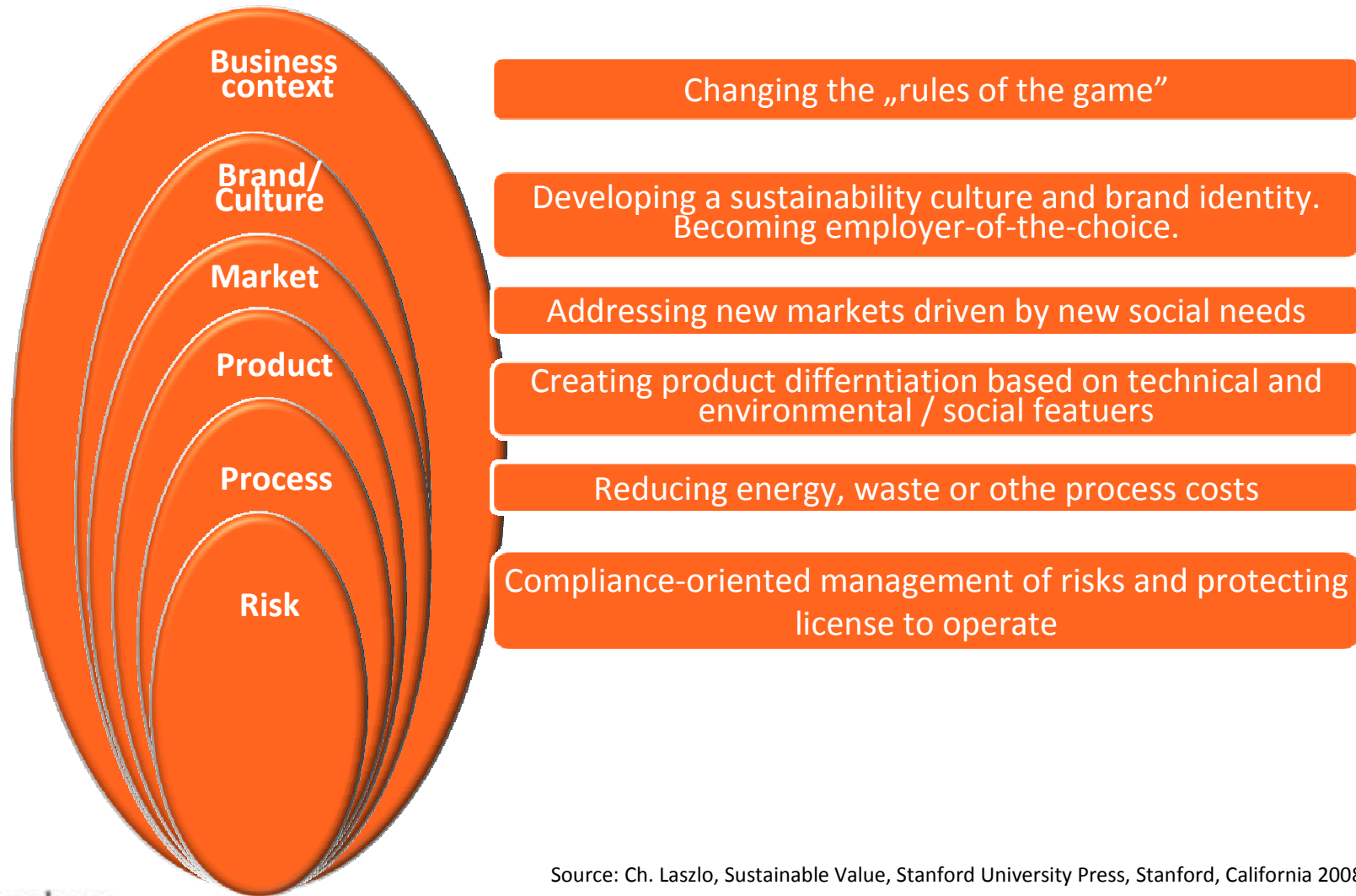
Corporate Social Responsibility is:

?

More and more education of managers and companies on CSR ...



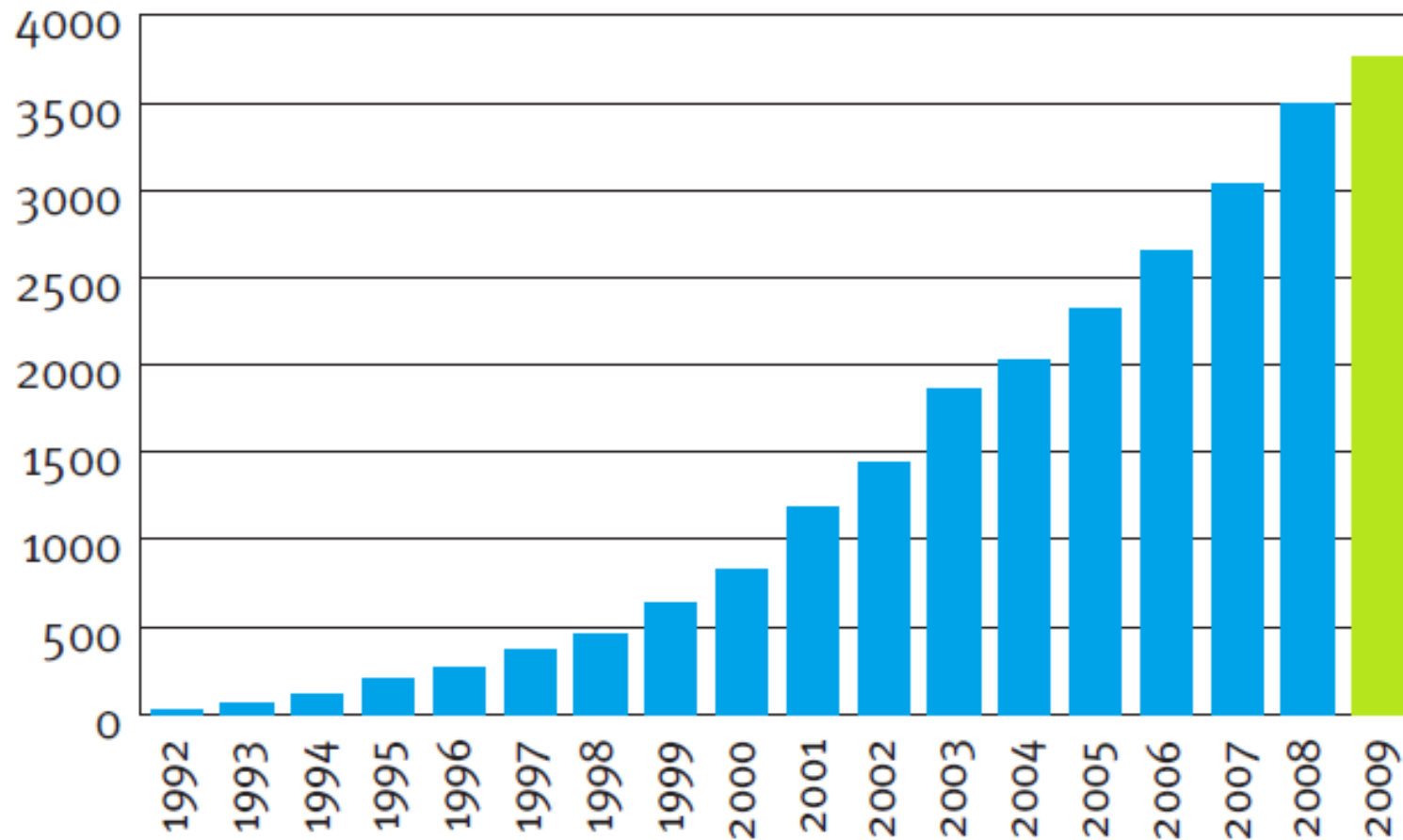
More than image improvement only...



Increasing number of reports may be a proof of increasing interest in CSR



FIG 1: Global report output per year

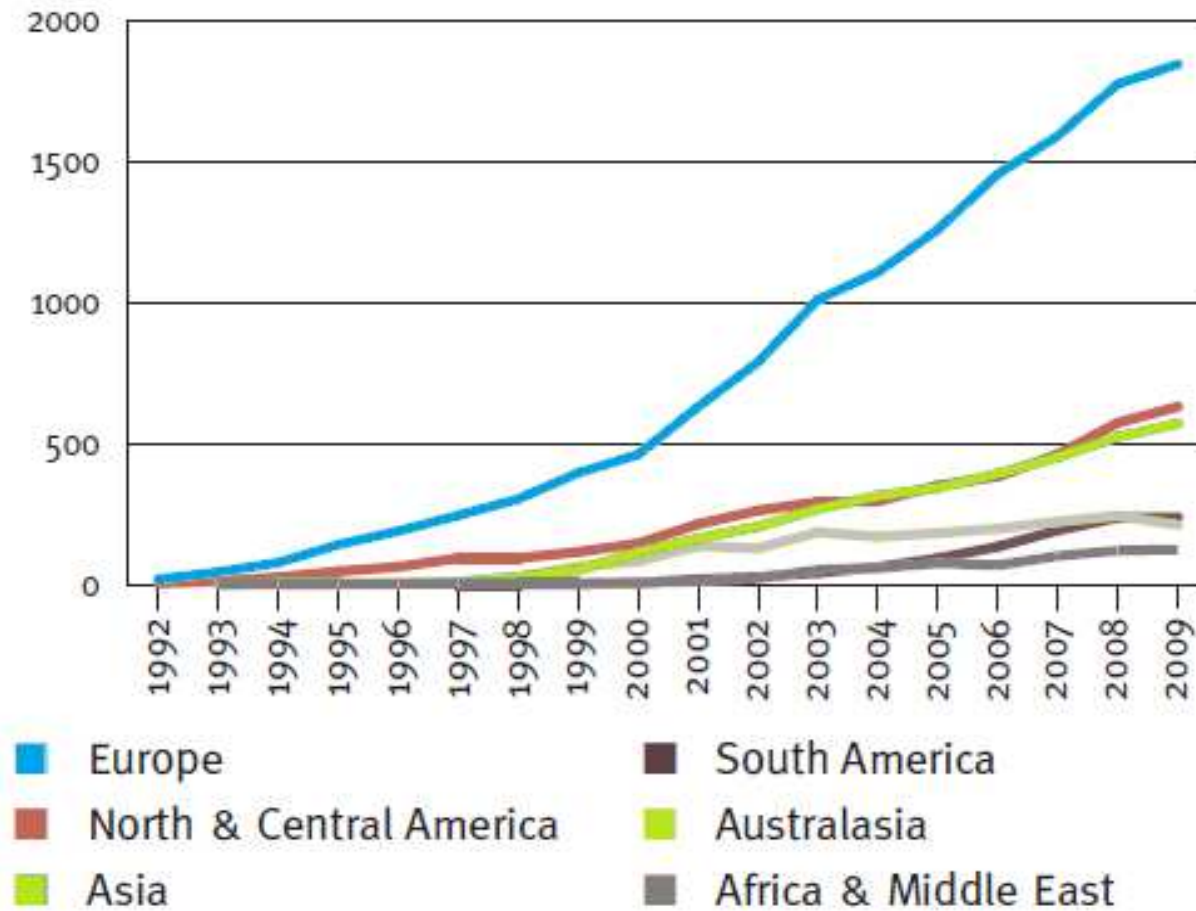


Source: „CRRR CR ReportingAward'10, Global Winners & Reporting Trends,“ CorporateRegister, 04.2010

Europe represents the most dynamic growth

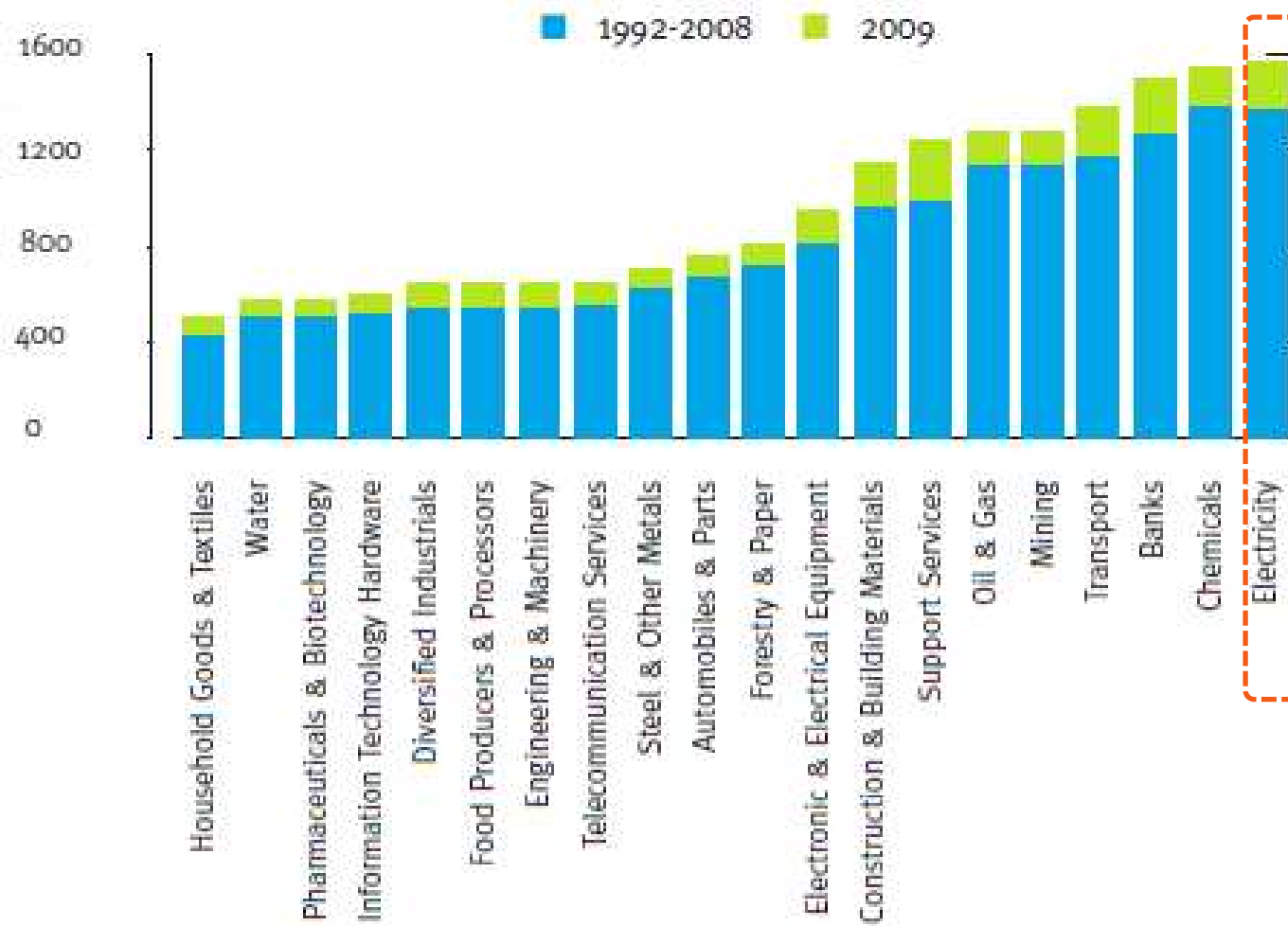


FIG 2: Reporting output by year, by region



Source: „CRRA CR ReportingAward'10, Global Winners & Reporting Trends,” CorporateRegister, 04.2010

Reporting by sector

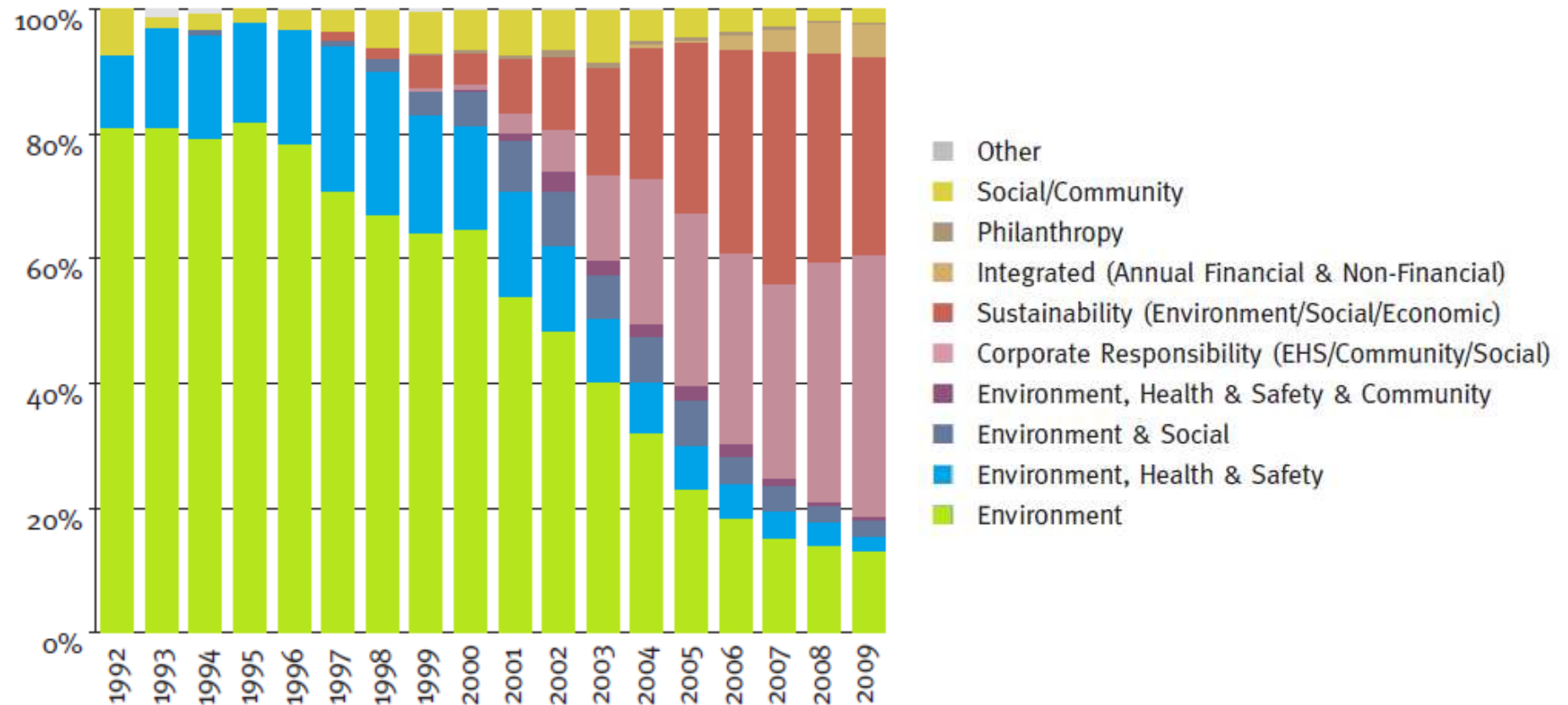


Source: „CRR CR ReportingAward’10, Global Winners & Reporting Trends,” CorporateRegister, 04.2010

Increasing complexity of reports confirms more complex approach



FIG 4: Global report output by 'type' and year



Source: „CRR CR Reporting Award'10, Global Winners & Reporting Trends,” CorporateRegister, 04.2010

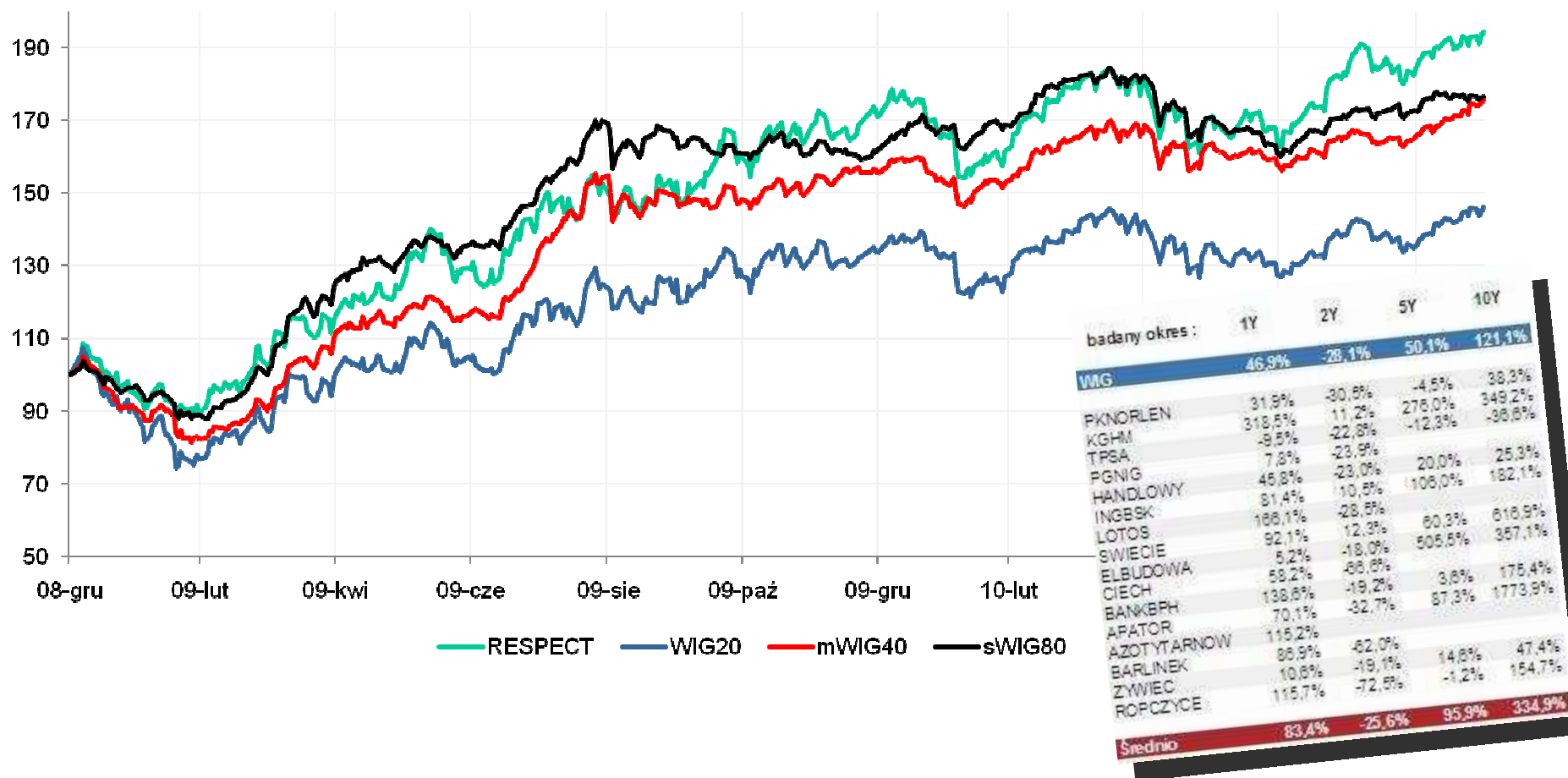
Relevance of ESG criteria growing over time for investment managers



ESG Factor	Currently relevant	Will become or remain material in 5 years
Globalisation	78%	65%
Corporate Governance	65%	61%
Terrorism	35%	30%
Sustainability	26%	48%
Environmental Management	22%	57%
Climate Change	17%	57%
Water (use & access)	13%	48%
Employee relations	9%	30%
Health issues in emerging markets	4%	17%
Adherence to corporate conventions	9%	17%

Source: Mercer

Performance of RESPECT Index in comparison to other indices



Telekomunikacja Polska: „Education with TP’s Internet” – the long-term investment in social and company development.



- TP provides broadband to schools with the price which is much lower than regular one.
- TP supports children's protection against dangers coming from Internet (e.g. adult content).
- TP educates teachers how to make Internet a tool, not a toy.



14,500 of schools, with more 4,000,000 pupils, are involved in program



TP is the only ISP awarded by „Child’s Friendly World” logo in Poland

Barlinek: business value based on CSR even during the global crisis



- Environmental initiatives: Protection of the peregrine falcon, conservation of the „Bartek” oak.
- Ensure product/supplier quality: Use wood only from sustainably managed
- forests (the FSC certificate) i.e. avoiding wood from destructive cutting.
- New products due to „zero waste” policy : Pelet (eco fuel of wood shavings), gardening bark.

- Increased turnover despite the crisis thanks to export sales; 1st in Europe and 5th worldwide.
- New markets, new revenues; energy savings

PGE KBW Bełchatów: more then recultivation ...



Recultivation of the slag heap by not only growing woods on it but also building a skiing centre - Góra Kamieńsk (ski lift, lit ski run with artificial snow flow and summer plastic cover). Later on mountain cycling run added to it.

- Extra revenue on non-core business.
- Local community's acceptance (the ski run being a source of income and jobs).



Thank you !

Jacek Dymowski

Abadon Consulting

Jacek.dymowski@abadon.pl