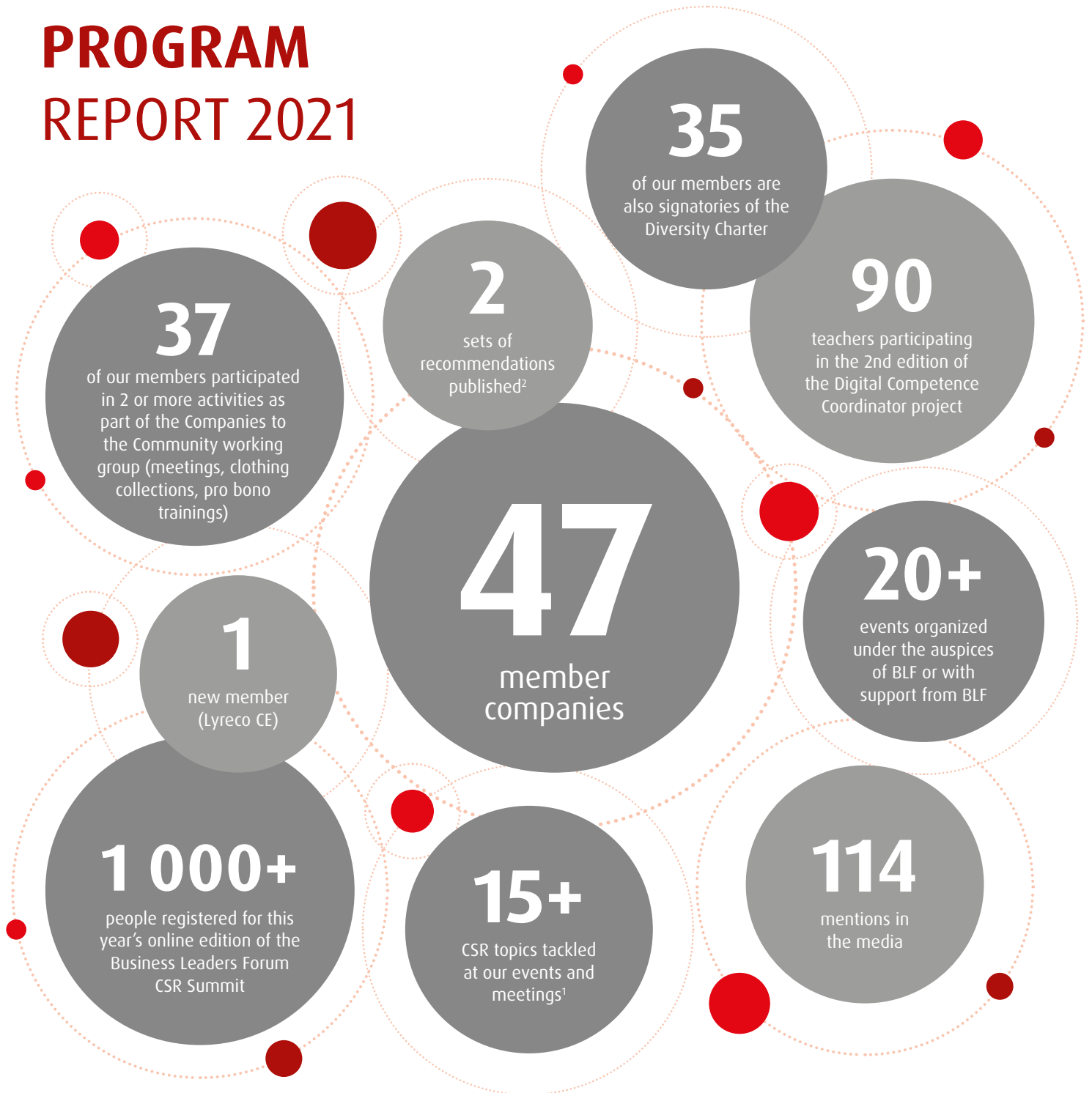




## PROGRAM REPORT 2021



<sup>1</sup> Increasing Employee Engagement / Unconscious Bias / How to Organize Clothes Collections Sustainably / Culture and Communication in the Era of Social Distancing / Building a Culture of Responsibility in the Workplace / Women in Management / More Inclusive Workplaces: The Role of the State / Reform of the EU Non-Financial Reporting Directive / How to Promote Vaccination Among Employees / How to Track and Quantify Volunteering / Disinformation and Its Impact on Companies / The Importance of Responsible Business and Courage in the Pandemic and Post-Pandemic Era / Single-Parent Families / Measuring Your Carbon Footprint / CSR in the Company Structure + other topics as part of CSR Summit 2021

<sup>2</sup> Virtual Volunteering / Building a Culture of Responsibility in the Company

# Activities in 2021

FEBRUARY

## Companies to the Community: Increasing Engagement, online

How to get (even passive) employees excited about volunteering and donating? At this webinar, BLF members Accenture, dm drogerie markt, ESET and Plzeňský Prazdroj shared their experience and practical advice.

JULY

## Best practice sharing: How to Promote Vaccination Among Employees, online

Due to the direction in which the pandemic was developing, our members asked us to organize an ad hoc meeting where members shared their approaches to employee vaccination. The most effective measures identified included providing regular and trustworthy information about vaccination, leading by example, as well as positive motivation in the form of teambuilding activities or even a day off.

AUGUST

## Digital skills: Digital Competence Coordinator – 2nd edition, Bratislava

At the end of August, we launched the second edition of our Digital Competence Coordinator project by organizing a four-day training, which was attended by 90 teachers from all over Slovakia. They were trained by experts from various companies and organizations, focusing on diverse topics related to computer science and information technology.

Digital Skills is a joint initiative of the following BLF members: Accenture, Deutsche Telekom IT Solutions, DXC Technology, ESET, Microsoft, Orange and Slovak Telekom.

MARCH

## Member networking meeting, online

Communication in the era of social distancing was the main topic discussed at this quarterly meeting of member companies, with Accenture, Deloitte, Microsoft, Profesia and Tatra banka sharing their experience. Lukáš Bakoš from Maxman Consultants presented advice on how to overcome the pitfalls of remote work. A new member company – Lyreco – joined the association.

JUNE

## Member networking meeting, online

The summer quarterly meeting focused on non-financial reporting, specifically in the context of the latest changes to the EU Non-Financial Reporting Directive, with an expert presentation by Filip Gregor from the law firm Frank Bold. Lidl and Plzeňský Prazdroj shared their experience with reporting.

AUG

AUG

SEPTEMBER

## The Via Bona Slovakia 2020 award ceremony, Bratislava

This annual award for the most inspirational examples of corporate social responsibility, which is presented by the Pontis Foundation, also went to BLF members – Orange, Plzeňský Prazdroj and Tesco Stores SR. Tesco received the main prize, winning the Responsible Large Enterprise category, as well as the Excellent Employer category and The People's Choice Award.

MARCH

## Diversity Charter: Annual signatory meeting, online

This public commitment to support diversity and inclusion has been connecting companies, organizations and public institutions since 2017. The annual signatory meeting primarily focused on topics of sexual harassment in the workplace and unconscious bias, but it also provided examples of best practice. Profesia presented the results of its survey on attitudes to workplace diversity.

FEB

FEB

MAR

MAR

MARCH

## Companies to the Community: How to Organize Clothes Collections Sustainably, online

Every year, clothes collections are among the most popular corporate volunteering activities. What should you watch out for and where can you find inspiration to organize a clothes collection that is useful and provides that good feeling from donating? BLF member companies ČSOB, Profesia, Slovenské elektrárne and Tatra banka joined the discussion and shared their tips.

MARCH

## BLF Relay 1, online

At this educational event, we focused on the topic of how to build a culture of responsibility. The event included a presentation by business coach and leadership consultant Vladimíra Neuschlová from Uplift Consulting, as well as inspiring examples of best practice from Generali and Unilever.

JUNE

## Companies to the Community: Our City 2021, Slovakia

The 15th edition of the biggest corporate volunteering event in Central Europe had almost 5,600 participants from 132 companies and institutions, who helped 171 non-profit organizations, low-threshold centers, as well as schools and kindergartens in 44 cities and towns. As many as 24 BLF member companies took part in the event.

SEPTEMBER

## CEO Meeting, Bratislava

BLF President Richard Marko invited the CEOs of BLF member companies to the ESET headquarters. As its main topic, the discussion focused on the need for courage as a value that helps a company overcome challenging times. The CEOs also signed our commitment to corporate social responsibility – the 2030 BLF Memorandum.

*"We can only progress if we stick to facts and our values."*  
Richard Marko, ESET

APR

APR

*"Company values are often very vague for employees, so they don't understand what exactly we are trying to communicate. Therefore, we have defined four types of behavior – if we follow these, we will also follow our values."*



Monika Majerčíková  
Generali

MAY

MAY

MAY

## Diversity Charter: Signing ceremony for new signatories, online

This celebration of Diversity Day also included a discussion focusing on the role of the state when creating more inclusive workplaces. The Diversity Charter was also signed by BLF member companies – Deloitte, Generali, Tatra banka, Volkswagen and VÚB banka.

NOV

NOV

NOVEMBER

## Diversity Charter: Signing ceremony for new signatories, online

11 new signatories, including BLF member Whirlpool, joined the Diversity Charter. The discussion focused on single-parent families – what forms of aid they currently have at their disposal from the government and from the non-profit sector, as well as the ways employers can help.

MAY

## Diversity Charter/BLF Relay 2: Women in Management, online

What obstacles prevent women from advancing their careers? Should there be gender quotas in management? These were some of the topics we discussed with our members Accenture, Plzeňský Prazdroj and Unilever. The event included a presentation of data about women in management and politics, a workshop focusing on the Lean methodology and the personal story of Katarína Navrátilová – the CEO of Tesco Czech Republic.

*"We came to realize that if we really want things to change, we need to set specific goals. As soon as you've done that, the environment starts to change, allowing you to reach these goals."*



Pavlína Kalousová  
Plzeňský Prazdroj



DEC

DEC

NOVEMBER

## BLF Relay 3, online

We discussed the topic of measuring one's carbon footprint with environmental expert Viktor Třebický from the consulting company CI2. ESET, Plzeňský Prazdroj and Výchoďoslovenská energetika Holding presented their experience.

DECEMBER

## Member networking meeting, online

The end-of-the-year meeting of member companies also included a discussion about CSR in the company structure.



In 2021, we published two sets of practical recommendations for companies. Why is a company's culture equally important to its strategy? How is a company's culture viewed by employees and what makes it responsible? Find out in the first set of recommendations, titled Building a Culture of Responsibility in the Company. The second set of recommendations, titled Virtual Volunteering, provides tips on how to help from home. All BLF recommendations are available for free at [www.blf.sk](http://www.blf.sk).



**Ivana Vagaská**  
Chief Executive  
Officer of BLF

*"At Business Leaders Forum, we are convinced that responsibility is not some selfless thing done on top of conducting business, but rather that it's the driving force behind a stable economy and sustainable growth. We believe that responsibility towards people and the environment is what the so-called 'new normal' should be based on. In 2021, we updated our commitments for the following period and our members expressed their approval with these by signing the 2030 BLF Memorandum."*

### BLF & FOCUS survey:

How the Slovak public views corporate social responsibility (September 2021)

- **91%** of the respondents think that in addition to focusing on making a profit, companies should have **activities going beyond legal requirements**.
- **The most important activities of responsible companies include:** healthy and safe working conditions (62%); honesty in business (54%); environmental protection (46%).
- **As a priority, companies should focus on the following topics:** environmental protection and mitigating the impact of climate change (54%); supporting education among the younger generation (45%); supporting people with disabilities or social disadvantages (42%).
- **Important CSR criteria when choosing employers** (provided that the starting salary meets expectations): employee benefits beyond legal requirements (64%); a friendly, respectful and open company atmosphere (51%); meaningful work in line with one's values (48%).
- **As many as half of the respondents (54%)** would be willing to pay extra for products that are a bit more expensive than regular products, but are produced in an environmentally friendly way or by people with disabilities or other disadvantages.

## Members and Supporters

