



June 2022

GUIDEBOOK

CSR activities in Wroclaw Agglomeration



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INTRODUCTION

The CSR dimension is constantly changing and needs to be worked on. The sense of responsibility and change is not an expression of good will but of necessity. Issues relating to local communities, ecology, but also the crisis that has befallen our eastern neighbor remain in the interest of each entity that creates the urban tissue. The fact that Wroclaw passed the test of assistance is a result of building a responsible society and the work that resulted in such a great response from residents and businesses.

Companies in Wroclaw reacted very quickly to the situation in which the citizens of Ukraine found themselves. With the outbreak of war, more and more gestures of solidarity began to appear - those bottom-up, **initiated by the employees themselves**, but also those coming directly from companies and organizations. In order to support Ukrainian companies, Wroclaw Agglomeration Development Agency has prepared two fully equipped offices ready to receive entrepreneurs relocating to Wroclaw. **The Business Support Centre** actively supports city initiatives for Ukrainian citizens, placing particular emphasis on the coordination of projects implemented by the private sector.

On the other hand, the publication is a tribute to the companies, which in their business strategy find a place for social activities. As the Wroclaw Agglomeration Development Agency we would like to contribute to promoting the good practices of Wroclaw companies so that the discussion on CSR is heard and considered important.



Magdalena Okulowska

President of the Board Wroclaw Agglomeration Development Agency



The world is changing fast, we live in a world of high volatility. Not infrequently we say jokingly "may you live in interesting times", two years ago it had another dimension and curiosity was an incentive to adopt to changes, minimize complaining, times of pandemics and wars have brought a total upheaval and no one doubts that "interesting times" have become a much greater challenge of everyday life in every dimension of our lives.

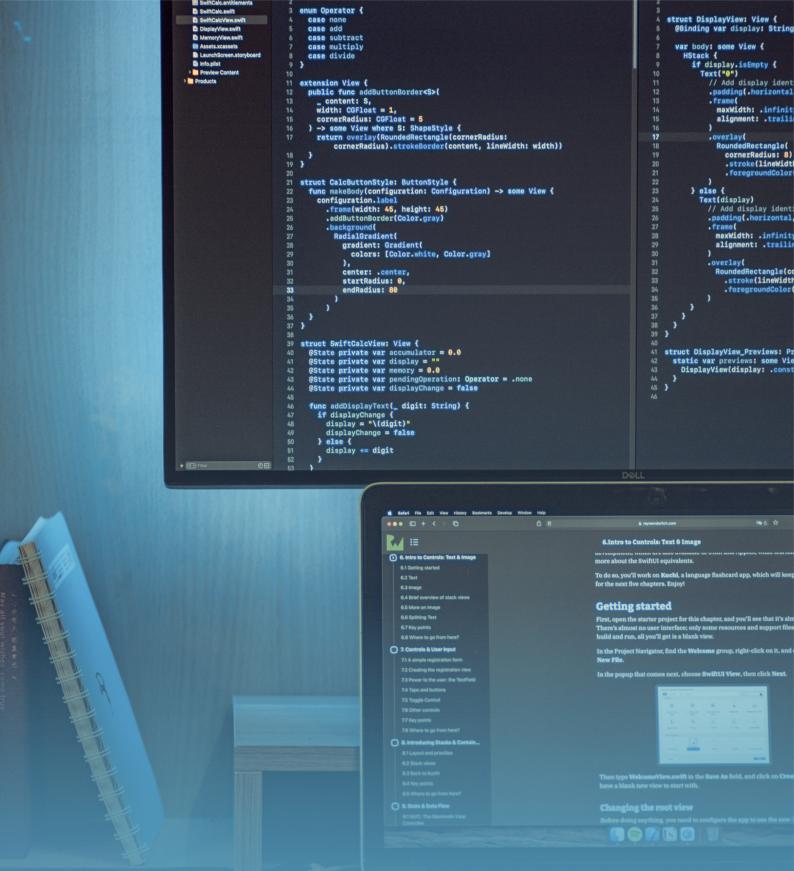
This difficult reality should make us ask ourselves questions that we should have been asking ourselves as humanity for a long time: is our civilization and what we call development really so? The scale of poverty and inequality in the world is growing and success, which has become the domain of the good life, is often at the expense of this inequality and the exploitation of people in poor parts of the world. Pride, consumerism are the main drivers of "development" which is the cause of climate catastrophe, species extinction, civilization diseases and growing social inequality.

In the context of such an environment, it is time to redefine the word "development" to take into account the future of planet Earth, humanity as a species, the needs of future generations, climate change, and the environment. We need sustainable development, but not as an add-on, an event, a benefit. We need sustainable development as a philosophy of existence, meaning, way of thinking and acting.

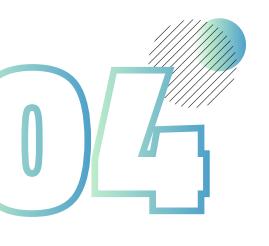
In the economic context, we need to change economic models, including business models based on the objectives of sustainable development, corporate social responsibility or ESG. Business today faces a huge challenge of necessary change and can and even should be the driving force for a new economic model. Only it has to join this change "really" strategically, including sustainable development in all policies and actions from mission to operational activities. We already have positive examples, good practices, now we need a mass movement and permanent change is our chance to preserve our planet and life.

Katarzyna Kulig-Moskwa

Ph.D. in Economic Sciences Sustainable Development Leader at WSB University Manager of postgraduate studies CSR Manager at WSB University



IT & ICT







25 employees



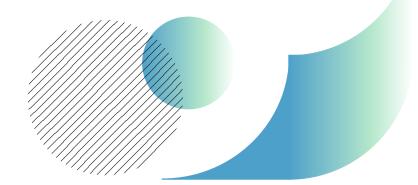


Community engagement & development

In cooperation with the Children's University, we have created a 90-minute lesson scenario for grades 1-3: How to use the Internet safely? on the phenomenon called phishing. During the lesson children train critical thinking and perceptiveness. At the end of the lesson, students create posters in groups, which will be their interpretation of phishing and at the same time a warning to adults and peers about this dangerous phenomenon. Additionally, a video was produced in which our developers talk about the phenomenon of phishing in a funny and understandable way even for the youngest Internet users.

Also, The Hearty Foundation made us aware of the most common educational barriers and how much harm technological exclusion can do to children. As ARC, we found that we have the resources and knowledge to support young people in Wroclaw on their way to their dream profession of the future. We put together a plan for the workshops, made sure that each participant had a computer, provided the children with textbooks and started the Get in IT! Together with the participants a simple website was created. HTML page was created with the participants, through which the children learned about HTML inspection tools and plugged in an external Bootstrap style sheet.











205 employees





Support to Ukraine

Due to the outbreak of war, Sente started a charity campaign for Ukraine by transferring 100,000 PLN in support of the Army SOS Foundation. We declared that we will double every donation made to one of the verified collections. We have allocated another 200,000 PLN for this activity.

In the end, we received 167 transfer confirmations, which totaled 276,780 PLN. As planned, we doubled the donations to the amount of 200,000 PLN.

To sum up, 476,780.00 PLN was donated to Ukraine in the framework of #ITforUkraine.





softserve



1000 employees





Community engagement & development

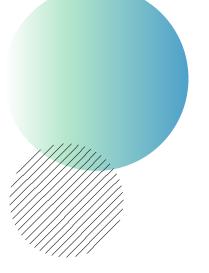
We are involved in many IT education activities. We work with various universities supporting students in their tech grow. We also run a course as part of IT Academy to prepare young people for IT jobs.

SoftServe, as part of its CSR strategy, also conducts a number of activities to support charitable causes. Every year, in November, we celebrate the **Month of Good Deeds**, during which employees engage in supporting a selected charity. Last year, an internal auction was held where employees put up products they had made themselves, such as a handmade bag or a set of honey from a private bee yard. Funds collected from the action were donated to animals under the care of the EKOSTRAŻ Foundation.

One of our flagship initiatives is the **crowdsourcing platform OpenTech**, created in 2020. This platform engages employees in technology projects that address important social issues. Thanks to OpenTech's activities, we have already managed to implement **14 pro bono projects globally**, creating digital solutions to support, among others, public benefit organizations working for health care, education, people in need or the environment. The initiative was recognized by British Corporate magazine and was awarded 3rd place in the Corporate Engagement Awards 2021. Currently, Polish team works on a building website for one of the charity foundations from Lower Silesia.





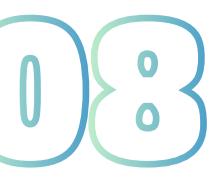


Support to Ukraine



We took the following actions in order to support our employees from Ukraine: Creation of a crisis team which was available for our employees 24/7; creation of necessary materials to people who came to Poland (information about accommodation, cities, communication, legal issues, etc.); establishing groups on internal communicator where everyone could ask questions related to their stay in Poland (more than 2,300 members); organizing buses to pick up employees and their families from different points on the UA-PL border; organizing among employees from Poland the possibility of offering their apartments/rooms to colleagues from Ukraine; organizing webinar to support coping with post-traumatic stress, organizing free psychological 1:1 help, we also implemented free internal Polish language courses. As a technology company, we have also involved our employees in various volunteer activities to create technology solutions to support Ukraine. For example we Analysts developing engaged our Business in the government website www.pomagamukrainie.gov.pl.









430 employees





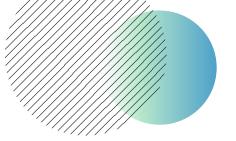
Community engagement & development

We work to eliminate social inequalities - by **funding scholarships** in cooperation with Future Collars.

The company joined **the Future Collars Diversity & Inclusion** program as a sponsor, which enables people from non-tech backgrounds to upgrade their qualifications to become IT professionals. The program supports the retraining of people at risk of exclusion, and thus facilitates their independence and finding a job in the fastest-growing sector of services and products, which is IT. On the other hand, thanks to the diversity it introduces, it increases the creativity of technological companies and their resistance to market challenges.

This is one of the company's activities to overcome professional/educational barriers. By entering such an initiative, the company extends the possibilities of gaining professional experience and new skills to **people at risk of exclusion**, which include, among others, representatives of the LGBTQ + group, women returning from a professional break resulting from childcare, people from small towns, the disabled and the unemployed over 45 years of age.

About **150 people** applied to participate in the project, of which Future Collars chose 10 beneficiaries. Participants took part in the following courses: Software Tester, Frontend Developer, UX Designer and Python Developer. Additionally, they will benefit from a mentoring program and an English language course dedicated to the IT industry. After receiving the certificates, they will also receive help in preparing for the recruitment process and getting a new job.



09

Support for critically ill children from the Make a Wish Foundation (UK) and the Mam Marzenie Foundation (PL)

Ten Sqaure Games was invited to participate in the Game Stars project organized by the Make a Wish Foundation. The aim of the project was to fulfill **100 wishes** of children struggling with incurable diseases. Companies from the gaming industry, which are competitors on a daily basis, were jointly and severally involved in the action. The company donated 100,000 PLN and helped in the promotion of the foundation's fundraising activities.

In addition, the company decided to support the Mam Marzenie foundation by activating its employees. We organized the Talent Market - any employee could put their talent on display, and the one who offered the highest bid could buy it. The winners transferred the auctioned amount to the bank account of the Mam Marzenie Foundation via Zrzutka.pl. After a week of friendly competition for the purchase of such 'talents' as a basketball game with the Management Board or a fishing trip with the creator of Fishing Clash, we collected 52,000 PLN. It allowed us to fulfill the dreams of as many as twelve children.

In this way, the company wants to act for the benefit of local communities and promote the best gaming experiences, such as joy and the ability to disconnect from everyday problems.

100 wishes for kids granted

52,000 PLN collected

\$60,000 donated to Healthy Seas

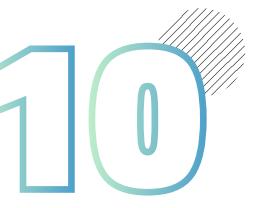


Environment



Ten Sqaure Games most popular games - Fishing Clash and Let's Fish, are all about fishing. Therefore, the company recognized that **World Water Day** is a good opportunity to raise awareness of players about the dangers of climate change and human activity that affect the state of waters.

The Fishing Clash team has prepared two special events devoted to extinct species of fish. When the player caught one of them, the points were converted into a donation to the **Healthy Seas foundation**, which deals, among others, with clearing the bottom of the seas from the remnants of the nets. Before the start of the events, it was estimated that approximately USD 50,000 would be donated to a good cause thanks to the involvement of players. However, players significantly exceeded these thresholds, so an additional \$10,000 was added to this amount as a bonus for their active stance. In total, Ten Square Games donated \$60,000 to Healthy Seas. The event was accompanied by an information campaign on endangered fish species in social media.





This initiative is especially crucial now, when the climate crisis is increasingly threatening the aquatic environment and its inhabitants, and more and more fish species may become extinct or are already dying out as a result of global warming, overfishing and environmental degradation.

On the ocassion of Earth Day we organized an **eco gamification** for our employees and their partners - Eco League.

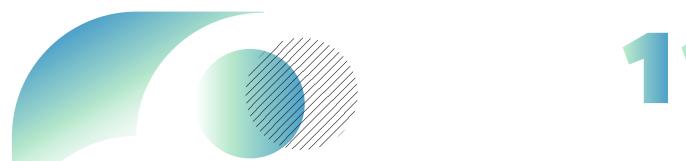
We wanted the form of activity to be pleasant and match the skills and interests of our employees. Therefore, as a company producing games, we used gamification and online tools to perpetuate good, **pro-ecological habits**.

As part of creating good habits and eco-education, the company's employees had to perform 40 ecological tasks in three categories - habits, knowledge and challenges. For each completed task, participants received Eco Points, and obtaining 75 Eco Points meant planting another tree on their behalf.

The aim of the Eco League project was:

- Employee involvement in the company's CSR strategy and inclusion in Ten Square Games activities for sustainable development.
- Employee education we wanted to show that a sustainable lifestyle is not difficult, and encourage people to change everyday habits through play.
- Planting the "Ten Square Games forest", that is 1000 trees. Employees participating
 in Eco League tasks scored points for which the company financed the planting of
 trees.
- Setting a common goal and competition in a positive spirit of competition for the common good of the planet had a very good effect on the commitment and stimulation of creativity of employees.





Support to Ukraine

Financial support - a few days after the start of the war, our board decided to donate **1 million PLN** to humanitarian charities and their relief efforts in Ukraine. We chose the Polish Medical Mission and the Polish Center for International Aid.

#TeamTSG Volunteers - In order to help and encourage the volunteers, we have decided to give an additional day off for volunteer work, along with monthly financial support for team members housing refugees -1000 PLN for a single refugee, 2000 PLN for a family, for up to 6 months. We're also extremely proud of our team, many of whom have helped refugees in their free time, by either working at reception points, donating to charity, or even sharing their homes with families in need.

Charity Sale and Women's Day for Ukraine - our Employer Branding team sold our gadgets at discounted prices, with all the proceeds going to relief efforts in Ukraine, with our merch being sold for a total of 5500 PLN, all of which went to SOS Wioski Dziecięce.

1 million PLN
donated
to humanitarian
charities to support
Ukraine











Community engagement & development

"Plant a Tree Party"

By the end of 2022 we will held Plant Trees Party, planting **100 trees** in places assigned by city council in Wroclaw and a huge cleaning of Odra banks among community members. And we will hold a party afterwards to show our community members that being eco doesn't mean being boring. Small steps!



"Go green"

We know it's time for us to act and go green. We promote and support **paperless approaches** among our community members. As a company, we advise reducing carbon footprint while working remotely and promoting a no-waste, paperless culture.

Key elements of our eco-policy:

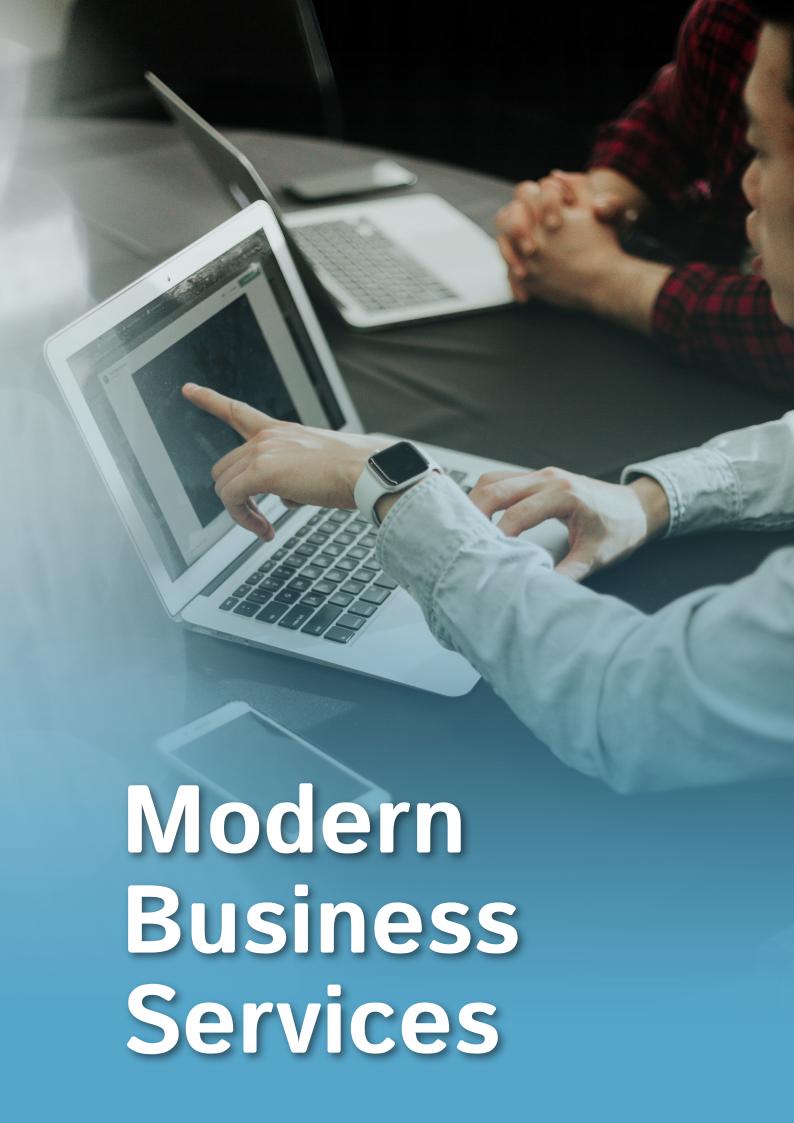
- Paperless in the workplace, avoiding unnecessary offline promotional materials and gadgets (paper, plastic).
- Rewarding community members for taking action (rubbish collection in public areas, tree planting).
- Paperless in your life.
 Using eco-friendly materials (uncoated paper if needed, recyclable materials for company gadgets) and in private life.
- No-waste approach.



"Laptops for Ukraine"

Laptops are one of the main tools used by youth and children for schooling purposes. We want to help with the development aspect and support Ukrainian children who strongly require laptops for remote education. We organized the action inside the company and with other firms to gather them and the first batch of laptops and tablets went to **Fundacja Słonko and Nefretytowa 55** and to the victim of the war, who undergoes further operations in one of the hospitals of Wroclaw. We will continue with the action, reaching the other IT companies from the area and private benefactors.







BRAND24







Community engagement & development

Having a media monitoring tool in our arsenal, we felt obliged to **educate about disinformation and recognize fake news** about the war in Ukraine. We created content that presents ways to recognize false information and prevent further spread.

As part of **the fight against cybercrime**, we have participated in many educational webinars, broadcasts, and workshops. Additionally, we have created a Twitter profile, **Demaskujemy dezinformację** (@przeciw_wojnie), where we expose bots that promote disinformation.

Support to Ukraine



We made Brand24 available to dozens of fact-checking organizations and verified institutions focused on helping Ukraine. As part of the **fight against disinformation**, we have launched a website, *zglostrolla.pl*, that works as an intermediary in reporting content that raises suspicions - fake news, manipulation, and lies. Our analysis department verified all these reports with volunteers and other organizations.

Finally, we were involved personally and as a team to organize help, transportation, and material support for Ukrainian refugees.













2000 employees





Community engagement & development

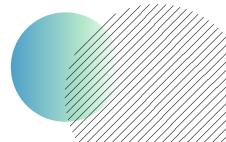
Zamieniam się w słuch (I'm all ears)

The bank's programme for improving accessibility of **banking services** for the **hearing-impaired**. Customers may use the MIGAM system of remote interpreting into the Polish sign language in each bank branch and induction loops in selected branches. In co-operation with the FONIS Foundation from Wroclaw, the bank also financed the first in Poland **birth school in sign language**.

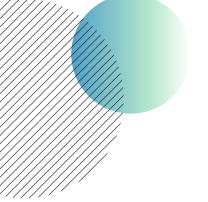
Językowa OdNowa (Linguistic renewal)

The aim of the programme is to simplify the documents that are used in the relationship with the customer. The bank aims to become a plain language bank by mid-2023. To this end, it has issued an internal plain language policy and appointed a project team of 25 leaders. Credit Agricole was the first bank in Poland to receive a certificate from the Plain Polish Language Commission of the University of Wroclaw for its bank account terms and conditions and agreement.













Celebration of European Mobility Week

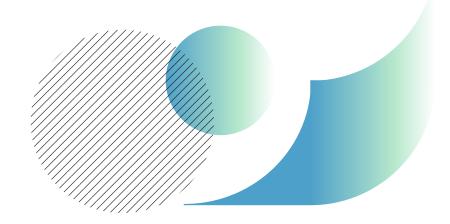
Encouraging employees to use bicycles (employees of the head office have access to a bicycle service, bicycle parking, bike racks, changing rooms, showers, city bike stations and an option to rent a bike for 3 days), scooters (chargers available) and public transport, promoting car-sharing and eco-driving. The Bank also organised a webinar on how to repair a bike on your own, electric car tests and introduced discounts on bicycle equipment.

Panel promoting innovative ecoprojects

Organisation of a panel on co-operation of business with the so-called positive impact start-ups in terms of support and co-operation for the development of innovative projects in the field of environmental protection. The aim was to gather expectations, create new fields of co-operation, space for conversation and relationship building. The panel is part of the 17th Sustainable Development Goal - "Partnerships for the Goals".



The assistance to Ukraine includes e.g. opening accounts on preferential terms for Ukrainian clients (no account maintenance fees etc.) and setting up a hotline in the Ukrainian language. The bank also organised transport of Credit Agricole Ukraine employees from the border to Wroclaw and provided them with accommodation as well as formal, financial, medical and psychological support. Additionally, the bank created a fund and made a donation to the Polish Medical Mission Association. Employees can also take advantage of 5 paid days off for volunteer work.





Hewlett PackardEnterprise

Hewlett Packard Enterprise Global Business Center sp z o.o.



1000 employees





Community engagement & development

Within HPE Gives program, employees may use 60h of their working hours volunteering. Wroclaw is one of the leading HPE sites, with participation rate at 30%. Community engagement is in HPE's DNA - the company cooperates closely with non-profits (e.g. "Hand in Hand" initiative in cooperation with "Sektor 3" Center, office furniture donations to NGO etc.), and also with institutions and universities (e.g. "HPE Academy" program, "Competences of the Future" in cooperation with Wroclaw University of Economics etc.).







Key goal of HPE as a global company is to drive IT efficiency with products and solutions that offer more possibilities with a smaller environmental impact. HPE promotes consumption-based, As-A-Service models, like "HPE Green Lake" - a product that is largely managed by operations team in Wroclaw. HPE Wroclaw team contributes to circular economy concept, not only by the financial and operational expertise, but also managing assets return to Technology Renewal Centers – approx. 90% of the equipment processed by our refurbishing centers were remarketed for a 'second life'. On the local level, HPE Wroclaw is a pioneer in equipment donations to NGOs.





Fair operating practices

HPE is recognized as one of the **World's Most Ethical Companies** - all HPE employees globally are obliged to follow Standard of Business Conduct ('SBC') and complete the annual SBC training. SBC is a set of rules around ethical and legal obligations, which governs our business practices and provides guidance for **ethical decision-making**. HPE Wroclaw contribution to the social responsibility is supported by HPE Gives – HPE's global volunteering and giving program.

Organizational governance



Our organizational governance is in line with the **global HPE Values** - we are committed to being unconditionally inclusive to capture the ideas and perspectives that fuel innovation, recognizing that when our people thrive, the company thrives. **Employees' safety and wellbeing** are our top priority, as well as **diversity and inclusion** where a big role has local **Employee Resource Groups**: "Women@HPE", "Disability Network" and "Multicultural Wroclaw". Also, there is in place "Work That Fits Your Life" program that provides employees a set of initiatives designed to support them in different stages of their lives by giving more flexibility with when and how they work.



Support to Ukraine

After the Russian invasion of Ukraine, HPE immediately offered support in evacuation and relocation to the family members of Ukrainian HPE employees. The company added 20h to the standard 60 hours of volunteer-time-off to enable employees engagement in multiple Ukraine relief initiatives (e.g. support in "Sektor 3" Center, "Czasoprzestrzeń", Railway Station, preparing meals, goods collections etc.). HPE employees have been volunteering for approx. 500h weekly, donating received via HPE Foundation rewards (10-20\$ for each volunteering hour) and taking advantage of the HPE match for monetary donations opportunity.

500h
of volunteering
weekly

30% of employess participate in volunteering

90%
of equipment
is remarketed
for a second use









Community engagement & development

We4Us is a powerful bottom-up initiative in our Business Services Center. Three engagement groups in the spirit of "from us for us" carry out activities for our company community. Focus areas are: **Wellbeing & Environment, Career & Recognition and CSR**. Each employee can be a permanent or a guest member of each group. Some last year examples: VBA trainings conducted by employees, online sport exercises, spring bicycle reviews, fundraising for the Wroclaw animal shelter, promotion of blood donation, charity runs.





Beekeepers. At Merck we care about the environment. Therefore our Business Services Center decided to take care of the local ecosystem and financed the construction of our own beehive. The initiative was a part of our 5th anniversary celebration on the Wroclaw market. Its originator was one of employees. Utilizing one of voluntary days offered by the company for such purpose, a group of employees built the beehive. In 2022 we plan to continue to support a friendly apiary, and perhaps even build another beehive.





Solidarity. The war in Ukraine has touched all of us deeply. In Poland to support our neighbours, together with two other Merck subsidiaries, inter alia we donated **over 250,000 PLN** in financial and non-financial help. Additionally, together with our colleagues from Germany we organized the relief items donation. Thanks to it almost **30 tons of goods** arrived to aid organization in Wroclaw. We have also extended our regular voluntary program by offering our employees additional days for humanitarian support.













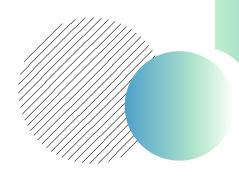


3M and its employees have donated more than \$3 million to support Ukraine. Collections such as hygiene materials, medicines, food were also conducted. In Wroclaw, 3M works in partnership with the City Hall and the Wroclaw Agglomeration Development Agency. Transports with donations were sent to the NGO aid station Czasoprzestrzeń; the Polish Red Cross in Grodzisk Mazowiecki, the Fire Brigade in Skomielna Biała.

The 3M company donated \$150,000 to the City of Wroclaw to teach the Polish language to Ukrainian citizens who are settling in the city.

over
\$3 million
donated

\$150,000 for language lessons









10,000 employees





Community engagement & development

LG Energy Solution Wroclaw is one of the largest employers and investors in Lower Silesia. At the manufacturing plant work more than 10,000 employees. We create safe and modern working conditions. We help the local community by e.g. cooperating with schools and universities, supporting charity institutions, investing in infrastructure and sponsoring sports teams. We also promote concern for the climate and development of electromobility in the region. Our factory meets all safety standards evidenced by ISO 45001:2018 and ISO 14001:2015 compliance certificates.

Environment



LG Energy Solution Wroclaw continually strives to achieve a balance between the company's business activities and environmental protection. We created the ESG vision "We CHARGE toward a better future" by selecting eight areas related to the environment or human rights. We also highlighted four key areas such as climate action, closed-loop recycling, human capital and responsible supply chain management. Importantly, 100% of the electricity used at LG Energy Solution Wroclaw already comes from Renewable Energy Sources.





Fair operating practices

At LG Energy Solution Wroclaw we believe and adhere to two main principles regarding the company's strategy: "Creating value for customers" and "Respecting human dignity". In accordance with these principles and the spirit of our Management Charter, we strive to promote independent management as well as the responsibilities associated with it. We are interested in adhering to the principles of free market economics, which embody the spirit of free and fair competition. Our Code of Ethics contains 6 chapters that deal with obligations to customers and society or fair transactions.

Organizational governance



The company's mission and vision are based on the so-called **LG Way**. The pyramid of values professed by LG Energy Solution Wroclaw consists of three pillars:

- No.1 LG, which stands for the company's aspiration to become a market leader in management practices and business operations;
- Jeong-do Management which is the company's basic code of ethics supporting growth and fair competition;
- Management fundamentals based on customer value creation and people-oriented management;



Support to Ukraine

The crew of LG Energy Solution Wroclaw consists of many Ukrainian women and men. They are people with whom we not only meet every day at work, but also spend our free time together. We support them by organizing transport, legal and psychological assistance. We also launched a fund-raising campaign to purchase the most necessary items for refugees.



Chemical & Pharma







100 employees



Chemical & Pharma



Support to Ukraine

For more than a 2 month, a brutal and cruel war has been waging across our eastern border, caused by Russia's invasion of independent Ukraine. The sense of solidarity with our Ukrainian neighbors does not allow us to remain indifferent. Therefore, for almost a month we have been trying to get involved in helping refugees from Ukraine, especially in the field related to **the pharmaceutical industry**.

Looking for the possibility of directing help directly to **Ukrainian mothers** with children who have found themselves in Poland in search of a safe shelter, we stay in touch with foundations and charity organizations in Wroclaw.

As an organization that has been present in the pharmaceutical industry for a long time, we are aware that support in caring for the health of the youngest is the most valuable gift that we can now offer to every Ukrainian mother.

Therefore, in cooperation with pharmaceutical manufacturers and producers of dressings, we have prepared **packages** in which you can find products for the youngest: children's cosmetics (care creams, shampoos), vitamins and minerals, products for the throat, cold products, dressing products.

We hope that thanks to even such a small help, we will let every Ukrainian mother feel the support she needs so much now.

The value of each package is about 200 PLN. Together with pharmaceutical manufacturers, we have decided to give up any margin imposed on the transferred ones products in packages, which reduces the price of the package to 100 PLN.





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