

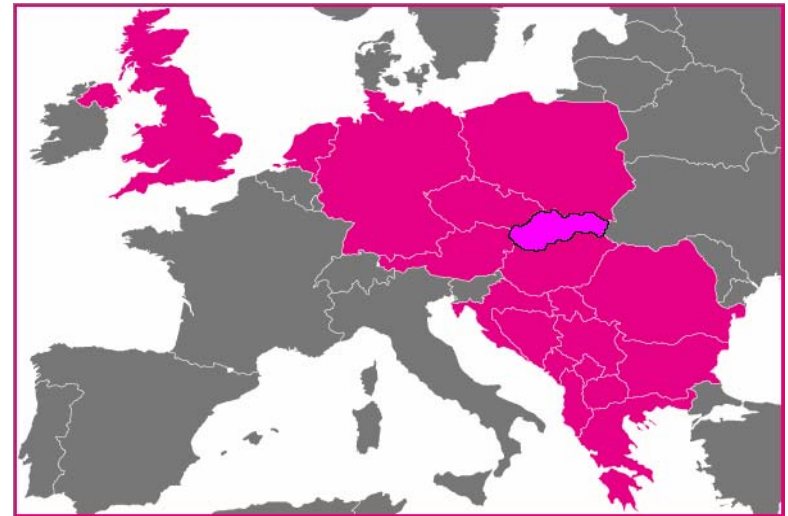
The global economic crisis as a driver for higher quality in corporate responsibility

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Slovak Telekom – brief introduction

- The Slovak Telekom Group is the biggest and fully integrated telecommunication entity in Slovakia – fixed line & mobile services, internet content

- Corporate responsibility is a part of the corporate values
- Founder of the e-Slovakia programme
- Founding member of the Business Leaders Forum and Forum of Donors
- Has been issuing the CR Report since 2005
- Recognized in CR activities by national and international awards



Slovak Telekom Group

Mobile Customers:	2,35 mio.
Fixed Accesses:	1,37 mio.
Employees:	5,2 ths.



Impact of the global crisis

The global economic crisis impacts adversely not only on businesses and their workforce but also:

- NGOs
- those fully dependent on help of others

Panicking over the implications of the economic crisis, companies cut along with:

- their marketing budgets
- also the resources assigned to philanthropic projects/activities

The crisis is (mis)used by the companies as an „excuse“ for stoping their help

less/no budget  **less corporate responsibility**



The crisis as a driver for higher quality

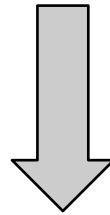
The crisis brings the need for:

- **Establishing /reevaluating strategy in CR activities of the companies**
 - selection of more focused scope of the activities with the emphasis on sustainability
- **Making your CR activities more efficient/effective**
 - Allocate your CR budget (does not matter in what volume) on those CR activities which are measurable
 - Think about new ways of help (a shift from financial donation to corporate voluntarism, personal engagement in the community, pro – bono services or cause – related marketing)
 - Making decision about which areas to support as professionally as possible
 - Ask for higher professionalism from the NGOs as the beneficiaries in execution of CR activities



It is not a rocket science...

- **EFFICIENCY** – the same approach in business and in CR
- **PROFESSIONALISM** – in decision making about the areas of support and beneficiaries
- **REALISTIC EXPECTATIONS** – from both sides (both companies and beneficiaries)



**CLOSER RELANTIOSHIP BETWEEN
COMPANIES AND 3RD SECTOR**



Slovak Telekom Endowment Fund (I)

Case study

- The Endowment Fund Slovak Telekom was established by Slovak Telekom (ST) and the Intenda foundation in order to make the social responsibility–related activities more focused and to adopt a truly professional, objective and transparent decisions based on detailed knowledge
- The strategy of the Endowment Fund is developed jointly by ST and the Intenda foundation reflecting the vision and mission of both organizations
- The Endowment Fund allocates financial resources to applications/projects in grant rounds
- Grant rounds opening is communicated publicly via media as well as other communication tools of ST and the Intenda foundation
- The evaluation of applicants and projects is conducted by an independent panel of experts proposed by the Intenda foundation for each specific grant round topic



Slovak Telekom Endowment Fund (II)

- The results of grant rounds are published on the Endowment Fund website, at regular meetings with media and in the company's Corporate Social Responsibility Report
- The Endowment Fund is a highly effective and focused form of help for the community, in which Slovak Telekom operates

FILM



**THANK YOU FOR YOUR
ATTENTION!**

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