

Get inspired to do business better!

Fair treatment of employees, ethical behavior, eco-friendly operations and products, and a positive approach to the community can lead to a better, more efficient, and more financially successful company. Questions relating to these topics are being addressed at various educational events this fall.

Sustainable Mobility

In October and November, the Pontis Foundation and Business Leaders Forum have organized four educational events open to all interested companies. These events are focused on various topics covering four main areas of CSR – Environment, Employees, Marketplace, and Community. The first one took place on September 25 and focused on non-motorized and low-emission transport, with discussions on fleet management, mobility management, building infrastructure within a company, and communication with the local municipality and employees. The main speakers included Bonnie Fenton, a Canadian sustainability transportation expert, and Michael Glotz-Richter, Senior Project Manager for Sustainable Mobility for the City of Bremen. Their presentations can be found on the BLF webpage (www.blf.sk). The event was organized as a part of a UNDP/GEF project for Sustainable Transport in Bratislava.

Work-Life Balance

The next event focused on work-life balance and its role and importance in HR. It took place on October 8 at the Bratislava City Hall; and the main speaker was a US expert, Danielle Hartmann, Director of Corporate Partnerships at the Boston College Center for Work & Family. She introduced the concept of work-life balance, both financial and non-financial benefits for companies, and

current and innovative trends in HR. For members of the BLF, she also provided one-to-one consultations after the seminar. Her session was followed by presentations of companies such as Microsoft Slovakia (Flexible Workplace), Hewlett-Packard Slovakia (Work-Life Coaching), Tatra banka (Work-Life Vacation), Stredoslovenská energetika (Maternity Leave) and more. The event was supported by the Embassy of the United States of America in Slovakia.

Responsible Procurement

The third event will take place on November 21 with focus on a responsible approach towards suppliers. Speakers will include domestic and international procurement professionals. The main topics will cover the role of procurement in a company and its importance. Speakers will also discuss how to implement CSR criteria in the procurement process. This seminar is supported by the Dutch Embassy in Slovakia. All three events are part of an annual series that includes spring workshops for BLF members on the topics discussed in the fall that leads to the creation of recommendations for companies in these areas. The first three sets of recommendations are already available for free on the BLF website.

Impact of Corporate Philanthropy

The Corporate Philanthropy Forum is a popular event among

corporate managers who seek inspiration for new ideas and learn opportunities for improving their philanthropy activities. The sixth year will focus on measuring the impact of corporate philanthropy. The participants will look together at the value which lies behind the numbers, create relationships, and through an interactive map they will learn where this selection of companies currently target their efforts as compared to the real needs in Slovakia.

The 2013 Forum will be held at Connect (Cvernovka), an industrial venue located on Páříčkova street in Bratislava, on November 14.

At this event, Peter Scholten, an independent expert on social entrepreneurship and CSR, will explain what to measure and how to improve the impact of corporate philanthropy. He will share his extensive experience

and know-how from Europe, Asia, and the USA. Lukáš Bakoš, Managing Director of Maxman Consultants, will use role-playing situations to illustrate how to get top managers excited about corporate philanthropy. He has invited Michal Meško from Martinus.sk and Norbert Brath from Embraco Slovakia, two Slovak business leaders, to participate in his experiment.

In the second part of the forum, the participants will have to get out of their chairs and, in line with the spirit of the “Connect” venue, they will connect. A map of Slovakia will reveal how much and where companies invest in corporate philanthropy and examine potential new innovative partnerships. The closing remarks will be presented by sociologist Martin Bútora. He will compare the current situation to real needs in Slovakia and introduce new donor opportunities that can be discussed later with various opinion leaders.



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AmCham Workshop on “Gender and Generations: Work-Life Integration” with **Danielle Hartmann**, Director of Corporate Partnerships at the Center for Work & Family.