

Social responsibility matters!

Lenovo Slovakia is dedicated to employee satisfaction. After participating in the “Employer of Choice” competition run by AON Hewitt for the first time, we defined several areas for improvement and created a number of projects targeting employee satisfaction.

We were very happy to find out that our employees want to actively participate in charity programs. Not only does charity work fit the Lenovo strategy, it also shows that our employees realize the importance of social responsibility and want to help those who are less fortunate. We have used this opportunity to empower our employees and thus increase their engagement by designing programs and creating events that allows them to take part in an altruistic activity.

It is key for us that employees play an active part in the end-to-end process for philanthropy – from generating ideas and planning events to executing them. It is also important for us that we build on the strong legacy of Lenovo – our products. This is why we currently run programs in two streams. The first is focused on the support of volunteer activities at centers for disabled adults and children. The second stream is our signature event, which is specifically based on our company strategy. We use the latest Lenovo hardware to give autistic children a communication tool and improve the quality of their lives, as well as lives of their families.

Inception

At the beginning of this year, many employees were excited to sign up for these two initiatives. We identified two organizations to cooperate with - the Center for Mentally Handicapped People in Pezinok and the School for Visually Impaired Children. Based on our communication with these centers, we learned

that handicapped people want to spend time with our employees doing activities, not just receive material or monetary donations. With this feedback in mind we have created a plan with events for the entire year.

Get in touch

Because of the nature of the projects, it was really important to get to know both parties. We prepared an event where children from both organizations had the chance to introduce themselves. During this activity all barriers were brought down and the participants from both centers demonstrated their talents and opened their hearts and their desire to interact with us.

Charity night

In February 2012 the Lenovo volunteering team organized a charity event that connected entertainment with philanthropy. Employees who attended could buy drinks with coupons, enjoy music, and participate in an auction of special items offered by our senior management team. Additionally, employees showed off their own talent through their own paintings, photos, and other art. All of the artwork was auctioned off as a part of the charity event. All profits from the beverages, food and auctions were collected and have been used for charity activities with the centers.

Pontis – “Our Town” project

In June 2012 we participated in an event organized jointly by the city of Bratislava and the non-profit organization PONTIS. Thirty volunteers from Lenovo armed

with goodwill worked in school gardens, cleaned the centers and did some small reconstruction projects. Lenovo supported this activity by allowing a half day of paid absence for participating employees.

Lenovo underpass near the Economics University of Bratislava

During September 2012 an amazing project was completed on the underpass at Dolnozemska Street. Cooperation between Lenovo and the city council allowed our volunteers and street artists from the Wall Design crew to complete this extraordinary project. Employees cleaned the wall and prepared it for the artists. On October 17th, 2012, the renovated underpass was opened by Milan Ftáčnik, Mayor of Bratislava, and Jack Fiedler, General Manager of Lenovo Slovakia.

Christmas market

In December a Lenovo Christmas market took place. Our charity team has prepared this special event together with Lenovo volunteers for both Lenovo employees and our supported organizations. Everyone is welcome to bake something to be sold. Employees and people from the centers will also bring products to be sold. All the money raised will be used for future charity activities and Christmas gifts for the centers based on their wish lists. Additionally, during the market children from the centers will get Christmas gifts. There will be a lot of happiness and fulfilled wishes.



Signature event

The second stream of our philanthropy program builds Lenovo brand recognition in Slovakia. Since January 2012 we have showcased our products by adjusting our hardware to function as a communication tool that allows autistic children to better communicate with their families. It significantly increases the quality of their lives. Our employees have translated the communication tool into Slovak and added words into the vocabulary. They then teach children and their families how to use the program appropriately. Our volunteers also maintain the facilities of autistic centers.

Philanthropy improves lives

We are very proud that our employees feel strongly about social responsibility. By offering volunteer opportunities to our employees, we can increase their pride, enthusiasm and loyalty to the company. At the beginning of the charity project, we expected approximately 5% of employees to voluntarily participate in these events, but the reality exceeded our expectations. This demonstrates how passionate employees are about supporting charitable causes. It is not about sending money or buying gifts. Our volunteers want to build a relationship with people and children from the centers through trust and they want to actively participate in philanthropy events. It is all about people. They need to have a willingness and desire to help. Now it is the time for volunteering. Let's start and make an impact!



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