

Changing the world responsibly

ABB was selected as the most responsible midsize company of 2012 in Slovakia. Every year we engage in volunteer activities in partnership with our customers and business partners. In addition to our traditional approaches we are trying to expand and improve our activities in the CSR area for the public good.

ABB is a technology company that has devoted much time, attention, and investment into the development of new future-changing technologies. ABB has been operating in Slovakia for over twenty years and, with our 200 employees, is considered a small- to mid-size company. Our leaders are fully aware of the responsibility for how our innovative development and modern technologies can shape the future. ABB declares responsibility for the environment, employees, and the community which are influenced by company activities. This concern complements a green path of innovation and overall dedicated attitude towards all spheres of life. In addition to overseeing the compliance of strict rules of business ethics and safety, ABB encourages and motivates its employees to engage in community projects through non-profit organizations and workshops, and also to considerable extent advocates for the integration of education with practice. The ABB global company has a detailed strategy and specific projects for each of these areas that will materialize in individual branches. The effectiveness of these strategies is regularly evaluated.

ABB has a tradition of long-term support of partner NGOs and their activities: League Against Cancer ("Liga proti rakovine") – The Daffodil Day, Red Noses Clown Doctors ("Červený nos"), the hospice for terminally ill children "Plamienok" as well as children in foster homes. In

addition, within the past few years, we have intensively discussed the development of a blood donation drive in our organization and considered ways to care for the environment and health of our employees. In this regard, we exchanged bottled water for filtered tap water and organize a Health Day and a Sports and Environment Day for our employees each year.

A big challenge where we see the importance of our help is by connecting vocational education with practical experience and the newest technologies. We feel that it is our duty to help high schools and universities develop the next generation of experts and specialists. We donated a unique electro-installation laboratory in the high schools of Stará Turá and Banská Bystrica, but we also make an effort to broaden our cooperation with technical universities in Bratislava, Žilina, and Košice, for example by means of offering grants for talented students and their interesting projects.

Talking about education, as well as our product portfolio, energy efficiency is a common denominator for ABB. It is a slogan for present and future social responsibility. Modern ABB technologies offer efficient energy solutions from generation up to usage, while at the same time lower the environmental impact of the technologies themselves.

ABB automation systems increase productivity, energy efficiency,

and security at factories and workshops. They can lower production costs through better planning, execution, and control of industrial processes that lead to improved service for customers and production quality. ABB measurement products measure important process parameters in real time. Online analysis monitors critical processes and thus helps to control production quality and lower carbon emissions. Last year the ABB Group reported that about 310 million megawatt-hours of electric energy were saved by the ABB drives used worldwide in 2011. That corresponds to 260 million tons of CO2 emissions or electricity costs, savings of approximately 34 billion USD for customers. If we look at it in on different scale, these savings are also equivalent to the electricity generated by around 41 nuclear reactors, or to the annual power consumption of 75 million EU households.

People still invest more and more of their wisdom and energy into improving technologies that lower energy at consumption and primary source. We are developing solutions for effective use of alter-



native sources, facilitating human work. Our products help minimize detrimental effects on our health and environment. That is probably why we recently managed to receive several meaningful awards. In 2012 ABB received the Via Bona Slovakia Award for social responsibility and philanthropy. Earlier this year, the MIT Technology Review rated the development of the hybrid HVDC breaker as one the 10 most important technology milestones of the year, and earned ABB a place among MIT Technology Review's 50 most disruptive companies in 2013. The global news organization, Thomson Reuters, also recognized ABB as one of the world's top 100 innovators this year. The most recent is the Swedish Innovation Award 2013 that has been given to ABB for the development of a technology that paves the way for a new generation of highly efficient and reliable power transmission grids.

We believe that in the future the effort we put into the society around us will be multiplied by an environmentally conscious generation of young technically skilled innovators.



Eva Hipšová, Country PR Marketing & Communications Manager, ABB, s.r.o.

DEFINITION: Disruptive innovation is an innovation that disrupts an existing market and value network and displaces an earlier technology.



Marcel van der Hoek, Country Manager of ABB, receiving the 2012 VIA BONA Award from Jochen Kley, CEO of Západoslovenská energetika.