Corporate Social Responsibility

440
thousand

for the activities of the 'Grupa Kęty for the Children of the Podbeskidzie Region' Foundation

20
million

of qualified CSR costs

1000

children and youths who participate actively in sports events

We take actions for the benefit of the society, sustainability and environmental protection.

Grupa Kęty S.A. is a signatory of the UN Global Compact initiative and, therefore, it supports and develops 10 Global Compact principles.

The Capital Group of Grupa Kęty S.A. invests in and extends the educational campaign devoted to environmental protection. In 2019 it was a partner of the 'Letters to the Earth' initiative, for example. That nationwide project is directed to children and youths. The estimated number of participants is 130 thousand.

At the same time, Grupa Kęty S.A. has bee supporting the 17 Sustainable Development Goals, declaring special emphasis on Goal 8 – Decent Work and Economic Growth.

Mission

For the future... 'ensuring employee development, effective use of natural resources, safety, environmental protection, long term economic value'

Vision

'A world-class company in the areas of its operation'

Values

Our values comprise moral standards, business ethics and culture, innovative solutions and social responsibility, reflecting the way the Grupa Kęty S.A. Capital Group operates

Year 2019 brought close to an end the strategy for the year 2015–2020. It was a good time not only due to the fast growth of the company and excellent financial results but mainly due to the social engagement we have developed in that time.

We were active in our work for the employees, the environment and local communities. From the perspective of time, we assess the period as a good one. We spent over PLN 1.6 million on the activities of the ‘Grupa Kęty for the Children of the Podbeskidzie Region’ Foundation (including PLN 440,000 in 2019), and nearly half a million on the idea of educating through sport (including PLN 150,000 in 2019). Every year, over PLN 20 million within the whole Capital Group qualify under the Corporate Social Responsibility, which includes medical programmes for the employees, competence and language training courses, or green accounting, i.e. financial engagement for the benefit of environmental protection. Nevertheless, we prefer to measure our activity with the number of children and youths who participated in all sports events, the particular charges of the children’s homes who thanks to the 'Grupa Kęty for the Children of the Podbeskidzie Region' Foundation have had better start in their adult life, or thousands of participants of the educational and ecological campaigns to which the Capital Group has been a partner. This is a real value for us.

We have consequently followed the path set out by our Corporate Social Responsibility Policy as well as respected and developed within our processes 10 Global Compact principles to which we are a signatory. We have carefully observed the market and reacted to the changing formal and legal environment, adjusting our organisation on a current basis to the changing reality, and have been disclosing our non-financial statement to the stakeholders for several years. This empowers us to optimistically look forward to the coming years and carefully prepare a new strategy. It poses even greater challenges to us.

The worrying climate change symptoms, lack of respect for human rights or other world trends oblige us to greater carefulness when preparing our processes, risk analyses, as well as our participation in economy, environment and society. Today, at the threshold of drafting a new strategy, we face completely new challenges, including the care for the well-being of future generations. Our mission 'For the future...', which originated over 8 years ago, is very up-to-date and requires our engagement in caring for the well-being of future generations, effective use of the natural capital we manage, and the human capital which is an extraordinary asset of our organisation. We want to run a cohesive and balanced business. We wish to cope with the expectations and challenges of the 21st century, so as to measurably reflect that in our strategy for the subsequent years and be able to prove to the future generations that the strategy has been a success.

17 Sustainable Development Goals and international inspirations

Our lodestar and inspiration to create business are international standards, instructions and guidelines.

Responsible management

The issues related to sustainable development are regulated on a systematic basis within the work of the Sustainable Development and Corporate Social Responsibility Steering Committee. The Grupa Kęty S.A. Capital Group, via its Sustainable Development and Corporate Social Responsibility Steering Committee, has been consistently following the directions of development set out in its CSR Policy for many years now.

The members of the Committee (the Management Board of Grupa Kęty S.A., heads of business segments and the CSR Director) guarantee conscious policy and strategy in the area of sustainable development. The decisions made have been cohesive and compatible with the set-out directions and care for the future of further generations. In 2019, the Committee made a decision, among other things, to engage the company, its employees and their families in the 'A Book Supports the Hero' upcycling campaign, which promotes the second life of products. It is only one of many actions in which the Capital Group of Grupa Kęty S.A. has actively engaged. Such simple, friendly projects build the environmental awareness and sustainable development among all stakeholders.

The 'OrangeBook' strategic processes management system implemented at the Grupa Kęty S.A. Capital Group is a platform for the management and control of all areas. Such documents as the Code of Ethics, and the policies in the areas of HR, corporate social responsibility, environmental protection and respect for human rights form integral parts of the 'OrangeBook'.