

Creating value through responsible leadership

Corporate Responsibility Review 2013
Central & Eastern Europe

*part
of it:*



About this document

This document details PwC CEE's corporate responsibility strategy, which centres around four focus areas: responsible business, diversity and inclusion, community engagement and environmental stewardship.

Within each of these areas, we have selected a number of case studies and specific initiatives from across Central and Eastern Europe. The review includes data related to our community engagement and for the first time we show our GHG emission results. The review refers to PwC's fiscal year 2013 (from July 2012 to June 2013).

For more information or to download corporate responsibility reports of our individual firms, please visit our country websites on www.pwc.com. You can also read more out about PwC's global CR approach at: www.pwc.com/corporateresponsibility.

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Key to icons



Case study



Highlights

A commitment to responsible leadership



Mike Kubena

Chief Executive Officer, PwC CEE

PwC has been present in Central and Eastern Europe (CEE) for more than 20 years. During that time, not only have we delivered quality services to our clients, but we have actively contributed to the development of economies, the advancement of our profession, and the improvement of communities across our region. We have also helped develop a generation of local professionals who are now leaders in their fields.

Our business is based on trust, and to maintain that trust, our people need to adhere to the highest standards of ethics and business conduct, as well as complying with legislation and regulations. We need to treat our people,

clients and other stakeholders with respect and dignity in all our interactions. And most importantly, we must deliver quality to our clients as our highest priority.

But being a responsible business means going even further. We need to give back to the communities in which we work, and operate in a sustainable way that preserves and protects our natural environment. As you'll see in this report, we have done a great deal in terms of volunteering, charitable giving, education, environmental protection, business ethics and diversity. We are proud of what we have achieved so far but we know there are still much to do.

Earlier this year, I met with the leaders of the largest firms in PwC's global network to discuss how we could come together to maximise the impact of our efforts. We agreed on 5 commitments related to corporate responsibility. I would like to share those commitments with you, and what they will mean for PwC in Central and Eastern Europe.

Each of us has a part to play in making our world a better place. If we can harness the ideas, creativity and energy of our 7000 people in CEE – and our 180 000 people across the globe – I am confident that we can make a positive and sustainable change.

PwC's corporate responsibility commitments

These commitments reflect our strategy implementation timeline (FY14 – FY16) and relate to the implementation of our CR strategy and enhancements to our CR reporting. Many of these commitments have already been achieved by our larger firms, however we know that only by aligning behind a unified vision and approach across the Network and collaborating to measure and manage what we do, will we maximise the impacts of our efforts.

To have a positive impact on the world around us, we will:

1. Harness the power of our Network to scale responsible business behaviours

We will align to the global CR strategy and use our skills, voice and relationships to be a catalyst for change through our CR activities. We will assess ourselves against various measures and develop clear progression plans.

2. Build an even more inclusive culture that values difference

We will train our leaders to recognize and prevent bias, and raise our people's awareness of the importance of diversity and engage them in efforts to increase cultural dexterity. We will analyse local populations to understand barriers and enablers to diverse leadership. We will increase leadership diversity and continue to recruit and develop diverse staff.

3. Increase the positive social impact of our community activities

We will provide opportunities for our people to take part in volunteering activities where they can apply their professional skills, and will measure the impact of those community activities.

4. Manage our impact on the environment

We will implement an environmental policy and management approach to minimise negative impacts.

5. Enhance the transparency and relevance of our CR reporting

We will improve the efficiency and accuracy of reporting on our key performance indicators (KPIs) related to corporate responsibility. We will introduce targets on these KPIs, and by FY16, we will gain assurance on priority information related to CR at the network level.

Corporate responsibility leader's interview



Günter Westphal

Corporate Responsibility Leader, PwC CEE

How does the new CR strategy align with the business strategy?

We're thinking about what responsibility means across our businesses and making it an integral part of our strategy. Responsibility is a critical element in delivering PwC's brand promise, in attracting and retaining talent, and in bringing quality services to our clients.

Our CR new strategy focuses on four areas: responsible business, diversity and inclusion, community engagement and environmental stewardship. It aims to improve transparency, enhance the engagement and development of our people, create efficiencies in our processes and drive innovation.

What are some of the challenges in bringing the corporate responsibility strategy into life?

In implementing our CR strategy, we are asked to support a tremendous number of

initiatives and causes. The challenge here is to harness the power of our Network through collaboration and knowledge sharing, to look at what matters to our business and concentrate on areas where we can scale our efforts and make a meaningful difference.

We want to be a catalyst for change – it requires patience and consistency in terms of reporting and measuring our impact. Some initiatives are easy to assess but in most cases the payback is long-term and societal in nature. We should see ourselves as marathon runners rather than sprinters and ensure we are advancing agendas that provide long-term value to our business, people, society and environment.

What would be your message about being “part of it.”?

We all have to ask ourselves an important question: How can I make a real positive impact?

In line with our CR framework, we can share our skills with the community, provide thought leadership, offer charitable donations, or take steps to be greener with regard to the environment. Corporate responsibility is also about behaving ethically and respectfully in all interactions with our clients, colleagues and other stakeholders.

There are many ways to be “part of it”! I believe that each of us has a role to play in making PwC a more responsible business. Let's be part of the change together.

Corporate responsibility governance

Corporate responsibility at PwC is similarly governed at global, regional and local levels and it runs right to the top of local and network leadership.

At the global network level, CR is led by the Global Corporate Responsibility Board (GCRB), which is chaired by Richard Collier-Keywood, Network Vice Chairman. The GCRB comprises leaders from the largest PwC firms and sustainability subject matter experts. The board also includes an external independent advisor, Will Day, who brings more than 25 years of NGO relief and development background as well as extensive experience working with senior leaders from business and government.

In 2011, we also evolved our Global Gender Council, which had existed since 2006, to become our Global Diversity and Inclusion Council. The Council provides advice and assistance to its sponsor, PwC's Global Chairman, Dennis Nally.

CEE Corporate Responsibility governance

There are more than 50 people across the CEE region with responsibility for CR. These include members of our leadership and management teams.

We have appointed a regional CR Leader, supported by a CR Manager, to provide strategic direction, harness the power of the network and represent CEE within PwC's global network. The CR Leader reports directly to the CEO and CEE Management Board and cooperates closely with other functional leaders, including Human Capital, Ethics, Marketing and Communications and Firmwide Management.



CR strategy implementation and management – Leadership ladders

“The PwC firms in CEE differ in size and operate in diverse cultural, economic and legal environments. We are committed to following a common vision of CR, but we also want to address local needs in the most relevant way. The leadership ladders give us an opportunity to check where we are in our journey and identify areas for continuous improvement. All PwC firms are expected to fulfill foundation-level requirements by the end of FY 2014 and all are encouraged to progress further.”

Malgorzata Marek

Corporate Responsibility Manager, PwC CEE



Corporate responsibility strategy

While we have always been engaged in corporate responsibility (CR) activities within CEE, we are implementing a new CR strategy to participate in a consistent global approach based on a strong foundation of managing our CR impact and tailored to our specific strengths and opportunities.

According to our new CR strategy, we believe PwC can be part of the solution to the global challenges which we want to approach through our CR agenda in two ways:

Doing the right thing – Playing our part on responsible business issues that are central to our business – from the quality of our services and the diversity of our people, to our engagement with communities and our environmental footprint

Being a catalyst for change – Using our skills, voice, and relationships to work with others and influence activities that make a difference, create change and have a lasting impact on the world around us.

We have four focus areas to bring this strategic intent to life:

- **Responsible business**
- **Diversity and inclusion**
- **Community engagement**
- **Environmental stewardship**



Highlights

- Every new PwC employee is introduced to CR as part our mandatory curriculum
- We conduct CR awareness events, such CR weeks or workshops for our people and leaders
- We are active in promoting CR activities through cooperation with governments, businesses and non-governmental organizations.
- We are signatories to the United Nations Global Compact (UNGC) principles on human rights, labour, environment and anti-corruption.

Responsible business

PwC recognises the important responsibility we bear as professional advisors to the business community. We believe many of today's biggest business opportunities lie in society's biggest challenges – from managing natural resources to making business more transparent, trusted and fair.

- **We're looking to build corporate responsibility into relevant services and products** where it will help us to deliver enhanced quality and value.
- **We're focusing on ethics, integrity and building trust** – by reflecting our ethics, standards and integrity in everything we do and also by working to ensure we generate the greatest impact we can on these issues which are fundamentally related to our business.
- **We're creating new client services** to help others build more transparent, responsible businesses. We've developed Sustainability Business Services and are continuously investing in research and innovation to meet the growing demand for support on the opportunities and risks on environmental and social challenges.
- **We're supporting the creation of reporting standards** as part of our work in this space, partnering with clients, NGOs and other organizations to develop innovative corporate practices.

Megatrends

PwC has identified 5 global megatrends that will affect the future of business and of society as a whole. These trends create both challenges and opportunities, and underline the need for businesses to operate ethically, responsibly and sustainably.

1. **Demographic shifts:** Explosive population growth in some areas against declines in others contributes to shifts in economic power, resource scarcity, and changes in societal norms.
2. **Shift in global economic power:** In the past few years, the global balance of economic power has been shifting from developed to developing countries.
3. **Accelerating urbanisation:** In the 1950s, less than 30% of the world's population lived in cities – compared to 50% today. The UN projects that by 2030 4.9 billion people will be urban dwellers, and by 2015, there will be 22 mega-cities with populations of 10 million or more.
4. **Climate change and resource scarcity:** Scarcity of resources and the impact of climate change are of growing economic concern. Demand for energy is forecast to increase by as much as 50% by 2030, and water by 40%.
5. **Technological breakthroughs:** Innovations in technology are creating new opportunities to bring people together, solve problems, increase efficiency, cure disease – the potential uses are limited only by our imagination.



"We have three core values – Excellence, Teamwork, and Leadership defining our culture. These core values define how we want to conduct ourselves and our business and inspire the behaviour delivering unique value for our clients, our people and our organization. We have a Code of Conduct for all PwC people and firms. This Code is based on our values and it takes them to the next level – demonstrating our values in action".

Ekaterina Lukovkina

Ethics and Business Conduct Leader, PwC CEE

PwC people are bound by strict standards related to independence and professional conduct.

- **Independence** underpins objectivity and has two elements: independence of mind and independence in appearance. PwC firms reinforce both of these elements by setting the right tone from the top; consulting on judgmental issues; maintaining policies and processes to safeguard independence; training our people; and monitoring regulations and compliance.
- We maintain strict **compliance** with all applicable regulations, laws, professional standards and PwC policies.
- We have a global **anti-bribery** policy and strict rules about giving and receiving corporate gifts.
- If any of our people observe unethical behavior or have concerns about business conduct, they are responsible to report this through our confidential hotline.



Highlights

- PwC Poland and Czech Republic are certified Global Reporting Initiative (GRI) training partners for the CEE region.
- PwC Russia, along with the Russian business daily Vedomosti and the Donors Forum published "The Leaders in Corporate Philanthropy", a study of the best corporate giving programs.
- PwC Ukraine provided expert advice on a pro-bono basis to the National Rating of Philanthropists initiated by the Ukrainian Philanthropists Forum, Hallmarker magazine and "Socially Responsible Society" NGO. Our experts consulted the rating organizers on conducting donor surveys and analyzing the collected data.
- PwC Czech Republic was the general partner of the Forum for Sustainable Business
- PwC with a global network of over 700 people in our Sustainability and Climate change practice, is a leading advisor on CR and sustainability. Through network cooperation and the support of SBS teams in Poland and Russia, we deliver CR and Sustainability projects across the CEE region.



Peter Chrenko

Tax Leader, PwC Czech Republic

Delivered a speech at the Forum for Sustainable Business in the Czech Republic on PwC's role in facilitating a dialogue between the public and private sectors to make the tax system more effective.



Sustainability reporting and the Global Reporting Initiative (GRI)

As a Certified Training Partner in CEE, PwC can deliver training on how to report effectively based on the GRI Reporting Framework. The GRI is the most widely used, comprehensive sustainability reporting framework globally and a great tool for companies to communicate on their respective environmental, social and governance (ESG) performance. GRI indicators are relevant to all organizations, regardless of size, sector or location, and can be voluntarily, flexibly and incrementally adopted. We help clients producing their first CSR report as well as those who are keen to improve their standards.



PwC Latvia achieves Silver rating in the Sustainability Index

The Sustainability Index is a tool developed by Latvian experts, based on global methodology (Dow Jones Sustainability Index and CR Index by Business in the Community) and in line with the corporate responsibility standard SO 26000 and Global Reporting Initiative (GRI) guidelines. It helps Latvian business assess and improve their level of sustainability and corporate responsibility. The purpose of the initiative is to recognise and support enterprises contributing to the long-term sustainability of the Latvian economy, environment and society.

Diversity and inclusion

In our business, we work with and advise people with a mix of talents, experience and backgrounds, so we're especially focused on building a diverse and inclusive environment.

When we consider diversity, we look at the full range of human and organizational differences and similarities. Diversity can be understood in terms of attributes like generation, race, gender, ethnicity, and sexual orientation, but there are more than 20 dimensions at play. Since 2006, gender

diversity has been a global priority at PwC. In 2011 PwC's leadership expanded the scope to include multiple dimensions of difference, supported by building the cultural dexterity of our people.

Acknowledging and celebrating an organization's diversity are only starting points. The real payoff comes from creating an environment of inclusion, where unique individuals strive toward common goals and objectives.

Diversity

All the ways in which we are unique both visibly and subliminally; for example gender, race, nationality, age personality, education, thinking style

Cultural Awareness

The self-awareness, understanding, openmindedness, and empathy we need as a network and as individuals to work successfully across all types of difference

Inclusion

Recognising, respecting, valuing, and leveraging differences in a way that enhances our perspective and contributes to our distinctiveness in the market





"It is important for the firm to promote diversity in teams. In my experience, nothing stimulates effective work better than using different ways of operating and various ways of looking at problems."

Olga Grygier

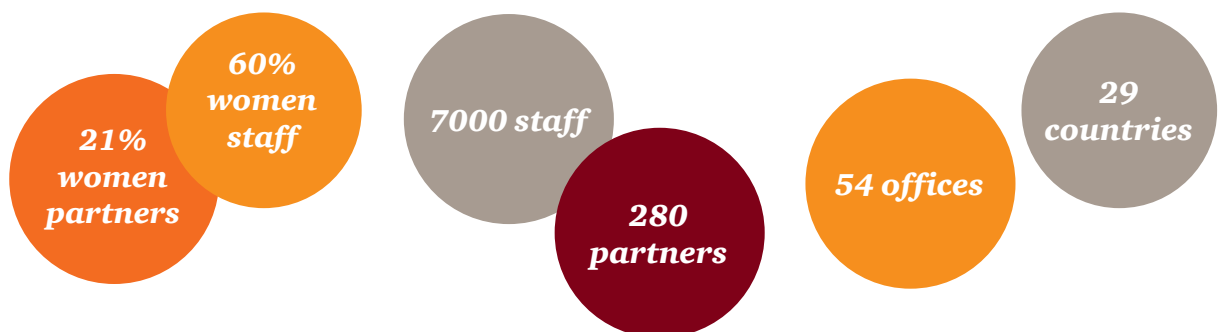
Country Managing Partner, PwC Poland

- **We're encouraging open minds.** At PwC we start from the simple premise that talent has no age, race or gender and is not ruled out by disability.
- **We believe that different is better.** We support individuality and encourage collaboration among people with different skills, personalities and perspectives
- **We're creating career opportunities.** Our Global Mobility Programme not only boosts the delivery of increasingly high-quality services to clients, but also develops the cultural skills and international perspective of people across the PwC network
- **We're creating leaders.** We are committed to developing current and future leaders through a combination of training, coaching, and on the job learning.
- **We're creating better workplaces** for our people, starting with an ethical framework that helps us maintain trust. We're working with our people to build and promote **diversity of thought**, which goes beyond visible differences such as gender, race, and age.



Highlights

- PwC Poland cooperates with Vital Voices Organisation on initiatives such as Mentoring for Women from Eurasia or women's lodges meetings.
- PwC Croatia cooperates with "Slava Raškaj" Centre, which deals with the rehabilitation and education of children and young people with damaged hearing and speech, and children with communication difficulties.
- PwC Slovenia conducts "Pink ribbons" lectures on breast self-examination
- PwC Poland received the "Equally – Important Award" and a high score in the Diversity Index
- PwC Hungary received the "Disability–friendly Workplace Award" from the Salva Vita Foundation and the Ministry of National Resources.





TOP 10 business women in Slovakia

PwC in co-operation with the daily newspaper Hospodárske noviny presented the “**TOP 10 business women in Slovakia**” awards. The goal of the awards was to start a public conversation on the gender agenda and the glass ceiling in Slovakia. At the same time, they highlighted success stories of business women who have built great careers, as a way of inspiring other professional women in Slovakia.



Diversity Charter in Poland

The Diversity Charter is a written declaration signed by a company which promises to eliminate discrimination and promote diversity in the workplace. The Polish Diversity Charter is a project of the EU-level Exchange Platform funded by the European Commission Directorate-General for Justice. The Polish Diversity Charter, along with the charters launched in France, Spain, Italy, Austria, Germany, Sweden, Belgium, Luxembourg, Ireland and Finland as well as the charters prepared by UK, Denmark, Netherlands, Bulgaria, Romania, Norway and Greece, joins the platform promoting good practices as regards equal treatment.



Flex@PwC

Our people are at different stages of family and personal life, and have different passions and interests outside of work. PwC CEE has introduced Flex@PwC to give our people flexibility in how they manage work and private responsibilities. Flex@PwC includes working arrangements like working from home, flexible work hours in which employees have some choice in the pattern of daily work, or reduced hours, in which they can choose to work less than full-time. Employees can also take 1-4 months of unpaid time off over and above the annual vacation, and receive a part of their pay while they're away.



Healthy life style in PwC Croatia

In the cooperation with colleagues from Egypt, PwC Croatia joined their Health Awareness Program (a part of the Triple Effect Project, initiated by the Takat of Foundation, the CSR arm of PwC Egypt). The project encouraged proper nutrition and exercise to promote a healthy lifestyle among our people.



Championing disabled people

As a partner to the Sochi Olympic and Paralympic Games, PwC Russia has helped to raise awareness of the issues facing the disabled. We invited several Paralympic athletes to meet with our people and tell their inspirational stories. This experience motivated many of our people to sign up as volunteers for the Paralympic games. PwC also created a project called “Karta dostupnosti” (accessibility map), a map of wheelchair-accessible locations around Russia. Not only is this a useful tool for people with mobility challenges, but it will also encourage Russian businesses to improve the accessibility of their facilities.

Community engagement

PwC firms are involved in their local communities through a vast range of projects, from supporting youth education and leadership programmes to helping social entrepreneurs and local charities. This is a core part of our PwC culture, and we regularly contribute our time, skills and resources. Volunteering also allows PwC people to develop new skills and relationships while working on personally fulfilling projects



Wojciech Śliż

Tax Director, PwC Poland

Wojciech receiving a Special Award on behalf of PwC Poland from the Federation of Polish Food Banks

- **We're developing capacity-building projects**, which seek to strengthen the business skills and expertise of charities and other not-for-profit organisations. By helping others help themselves, we can increase our positive impact. PwC Poland's Two Sectors One Vision programme matches up PwC coaches with social leaders. PwC Russia's "Coaching Awards" provide financial support and a morale boost for sports coaches who are making a difference in the community.
- **Pro bono and discounted professional services.** We support select community and non-profit organisations by providing them with our services for free or at a discounted rate. In 2013, PwC Poland received a special award for long term cooperation and pro-bono work from the Federation of Polish Food Banks.
- **We're supporting education.** Many of our firms are involved in local initiatives to support education. PwC Hungary partnered with a client to support a kindergarten that provides free services to disadvantaged children. PwC also cooperates with "Teach for Bulgaria" to offer mentoring opportunities for teachers. PwC Ukraine participates in the EdVent Internship project for disadvantaged youth.
- **We're supporting new and social entrepreneurs.** Entrepreneurs – and especially social entrepreneurs – create socio-economic value for their communities. PwC supports and promotes entrepreneurs in the Czech Republic, Poland, Russia, Ukraine and Croatia. To cultivate the entrepreneurial spirit and innovation among young people, students and NGOs, PwC Czech Republic supports the Social Impact Award (SIA) as the educational partner. PwC Russia and PwC Poland both support a competition for the best social enterprises.
- **We provide a wide spectrum of opportunities for our employees to give back to communities they live in.** We are moving towards social engagement based on skilled volunteering, and see volunteering options as a great form of team building for our people. We are also engaged in fundraising for charity organisations, clothing drives and toy collections. Many of our employees also participate in sport challenges to support charities like the "Global Corporate Challenge" in PwC Poland, Russia, Czech Republic and Slovakia.



"The Croatian CR team has been working hard to achieve as much as possible, with a lot of enthusiasm, creative thinking and open hearts in our efforts to help our community, leave our mark on the market and make improvements to our own working environment."

Branka Roesler

Corporate Responsibility Coordinator, PwC Croatia



"Safe Start" project in PwC Croatia

Safe Start helps young entrepreneurs in Croatia to start their business. PwC provides free conference space and catering for the Safe Start workshop, and specialists from our Tax department give a presentation on tax issues.



Support of Horihovy Dim PwC Ukraine

In June 2013, PwC Ukraine started cooperating with Horihovy Dim Social Bakery, which is a Lviv based social enterprise created to support social projects of Narodna Dopomoha NGO. The main projects are "Women's Shelter" and "Social Taxi". Since June PwC clients have had the chance to enjoy the exquisite handmade pastries produced by Horihovy Dim at PwC's client events held in our Kyiv office.



Martina Knappova

Assurance Senior Associate, PwC Slovakia
and employees of Autistic Centre Andreas



Teach for Bulgaria

(A Partner in the Global Education Network Teach For All)

PwC works very closely with Teach for Bulgaria to provide professional development and mentoring opportunities for teachers. We hosted an open day in the office for 20 high school students to introduce them to company life and offer insight into choosing a profession. PwC employees shared their experience and stories about their careers.



IT training for the autistic centre Andreas in Slovakia

The autistic centre Andreas was looking for someone to teach their staff how to work effectively with computers. PwC Slovakia decided to help, and 5 of our Assurance associates prepared and delivered a two-day IT training to the centre's employees.



Two Sectors – One Vision

PwC Poland received an honourable mention in the European CSR Award Scheme competition for “Two Sectors – One Vision”. The programme was recognized as a unique initiative in the Polish market, which involves sharing our highly valued coaching skills and business acumen to train community leaders in business competencies. This helps increase their impact and reach a much larger audience.

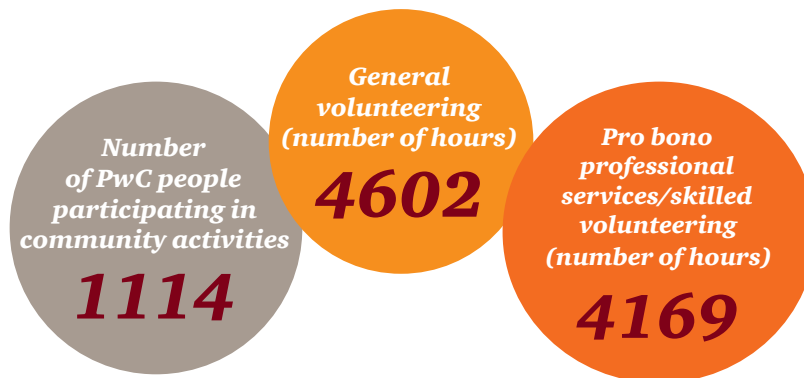


“Participating in the Mentoring Programme for Social Enterprises gave me the opportunity to develop my consulting skills. We analysed the enterprise’s strategic environment and created a scorecard for the programme objectives. I learned a lot about disabled people and how they can positively contribute to the community”

Mateusz Nowak

Advisory Associate, PwC Poland

Social engagement in numbers



1. These figures relate only to territories participating in data collection: Slovenia, Slovakia, Ukraine, Latvia, Macedonia, Croatia, Kazakhstan, Poland, Georgia, Russia, Hungary, Czech Republic
2. The Number of PwC people participating in community activities includes general volunteering, skilled volunteering, pro bono and discounted services.
3. Pro bono professional services/skilled volunteering includes the number of hours of skilled volunteering, pro bono and discounted services

Financial contributions (in US\$) FY13

Cash donations from PwC	126 137
Cash donations from PwC people and other third parties	17 074
Cash value of "in kind" donation	12 032
Total	155 243

Cash donations from PwC people and other third parties: financial value (in US\$) of donations raised from other parties as a result of the PwC network’s community activities or facilitated by the network (e.g. via payroll deductions).



PwC Slovenia office participating in Earth Hour, March 23, 2013

Environmental stewardship

Many PwC firms are working to make our operations more environmentally efficient, for example by reducing the consumption of energy and water – both at the office and at home – printing less to save paper, and measuring and reducing our carbon footprint.

We are also in a unique position to impact the environment positively through our work with clients and cooperation with governments and non-governmental organizations.

- **We're working with the UN and WBCSD** to develop new ways of calculating the economic value of the world's ecosystems and integrating these principles into business decision-making.
- **We're helping create analytical tools for investors.** We've provided advice and

report services to the Carbon Disclosure Project for five years, to help them deliver their aims to provide investors with a unique global view on how the world's largest companies are responding to climate change. PwC issued a report summarizing the reported greenhouse gas emissions by CEE100 companies.

- **We're measuring our carbon footprint.** This year we are making public our carbon footprint results for the CEE region for the first time. The report is based on data provided by the Czech Republic, Hungary, Latvia, Macedonia, Poland, Russia, Slovakia, Slovenia and Ukraine. Going forward we will continue to improve the scope and quality of data and increase the number of firms reporting.

	Emissions (kgCO₂e)
Total natural gas consumption	237 257
Total fuel consumption	–
Total owned vehicle mileage	148 550
Scope 1	385 807
Total purchased electricity	3 611 701
Total purchased heat	864 528
Scope 2	4 476 229
Total air travel – short haul	81 773
Total air travel – medium haul	2 393 976
Total air travel – long haul	1 134 356
Scope 3	3 610 104
Gross emissions	8 472 140



PwC's participation in Earth Hour

Every year, many PwC offices across the region turn out their lights for Earth Hour to raise awareness of energy conservation. We also encourage our employees, alumni, and clients to play their part by doing the same thing at home.

Earth Hour is the single largest, symbolic mass participation event in the world. It aims to mobilize people to take action on climate change. Earth Hour now inspires a global community of millions of people in 7,001 cities and towns across 152 countries to switch lights off for an hour as a massive show of concern for the environment.



"We encourage taking small but influential steps towards reducing the negative environmental consequences of our activities. For example we are working to save paper, recycle, save energy, reduce usage of plastic. The Carpathians project evidenced how passionate we are about making our forests cleaner and our history alive."

Anna Onyshchenko

Corporate Responsibility Leader, PwC Ukraine



"Healthy Forest, Healthy Community, Healthy Environment" – PwC Ukraine

On 19 March 2013, PwC's "Healthy Forest, Healthy Community, Healthy Environment" was announced as one of the winners of the National Contest "Corporate Volunteering in Ukraine – 2012". The project was implemented in partnership with the "Carpathians Paths" Foundation and Peace Corps Volunteers throughout 2011–2012. It aimed at renewing the infrastructure of the Yaikivskiyi reserve in Prykarpatya. PwC volunteers did three 3-day trips to the reserve, where they helped the "Carpathian Paths" Coordinators refurbish tourist huts and remove garbage from the forest.



Volunteers from PwC Ukraine during "Healthy Forest, Healthy Community, Healthy Environment" project



"Eco-efficiency is part of the PwC management philosophy. On our way to effectiveness, we continuously search for environmental improvements that yield parallel economic benefits. For example by consolidating real estate and improving the way our space is used we can reduce the energy needs per person. It is also about operating differently – aligning the timings of energy use and lighting with building occupancy, and avoiding excessive cooling and heating. We can also use technology such as video conference and online teleconferencing to reduce travel, helping the environment and saving time."

Keith Murphy

Chief Operating Officer, PwC Poland



PwC Czech Republic's Green Building

City Green Court is an environmentally friendly building designed in line with the latest worldwide standards. It was the first building in the Czech Republic to be awarded the LEED Platinum certificate. Sustainability was one of PwC's building selection criteria.

Summary of savings achieved in PwC Czech office:

Electricity decrease

46%



Electricity 46% decrease in electricity consumption (Q1 2013 compared to Q1 2012) We are renting a 40% larger space, but our electricity consumption decreased by 46%. The reduction of daily energy usage is due primarily to an advanced lighting system, which includes daylight sensors, LED lighting in some common spaces and an automatic central lighting shutdown function.

Period	Consumption kWh	CO2 t
1-3/2012	571 026	683,4
1-3/2013	305 033	371,6

Water saved

136 000 L



Water 136 000 L saved quarterly (Q1 2013 compared to Q1 2012) thanks to water-saving equipment such as waterless urinals, dual flush toilets and low-flow taps.

Period	Consumption m3	CO2 t
1-3/2012	1 370	0,4
1-3/2013	1 234	0,4

Paper reduction

50%



Paper 50% reduction in our carbon footprint based on our paper consumption Not only have we reduced our paper consumption by 35%, we also recycle all the paper used for printing, and double-sided printing is set as default. This way, we have decreased our carbon footprint by 50%.

Period	Consumption in pages	CO2 t
1-3/2012	1 789 463	23,1
1-3/2013	1 184 460	11,7

Dialogue: Engaging with our stakeholders

To build and maintain trust with our stakeholders, we need open dialogue. This helps us understand and meet expectations and understand key trends and developments in our markets. We have developed a number of tools to communicate with and listen to the needs of employees, clients, alumni, community organisations, suppliers and governments.



“Bringing people together for dialogue isn't always easy in a region spanning 29 countries, but technology is opening exciting new opportunities. We conduct online surveys to assess client and employee satisfaction. Our leadership uses our internal social media platform to discuss key business issues with our employees across CEE and listen to their ideas. We are also increasingly using social media to engage directly with our clients, potential recruits and alumni.”

Amanda Lowe

Marketing & Communications Director, PwC CEE



Global People Survey

Every year we ask our people for their feedback, ideas and views on our firmwide strategy and company life at PwC, through our Global People Survey. This gives us insight on levels of employee engagement and helps focus our efforts for improvement. The survey includes a number of questions related to corporate responsibility, diversity and our impact on the environment.



Client feedback

To understand how our clients' needs and expectations were met in the past, and to identify areas for improvement, we regularly seek feedback regarding the quality of the services we deliver. We carry out a Client Feedback Survey annually to ask our clients if they are satisfied with our service and the value they received. We then use feedback results to improve our client service plans for the following year.



Spark: Connecting our network

Spark is an internal social network where PwC people can connect with colleagues to share ideas, collaborate on projects, and ultimately create more value for our clients. For a knowledge organisation like PwC, Spark represents a new and effective way of working together – providing instant access to the expertise and perspectives of 180 000 people around the world.

PwC in Central and Eastern Europe

PwC helps organisations and individuals create the value they're looking for, by offering industry-focused assurance, tax and business advisory services across the region. We are committed to providing quality advice and world-class customer service.

PwC operates as a fully integrated network across Central and Eastern Europe (CEE) and former CIS countries. We have 54 offices across 29 countries in CEE and employ 7000 staff and 280 partners. Our network consists of separate legal entities in accordance with applicable local laws and regulations, which work together to:

- Share knowledge and expertise
- Mobilize resources
- Provide a regional perspective on client issues
- Offer cross-border solutions which reflect the international operational models of our clients
- Ensure a consistently high standard of quality
- Share knowledge and expertise

PwC CEE has practices in: Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Mongolia, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkmenistan, Ukraine, Uzbekistan.

7000 staff

280 partners

60% women
40% men

29 countries

54 offices

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