



Grupa Eurocash

Corporate Social Responsibility Report (CSR)
for 2012



The report is an integral part of the annual report

THINKING OF YOUTHS

Since 2009 Eurocash became a member of a Partners Club by the University of Economics in Poznań. Within the club, the management board of Eurocash give lectures for students of the University. Beside lectures students can take part in workshops developing their soft skills "Skocz po sukces" organised by HR Department of Eurocash.

SOCIAL ACTION REALISED BY EUROCASH CASH & CARRY

Cash&Carry warehouses are located all over the country but mostly in medium and small size localities. Supervisors of warehouses, having the information of local needs, initiatives and projects, are helping communities by getting involved in different types of social events and outreaching. This kind of support are food parcels for local social institutions.

EUROCASH FRANCZYZA AS A CENTRE OF THE LOCAL SOCIETY

In addition to technical support of franchisees, which is delivery of products in the lowest price possible and taking care of marketing sphere of separate franchise networks, Eurocash Franczyza supports also social initiatives of franchisees. Support for orphanages, fire brigades, mercy dashes, food raising. Also events that are important for locals such as Day of the City are not being neglected by Eurocash. As a Centre of the Local Society our franchise networks have a positive impact on a wide group of clients.

1% OF TAX FOR NEEDED

Eurocash enabled employees intercommunication in the topic of the most needed. The company's intranet is being used to that. Everyone who has a person in the nearest surroundings, family, amongst acquaintances that is in a real need of financial support can send an information that is later on posted in a special section in intranet. Thus every of employees can help the most neede by giving 1% of tax for needed.

EUROCASH ACADEMY OF SKILLS

Being a partner on independent retail stores Eurocash created the Academy of Skills, that allows our franchisees to broaden their skills and competences of running a retail store. Academy combines of trainings, research of their effectiveness and motivational system for franchisees. Owners of stores and their employees are getting an access to expert knowledge and skills on the highest level. This is a significant step on their way to develop and professionalize crucial in today's retail in Poland. In the offer of the academy there are workshops from i.a.: managing the finance of the store, team management, pricing and advertisement policy, quality of products and proper storage of products. The project is being realized via an e-learning platform. Functioning the Mystery Shopper in our franchise networks helps us to verify and assess effectiveness of trainings from the Academy of Skills. As a first franchisor on a Polish market, Eurocash award indirectly employees of its stores for the best results in Mystery Shopper questionnaire and execution of educational courses.

