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Bank Polski



Involvement in pro-social activity

Annual Report 2017

Sponsorship activities of PKO Bank Polski SA

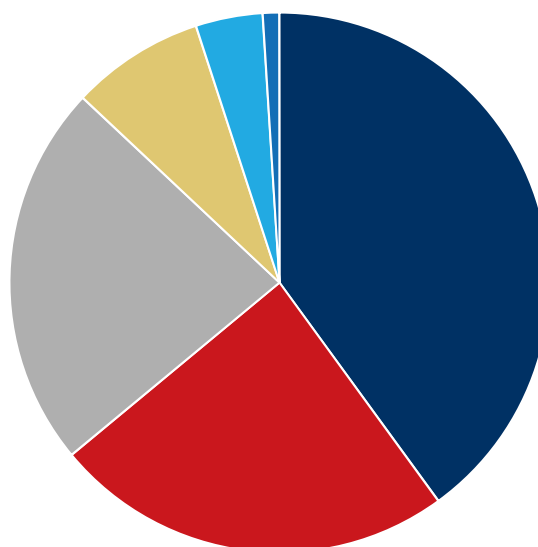
The sponsorship activities of PKO Bank Polski SA are aimed at forming the Bank's image as a reliable financial institution, socially involved, modern and open to its customers' needs.

Due to its almost one-hundred year history, the Bank treats participation in initiatives which introduce society to national heritage, and culture and art, as a priority. The experience and leadership in the financial market also obliges the Bank to support young Poles in their education and development. Co-financing innovative projects and setting development trends in respect of Polish education is the ultimate goal of the Bank's sponsorship.

In 2017 the Bank completed 360 projects of different scale: from nationwide – communicated in the media, supported with promotional actions, to smaller, dedicated to local communities which have problems in acquiring funds for organizing meetings with culture, exhibitions, science picnics.

Expenditure on financing projects which support business and promote culture and art take up the largest share of the Bank's sponsorship budget.

Investment in sponsorship activities (budget share)



Business
 Culture and art.
 Sports- running
 Sports- other
 Education
 Local events

For many years, PKO Bank Polski has been initiating and implementing social projects integrating business objectives with activities for all stakeholder groups. In accordance with the slogan of the Bank's current Strategy for 2016–2020, "We support the development of Poland and Poles", the Bank is developing the relations with the environment, actively performing activities for society and with its involvement. It supports educational, civic, cultural and charity events and projects. The Bank is a socially responsible institution for which freedom and attachment to tradition are natural values. Therefore, it conducts activities that consolidate awareness and national identity, support the development of national heritage and popularize the ideas of modern patriotism. The Bank implements this mission, among others, through patronage.

The PKO Bank Polski Foundation performs charity activities on behalf of the Group, including the Bank. Representatives of the whole of the Group participate in the projects it implements. Furthermore, individual entities perform their own charity initiatives targeted at local communities.

Both the Bank, as a part of its sponsoring activities, and the Foundation, as a part of its charity activities, verify every partner and beneficiary of the support provided. No negative impact on the Bank's image was identified in 2017 in connection with sponsorship and charity activities. Care for the rationality of the sponsorship and charity policies pursued is achieved through the synergy of activities. A Programme Council consisting of representatives of the Bank takes care of this. The Bank and the Foundation implement projects jointly or separately in the most important programme areas in terms of image, such as culture, tradition, education and sport. Furthermore, the Foundation performs activities, the objectives of which are social welfare, protection of life and health and ecology. On the one hand, such a division of commitment to programme areas strengthens the Bank's image-related benefits, while on the other, it broadens their range.

Sponsorship activities



Sports sponsoring



Charity activities of the PKO Bank Polski SA Foundation



Corporate volunteering

