

## GOALS AND EFFECTS

# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS - 5P PRINCIPLE

**5P PRINCIPLE (People, Planet, Prosperity, Peace, Partnership):** is a new vision for growth based on the Sustainable Development Goals UN, presented in Agenda 2030, that focuses on 5 major transformation dimensions: **People, Planet, Prosperity, Peace, Partnership.**

- As a revision of the Sustainable Development Goals indicated in 2018 Report, in line with the 5P Principle, we indicate two **key CSR directions: People and Planet. Agora Group shall continue delivering solutions towards developing human capital, social capital and sustainable growth, in particular in environmental impact.**
- Our supplementary directions are: **Prosperity and Peace. Agora Group supports economic growth rooted in innovation, in sustainable cities and societies free from inequality. We are actively engaged in building civil community and support institutions protecting the freedom of media and democracy.**
- **Partnership** was indicated as a supplementary direction strengthening the activities in the directions listed above.

Main directions of AGORA GROUP



PEOPLE











We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.\*



PLANET

We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.\*



Supplementary directions AGORA GROUP	
 PROSPERITY	<p>We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.*</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #ffc107; padding: 5px; text-align: center;">7 AFFORDABLE AND CLEAN ENERGY </div> <div style="background-color: #dc3545; padding: 5px; text-align: center;">8 DECENT WORK AND ECONOMIC GROWTH </div> <div style="background-color: #fd7e14; padding: 5px; text-align: center;">9 INDUSTRY, INNOVATION AND INFRASTRUCTURE </div> <div style="background-color: #e83e8c; padding: 5px; text-align: center;">10 REDUCED INEQUALITIES </div> <div style="background-color: #ffc107; padding: 5px; text-align: center;">11 SUSTAINABLE CITIES AND COMMUNITIES </div> </div>
 PEACE	<p>We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.*</p> <div style="text-align: center; margin-top: 10px;">  </div>
 PARTNERSHIP	<p>We are determined to mobilize the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.*</p> <div style="text-align: center; margin-top: 10px;">  </div>

Agora Group strives to achieve the objectives of Sustainable Development Goals (SDGs) in the areas relevant to our business operations. The main aspects of the implementation of the indicated objectives are described below.



### UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

United Nations General Assembly adopted 17 Sustainable Development Goals. The goals will guide global development until 2030 shared by states, businesses and communities around the world.

## GOAL 1. No poverty



- **charity activities helping people in need**
- **education of the society on the necessity to support people in need**

## GOAL 2. Zero hunger



- **education towards rational consumption and preventing food wasting**

## GOAL 3. Good health and well-being



- **improving the quality of life and health in the society through actions and initiatives promotion of healthy lifestyle**

## **GOAL 4. Quality education**



- **activities for improving the quality of education**
- **supporting education providers, schools and teachers**
- **educational activities, including educational initiatives and campaigns**

## **GOAL 5. Gender equality**



- **effective counteracting discrimination based on sex**
- **strengthening the participation and role of women in decision-making at all levels**
- **striving for equal treatment in all aspects of employment**
- **activities supporting gender equality and equal treatment**
- **initiatives strengthening the role of women in contemporary society**

## **GOAL. 6. Clean water and sanitation**



- **monitoring the use of water**
- **rational use of resources**
- **education about water supply problem in Poland and promotion of tap water consumption**

## **GOAL. 7. Affordable and clean energy**



- **striving to maximise energy efficiency**
- **optimisation of electricity consumption through pro-eco activities and introduction of new solutions**
- **ecological education focusing on energy efficiency**

## **GOAL 8. Decent work and economic growth**



- **development of competences Agora's employees**
- **ensuring stable employment**
- **employee involvement**
- **human rights in the workplace**
- **ensuring respect for human rights**
- **developing and maintaining existing operations based on responsible business standards**

## **GOAL 9. Industry, innovation and infrastructure**



- **innovative solutions for optimising consumption of resources are applied in state-of-the-art advertising displays, city furniture, etc.**
- **Agora's printing plants introduce and develop environment friendly technologies and production processes**

## **GOAL 10. Reduced inequalities**



- **effective prevention of discrimination on any grounds and in any aspect**
- **initiating and supporting projects and activities towards the achievement of this goal**

## **GOAL 11. Sustainable cities and communities**



- **supporting the development of smart cities through ecological, interactive and functional solutions**
- **supporting the development of sustainable cities and their inhabitants, addressing the most important aspects of urban development**

## **GOAL 12. Responsible consumption and production**





- **initiating and supporting projects and activities towards the achievement of goal 10**
- **reducing waste output**
- **providing top quality services, responding to the needs and expectations of clients**
- **building positive and lasting relations with clients**
- **fair treatment of our business partners and upholding the highest ethical standards and transparency in relations with them**
- **offering products and services that meet the needs of sensitive users**
- **striving towards the goals of circular economy**

## **GOAL 13. Climate action**



- **estimating the impact of activities on the climate**
- **solutions and actions to minimize negative impact**
- **education and reliable information about climate change**

## **GOAL 14. Life below water**



- **education and reliable information about climate change, including endangered of ocean and sea ecosystems**

## GOAL 15. Life on land



- **education and reliable information about climate change, including biodiversity**

## GOAL 16. Peace, justice and strong institutions



- **effective system of ethics and compliance ensuring efficient counteracting all forms of abuse**
- **counteracting corruption and bribery and exercising due diligence in the context of cooperation with the environment**
- **reporting and monitoring of fraud and protection of whistleblowers**
- **strengthening institutions and organizations that contribute to social development and the growth of civic society**

## GOAL 17. Partnership for the goals







- partnership for growth, particularly development of education, culture, art, journalism and mass media and supporting gender equality

## OUR GOALS FOR 2020

Agora Group adopted the following CSR goals. Detailed descriptions of the goals are provided in the respective sections of this report.

### CSR goals of Agora Group in 2020

 MANAGEMENT AND REPORTING	 WORKPLACE	 ENVIRONMENT	 ETHICS AND COMPLIANCE
<ul style="list-style-type: none"> <li>• develop Responsibility Report of Agora Group 2019, based on GRI Standards</li> <li>• continue dialogue with stakeholders</li> <li>• strategic cooperation with a partner organization/ institution for developing responsible business and sustainable growth in the organization</li> </ul>	<ul style="list-style-type: none"> <li>• implement a comprehensive e-learning system for employees</li> <li>• deploy a new system of benefits for employees in response to the expectations formulated by the employees</li> </ul>	<ul style="list-style-type: none"> <li>• implement ecological solutions in energy effectiveness, including photovoltaic systems</li> <li>• optimize energy consumption – replace air conditioning units in Agora building</li> <li>• develop environmental and ecology projects in the media of Agora Group</li> </ul>	<ul style="list-style-type: none"> <li>• develop activities under the compliance system in Agora S.A. and the main entities of Agora Group</li> <li>• educate employees about Agora Code of Ethics and whistleblowing system</li> <li>• implement and communicate Policy of Accepting and Offering Gifts and Other Benefits in Agora S.A.</li> </ul>

# **OUR GOALS FOR 2019 AND THEIR ACHIEVEMENT**

Targets for 2019 were presented in Agora Group Responsibility Report 2018. Achievement of the CSR goals is discussed in detail relevant parts of the Agora Group Report. Below is the summary:

## **Corporate social responsibility of Agora Group in 2019**

# AGORA Report 2019

Area	Goals	Progress	Chapter
 <p>MANAGEMENT AND REPORTING</p>	<ul style="list-style-type: none"> <li>• continue dialogue with the stakeholders</li> <li>• deliver 2019 report in accordance with GRI standards</li> </ul>	<p>achieved</p>	<ul style="list-style-type: none"> <li>• CSR strategy</li> </ul>
 <p>WORKPLACE</p>	<ul style="list-style-type: none"> <li>• implement a strategy for HR of Agora S.A.</li> <li>• continue activities to prevent discrimination and mobbing</li> </ul>	<p>partially achieved strategy in development</p>	<ul style="list-style-type: none"> <li>• Workplace</li> </ul>
 <p>ENVIRONMENT</p>	<ul style="list-style-type: none"> <li>• energy efficiency – reduce the consumption of electricity and volume of waste</li> <li>• develop and implement an environmental policy for Agora</li> <li>• educate employees of Agora in waste sorting and recycling</li> </ul>	<p>achieved</p>	<ul style="list-style-type: none"> <li>• Environmental impact</li> </ul>
 <p>ETHICS AND COMPLIANCE</p>	<ul style="list-style-type: none"> <li>• implement a comprehensive compliance system in Agora Group</li> <li>• continue ethics training and communications aimed at all employees of Agora Group</li> <li>• implement Policy of Accepting and Offering Gifts and Other Benefits in Agora S.A.</li> </ul>	<p>partially achieved to be continued in 2020</p>	<ul style="list-style-type: none"> <li>• Ethics and compliance</li> </ul>