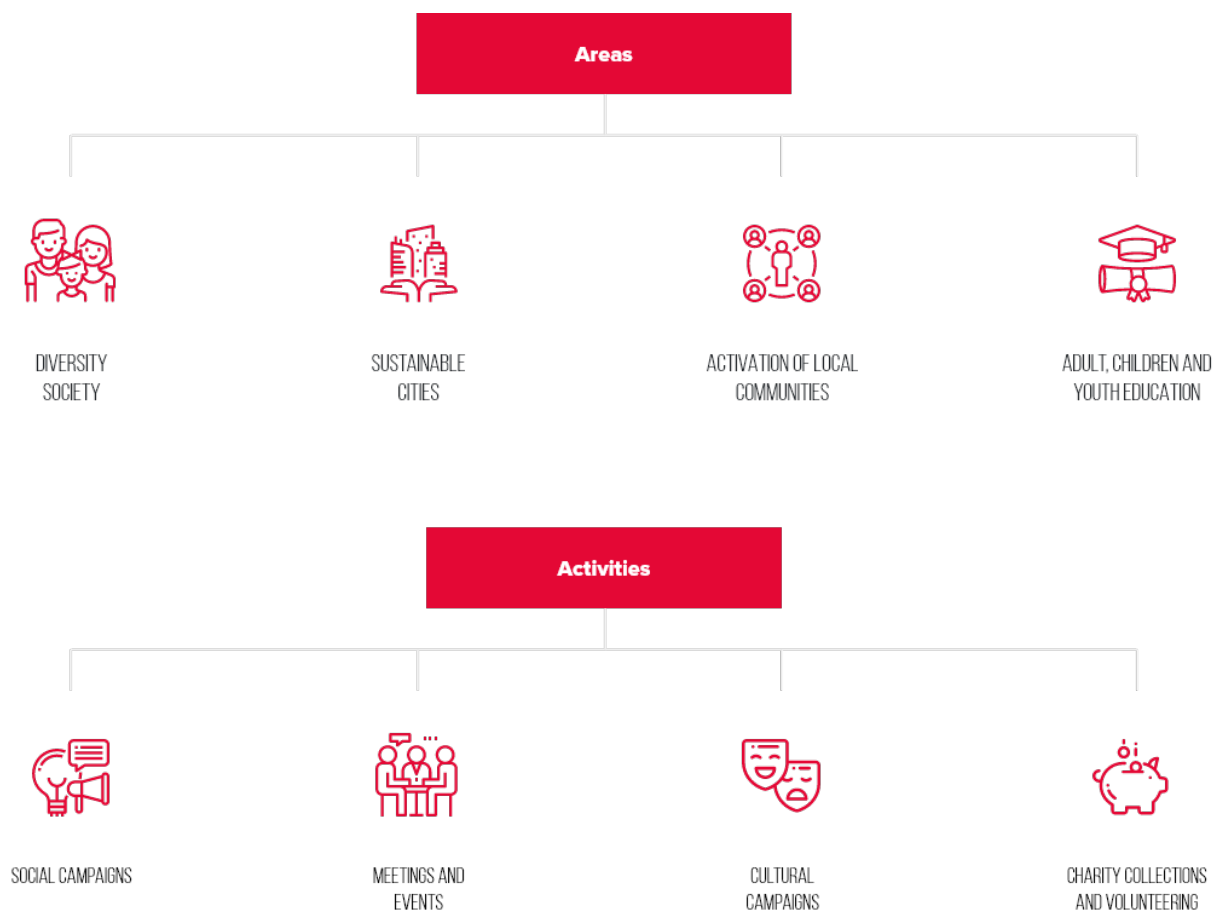


# SOCIAL IMPACT



In 2019 Gazeta Wyborcza Foundation and Wysokie Obcasy Foundation continued their activities.

## **2019 at a glance:**

- **7** Women Icons on Walls murals
- **6** Women Know events
- **12** women nominated in Superheroine of Wysokie Obcasy poll
- **140** participants in City Lab debates in the project Time for Metropolis
- **10** round tables in Grand Debate of Gazeta Wyborcza in Polish Cities
- **400** participants of Know Your City tests in Warsaw, Wrocław and Kraków
- **17** Hear Your Representative debates and **6** Our Europe debates
- **300** participants in Reporters Panel organized by Gazeta Wyborcza. Trójmiasto
- **215** projects submitted to Tomorrownauts Ticket Beyond the Horizon competition
- **66** products and services in Human Design competition
- **550** Teacher for Life stories in the third Academy of Stories
- **1500** participants of Mathematics Counts conference

## AGORA Report 2019

- **36** attractions in the third Family Fest, including **16** workshops conducted over 2 days
- **300 thousand** cinemagoers attended **3.2 thousand** Kino na temat and Kino na temat Junior screenings of **150** titles
- **779** designs submitted in **20<sup>th</sup>** AMS Poster Gallery Give Animal a Break
- Displays promoting the works of Andrzej Wajda were installed in AMS bus and tram shelters in **8** cities
- **8** Czerska 8/10 Premiere Centre events
- **50** screenings of Who Will Write Our History distributed by NEXT FILM were organized around Poland
- **400** cinema screenings were held during Festival of Polish Cinema in Gdynia Helios cinema
- **486 thousand zł** collected by the media and companies of Agora Group in the 27th WOŚP Finale
- **169.8 thousand zł** collected by Wrocław Gazeta Wyborcza under Santa's Factory project
- **32 thousand zł** collected by Gazeta Wyborcza Foundation in Charytatywni.Allegro.pl auction
- **135 thousand zł** collected by Wysokie Obcasy Foundation in Sisters Art charity auction
- **6.5 thousand** free subscriptions of Wysokie Obcasy and Gazeta Wyborcza offered to young women by Wysokie Obcasy Foundation

Agora fully embraces our responsibility for the impact of our decisions and actions on the society and natural environment. We work towards the goals of sustainable growth, including the wellbeing and health of the society, and respond to the expectations of our stakeholders. Social activities of Agora Group are compliant with relevant laws and international codes of conduct and are aligned with the organization's operations, and practiced in our relations with stakeholders.

## KEY AREAS OF SOCIAL IMPACT OF AGORA GROUP, BASED ON SDGs

### Goal 1. No poverty



- charity activities helping people in need
- educating of the society in the necessity to support people in need

## AGORA Report 2019

### 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



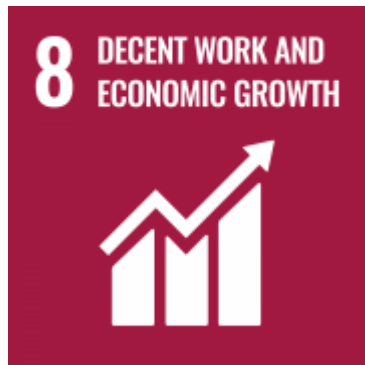
- activities for improving the quality of education
- providing support to educational establishments, schools and to teachers
- educational projects, campaigns and other educational activities

### Goal 5. Gender equality



- activities supporting gender equality and equal treatment
- initiatives strengthening the role of women in contemporary society

### Goal 8. Decent work and economic growth



- encouraging and supporting employees' engagement in community, educational and cultural activities
- developing and conducting business operations in accordance with CSR standards

**Goal 9. Industry, innovation and infrastructure**



- projects supporting innovation, promotion of new business and entrepreneurship models and solutions

**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

**Cel 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 16. Peace, justice and strong institutions**



- ethics and compliance systems for effective prevention of any forms of misconduct
- strengthening institutions and organizations that contribute to social development and the growth of civic society

**Goal 17. Partnerships for the goals**



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

# SOCIAL AND SPONSORING POLICY OF AGORA GROUP

Social and Sponsoring Activities Policy of Agora Group was adopted in 2016 and reflects our strategic approach to corporate social responsibility.

**The following goals were defined in *Social and Sponsoring Activities Policy of Agora Group*:**

- education, individual and communal development;
- stimulating civic attitudes and respect for human rights;
- promoting culture and its inclusive availability;
- promoting health and healthy lifestyle;
- dedication to the protection of the natural environment;
- caring for others through charity and relief / aid campaigns.

Social and sponsoring projects of Agora Group are an expression of the company's commitment to the idea of corporate social responsibility and our dedication to the prosperity of the regions in which the group operates, to ensure they are good places for living, working and realizing plans. The CSR projects also contribute to the positive image of the Group and its brands as people's organizations engaged in the lives of their respective communities. The document is available on:

<https://www.agora.pl/en/social-and-sponsoring-activities-policy-at-agora-group> Social and Sponsoring Activities Policy implemented by Agora also resulted substantial benefits: strengthened position of a leader among media brands in terms of involvement in current social issues, and employees' engagement in and satisfaction with the organization's social activities.

## PROCEDURES REGULATING PUBLISHING CHARITY ADVERTISING IN DIGITAL AND PRINTED MEDIA OF AGORA S.A.

Agora S.A. adopted industry-specific procedure outlining the rules for accepting and publishing charity adverts in *Gazeta Wyborcza*, its supplements, website and magazines. The policy determines how such advertisements are classified, verified and published. The main idea behind the procedure is to regulate all aspects of publishing and accounting for charity ads in *Gazeta Wyborcza*, its supplements, online media and magazines, as well as monitoring and managing such advertisements.

# Campaign for the employees of Agora - give your 1 %

| 16

organizations and causes nominated by employees of  
Agora in 2019



For years the employees of Agora Group have been invited to join the Give Your 1% campaign, educating taxpayers to donate one percent of their income tax to charities. Agora's employees are encouraged to recommend organizations and projects they consider worth supporting. Each requires an explanation why the organization or cause deserves the funding. Eligible organizations require OPP status (certified public benefit organizations). All recommendations are published in the intranet in Give your 1 percent section.

## Social impact of Agora Group

By expanding our outreach, projects delivered by Agora Group in the areas of social impact and local development have strengthened our relationship with local communities, allowed

## **AGORA Report 2019**

us to address vital social issues, contributed to the company's reputation and its positive perception by stakeholders (clients, local communities, social organizations) in all of our locations. In 2019 Agora Group continued long-term initiatives in four segments: civic, education, culture and charity, and initiated new regional and nationwide projects.