

## HUMAN RIGHTS

The aspect of human rights in Agora Group is the most present in labour laws and relations. The organization also upholds human rights in our relations with partners and collaborators. No risks were diagnosed in the operations of Agora Group in terms of child labour, forced labour or other breaches of human rights. Agora Group remains alert to potential risks in this area, following UN Guiding Principles for Business and Human Rights.

### **DIVERSITY WEEK IN THE MEDIA OF AGORA AND PAPA DIEGO RESTAURANTS**



Agora approaches diversity as an important feature of any society, also a special element of a workplace. In our activities, Agora is committed to fostering the culture of openness and equality, to ensure welcoming working environment.

To support Pride Parade Gazeta Wyborcza increased the frequency of LGBT+ newsletter, from every Wednesday, to daily from Wednesday, 5 June, to Saturday, 9 June 2019. The newsletter covered topics related to various sexual minorities - materials about the society, culture and politics.

Wyborcza.pl published special content related to Pride Parade, including live footage from the parade and picnic held on 8 June 2019 and interviews with organizers of the march.

Gazeta.pl streamed live written updates from Warsaw Pride Parade. On the day also the logo on the home side of the portal was changed to celebrate the event.

Radio TOK FM regularly broadcast relevant content before Pride Parade and Pride Week. Information was also published on Tokfm.pl.

Papa Diego and Van Dog chains displayed rainbow flags in their restaurants throughout the entire week preceding Pride Parade and had a special offer 20-percent discounts for any visitor wearing or carrying a rainbow-coloured item. Papa Diego also offered free meals for volunteers working for Pride Parade.

## GAZETA WYBORCZA SUPPORTS LGBT+ COMMUNITY



On 27 July 2019 Gazeta Wyborcza returned to the historical credo 'There is no freedom without solidarity' as a way to express editorial support for social groups discriminated in Poland. In connection with this change, the editorial staff prepared articles, videos and promotional activities, including a poster with the new slogan of the daily, and encourages its readers to be active in the public sphere.

"There is no freedom without solidarity" appeared for the first time as the credo of Gazeta Wyborcza in the newspaper's masthead in 1989. At that time, it expressed a desire to build a new state based on democracy and community. The return to the credo symbolizes solidarity with social and professional groups excluded in Polish society - people with disabilities, teachers, the LGBT+ community, doctors, nurses and judges. The team of Gazeta Wyborcza issued a joint statement:

*"There is no freedom without solidarity" is a legacy of responsibility. The world as we knew it - stable, safe, predictable - will fall apart, if we close ourselves in selfishness, if we are busy with our own immediate interest, if we only buy and consume. Then we will open the gates for populists and political charlatans (...). So we return to the beginning: "There is no freedom without solidarity".*

The statement of the editorial team of Gazeta Wyborcza was found at [Wyborcza.pl](http://Wyborcza.pl) and was e-mailed to all subscribers of [Wyborcza.pl](http://Wyborcza.pl)'s newsletter and all subscribers of [Wyborcza.pl](http://Wyborcza.pl) digital services.

To support the change of credo, the team of Gazeta Wyborcza prepared special editorial and promotional activities.

The 27 July 2019 issue of GW included a poster with the new slogan and legal information for people who take part in equality marches and a guide on how to deal with homophobic remarks. The pages of the enlarged edition of the newspaper will feature a photo reportage on non-heteronormative people, a report on the perception of the LGBT+ community by Poles and a calendar of equality marches.

The poster was distributed during the manifestation in the Polish capital, "Warsaw against violence: Solidarity with Białystok" (July 27, from 14.00 in Defilad Square) and also during the march against violence, held on 28 July 2019.

Additionally, all Friday weekly local magazines of Gazeta Wyborcza issued on 26 July 2019 included articles presenting the situation of LGBT+ community, announcements

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and reports on solidarity demonstrations, as well as interviews with experts. To express solidarity with people attacked in Białystok, the mastheads of the weekly magazines featured a rainbow. A similar graphic also appeared in the logo of the Wyborcza.pl website.

Wyborcza.pl also published special video materials, including a survey in which journalists and reporters of Wyborcza say what solidarity means to them. It also produced a spot presenting the most important activities of Poles manifesting their solidarity with excluded people: LGBT+, people with disabilities, women or and court officers.

Reporters of Wyborcza.pl kept readers up to date with weekend events supporting the LGBT + community happening throughout the country. All articles on this subject were made available free of charge, outside the paywall.

Gazeta Wyborcza also encouraged its readers to express their opinions on current events in Poland, especially in connection with the events from Białystok, and to share their stories of solidarity. Such texts could e-mailed to: [listy@wyborcza.pl](mailto:listy@wyborcza.pl). All those who want to be kept informed about the situation of, for example, the LGBT + community or issues related to the climate crisis were invited to subscribe to Wyborcza.pl newsletters at [Wyborcza.pl/newsletter](http://Wyborcza.pl/newsletter).

## GAZETA.PL RELEASES THE LAST ISSUE OF TWÓJ WEEKEND (YOUR WEEKEND) TO CELEBRATE WOMEN



| 48

pages in the last issue of Twój weekend

In December 2018 Twój Weekend, Poland's longest-running adult magazine, was put up

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for sale on Allegro auction site. Gazeta.pl and VMLY&R Poland and partners (MasterCard, Bank BNP Paribas, Wavemaker, Papaya Films) bought it and prepared its last issue to spark a discussion about gender image, partnership relations, gender equality and how it can be enforced in everyday life.

On International Women's Day, Gazeta.pl teamed up with VMLY&R Poland and partners to issue a special Twój Weekend, dedicated to unique women. Closing of Poland's longest-running adult title that reduced women to sex objects for 27 years, is a symbolic protest against objectification of women. The last issue, instead of typical for this type of magazine photos and texts, featured materials about strength, wisdom and beauty. The familiar sections and columns were kept but filled perversely with reimagined content to give it new meaning. Interesting stories of men and women were presented in articles, interviews and commentaries. A special cover photo featured Ewa Kasprzyk, Orina Krajewska and Joanna Jędrzejczyk. The project gained international recognition in prestigious advertising industry competitions and enjoyed immense popularity.

48 pages of the magazine featured articles by Rikha Sharma Rani (New York Times), a therapist and psychologist Maria Rotkiel and Rafał and Tymek Bryndal, Miłosz Brzeziński, Rafał Madajczak.

With a circulation of 20 thousand copies, an internet issue was published on Twojweekend.pl. Profit from the sale of printed and electronic magazine was directed to supporting equality education in schools.

Initiators and originators of the project were: VMLY&R Poland and Gazeta.pl, and business partners were: MasterCard and Bank BNP Paribas, Wavemaker, Papaya Films (visual production of the content) and Sukces Pisanyo Szminką Foundation.

The project was accompanied by an advertising campaign, a new version of Twojweekend.pl, influencer and #ostatniTW campaign in the social media.

The last issue of Your Weekend is also one of the most widely awarded campaigns in the history of Polish marketing. It was Poland's first campaign to win the most prestigious advertising and communications award Cannes Lions, Grand Prix in the category Glass: The Lion for Change, Titanium Lion and bronze statuettes. Among other awards golden statue in the category Redesigned Products at WAN-IFRA Print Innovation Awards 2019, 6 KTR prizes and Grand Prix Gerety Awards, Grand Prix in the category Print and Silver Drums in categories Social Good and Content in the international Golden Drum competition.

### **More information: Our achievements.**

The next step after purchasing Your Weekend was the launch of a project titled Eighth Day of the Month, spurred by the comments from the users of Gazeta.pl. On the eight day of each month the portal covers various discrimination-themed topics such as pay inequality, sex, interests and education. This way Gazeta.pl wants to people to cover the

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topics that truly engage readers.

<https://twojweekend.pl/>

<https://www.youtube.com/watch?v=IFQhGUVQ0Qw&>

<https://www.youtube.com/watch?v=VBoW8JSt0-8>

<http://kobieta.gazeta.pl/kobieta/0,107964.html?tag=%F3smy+dzie%F1+miesi%B1ca>