



Lessons and Options for an Integrated European CSR approach

Education and Training of the Staff in a Socially Responsible Company

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A project implemented with the support of the European Union

What is CSR?

- ★ "World Business Council for Sustainable Development"
- ★ "International Forum of business leaders"
- ★ "Green Paper the European Commission"

Corporate social responsibility in all definitions is accepted as a form of corporate strategic management, which sets standards for management of the higher level and present CSR as a system for managing relationships between the company and its surroundings (stakeholders).

Strategy for CSR in Bulgaria

- ★ Strategy for Corporate Social Responsibility (CSR) is an expression of political commitment of government to create and strengthen the enabling environment for socially responsible practices in Bulgaria. It is an expression of intent and a strong commitment to promoting CSR awareness and CSR business culture.
- ★ The strategy covers the period 2009-2013

Strategy for CSR in Bulgaria

State institutions, which largely relied upon to play an active role in implementing the strategy are: the Ministry of Labour and Social Policy (MLSP), Ministry of Education and Science (MES), Ministry of Economy, Energy and Tourism (MEET), Ministry of Environment and Water (MEW), Ministry of Regional Development and Public Works (MRDPW), Department of Health (MoH) and others. Active role will play also local authorities, social partners - employers' organizations and trade unions.

CSR Company of 2011 M-Tel

With over 5.3 million customers and 2,700 employees M-Tel is the most successful telecom operator in Bulgaria. Professional practices in human resources made the company one of the most attractive employers in the country.

CSR Company of 2011 M-Tel

Bulgarian Association for Management and Human Resource Development (BHRMDA) and the Bulgarian Business Leaders Forum (BBLF) determine the M-Tel as a role model in its policy towards its employees.

CSR Company of 2011 M-Tel

In 2011 the company received several awards including the prize for 'social responsibility to employees "of the" Socially Responsible Company of the Year. "Excellence in the category "Investor in Human Capital and working conditions" of the annual awards BBLF. Award for employee engagement in the category "Management commitment" of the annual awards BHRMDA and honors in the "largest volume donated labor" category of awards of the Bulgarian Donors' Forum.

CSR Company of 2011 M-Tel

Social responsibility to employees

Undoubtedly one of the reasons the company is a preferred place to work is a socially responsible policy towards its employees. In addition to the excellent working conditions, the company offers a range of additional benefits and support balance between work and private lives of employees by a number of programs and initiatives.

CSR Company of 2011 M-Tel

Training is an ongoing process

In the company there is a culture built on continuous improvement and upgrading of skills of employees and their cultivation. Every employee has the opportunity to attend various courses, depending on the specifics of the work, personal goals and business needs.

CSR Company of 2011 M-Tel

The company delivers training in three main areas:

- ★ Development of core competencies
- ★ Development of leadership competencies
- ★ Development of functional competence

CSR Company of 2011 M-Tel

In 2009 and 2010 M-Tel received financial support from the European Social Fund for the implementation of two projects, providing opportunities for training employees in the company: "M-Tel for M-Tel: Mobility and work efficiency of employees" and - "Knowledge is in your hands - investment in human capital through training to develop key competencies of employees."



THANK YOU!