

LAUNCH OF THE CSR PROGRAMME AT THE OKD MINING COMPANY

/Corporate communications/

SUMMARY OF THE PROJECT

The project's goal was to break down entrenched stereotypes about heavy industry in the Moravia-Silesia region represented by OKD, the largest hard coal mining company in the Czech Republic. The campaign established new direction in the company's communication and also laid the foundations for long-term active and open communication which will contribute to the company's trustworthiness and act as a form of prevention against any possible attacks from the media, the public or environmental organizations, which are inevitable due to the nature of the mining company's activities. By now, 86% of the residents of the region have positive or neutral relations to the company; the number of negative relations has declined by one quarter.

STATEMENT OF THE PROBLEM / OPPORTUNITY

The majority of the region's inhabitants have so far tended to view OKD as a non-communicative company which affects the lives of all the region's inhabitants without being interested in their opinions.

Zero communication presents **hidden dangers for the future**, because a mining company's success depends to a large degree on long-term positive relationships based on partnerships with municipalities and the general public within the company's place of business.

The project's primary goal was to break down entrenched stereotypes about heavy industry and to show (to employees, to the community) that OKD wants to act and present itself as a model corporate citizen who is aware of its responsibility to its region of activity –

– a responsibility arising from its position as the region's largest employer and as a strategic company with linkages to many different industrial sectors.

RESEARCH

A survey was undertaken among the key target groups with the aim of obtaining basic information for defining a medium-term corporate responsibility strategy. The survey defined the four key areas which most acutely suffer from a lack of public resources.

PLANNING

The new strategy established both:

- an independent foundation to provide support for charitable activities in the region
- clear priorities for the company's sponsoring activities

Priorities in the field of social responsibility (related to results of the survey) are: the health and social sphere, the public sector, the environment, and regional development. At least 80% of resources would go to the region of OKD's business activities.

OKD's communication had to undergo significant changes – it had previously been limited to passive defence against negative issues related to mining or employment. Now the company openly admits that, by its nature, mining is associated with a certain burden for the region. Nevertheless, the company has begun to actively seek out new communications topics and to present the positive side of its activities.

EXECUTION

The project integrates a wide range of PR and advertising tools and includes three related challenges:

Creating a new independent platform for corporate philanthropy

The task of the campaign in support of the newly established foundation was to promote the OKD Foundation brand, to provide information about the expanded CSR policy at OKD, and above all to encourage public engagement.

The rapid growth in brand awareness was the result of an advertising campaign. The planned coverage was achieved through direct mailing addressed to potential grant applicants. For communication with the media, foundation profiles, press kits, logoed stationery and business cards, a website and an internet ad were created – all in a uniform visual style, with a new logo and claim.

New sponsoring strategy: separate sponsoring and charitable activities

The informational campaign, which documented the company's positive influence on the region's development, presented all OKD's investments into the community. The basic topics were opened up using image advertisements with the aim of attracting attention and identifying an issue. The image advertisements and advertorials were supplemented by a collection of testimonials in which personalities respected in the region offered personal testimonies confirming the statements presented in the OKD campaign.

Internal communication – cornerstone for success

A key condition for the success of the entire project was a new strategy of internal communication and the use of the advocacy effect of the company's 20,000 employees. Employees are thus a key target group that must have all information about activities of the company, understand and accept the company's aims and pass on the positive message about the company. The result is also increasing motivation and loyalty to the company.



CAMPAIGN OUTCOMES / MONITORING AND EVALUATION

The campaign established a **new direction in the mining company's communications**, which had previously been limited to communications of an operational nature. The campaign contributed to a **more objective perception** of OKD's activities within the broader context and also laid the foundations for long-term active and open communication which will contribute to the company's trustworthiness and act as a form of **prevention** against any possible attacks from the media, the public or environmental organizations, which are inevitable due to the nature of the mining company's activities.

In terms of the volume of publicity, it attained **fifth place within the Czech non-profit sector** (399 mentions in the main media outlets), with the number of positive reports clearly dominating. As for OKD itself, by now **86% of the residents of Moravia-Silesia have positive or neutral relations to the company**; the number of negative relations has declined by one quarter.

(2) Podpora regionu, představení sponzorských aktivit

3,5 miliardy korun investovaných do přírody
Ostravska nese podpis



Uvědomujeme si svůj díl odpovědnosti za region, v němž působíme

Ostravska – kraj pro život



Lepší podmínky pro život na Ostravsku
nesou podpis



Uvědomujeme si svůj díl odpovědnosti za region, v němž působíme

Ostravska – kraj pro život



Rozsáhlé investice do budoucnosti
Ostravska nesou podpis

2010 okd

Uvědomujeme si svůj díl odpovědnosti za region, v němž působíme

Ostravska – kraj pro život



Na Karvinsko se vracejí raci



Uvědomujeme si svůj díl odpovědnosti za region, v němž působíme



Vrcholový sport má v Karvině zelenou



Uvědomujeme si svůj díl odpovědnosti za region, v němž působíme



„Tvzení, deklarované v image inzerátech, bylo následně podrobně rozvedeno v sérii advertorialů“

(3) Komunikace se zaměstnanci

Hledáme chlapy, co drží partu!



www.okd.cz



Hledá povolání, které stojí za to?



STROJNÍ STŘEŽNÍK PRO VYSOKODRŽÁKY

SAJANOVÁ AUBODKA PŘEABOJEVŮ VYŠETŘENÍ ŠEL

