

The Corporate Social Responsibility (CSR): What my institution can do?

Experience from GrupaAng

Microfinance Centre

25 October 2016



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Webinar Objectives

- To present what CSR is for the GrupaAng
- To discuss GrupaAng experience and lessons learnt

ANG Corporate Social Responsibility achievements and challenges - my story.

Katarzyna Nowak
CSR Manager



About ANG Credit Advisors Cooperative

- **Largest** independent financial advisor.
- **4 th** largest company in the Polish market overall.
- **EUR 7.322 million** revenue in 2015 (PLN 31.62 million)
- **566** advisors
- **184** cooperative members
- **18** financial partners
- **Democratic** structure.
- Stakeholders **dialogue**.
- **Independent** organisation.
- No sales targets
- Sales model based on **customer recommendations**



ANG Manifesto

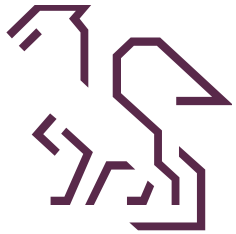
*„Our mission is to create the **best environment** for credit advisors and deliver **excellent financial services** to our customers, while being **responsible partner** to cooperating financial institutions.”*



ANG Manifesto

Our vision: *„ANG as an effective cooperative business, focused on developing human and social capital and generating positive impact on the environment.”*

Our values: *„People, Sustainability, Happiness, Ethics, Education, Engagement, Entrepreneurship, Cooperation.”*

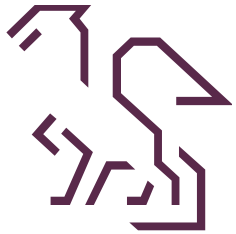


CSR forms an inherent part of our business strategy

At ANG we make every effort to become a company that is **socially responsible** and to develop in a **sustainable way** - with respect to society and environment.

Our strategy was developed as a response to the **expectations of our stakeholders** and to **challenges faced** by our company.

Measurable goals, max. 300 pts. In 2015 - total 71%. Business targets - 82%, human capital - 72%, social capital - 89%, environment 42%.



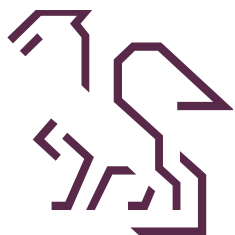
Ethics and sustainable development

We build our competitive advantage on **ethical approach** to doing business.

Key pillars of our ethical approach include:

- Code of Ethics – how we make sure, that this is not just a „piece of paper”?
- Ethics Committee
- Ethics Helpline: etyka@angkredyty.pl
- Principles of good practices – Conference of Financial Companies in Poland

Our **strict adherence** to ethical standards has led to conscious closing of selected revenues streams. The decision has paid off in 2015 with 40% increase in revenue.



CSR Reporting

We are the **only credit advisors** organisation and only one of a few companies in the Polish financial sector that prepares a CSR report.

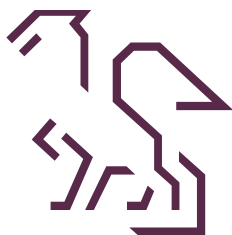


<http://raport2015.angkredyty.pl/>

<http://raport2015.angkredyty.pl/download/short-version-eng.pdf>

Our reasons to report:

- We are a fully **transparent** organisation.
- We want to show the **value generated** through CSR led business model.
- It is a natural stepping stone on our co-operative development path.
- Through reporting we engage our stakeholders and promote CSR attitude.
- How we engage stakeholders through reporting?



CSR Reporting



ARTUR NOWAK-GOCLAWSKI
cooperative member, ANG board

I have a pleasure to invite you to familiarize yourselves with the report that summarizes our input in 2015. "It is not about achieving your goal but about achieving it on the bright side" said Marek Edelman. This thought goes very well with the way we managed our cooperative during the previous year. It was a very successful year as far as economic aspects are concerned. We significantly increased revenues, net financial result and equity, we have also become a bigger community of people, cooperative members and advisors. We achieved it thanks to sticking with the "bright side", and at the same time developing in a sustainable way, making every effort to be responsible and socially-engaged as a company and as ourselves, and to think about common good. All this is possible thanks to the

engagement of people, members of ANG community who find a source of professional and personal development in their work. We wouldn't be here if it wasn't for our financial partners and banks who trusted that a cooperative model can constitute a good company and showed openness and willingness to cooperate. We serve our clients and we want to deliver them good financial products suitable for their needs and understandable for them. Our stakeholders, non-governmental organisations, public administration, suppliers and other partners who are a part of ANG world also contributed to what was happening in our organisation. Nothing would work and nothing is happening without you, ANG friends, and I would like to thank you for this.

BUSINESS- COOPERATIVE

ANG Credit Advisors Cooperative runs its business in the financial industry. It consists of 556 advisors: 222 women, 334 men. It includes 184 Cooperative members represented by women in one third. Cooperative members are co-owners of ANG. The cooperative is a company of entrepreneurial people.

ANG keeps its independence – we are in the first five financial advisory companies in the country that do not have equity or organisation links with a bank, insurance company or investment fund. We focus more on serving our customers than on fulfilling the sales target. Our values, mission and goals are included in the ANG Manifesto – a constitution of the company.

ETHICS & SUSTAINABLE DEVELOPMENT

The core of the ANG business are ethics and sustainable development. That is why we promote responsible sale and social engagement in the whole sector in an inspirational, attentive and planned way. It constitutes ANG's business strategy. A responsible sale of credits and loans fits the needs of our clients. We do not accept misselling.

As in 2015 we achieved revenues of PLN 31.62 million (41% higher than in 2014) and net financial result of PLN 206 000 (164% higher than in 2014), the equity increased in 2015 to 1.64 million, i.e. by 18.7% in relation to 2014. We are glad of it and we believe that it is an effect of our everyday work and



KRYZIA

scholarship holder of the Foundation Będę Kim Zechcę

It is a great honour, joy and first of all, great support to be a scholarship holder of the Foundation. I play the cello and this is my passion. Thanks to the scholarship, I could pay for a big part of my expenses for education. Also, I would like to emphasise the role of my tutor, Agnieszka Jakubczyk, who helps me unselfishly and thanks to her, a lot of my dreams came true. It is a great inspiration, education and support.

NIENIEODPOWIEDZIALNI

We already invite you to the next, annual conference Nienieodpowiedzialni. It is our idea and important event in the business calendar and in the social discussion in our country (it will take place in autumn 2016). Nienieodpowiedzialni.pl is also an Internet website for dialogue about the role of

financial companies in Poland and for building trust for us. Financial institutions including banks and insurance companies give their support to the Nienieodpowiedzialni project. We believe that their leaders are aware of this important contribution to the common value which is the financial sector reputation.



ALDONA BANASZAK

cooperative member



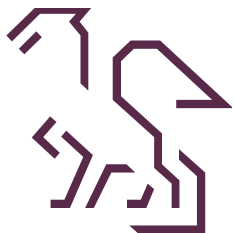
I took part in a conference and I was impressed with the level of lectures, discussions and interesting presenters. It is unique that our company creates such an event and invites to it the representatives from the whole industry, in order to think about challenges and future together.



JÓZEF WANCER

Chairman of the BGŻ BNP Paribas Supervisory Board

A financial crisis affected also the banking sector and led to the situation where clients lost their trust towards banks. That is why, it is crucial to take steps that will rebuild this trust. The attitude of banks towards their clients needs to be changed, especially as far the way of thinking of owners, supervisory boards and boards is concerned. Above all, we should endeavour to increase values for clients – it should be the purpose of a company's existence. We should not be afraid of revision of attitude to the strategy, budget and procedural changes or organisational culture. Cooperation of any financial sector institutions is crucial – banks, politicians and regulators. If we implement all those actions, I am



01. O SPÓŁDZIELNI

ANG Spółdzielnia Doradców Kredytowych działa w branży finansowej. Tworzy ją 556 doradczyń i doradców: 222 kobiety, 334 mężczyzn. W tym 184 członkiń i członków Spółdzielni, z czego jedna trzecia to kobiety. Spółdzielcy są współwłaścicielami ANG. Spółdzielnia jest firmą ludzi przedsiębiorczych.

ANG zachowuje niezależność – jesteśmy jedyną w pierwszej piątce firm doradztwa finansowego w kraju, która nie jest powiązana ani kapitałowo, ani organizacyjnie z bankiem, TU lub funduszem inwestycyjnym. Naszym działaniem kieruje chęć służenia klientom, a nie – realizacja celów sprzedażowych. Nie akceptujemy nacisków pod tym względem na nasz zespół.

Nasze wartości, misję oraz cele zawarliśmy w Manifeście ANG – konstytucji firmy.



ROZWIŃ



NASZE ZAANGAŻOWANIE NA RZECZ ZRÓWNOWAŻONEGO ROZWOJU BRANŻY

OCZEKIWANIE INTERESARISZY:

Podjęmowanie ze strony pośredników finansowych działań na rzecz podniesienia poziomu edukacji klientów i pracowników branży.

Nienieodpowiedzialni

Poprzez portal, gazetę i konferencję promujemy zrównoważony rozwój, etykę, odpowiedzialną sprzedaż i zaangażowanie społeczne branży finansowej.

To projekt zainicjowany przez Spółdzielnię, aby zwrócić uwagę na współczesne wyzwania dla branży finansowej, w tym konieczność przewartościowania swoich dotychczasowych zachowań rynkowych, nowego spojrzenia na rolę branży oraz potrzebę kreowania odpowiedzialnych postaw społecznych, służących budowaniu relacji opartych na zaufaniu i wiarygodności. Nienieodpowiedzialni to dla nas wyjątkowy projekt, ponieważ jesteśmy przedsiębiorcami, tworzymy nasze firmy na bazie pasji i dążymy do dobrych wyników finansowych, jednak mamy świadomość, że to nie wszystko. Jesteśmy odpowiedzialni nie tylko za sukces finansowy, ale również za nasz wpływ społeczny. Dlatego bierzemy odpowiedzialność za to, jaki będzie świat, który nas otacza.

DOBRA PRAKTYKA

III edycja Konferencji Nienieodpowiedzialni

- Odbyła się 4.11.2015 r. pod hasłem „Źródła wartości firm branży finansowej. Jak osiągać zyski i budować zaufanie?”.
- Największa konferencja branżowa o tej tematyce w przestrzeni biznesowej i naukowej.
- Ponad 320 gości.
- 25 prelegentów – członków zarządów, rad nadzorczych instytucji finansowych, ekspertów z branży.



JÓZEF WANCER
PRZEWODNICZĄCY RADY NADZORCZEJ, BGŻ BNP
PARISBAS

„Odpowiedzialność w biznesie jest zagadnieniem złożonym. Kryzys finansowy dotknął również bankowość i sprawił, że banki utraciły wysokie zaufanie swoich klientów. Dlatego kluczowe jest podjęcie działań, które to zaufanie odbudują. Zmiany wymaga podejście banków do klientów, zwłaszcza jeśli chodzi o sposób myślenia o nich przez właścicieli, rady nadzorcze, a także zarządy. Powinniśmy przede wszystkim starać się zwięź...”

CZYTAJ DALEJ



MAŁGORZATA BLECHARCZYK
DYREKTOR SPRZEDAŻY, MACIF ŻYCIĘ TUW,
PARTNER KONFERENCJI NIEODPOWIEDZIALNI

„Muszę przyznać, że konferencja Nienieodpowiedzialni zaintrygowała mnie, zanim zdecydowaliśmy się zostać jej partnerem, a to wszystko przez nieco niestandardowe nazewnictwo całego przedsięwzięcia, które mnie, jako absolwentkę filologii...”

kredytu,

- kultura osobista doradcy,
- profesjonalizm doradcy,
- atmosfera współpracy.

100 proc. klientów, którzy zechcieli odpowiedzieć na naszą ankietę, poleciliby usługi ANG innym osobom.

Na przełomie 2016/2017 przeprowadzimy badanie na większej próbie, mając nadzieję na opinie krytyczne.

NASZ PLAN NA 2016 R.
SPÓŁDZIELNIA BĘDZIE NADAL POSZUKIWAĆ METOD NA ZWIEKSZENIE SPRZEDAŻY KREDYTÓW HIPOTECZNYCH, ZWŁASZCZA POŻYCZEK GOTÓWKOWYCH, W SPOSÓB ODPOWIEDZIALNY ZARÓWNO WOBEC KLIENTÓW, JAK I PARTNERÓW FINANSOWYCH, PONIEWAŻ PRODUKTY GOTÓWKOWE NOSIĄ ZA SOBĄ BARDZO DUŻE RYZYKO MISSELLINGU I WYŁUDZEN.

REGULARNE BADANIA POZIOMU SATYSFAKCJI KLIENTÓW.

WSTĘP

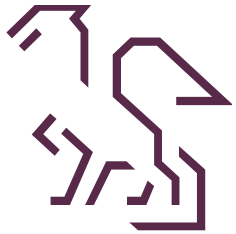
- 01. O SPÓŁDZIELNI
- 02. SŁUŻBA I BIZNES
- 03. CZŁOWIEK I BIZNES
- 04. SPOŁECZEŃSTWO I BIZNES/DOBRO WSPÓLNE
- 05. PRZYSZŁOŚĆ
- 06. O RAPORCIE

„w interesie publicznym, umożliwił biznesowych, inwestycji i poma aspiracji. Większość ludzi ma k swoje dochody, musimy więc...”

”



ANG SPÓŁDZIELNIA
DORADCÓW
KREDYTOWYCH

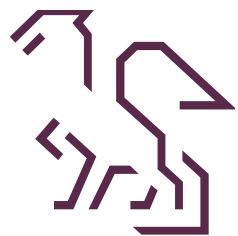


nienieodpowiedzialni initiative



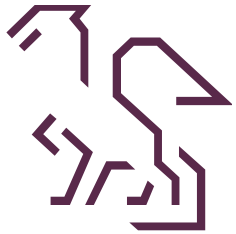
nienieodpowiedzialni.pl

- Our objective is to **promote the positive role** of financial companies in Poland through **encouraging dialogue**.
- Key elements include website, magazine and annual conference.
- The conference has grown to become **one of the more important events** of its kind in the industry's business calendar, engaging 350 attendees annually.



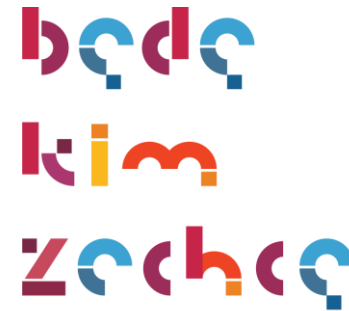
Nienieodpowiedzialni initiatives





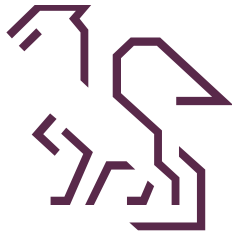
Social initiatives

- 10 % of our profits is allocated to the **Foundation**
- **Financial education classes** in schools, our tailor-made programmes:
 - „Responsible entrepreneurship”
 - „Fun finances”
- Over **30** volunteers, **500** hours of classes, **1200** participants
- **Scholarship and tutoring** programme engaging **9** volunteers and **9** pupils



FUNDACJA GRUPY ANG

<http://bedekimzechce.pl/>



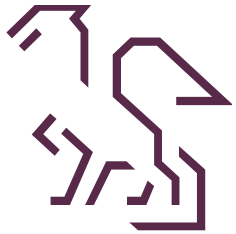
My challenges and lessons learnt

Challenges:

- Developing new ideas from scratch.
- Large scale and diverse nature of activities to coordinate.
- Cooperative is not 100% coherent

Success factors:

- Support from the Management Board
- Involvement of all stakeholders.
- Communication is key.



Our plans

- 1000 people in ANG.
- PLN250mln - value of loans and credits granted in ANG per month.
- 75% of ANG community engaged in dialogue and cooperation.
- **Every fourth** member of ANG community engaged in workers' voluntary service.
- **Three quarters** of ANG community members borrow at least three books per year in worker's library.
- PLN250k per year is spent on human sciences education in ANG community.
- 100% reliance on recycled paper.
- Cooperation rules with banks determined by ethics and rules of sustainable development.
- **No misselling** in the financial industry.
- Work of financial advisors with a non-competition clause as a norm in financial advisory sector.

Thank you!

Katarzyna Nowak

CSR manager

Grupa ANG

katarzyna.nowak@grupaang.com



Questions



Upcoming Webinars

27.10 Green MF ENG (15.11 RUS)

3.11 EU Code of Conduct – lessons learnt from implementation

9.11 Financial Inclusion Ambassador Toolkit

16.11 MFC sector overview 2016 – MFC/EMN survey results

23.11 Borrow Wisely Campaign 2016 results

30.11 EMD 2016 - results of the action

14.12 MF and start-ups - summary

Thank You!

www.mfc.org.pl

microfinance@mfc.org.pl