

CSR (Corporate Social Responsibility) of Polish Public Service State Enterprise Poczta Polska

Poczta Polska as a public state enterprise is very much involved in CSR projects within the entire country. From many initiatives the key one is a creation of SCCs- Social Communication Centers. Social Communication Centers (SCC) link the functions of a postal agency, library and internet café; they are established in villages and small towns. This Polish Postal Service initiative has created interest and favor with many cultural and educational institutions as well as governmental and non-governmental organizations. Local governments also participate in their creation and functioning. The concept of SCC arises from the mission of the Polish Postal Service that obligates the enterprise to facilitate communication. The first centre was opened in 2003; today there are 20 of them and new centers are to be created.

In the future, maybe the Centers will soon become not only postal agencies, libraries and internet cafés in one, but also banking or consultation points, where farmers may receive information on financial help from the EU funds. Interesting, profitable, socially useful, serving to build a civil society: this is how this consistently implemented initiative of the Polish Postal Service is perceived.

From other CSR activities, there is Poczta Polska participation in the charity actions.

Poczta Polska takes a part in spectacular charity actions, organized by individuals and foundations known from newspaper front pages (the biggest being the well known

Great Orchestra Christmas Charity), as well as supports individual households or small care institutions, like social aid institutions, orphanages or day-rooms. Poczta Polska, together with the 3rd Programme of the Polish Radio and "Nasz Dom" Foundation, organized for the 10th time the project "Postcard to the Santa Claus", all the profits from that initiative were given to finance Polish orphanages.