



ANNUAL AWARDS FOR RESPONSIBLE BUSINESS 2021

ENTRIES

INVESTOR IN THE COMMUNITY

1. Accenture Bulgaria

Name of the project: Partnership with Cultural Perspectives Foundation: Construction of a digital platform, Donation and pro bono work in support of the national scholarship, Creating opportunities for realization of young artists and development of talents in the own teams

Project Summary: The Technology Center of Accenture takes part in a project with high added value in the field of culture and society. It develops a new digital platform for application and evaluation in a scholarship competition and supports the distinguished artists in the long run. It encourages the development of young artists and invests in the professional development and motivation of its own team members.

2. Amber Beauty Club

Name of the project: Charity Fashion Event

Project Summary: С дата 10.01.22 в сметката на фондацията са потъпили общо 35,376.80лв

3. Asarel-Medet JSC

Name of the project: Support to the Hometown Development

Project Summary: The support to the sustainable development of the municipality of Panagyurishte is a long-standing cause of Asarel-Medet. Sustainable and new local projects that meet global sustainable development goals have long-term added value and develop local potential in the fields of education, health, infrastructure, youth activities, culture, tourism and sport are supported.

4. BILLA Bulgaria EOOD

Name of the project: BILLA Bulgaria – a trusted partner of socially significant causes in the country

Project Summary: BILLA's key priority is to support people in need. The chain implements a large number of projects through its long-term partnerships – with organizations in the non-governmental sector and a government institution. They aim to improve the integration of social

groups that are vulnerable or in need of support – by raising awareness about the problem and seeking a working solution.

5. BTL Industries

Name of the project: Production of respiratory masks and ventilators for breathing

Project Summary: The project for the new production of protective masks and ventilators is a socially responsible answer of BTL Industries to the difficult health condition in the last two years. It is its sign of solidarity and an example of a business with care for society.

6. Bulmarket Group

Name of the project: Development and implementation of ESG strategy for sustainable development of Bulmarket Group

Project Summary: Establishment and implementation of ESG strategy for sustainable development of Bulmarket Group, which was created specifically for the company's operations and management and aims to achieve climate neutrality and transparent, social governance.

7. CENTRAL COOPERATIVE UNION – BULGARIA (CCU-Bulgaria)

Name of the project: COOP MOBILE SERVICES WITH ADDED SOCIAL VALUE

Project Summary: To cope with the effects of the pandemic, CCU purchased 10 mobile shops and a specialized health vehicle, launching a high value-added project for health care and services for people in small, mountainous and inaccessible areas with limited access to food and goods, essentials, health care and periodic medical supervision for diagnosis and preventive examinations.

8. Citibank Europe plc, Bulgaria Branch (Citibank Bulgaria)

Name of the project: Investment in support of the Bulgarian Paralympic Movement

Project Summary: In line with its global IPC partnership, Citi and the National Paralympic Organization supported para-athletes train and participate successfully in Tokyo2020. The program ensured that there was no breakdown in the training process and athletes continued their training regime during the C-19 restrictions, take part in key qualifying sport events leading up to the Games and win two silver medals.

9. Dundee Precious Metals Chelopech EAD and Dundee Precious Metals Krumovgrad EAD

Name of the project: We boldly innovate in our partnerships with local communities

Project Summary: The Dundee Precious Metals companies in Bulgaria in partnership with the municipalities of Krumovgrad, Chelopech, Chavdar and Zlatitsa work together for a healthy community with economic prosperity. Understanding that the successful business is done in a successful society motivates us to use our experience to encourage and support enterprising people in the regions where we work.

10. Dundee Precious Metals Chelopech EAD and Dundee Precious Metals Krumovgrad EAD

Name of the project: Dundee Precious Metals and Specialized Hospital for Active Treatment in Obstetrics and Gynecology - "Mother's Home" - together for the most valuable!

Project Summary: For the period 2020-2021, the companies of Dundee Precious Metals in Chelopech and Krumovgrad assisted SBALAG "Mother's Home" to adequately meet the urgent needs for treatment and care of patients with COVID-19 in a pandemic and helped give birth to 106 healthy babies.

11. ENERGO-PRO Varna

Name of the project: ENERGO-PRO for the society

Project Summary: "ENERGO-PRO for the society" is a new project launched in September 2021. Its main idea is related to the financing of innovative projects with long-term effect in various areas of local communities in fields such as child development, building environmental values, energy efficiency, environmental protection and sustainable urban development.

12. Enterprise Services Bulgaria EOOD

Name of the project: Business Collaboration between DXC and St. Kliment Okhridsky University of Sofia

Project Summary: Mutually beneficial cooperation has been established between DXC and FMI. The guaranteed increase of the qualification of the people in the project leads to taking positions with more interesting work, the job satisfaction is higher, the social status of such specialists is significantly increased. We are proud that the efforts made in this project give such results!

13. Gastronom.bg

Name of the project: Food donation

Project Summary: Helping people in need by donating non-food items, reducing waste/scraping of goods and products.

14. Generali Insurance AD

Name of the project: The Human Safety Net

Project Summary: The Human Safety Net is an initiative created by Generali Group, as part of the corporate social responsibility strategy. Our mission is to help people, living in vulnerable circumstances to reach their full potential through specialized help. In Bulgaria, we partner with "For Our Children" Foundation, through the program "Open the way to early childhood development in Bulgaria".

15. Groupama Bulgaria

Name of the project: Greenama

Project Summary: Greenama is the internal CSR program of Groupama Bulgaria, which encourages the personal employees' commitment to social issues and allows them to be its driving force by choosing causes with positive social and environmental impact. Greenama contributes to personal development and a higher commitment, and the overall improvement of the company's environmental and social footprint.

16. HP Inc. Bulgaria

Name of the project: HP Inc. Bulgaria "Year of Giving" - Supporting Bulgarian NGOs through corporate giving and volunteering

Project Summary: Our project serves as an example of how Corporate Donation and Volunteering, together with the efforts of NGOs, can unite in the belief that even in the most

difficult times there are many opportunities to be better by making a significant difference, prioritizing those in need, and giving back to our communities, creating a better future, driving the forces of positive change in Bulgaria!

17. Ideal Standard - Vidima

Name of the project: For better health and care for people

Project Summary: For 30 years now, Ideal Standard - Vidima has been building a sustainable social policy. Investing in better healthcare by improving conditions and modern equipment is among the top priorities. An important aspect of our social commitment is the care of people with more specific needs, who received special attention - we turned the "room of horrors" of the blind and deaf into their second home.

18. Industrial & logistics park Burgas PLC

Name of the project: Industrial & logistics park Burgas - Business opportunities

Project Summary: Burgas Industrial and Logistics Park is a long-term project that seeks to provide the best possible conditions for every business, Bulgarian or foreign investor who chooses to operate in Burgas Industrial Park. Our main activity is related to the construction, management and marketing of industrial zones of modern type.

19. JTI Bulgaria

Name of the project: Inclusive societies are better for the world and better for business

Project Summary: JTI Bulgaria initially supported the JAMBA project to establish a career center, and then found that there are many other ways to support the cause. JTI made a series of financial and non-financial donations, organized initiatives coming from the employees, and there are also upcoming projects in which the employees of JTI will share experience and knowledge with the target group of the project.

20. Kamenitza AD

Name of the project: Каменица за Пловдив

Project Summary: Kamenitza dedicated two special projects in support of the development of the cultural, social and sports image of its hometown Plovdiv - a campaign in support of the development and future of football in the city with donations to the 4 major football clubs - and a contribution to improving the urban environment by providing a beautiful sign with emblematic places for Plovdiv for a renovated park

21. Kaufland Bulgaria

Name of the project: Kaufland and the change makers

Project Summary: Children are the best ambassadors for causes that benefit nature and people; they are the change makers of the future. Because of that, in 2021 Kaufland focused on science, education and entrepreneurship projects for adolescents and supported WWF's youth innovation program Panda Labs, the Sofia Science Festival, the #ActGreenWithMuzeiko exhibition and the Teenovator entrepreneurship program.

22. Lidl Bulgaria

Name of the project: You and Lidl for a better life

Project Summary: The program is the largest CSR initiative of Lidl Bulgaria. It finances the good ideas of civic organizations aiming to help people in the country have a better and more fulfilling way of life.

23. METRO Bulgaria

Name of the project: Vaccine with a cause

Project Summary: The campaign "Vaccine with a cause" of METRO Bulgaria, Ministry of Health and BCause Foundation in support of the fund #ForChildrenHeroes medics and teachers is held from September to November 2021. During this period, nearly 14,000 vaccines were given and a donation of BGN 24,560 was made. to the BCause Foundation. The activity of the vaccination points continues until the end of March 2022.

24. Merck Sharp and Dohme Bulgaria

Name of the project: National Cancer Control Plan

Project Summary: National Cancer Control Plan (NCCP) project with CredoWeb. The campaign strives to raise oncology awareness and address the need of future implementation of a NCCP, which the EC advocates for. MSD as a socially responsible and patient centric company partnered with the institutions in the process of NCCP implementation to improve the local oncology environment in the long term.

25. Neterra

Name of the project: "The Ten Causes of Neterra" - a project of Neterra in support of society

Project Summary: Every year at Neterra we set out to benefit the community, which we support together with our employees, partners and customers. The goal is to contribute together to the mission of as many organizations as possible, united by a common idea - purposeful and meaningful efforts and investments in socially significant causes.

26. Paysafe

Name of the project: Paysafe CSR program for local community support

Project Summary: Our CR program for local community support is inspired by the company culture to invest in meaningful causes. In 2021 we've invested in initiatives promoting better life and future for children, elderly people, women at risk, etc. through the involvement of Paysafe volunteers and donations for NGOs such as the Bcause Foundation, ABLE Mentors, Plusheno Meche, PULS Foundation, etc.

27. Paysera Bulgaria Ltd

Name of the project: New payment gateway for e-commerce: Payment initiation service (PIS)

Project Summary: PIS adds a new method for accepting digital payments. The service gives new perspectives for merchants and it can be used as a mechanism to increase sales. Thanks to it, third parties can make a direct connection between the site of the merchant from which the customer wants to shop and his payment account.

28. Postbank

Name of the project: "Universe of Opportunities" - a project for corporate social responsibility of Postbank in support of social entrepreneurship in our country, created on the occasion of the 30th anniversary of the company

Project Summary: "Universe of Opportunities" is a CSR project of Postbank, which aims to support good ideas related to social entrepreneurship for the benefit of society. The winners are

Infinity Toy Box - a platform for renting toys, books and games, Sofia Planetarium "Andromeda" and the initiative "Clean Water" of the social enterprise "Wonderful Garden".

29. Servier

Name of the project: "Hands up for your legs actively"

Project Summary: "Hands up for your legs actively " is a national campaign that informs about CVD. The disease is affecting an increasing proportion of young people and middle-aged people, especially in the pandemic, when movement is declining. In 2021, the #TravelWithAMission initiative was born, which challenged many people to return to an active lifestyle and received a positive response nationwide.

30. Simbula

Name of the project: "Let's be on the same page - the voice of the blind"- with informational portal "Blinfo"

Project Summary: In the course of the project "Let's be on the same page - the voice of the blind" - BLINFO.bg is created - a platform where the authors of the content are young people with visual disabilities, oriented to journalism. Topics are mainly related to visually impaired people, with a focus on current community issues and ways to solve them.

31. SoftServe Bulgaria

Name of the project: COVID-19 Bulgaria - a communication portal providing up-to-date information on pandemic

Project Summary: SoftServe Bulgaria, in partnership with Rakuten Viber and Information Service and AIBEST, has developed a pro bono chatbot channel providing reliable and up-to-date information on the development of the COVID-19 pandemic in Bulgaria.

32. TELUS International Bulgaria

Name of the project: Go active. Stay Giving.

Project Summary: #GoActiveStayGiving. The investment in society is not a one-time donation, but a cause of sustainable support to community with the active participation of the TELUS International Bulgaria employees.

33. Vivacom

Name of the project: Vivacom Regional grant

Project Summary: For the seventh consecutive year, Regional Grant grants free of charge the good ideas of civil society organizations aimed at change that benefits the community and that have a direct impact on prosperity and development - from drawing attention to important topics and inspiring new knowledge through implementing sustainable practices in everyday life and building a nature conservation culture.

34. ZAGORKA AD

Name of the project: The Good here

Project Summary: ZAGORKA supports various activities related to art, environment, responsible consumption, etc. in order to contribute to the well-being of local communities. As an investor in society in 2021, the company realized the Beerfest in Stara Zagora, supported KEVIS in the Ethnographic Museum Etar, Civil Alarm Clock of the Bulgarian Center for Non-Profit Law and Bulgarian traditions with the Good here.

INVESTOR IN KNOWLEDGE

1. AstraZeneca Bulgaria

Name of the project: THE CAPABLES/ DISCOVER YOUR POWER

Project Summary: “The Capables” are a group of heroes who stand against smoking in the name of their peers’ health. They will reveal their powers in search of new heroes—other young people who choose to fight for smoking prevention. “The Capables” are the positive role models that young people can recognize that their health is priceless and smoking is not a way to appear more mature or be surrounded by friends.

2. CENTRAL COOPERATIVE UNION – BULGARIA (CCU-Bulgaria)

Name of the project: PROMOTION OF THE COOPERATIVE MODEL AMONG THE YOUTH

Project Summary: The CCU pays great attention to young people and actively seeks their participation in the management of cooperative organizations. Based on the launched Cooperative Model Promotion Programme among Youth an entire innovative programme is developed to provide competence for cooperative entrepreneurship. Partners in the Project are educational institutions from the whole country.

3. Coca-Cola Hellenic Bottling Company Bulgaria

Name of the project: #YouthEmpowered

Project Summary: #YouthEmpowered is organized for the fifth year, supporting the increasing of the employability for career development of the young people in the country. In 2021 the program was organized in digital format, in order to continue supporting the young people during COVID-19. #YouthEmpowered was organized in partnership with Junior Achievement, Teach for Bulgaria and SoftUni Digital and Teen Station.

4. DataArt България

Name of the project: Skillotron

Project Summary: Progressive level-based gamification platform

Platform supporting the selection of staff: assessment of technical knowledge and language skills, preparation for the interview by the candidates, opportunity to evaluate the results at a distance. Educational tool: teachers can use Skillotron as part of the assessment system, online training and remote exams

5. Dentsu Bulgaria OOD

Name of the project: The Code

Project Summary: The Code opens the doors of our industry to students from diverse backgrounds, through immersive workshops, work experience opportunities and apprenticeships to gain the technical, craft and strategic soft skills required to succeed in the digital marketing industry. Together with dentsu Bulgaria experts they work on cutting edge marketing briefs from some of the biggest global clients.

6. dm Bulgaria

Name of the project: PROFESSION dm DRUGSTORE SPECIALIST

Project Summary: dm drugstore specialist is officially known in Bulgaria as Consultant for cosmetic, perfumery, organic products and household chemicals, which is established thanks to

dm Bulgaria. We educate our employees in this new profession with a one-year internal course in partnership with professional schools. We also help schools start an educational program in this profession and find the right students.

7. Dundee Precious Metals Chelopech EAD and Dundee Precious Metals Krumovgrad EAD

Name of the project: Business and the University of Mining and Geology together for a modern mining industry in Bulgaria

Project Summary: The mining industry is a mirror of the development of society. The companies of DPM in Chelopech and Krumovgrad in partnership with the MGU "St. Ivan Rilski" unite in the purpose "Unlocking resources and generating value to thrive and grow together". Our partnership aims to provide highly qualified personnel to meet the Green Deal and to ensure our energy independence as a sovereign country.

8. Enco Vending Ltd

Name of the project: Higher Grades at School

Project Summary: "Higher Grades at School" is a cause that changes the future. It is a scholarship program, started in 2005 and combining financial incentives and moral support for students and university freshmen, deprived of parental care. Scholarships and communication between the Baristo team, the Foundation, and young people, encourage their education and help their successful start in independent living.

9. Enterprise Services Bulgaria EOOD

Name of the project: We Care

Project Summary: As a result of the "We care" campaign, launched by the employees of DXC Technology in Bulgaria, over 1300 laptops found their new users in the face of children from needy families. Employees have mobilized and responded to the problem of finding used computers for effective distance learning. They have cleaned, reinstalled and prepared them for donation.

10. FANTASTICO GROUP

Name of the project: Education for every child

Project Summary: FANTASTICO and UNICEF have joined forces in the Education for Every Child campaign, which aims to create the first inclusive digital educational platform for children with special needs. The customers of the chain donated BGN 225,000 in 2021 and so the total amount of donations from FANTASTICO's clients for the cause is BGN 395,000. The platform is already a fact. It is to be developed further.

11. Huawei Technologies Bulgaria

Name of the project: ICT Talents Training – Huawei SFTF Scholarship Program

Project Summary: The ICT Talents Training - Huawei SFTF Scholarship Program is one of the main socially responsible initiatives of the technology leader Huawei, which aims to give talented students in Bulgaria a chance to experience the real business world and provide them with skills that will make them even more competitive in the rapidly growing IT field.

12. Ideal Standard - Vidima

Name of the project: Quality education of specialists in the profession "CNC machines and systems".

Project Summary: In the academic year 2021/22 the first class of dual training in specialty "CNC Machines and Systems" will graduate. For their education, we provided 60 sets of new textbooks and conducted production practice. The expertise of the company was recognized by the Ministry of Education and Science for the development of the National Examination Program applicable to all high schools in the country.

13. Innovation Sratrter Box

Name of the project: Innovation Academy

Project Summary: Innovation Academy is the largest public-private educational partnership in the country between organizations from the private, academic, public & NGO sectors. The project develops students' entrepreneurial skills and funds their business ideas. We aim to become an outsourced center for shared knowledge between following the model of the innovation centers of the universities of the ivy league.

14. Kaufland Bulgaria

Name of the project: #ActGreenWithMuzeiko at Kaufland

Project Summary: #ActGreenWithMuzeiko is an innovative project with an environmental cause. It includes an exhibition of interactive modules in Kaufland stores and a digital platform with different challenges – green.muzeiko.bg. The 'green' messages of the exhibition reached over half a million people and engaged many children in learning through play and informal education for the first time .

15. Kaufland Bulgaria

Name of the project: Panda Labs and Kaufland

Project Summary: The gap between science and business in Bulgaria is narrowing and more and more young people are interested in sustainable development. WWF'S Panda Labs program, with our support, showed how leaders of the future are developed. 3 semesters, 3 hackathons and 3 master classes selected 3 winning teams with working ideas for 'The Future of Waste', 'The Future of Food' and 'The Future of Mobility'.

16. L'Oreal Bulgaria

Name of the project: L'Oreal-UNESCO For Women in Science 2021

Project Summary: Every year the program of L'Oreal and UNESCO For Women in Science awards fellowships to young Bulgarian women scientists to encourage them make great discoveries that will tackle local and global challenges and shape a better tomorrow for all. As the world needs science and science need women!

17. Nestle Bulgaria

Name of the project: Nestle needs YOUth 2021

Project Summary: Nestlé needs YOUth is the first global youth employment initiative that stimulates, enhances and develops the workability of young people. It provides effective link between business and education.

18. Paysera Bulgaria Ltd

Name of the project: Financial literacy improvement: new possibilities for digital banking

Project Summary: Improving the financial culture of the population is one of the priorities of Paysera.bg. With this project, the company seeks to raise awareness among target groups about fintech innovation. Citizens and businesses need to be aware of the various mechanisms for optimizing and better managing their money. To be more flexible and competitive in changing economic conditions.

19. TELUS International Bulgaria

Name of the project: Ready to succeed together

Project Summary: We have been supporting the Ready to Succeed program for 7 consecutive years and managed to help 43 talented young people. We are proud of their motivation for success, which is an inspiration to us!

INVESTOR IN HUMAN CAPITAL AND WORKING CONDITIONS

1. Behr-Hella Thermocontrol EOOD

Name of the project: Protecting the health and safety of the employees and providing employment in a pandemic.

Project Summary: The main priority of the company is the health of our employees, partners, suppliers, customers and their families. The implemented Integrated system for Quality, Information Security, HSE is confirmation for the efficiency of our activities. In 2021 the System was upgraded with ISO 45005: 2020, "Safe working during COVID 19 pandemic".

2. Bosch Engineering Center Sofia

Name of the project: Bosch Engineering Center Sofia: With care for the development of the employees and investment in future talents

Project Summary: Bosch ECS offers its employees the advantage of working for a leading international company, to participate in the development of innovations for the automotive industry, stability, friendly atmosphere and family environment. ECS supports career and professional growth of the young talents at the Center and at the same time contributes to the education of new specialists for the automotive.

3. BTL Industries

Name of the project: Partnership between BTL Industries and Vocational High School of Electrical Engineering and Electronics, Plovdiv

Project Summary: Opening career opportunities for talented students in Bulgaria is one of the main socially responsible initiatives that BTL Industries is proud of. It aims to invite young enthusiasts to peek into the world of real business, giving them a chance to develop into an international company. Thus, at an early age, they will become much more confident, independent and competitive in the future.

4. BULMAR ML Ltd.

Name of the project: "A helping hand for young Bulgarian artists"

Project Summary: The project "A helping hand for young Bulgarian artists" presents the initiative of BULMAR ML (member of BBLF) and Grafikart gallery "National Graphic Art Competition". The competition was created with the mission to stimulate young Bulgarian

authors in their work with classical graphic techniques through professional and financial support. In 2021 the third edition of the project took place.

5. „Ciela Norma“AD

Name of the project: Machine voting

Project Summary: The machine voting project was successful because of the symbiosis between the different units, the incredible teamwork, and time management without affecting the quality of our direct professional duties. The challenges we were faced with developed us as a team in which we can rely on each other, work in stress, and in a short time.

6. Commetric Ltd.

Name of the project: Growth@Commetric

Project Summary: In COVID times, when many consulting companies are struggling to survive, Commetric grows by numbers of business and employees. The company will introduce you to a successful practice of rapid competence and hierarchical development, which provides motivation and burnout prevention on the one hand and "capacity" to meet the rising volumes of requests from existing and new customers on the other.

7. EVN Bulgaria

Name of the project: EVN Reloaded

Project Summary: EVN Reloaded is a major project for the company culture with a focus on the most valuable capital - people. It has given us unique experience and inspiring results. Thanks to the support of the management, the energy of 22 workshop leaders, the inspiration of 81 ambassadors and the enthusiasm of all 2200 employees, we made our company better place, we consolidated a strong organizational culture.

8. HP Inc. Bulgaria

Name of the project: HP Inc. Bulgaria "Evolving every day"

Project Summary: Our people motivate each other to explore new territory in technology and career development. They tell us where they want to go, and we help them get there. Our learning, development programs keep our visionaries in control of their own careers, supporting them in their personal and professional wellbeing!

9. Hewlett Packard Global Delivery Bulgaria Center

Name of the project: "Incredible Us"

Project Summary: Apart from business and society contributions, the mentoring program is an opportunity for personal and professional development, growth through partnership and cooperation of experts and employees from different companies. 10 mentoring couples exchanged resources and knowledge, and spent 10 months in individual meetings, joint events, and participated in panel discussions and interviews.

10. KAUFLAND BULGARIA EOOD & Co.KD

Name of the project: Kaufland Bulgaria – the responsible employer

Project Summary: In 2021 Kaufland Bulgaria reaffirmed its leading position as an employer in the retail sector by providing opportunities for career development, training and benefits for its employees. Another certification as Top Employer and the ISO 45001 came as further proof of the company's constant aspiration for improving the working conditions and being a leader with successful practices in the HR sphere.

11. Lidl Bulgaria

Name of the project: Lidl Bulgaria: Top employer

Project Summary: Lidl Bulgaria is a top employer that strives sustainably to change the environment in Bulgaria for the better and to invest in people as the most valuable capital. The company develops a multi-spectrum HR strategy, which includes both - internal programs and projects for employees and activities to target groups such as young people, disadvantaged people, Bulgarians abroad and others.

12. Mansion Technology & Operations Center

Name of the project: MANSION Employee Assistance Programme

Project Summary: MTOC Corporate Employee Assistance Programme has been created to help all employees in situations that affect their general well-being by offering practical information and counselling to help them be more successful at meeting their responsibilities at home and at work. The support provided covers a wide range of work and personal issues i.e.: parenting, managing stress, life changes and more.

13. SoftServe Bulgaria

Name of the project: SoftServe University - Department of Professional Corporate Training

Project Summary: SoftServe's mission is to help talented people change the world. The best way to build our common future is to help our employees build their own by encouraging the creation and participating in various training programs. That is why we strive to provide the best support, education, and professional development so that each member of our team can gain additional experience.

14. Bulgaria Sotheby's International Realty

Name of the project: "Together we create the Future"

Project Summary: The most important aspects of our overall project are related to outstanding results which will be effective long-term, in our industry, our clients and the environment. We are fully committed to sustainable growth and prosperity.

15. UniCredit Bulbank, in partnership with Faculty of Economics and Business Administration of Sofia University

Name of the project: Holistic educational and culture program: ESG Learning Journey

Project Summary: The ambitious strategic climate and energy goals until 2050 urgently require new knowledge and skills related to ESG - environmental, social and managerial factors in the development of any company and organization. To meet these needs, UniCredit Bulbank has developed, in partnership with Sofia University, ESG Learning Journey: Bulgaria's first holistic program for ESG training and development.

16. ZAGORKA AD

Name of the project: MyHR

Project Summary: ZAGORKA introduces a new way of working, becoming a modern company with digitalized and simplified people management processes, where employees have the opportunity to take their future in HEINEKEN in their own hands through the MyHR platform.

INVESTOR IN THE ENVIRONMENT

1. BAT Bulgaria

Name of the project: Environmental initiatives of BAT Bulgaria to encourage responsible behavior and environmental protection - Driving #WithoutLitter and Honey for garbage

Project Summary: The initiatives are educational ones about the problem of pollution and its consequences, together with information campaigns. Volunteering is also encouraged.

Meets the requirements of the European directive for information campaigns to reduce the impact of single-use plastic products.

2. Bulmarket Group

Name of the project: Ozone system for air purification

Project Summary: Development and installation of an ozonation system that produces ozone and completely removes unpleasant odors from industrial activities.

3. Carlsberg Bulgaria AD

Name of the project: Together for Nature

Project Summary: "Together for nature" is a campaign for sustainability of Carlsberg Bulgaria, which took place in the period 19.07.-15.08. in a partnership with the leader in modern trade in the country - Kaufland Bulgaria in order to encourage the return of refillable glass bottles in retail outlets as a way to help protect natural resources and the environment.

4. CEZ DISTRIBUTION BULGARIA AD

Name of the project: Conservation of threatened bird's trough retrofitting of hazardous overhead powerlines in Natura 2000 sites in W Bulgaria.

Project Summary: The project focuses on minimizing risks to the environment and biodiversity. The activities are aimed at improving, modernizing and securing the electricity distribution network in order to ensure a safer network for birds.

5. dm Bulgaria EOOD

Name of the project: "I will remain a pack also in my next life" - campaign for collecting and recycling of plastic packs

Project Summary: Return your plastic packaging to dm, and we will give them a new life! The collected packages will be sorted and baled by Hamburger Recycling Bulgaria. Then transported to Germany, where their transformation into a high-quality recital takes place. In order for it to be incorporated into the production of new packaging of products from dm brands.

6. HP Inc. Bulgaria

Name of the project: HP Inc. Bulgaria " Planet Commitment"

Project Summary: In the world of large organizations, environmental responsibility is the idea that everyone should be operating for the benefit of the environment at large. By developing this project, we are demonstrating that environmental responsibility requires deeper commitments to sustainability, not only as a core but also in helping people develop the capability to be responsible for the environment.

7. Kaufland Bulgaria

Name of the project: ‚Green‘ logistics in Kaufland Bulgaria

Project Summary: We are developing sustainable logistics and in 2021 we built on our activities: we supported the development of green delivery in Bulgaria, worked for circular supply chain and green innovation.

8. Kozloduy NPP EAD

Name of the project: Towards a Greener Future

Project Summary: With the low-emission nuclear electricity generation and the use of electric vehicles, Kozloduy NPP provides its solution to tackling environmental problems in the pursuit of a greener future.

9. Lidl Bulgaria

Name of the project: Plastic Campaign Recycling matters

Project Summary: With the campaign Lidl Bulgaria invests in protecting the environment by reducing plastics and recycling, promotes the topic to the general public and shows how everyone can contribute to a better tomorrow.

10. Merck Sharp and Dohme Bulgaria

Name of the project: Bulgaria's Green Strategy in Fighting Antimicrobial Resistance

Project Summary: Antimicrobial resistance is an increasing issue for the healthcare systems throughout the world, as well as in Bulgaria. Worldwide 700 000 people die annually because of Antimicrobial resistance. The aim of our project is to prevent the preventable. That is why we united our efforts with prominent experts in this area and the institutions, to find an approach and solution to the problem.

11. Neterra

Name of the project: Neterra: Carbon Neutral Company

Project Summary: At the beginning of 2021. Neterra has set itself the goal of achieving carbon neutrality by the end of the year, and then improving its impact on the environment. The company started buying and using 100% green energy and implemented various energy efficiency measures in its entire activity related to a wide portfolio of products and services.

12. Postbank

Name of the project: ‚Green Classroom“ – a joint project of Postbank and Mastercard Bulgaria

Project Summary: The ‚Green Classroom“ project is part of the active social responsibility policy of Postbank and is implemented jointly with Mastercard Bulgaria. It builds on the series of green projects that the financial institution has been implementing together with the Directorate of Vitosha National Park over the last few years. Building a green consciousness is part of the bank's corporate culture.

13. Takeda Bulgaria EOOD

Name of the project: Renovation of the only public Japanese garden in Sofia

Project Summary: 13 years after the creation of the Japanese garden on the territory of Sofia Zoo Park, it was renovated and officially opened and made available for visitors on 15 June 2021, with the support of Takeda.

In the city of Sofia there is again a place that is a symbol of harmony, beauty, comfort and opportunity for finding a way to ourselves and contact with nature.

14. TELUS International Bulgaria

Name of the project: For Our Nature

Project Summary: 'For our nature' is a project that attracts hundreds of employees, followers and partners, and reaches the most isolated corners of our beautiful country.

15. ZAGORKA AD

Name of the project: Brewing a better world

Project Summary: ZAGORKA develops its business with care for the environment and society. Through its long-term platform for sustainable development "Creating a better world", ZAGORKA focuses on - Environment, Society and Responsible Consumption. In line with Heineken's global strategy, ZAGORKA's goals are carbon neutrality, water conservation, the circular economy and recycling.

CAUSE-RELATED MARKETING

1. Balkan Online Group Ltd.

Name of the project: BALKAN FAIR ONLINE

Project Summary: BALKAN FAIR ONLINE is the first Balkan Online Fair created during a pandemic due to the need to have it and the impossibility of holding standard fairs. A smart decision that suits our time.

2. Blagodaria.bg

Name of the project: Blagodaria.bg

Project Summary: Blagodaria.bg is an innovative complex services company, aiming to facilitate the daily life of working and employed people from all sectors.

All our services are directly related to social causes, supporting disadvantaged people and people in need. Our package offers are environmentally friendly and with minimal waste and energy consumption.

3. BRUM Scooters

Name of the project: Charity e-scooter ride

Project Summary: The company for shared riding of electric scooters - BRUM, supports the cause and the vision of Teach For Bulgaria foundation for equal access to quality education for every child in the country, by providing support for the activities of the foundation. The partnership started in 2019 and is growing every year.

4. Bulsatcom Ltd.

Name of the project: Bulsatcom's "Globus" package supports the cause of "Teach For Bulgaria"

Project Summary: In one of the most challenging years for Bulgarian education, Bulsatcom and the "Teach For Bulgaria" Foundation launched a joint campaign to support access to quality education for every child in the country. From December 2020, the TV operator and its

customers donate 0.50 BGN from the price of every active monthly package "Globus" for the work of the educational organization.

5. CENTRAL COOPERATIVE UNION – BULGARIA (CCU-Bulgaria)

Name of the project: KOOII=COOP: To Build a Better World NOW

Project Summary: The charity campaign „KOOII=COOP: To Build a Better World NOW“ accentuates on the registered trademark KOOII and promotes the cooperative identity, principles and values by purchasing with the revenue of the sale of branded products foods with the same trademark which are donated to children and elderly people from vulnerable population groups.

6. EVN Toplofikatsia

Name of the project: "Let's keep the air clean for them."

Project Summary: In the form of campaigns EVN Toplofikatsia raises the issue of air purity in Plovdiv every year. In 2021, we drew attention to one of the most vulnerable groups – children, our future. We approached in a non-standard way - a fairy wall-painting in a kindergarten. Our call is: "Let's keep the air clean for them." We stand on the side of clean air.

7. FANTASTICO GROUP

Name of the project: Examine yourself. Take care of yourself!

Project Summary: “Examine yourself. Take care of yourself!” by FANTASTICO and Nana Gladuish Foundation “One in 8” sent through the shopping bags in the chain of stores 1,500,000 messages calling for timely prevention of the most common cancer in women - breast cancer. FANTASTICO donated over BGN 64,000 for “One in 8”'s cause for prevention and support of women with breast cancer.

8. Gugushev & Partners Law Office

Name of the project: Grab a bite with a cause!

Project Summary: The project "Let's Eat for a Cause" aims to present an entirely new approach to charity - its integration into everyday activities. The project is fresh and non-committal - enjoying a new product. Part of the income from its sale are donated to a good cause, and there is an additional social element - getting together with friends and family for a nice occasion.

9. Kamenitza AD

Name of the project: Kamenitza For Dads

Project Summary: Kamenitza for Dad is a unique campaign that supports all men in one of the most exciting periods of their lives - the moment they become a father. Kamenitza gives a case of 24 bottles of beer to every man who became a father in 2021 and who registered on the campaign's website. The project has a great response among fans and manages to reach over 1/3 of all new fathers in just 5 months.

10. Merck Sharp and Dohme Bulgaria

Name of the project: Human Papiloma Virus (HPV) - Awareness Campaign

Project Summary: The project focused on the parents' awareness increase regarding the benefits of HPV vaccination and providing clear evidence of the good practices from around Europe, that would save thousands of lives in Bulgaria, lost due to preventable morbidity.

11. Postbank

Name of the project: "The power is in our hands" - a socially responsible campaign of Postbank, implemented with Visa Bulgaria, in support of Bulgarian health professionals and their efforts in the fight against COVID-19

Project Summary: "The power is in our hands" is a socially responsible campaign of Postbank, implemented with Visa Bulgaria, in support of Bulgarian health professionals and their efforts in the fight against COVID-19. We firmly believe that giving is not a one-time gesture, but a long-term commitment, a duty and a force that we can use to the greater good.

12. ПРЕСТИЖ-96 АД

Name of the project: TRAYANA. Share good things in life!

Project Summary: The mission of our brand TRAYANA is to remind and draw people's attention to those small gestures of kindness that do not require much, but give us a lot. They charge us with positive energy, return the smile on our faces and most importantly - restore our faith in good. Trayana aims to inspire people to be good, kinder to each other, to think about the great power of small gestures of kindness.

13. "Queisser Pharma Bulgaria" EOOD

Name of the project: With two hearts for our children

Project Summary: The project "With two hearts for our children" launched in September 2020 and continuing in the current year supports the cause for prevention of abandonment of babies and young children of the Foundation "For Our Children" both financially and with intensive communication through various communication channels and among a wide audience with the aim of inclusion and commitment to the problem.

14. Servier Medical

Name of the project: "Step for you, confidence for them"

Project Summary: "Step for you, confidence for them" - a project supporting SOS young people on their start of independent living. The campaign was held between 1.05 and 31.07.21, as "Servier" donated BGN 15,000 from the sales of Cedralex to SOS Children's Villages Bulgaria for the program "Start of independent living". 42 celebrities took part as goodwill ambassadors as well as pharmacies from all the country.

15. Transpress

Name of the project: TranSport

Project Summary: TransSport program specifically for truck drivers and their way of life, developed by Yordan Yovchev. It includes a series of video workouts with easy exercises that can be performed both in the cabin and outside. They are tailored to the way of work and life on the road and give the driver the freedom to choose the level of difficulty and duration according to their own abilities.

16. ZAGORKA AD

Name of the project: When you drive, never drink

Project Summary: ZAGORKA, part of Heineken Corporation, supports road safety through When you drive, never drink, offering more non-alcoholic alternatives to traditional beer through its Zero Zone portfolio, of which Heineken 0.0 is part.

BEST SOCIAL POLICY OF A SMALL OR MEDIUM-SIZED ENTERPRISE

1. Edenred Bulgaria

Name of the project: EdenredRUN 2021

Project Summary: The charity relay race "Edenred RUN 2021", organized by Edenred Bulgaria for clients and partners, added BGN 7,069.40 to the funds raised from the charity campaign of 5KM Run for 2021 - "Give your time". Thus, the total amount of BGN 26,104.85 was collected. The funds were donated for the purchase of surgical instruments for the Pirogov Clinic of Pediatric Surgery.

2. Gugushev & Partners Law Office

Name of the project: Streamline CSR

Project Summary: Gugushev & Partners corporate strategy is aimed at increasing the public's expert awareness of important social issues in our area of expertise. We develop projects together with socially committed artists and experts. We believe that the synergy of our efforts leads to increased awareness and sustainable development of civil society in Bulgaria.

3. Interlang Ltd

Name of the project: Engaged in social causes

Project Summary: Over the last 10 years, Interlang has provided internships for vocational training for people with intellectual disabilities; helped sports charity events to promote active lifestyles, inclusion of people with disabilities, pro-bono translation for charities and charity events. Through volunteering, mentoring and professional knowledge supported social causes with strong positive impact on society.

4. Линдстрьом ЕООД/Lindström EOOD

Name of the project: Lindström Bulgaria - combining sustainability with a profitable business

Project Summary: Being a forerunner and leader in the business sector does not mean being reactive. Lindström Bulgaria is a forerunner from the first day and in order to maintain our leadership position, we are constantly striving to be a leader in all areas of sustainable development. Soon our customers will expect sustainability from us and we are ready. Combining sustainability with a profitable business is possible ??

5. НЛП България ЕООД

Name of the project: STEMICO Smart games

Project Summary: We created the first Bulgarian STEM educational toys for practical learning of the relationship between science, technology, engineering and math, creating qualities for the professions of the future. In the creation of the project we partnered with the Technical University, giving the opportunity to the students of Engineering Design to get a practical opportunity to apply what they have learned.

6. Questers

Name of the project: Questers Giving Programme

Project Summary: Questers Giving Programme actively works for the improvement of the Bulgarian schooling system and supports alternative educational projects in the area of science and IT.

7. Takeda Bulgaria EOOD

Name of the project: “Giving back the smile on a child’s face is the best reward”

Project Summary: There should be no child who is deprived from the opportunity to celebrate and be happy at any holiday. It is not necessary to invest a lot – neither money, nor efforts, to help children have their smiles back. It is easy to buy a present from every store. But truly valuable gifts are the ones which we give with our hearts and which help someone in need.

DIVERSITY AT WORK

1. BAT Bulgaria

Name of the project: Women in leadership – encouraging the career development of women in the organization

Project Summary: Women in Leadership - Promoting the career development of women. The aim of the annual BAT program is to unleash the potential of women through techniques and methodology for accelerated career development. The program emphasizes networking, building individual own "brand," providing cross-functional coaching for maximum professional influence and presence, and encouraging decision-making.

2. BGAssist Ltd

Name of the project: Different and unique

Project Summary: We appreciate the diversity, both among our employees and customers. We evaluate people because of their kindness, not for the way they see or the technologies they use. And we offer something unique - blind employees provide products and services for blind customers. Because we know that the technologies and the right services make everyone independent, no matter how colorful, challenging and di ??

3. Cargill Bulgaria EOOD

Name of the project: Sustaining and Promoting the Workplace Culture of Diversity, Respect and Inclusion at Cargill Bulgaria

Project Summary: The project for "Sustaining and Promoting the Workplace Culture of Diversity, Respect and Inclusion at Cargill Bulgaria", realised in a completely virtual environment, aims to increase the understanding among employees of the relevance of these topics. This is achieved by recognizing these values in an authentic way in the workplace and associating them with a culture of trust and tolerance.

4. Hewlett Packard Enterprise GDCB

Name of the project: Diversity and Inclusion Program

Project Summary: Our Diversity & Inclusion Program aims unconditional inclusion, open-minded work environment, embracing diverse talent and strong collaboration inside and outside HPE. By championing diversity and inclusion we are a recognizable and preferred employer and partner and a force for good.

5. IBM Bulgaria

Name of the project: "Diversity & Inclusion Campaign IBM Bulgaria 2021 "- What we did for Bulgaria exclusively!

Project Summary: We value a lot our 2021 diversity and inclusion campaign as it was built and delivered thanks to our employee efforts and hard work. The main streams around which

we focused our ideas and energy were: Women in Tech, People with diverse abilities, LGBT+, Parenting, Health and mental health.

6. Musala Soft

Name of the project: DIVERSITY IS THE NEW NORMAL

Project Summary: Musala Soft is a software company with world-class clients and a strong culture of embracing diversity. DIVERSITY IS THE NEW NORMAL is the phrase with which the team marks the successful tackling of a truly global and constant challenge – colleagues from 10+ nationalities, working from 5 continents, but united by common goals.

The added value is limitless – for employees, customers and society.

7. Nestle Bulgaria

Name of the project: Diversity in the workplace

Project Summary: Diversity & Inclusion has been a longstanding priority for Nestlé and has become a way of doing business. As culture is embedded in all aspects of our everyday reality and we are constantly evolving.

8. Paysafe

Name of the project: Paysafe D&I Program at the workplace

Project Summary: At Paysafe, D&I is considered a strategic priority. We make Paysafe a great place to work and we encourage our colleagues to treat each other, our customers, and our partners with respect and embrace one another's differences. We have 4 networks - Black, LGBTQ +, Women and Families, who aim to provide a platform for social inclusion, support, education and discussion on diversity in the workplace.

9. Transpress

Name of the project: Road for the ladies

Project Summary: On March 8, 2021, the leading Bulgarian transport and logistics company TRANSPRESS launched the first of its kind program in our country for career guidance of women and attracting them as professional drivers. The "Road for Ladies" campaign gives those interested the opportunity to receive first-hand information about the nature of the work, the specifics, challenges and opportunities in it.