

10th year of the Via Bona Slovakia Awards

Starting January 11, 2010, the Pontis Foundation is accepting nominations for the 2009 Via Bona Slovakia Awards (via bona is Latin for good way). The aim of the award is to provide public recognition to companies and entrepreneurs who support corporate responsibility (CR) and corporate philanthropy in Slovakia.



There are 11 categories within the Via Bona Slovakia Awards, reflecting the continual development of CR and corporate philanthropy in Slovakia. Besides the two Main Awards – traditionally given separately to large corporations and to small and medium enterprises – the remaining categories evaluate individual aspects of CR and corporate philanthropy. Besides activities in the Business Leaders Forum - a network of companies established by the Pontis Foundation – in which its members voluntarily committed to integrate in their business strategies the principles of social, ethical, and environmental aspects of entrepreneurship, the Via Bona Slovakia Awards is another activity which shows good examples of how ties between business and community can bring benefits for all partners.

In the ten years of its existence, the Via Bona Slovakia Awards, just like our society, have overcome bold changes. Prominence was given to the complex approach of corporate responsibility in all its

aspects. This was also reflected in the previous year of the Via Bona Awards 2008, when new categories were added with the aim to better reflect and truly motivate companies to fulfill all aspects of CR in their activities. The Via Bona Slovakia Awards, are now not only about corporate philanthropy, but also about corporate responsibility: ethics, environmental approach, approach to company's employees, or socially responsible market operations.

Now in their 10th year, the Via Bona Awards have the same 10 categories and Honorable Mention for Media Contribution for furthering CR and corporate philanthropy in Slovakia. Novelty is the Award for Innovative Solutions to Social Inclusion at the occasion of the European Year for Combating Poverty and Social Inclusion (2010). This award will be granted in cooperation with the Social Development Fund.

The conditions for nominations for the awards in the particular categories remain the same as last year. Nominations for the Main Award should be submitted by the companies themselves. In the additional categories, nominations may be submitted by anyone who wishes to give credit to specific projects in each individual category. These may be exceptional activities related to corporate philanthropy or CR that exceed the legal requirements regarding environmental impact, employee

policies, corporate ethics, or marketplace operations.

Nominations may only be submitted electronically. The relevant application forms can be found on the website under each category. The closing date for submitting applications is February 8, 2010.

The submitted nominations are evaluated by an evaluation committee. The evaluation process and its criteria have been created to ensure the greatest possible objectiveness and transparency. A reputable committee, consisting of representatives from the corporate world, public management, me-

dia, non-governmental organizations, and independent institutions will evaluate the accepted nominations in two rounds: first individually, and later by group evaluation. The Main Award candidates who are submitted by the committee into the second round will then be invited to deliver a personal presentation in front of the evaluation committee. Winners of the 2009 Via Bona Slovakia Awards will be announced by the Pontis Foundation at a festive gala evening on March 30, 2010.

General partner of Via Bona Slovakia Awards 2009 is Západoslovenská energetika. Partners include DLA Piper and U. S. Steel Košice. Media partners are Euractiv.sk, SITA, The Slovak Spectator, Stratégie, Trend, Webnoviny.sk and Zodpovednepodnikanie.sk.

Visit: www.viabona.sk for detailed information on Via Bona Slovakia Awards, including the competition statutes and nomination sheets for individual categories.

Via Bona Slovakia Categories for 2009

Via Bona Slovakia
Ocenenie za filantropiu pre spoločensky zodpovedné firmy a podnikateľov

MAIN AWARDS

- Main Award for Large Corporations for a comprehensive approach to CR
- Main Award for Small and Medium Enterprises for a comprehensive approach to CR

CORPORATE RESPONSIBILITY area

- Green Award for an environment-related project
- Ethics Award for transparency and fight against corruption
- Award for Responsible Approach to Employees
- Award for Socially Responsible Market Operations

CORPORATE PHILANTHROPY area

- Award for Long-Term Positive Corporate Impact on society and the surrounding community
- Award for Courage to Support an Innovative Project implemented in a little-known area or in an unconventional form
- Award for Employee Engagement in volunteer activities

SPECIAL AWARDS

- Honorable Mention for Media Contribution in furthering CR and corporate philanthropy in Slovakia
- Award for Innovative Solutions to Social Inclusion at the occasion of the European Year for Combating Poverty and Social Inclusion (2010)

Photo: Stanislav Bošňovič