



ČESKÉ DRÁHY, a.s.



CSR - Miracles with limited sources

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Few opening ideas about CSR in the Czech Republic



Not easy to use CSR as the part of a company communication in the Czech Republic

- **CSR is something that should be done, but the fact that a company is doing something does not create too much high impact in the public in terms of the company image**
- **Areas like „environment friendly“ – do not play as important role as it plays for example in Austria**
- **Media are usually not too much interested in such stories – if a company wants to use CSR for communication purposes, it is very difficult**
- **Czech Railways are expected that the social responsibility should mostly mean carrying people for nothing**
- **Some politicians expect from the state owned company that CSR means supporting their particular interests and priorities**



May 2005 – Change of the approach in communication

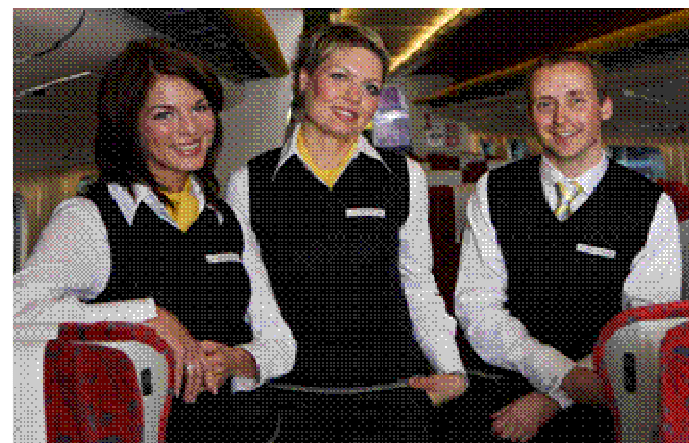
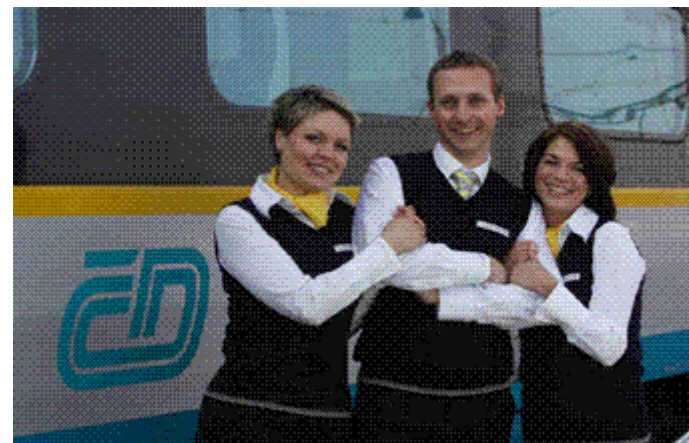


- Change of the top management at Czech Railways – strong focus on changing company image and customer approach
- Focus on commercial success and modern face of Czech Railways
- Changes in passenger services and technologies – guided with changes in communication – including launch of new approaches towards communication
- Marketing and communication have become part of the management priorities and started to be strategically planned
 - **Creation of the mission and vision of the company**
 - **Linking communication with new products and services**
 - **Implementation of communication planning, using professional consultancy services for speeding-up and developing communication strategies**
 - **Time for the development of CSR activities – as the part of the marketing communication**





NEW COMMUNICATION STYLE





NEW ČD FACE



ČD Centrum

- ← **Základní odbavení**
Basic check-in
Einfache Dienste
5.00–21.00
- **Komplexní odbavení**
All-purpose Check-In
Alle Dienste
6.00–23.00
- **Přednostní odbavení**
Priority check-in
Priority Dienste
6.00–23.00
- ← **Noční odbavení**
Night check-in
Nachtschalter
23.00–6.00
- **ČDLounge**
- ← **ČDKurýr**

SC PENDOLINO



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Mission and vision of ČD

OUR MISSION

„We are the leading transportation operator on the Czech market with the mission to operate network of efficient services respecting demand of our customers.“

OUR VISION

„We want to be the network operator providing complete portfolio of transportation services which our customers use as the natural first choice.“

TO BE RESPONSIBLE CORPORATE CITIZEN SHOULD BE IN LINE WITH THE MISSION AND SHOULD HELP IN REACHING THE VISION, BUT...





State owned train operator and CSR



Only if the CSR is a part of the communication mix and planning, it can bring its results – especially in the environment of the state owned company with limited sources.

Yes

- Large and leading operator affecting lives of millions of people
- Mobility provider, network operator, well known brand
- Available wide sources – mostly non-financial, but well usable for CSR purposes
- All others – including competition do it and use CSR for building its goodwill on the market!

No

- Legal obstacles – state owned company cannot make for example sponsorship by law
- Economic obstacles – limited financial sources, public financing, lack of money for operational and investment purposes; lack of money for anything else
- Lobbying – state owned company in the middle of interests of many parties and people
- Value for customers – Does it mean to offer cheaper services to be a good CC

NEVERTHELESS, IT MAKES STRONG SENSE TO BE ACT AS RESPONSIBLE CORPORATE CITIZEN. IT CAN HELP AND PAYS BACK AT THE SAME TIME!



Where being Responsible Corporate Citizen can help to communicate?



Responsibility

- Building goodwill by helping those, who need it
- Education – educate and help in education
- Showing that we do something more – ideally with no additional investments and costs

Customers

- Addressing new customers or new target groups via implementation of the CSR activities – for example young people

Brand Awareness

- Building the brand awareness via CSR activities – using tools that normally would not be affordable – for example TV

Economy

- Efficient usage of spare capabilities; saving costs for advertising and other promotions

Strengthening relations with Institutional customers

- Linking public financiers (regions) with CSR activates – offering added value for money they pay for the public transportation





What do Czech Railways do as the Responsible Corporate Citizen



MOBILITY – UNIQUE EXPERIENCES – EDUCATION – PROJECTS

STRONG IMPACT FOR VERY LITTLE MONEY

Providing Mobility to In-mobiles – Free transportation projects

- For those who cannot afford it
- For those who need an assistance or traveling is complicated

Creating unique experiences – thanks to Czech Railways

- Traveling on pendolino - for schools, children in orphanages, for old people
- Trips by train to Prague

Education

- Security campaign towards children traveling by train
- ČéDes – Grant program for students at technical secondary schools

Projects and partnerships

- Cinema train
- Charity promotion on ČD rolling stock and infrastructure







Always ...



Always involve PR and media communication as much as possible

- **Involving media in a form of a partnership ensures communication**

Always do activities in regions

- **Brings much stronger communication effect than doing projects in Prague**

Always involve authorities and other KOL's

- **It is attractive for media and make your relations with them stronger**

Always have a system and clear rules and do not break them

- **It avoids doubts why this or that activity was selected**

Always do something unexpected and unique that no one else but railways can offer

- **It makes the story stronger**

Always search for synergies

- **It gives a lot of opportunities, but for very little money**



Pendolino free rides

- **Trips to Prague for children in orphanages – usage of the spare capacity during weekends and non-peak trains**
- **Co-operation with the leading network of regional dailies**
- **Co-operation with the charity foundation of the wife of the president**

Cinema train

- **Co-operation with the International festival of movies for children in Zlín**
- **National tour of the cinema train around the country – screening popular movies for children – always free of charge for schools and children in orphanages or handicapped children**
- **Regional media track in each town**
- **Voluntary work by ČD employees, usage of the transportation synergies for moving the train around the country**



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THANK YOU!

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