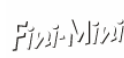
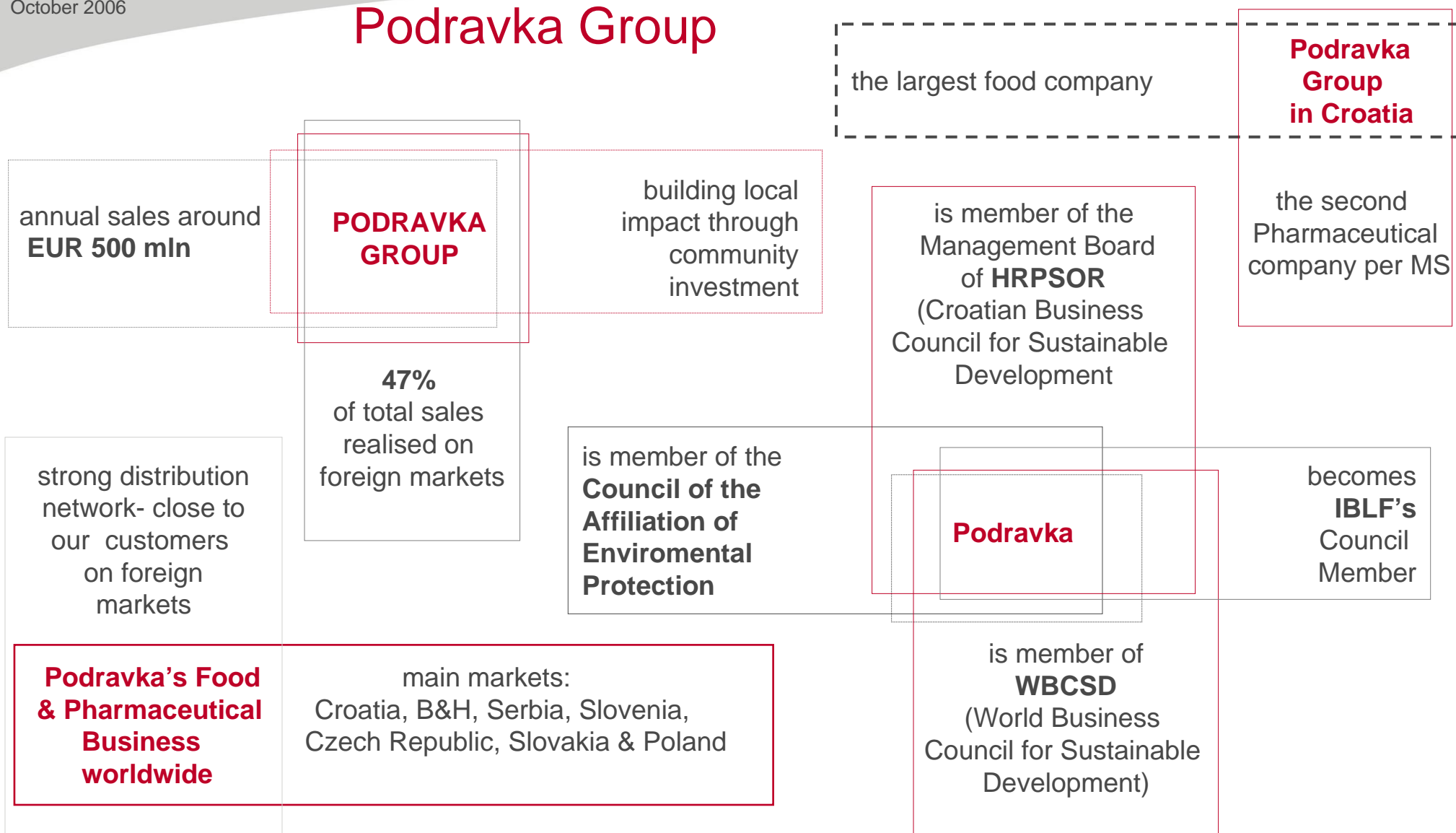


Community Investment Practical Approaches for Business

Darko Marinac
Podravka

19 October, Zagreb

Podravka Group



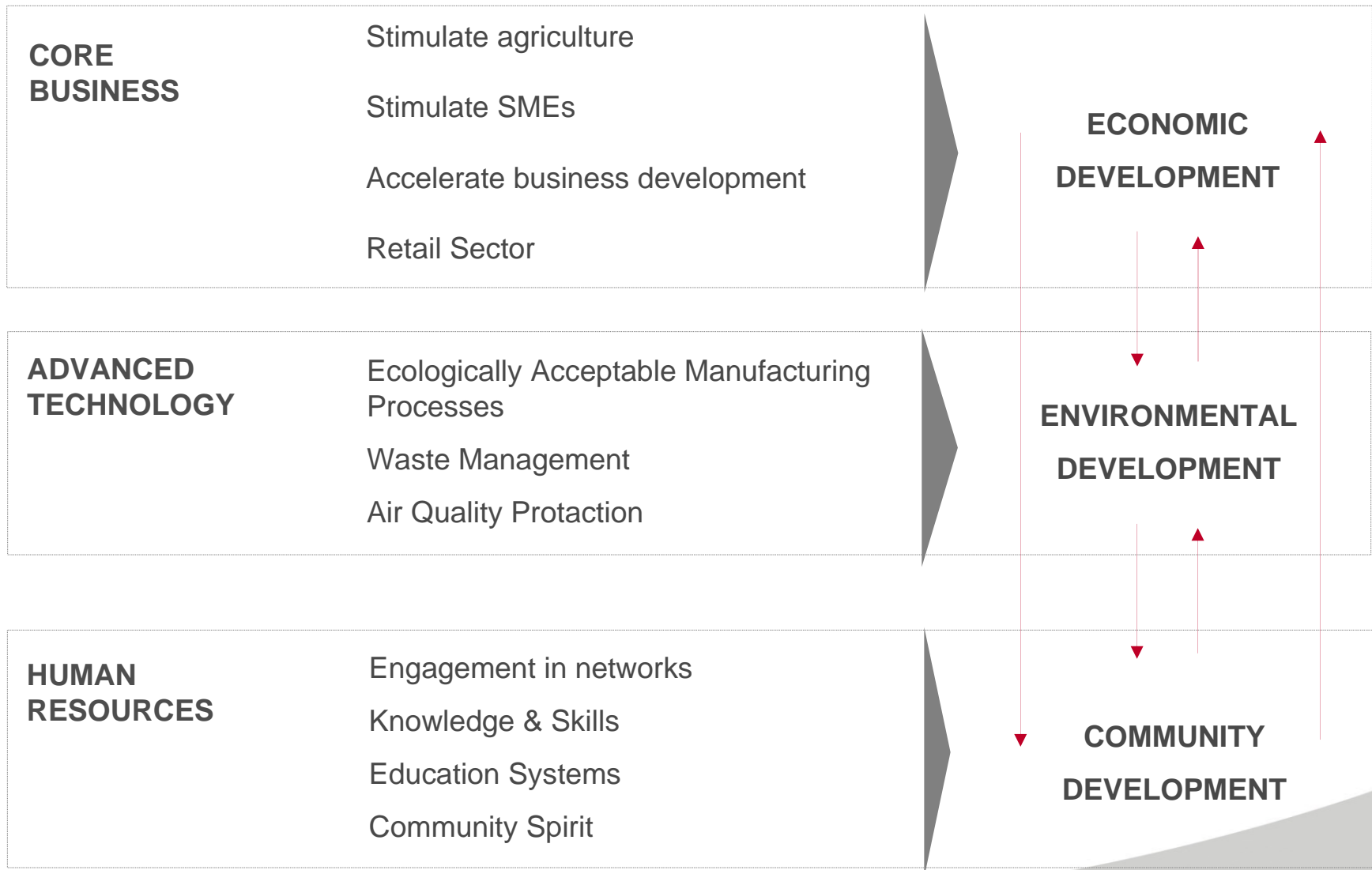
Podravka becomes IBLF's first Croatian Council Member



Podravka supports **The Healthy Eating & Active Living Global Partnership (HEAL)**-IBLF's programme that promotes and facilitates ways in which business can address the massive increase in lifestyle related chronic diseases



Podravka's Impact on Sustainable Development



Community Investment Policy



Community Investment Programmes performance evaluation

Identify both strengths and areas for development

Adding new “community long term benefits” programmes

Setting targets for improvement


Involvement in programmes with “mass” benefit



Community Investment Strategy



Community Investment Programmes driven by strategy



Community Investment programmes as long term strategic involvement
in community partnership



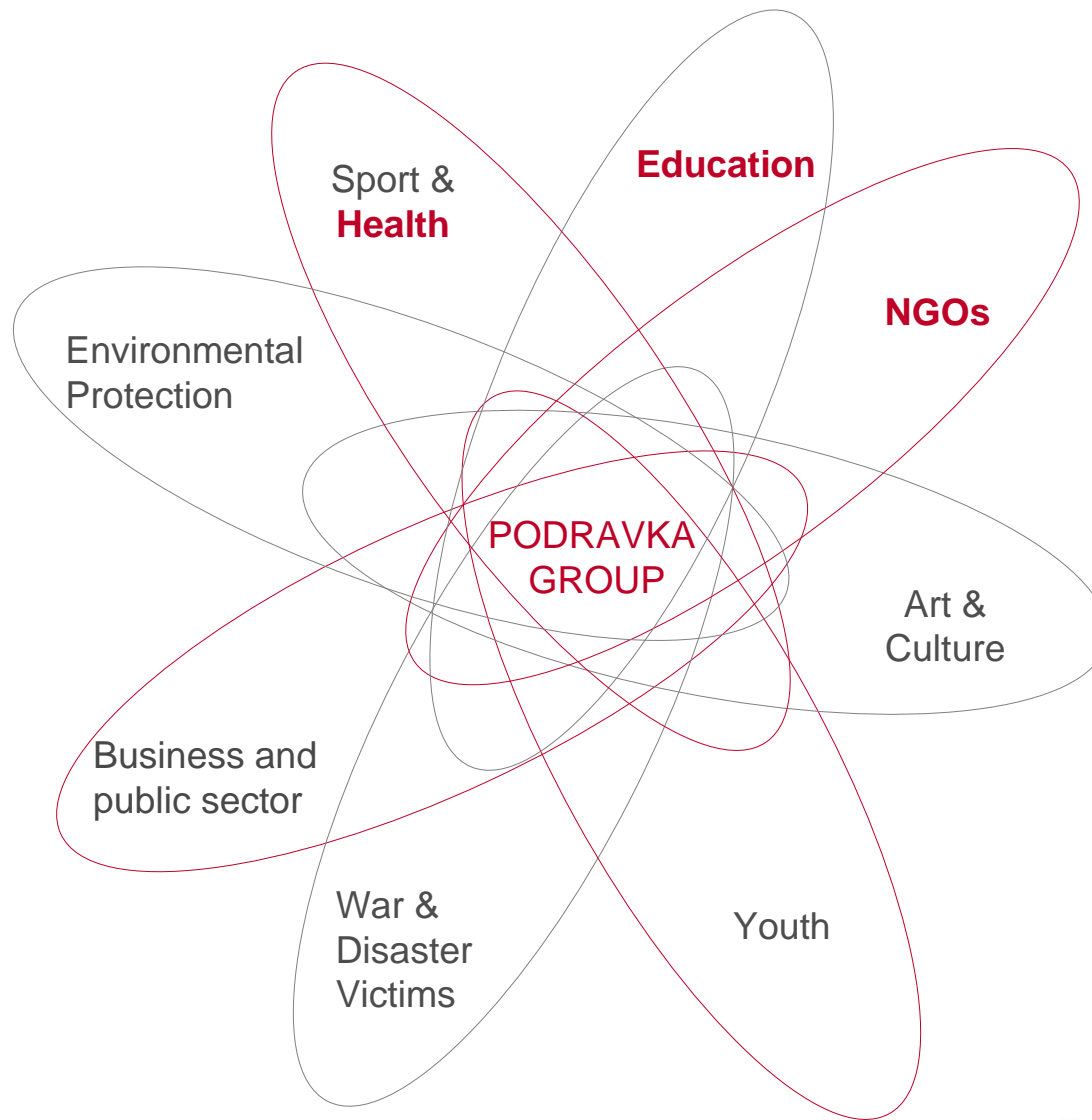
Specific Aims of Community Investment programmes- create proactive society



Building healthy and informed society

Human resources development programmes

Podravka's Community Investment Areas



STRATEGIC DRIVEN INVESTMENT AREAS

- ▶ EDUCATION
 - ▶ HEALTH
 - ▶ NGOs
- PROACTIVE APPROACH
- REACTIVE APPROACH

INVESTING

- ▶ financial resources
- ▶ skills
- ▶ knowledge



Education: Investment in Creative Science

ZAKLADA "prof. ZLATA BARTL"

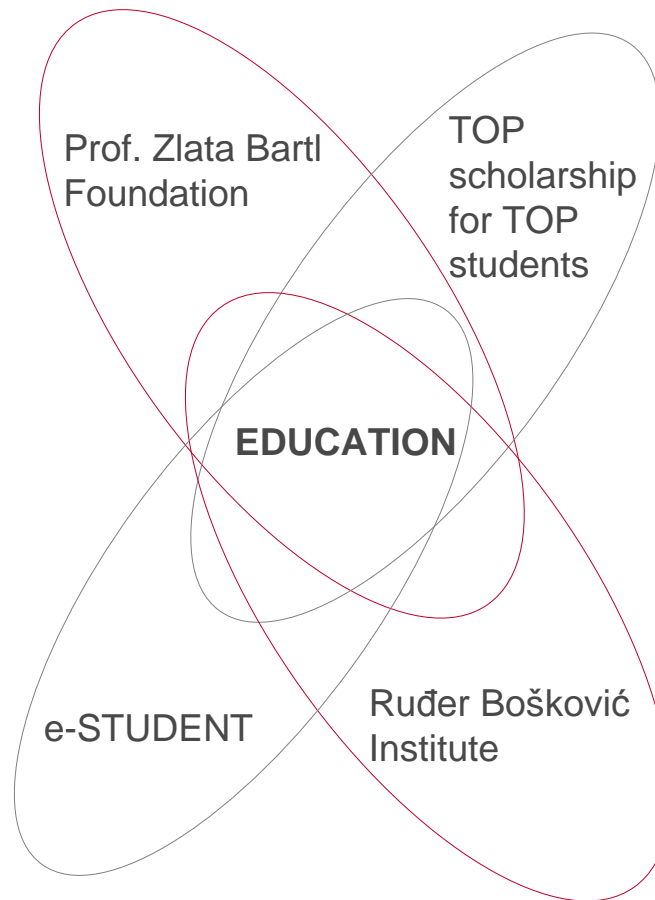


A.Starčevića 32 · Koprivnica

Prof. Zlata Bartl Foundation - encourage and promote the creative and innovative work of graduate and postgraduate students.



The agreement on cooperation with e-STUDENT on solving marketing, financial, strategic and other problems related to business operations.



Podravka is one of the partners of this action -award excellence, versatility and efforts of students.



The long-term cooperation agreement with Ruđer Bošković Institute in the area of development of new production and quality control.

Health: Sport, Health & Education



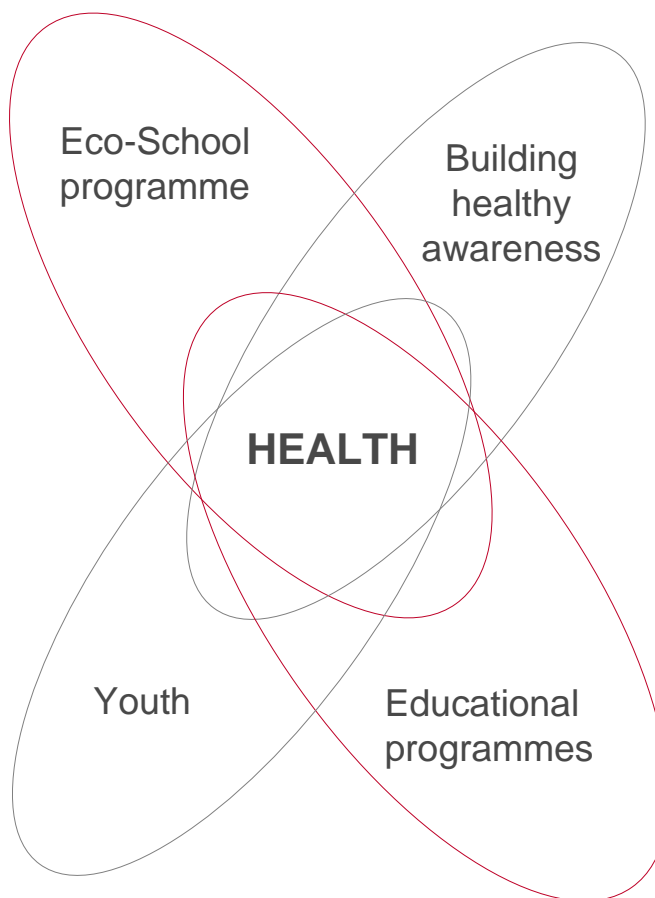
Eco-School
A.N. Gostovski

Podravka with sponsorship supports
the European Eco-School programme



Developing sport culture

Podravka supports different sport projects for young



Teddy Bear
Hospital

Belupo's Health
School



Podravka's
website
promotes
healthy living



Healthy Eating &
Active Learning
Global Partnership



Supporting NGOs

- Croatian National Theatre in Osijek
- Theatre ITD in Zagreb
- City Theatre Trešnja

- Cultural Arts Club
- Lado(Folk Dance Ensemble of Croatia)

UBIUDR
(The Association of
Defenders, Disabled and
Widows of the Homeland
War)

Cultural-Artistic
Association &
Institutions

Other NGOs

ART,
CULTURE &
NGOs

War Victims
and
Demining

Local
manifestations

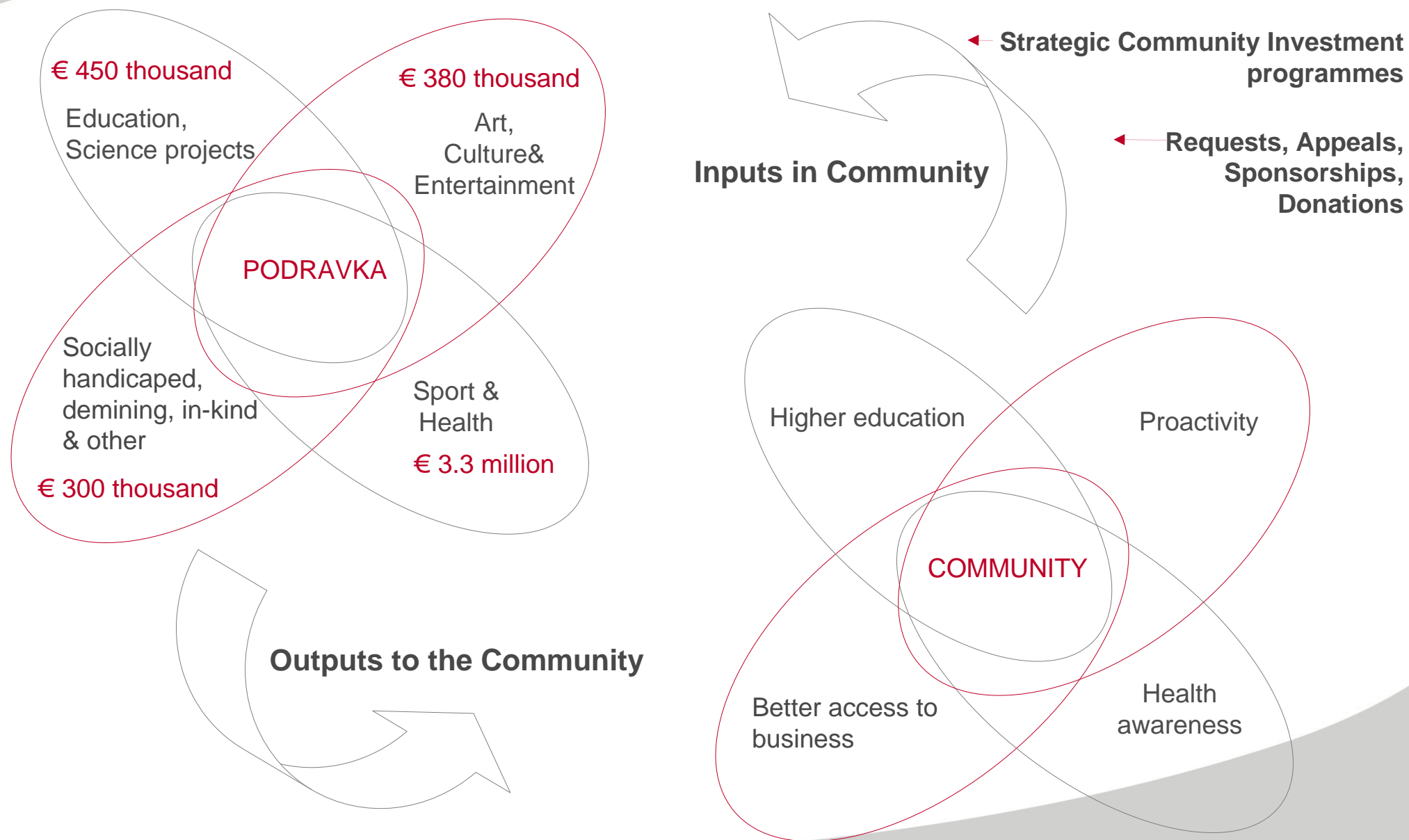
- Associations for the Blind
- Associations for people with learning disabilities and for physically disabled
- Youth Associations
- War Veterans Associations
- Caritas Croatia
- Cultural Associations

- Rooster legend
- Podravina's motives

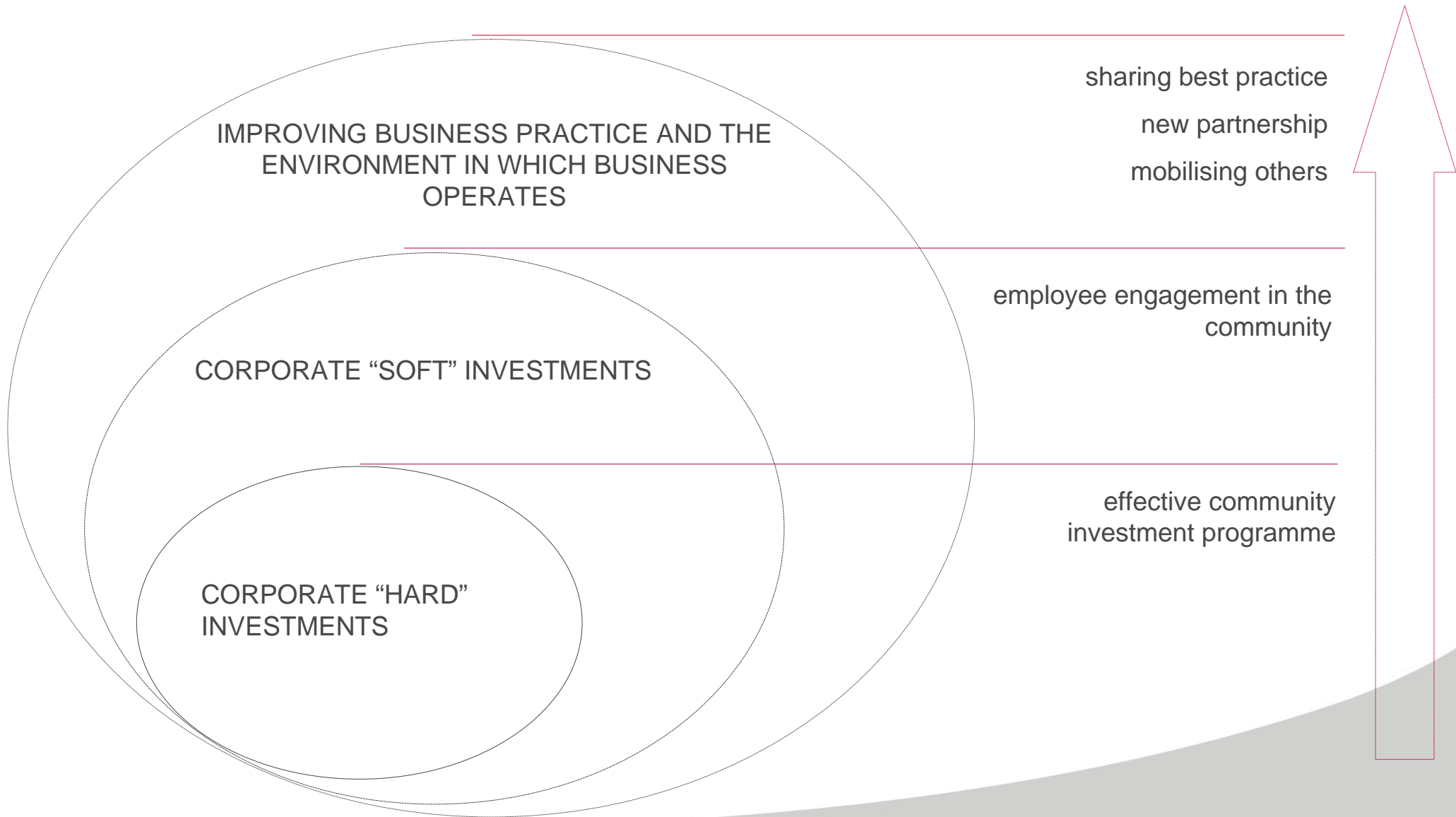
Podravka sponsors
Cooking against Mines
project which raises
funds for demining
Croatia



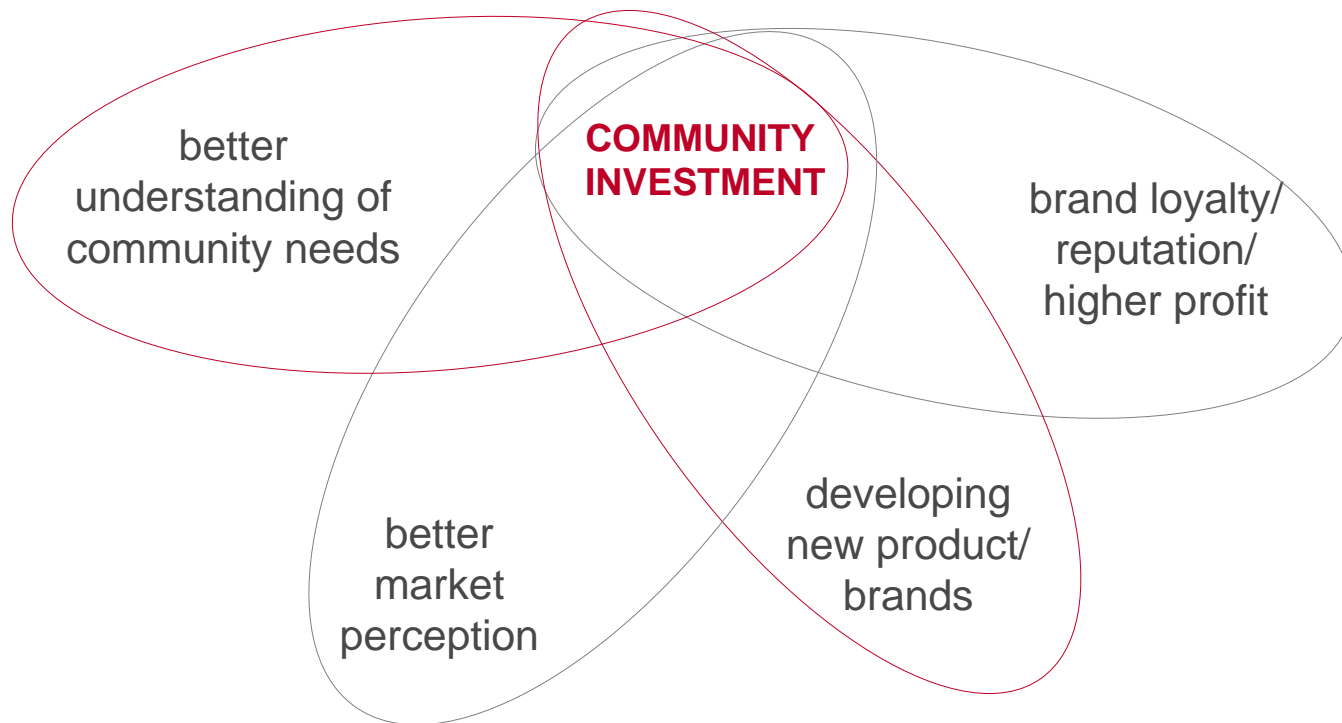
Community Investment programmes cycle



Levels of Community Investments



Podravka Community Investment – Business Benefits



Aims of Podravka's future steps in Community Investment



