

Jméno, příjmení: Nina Ortová

Název práce: Communication of corporate foundations in the Czech Republic

Rok: 2017

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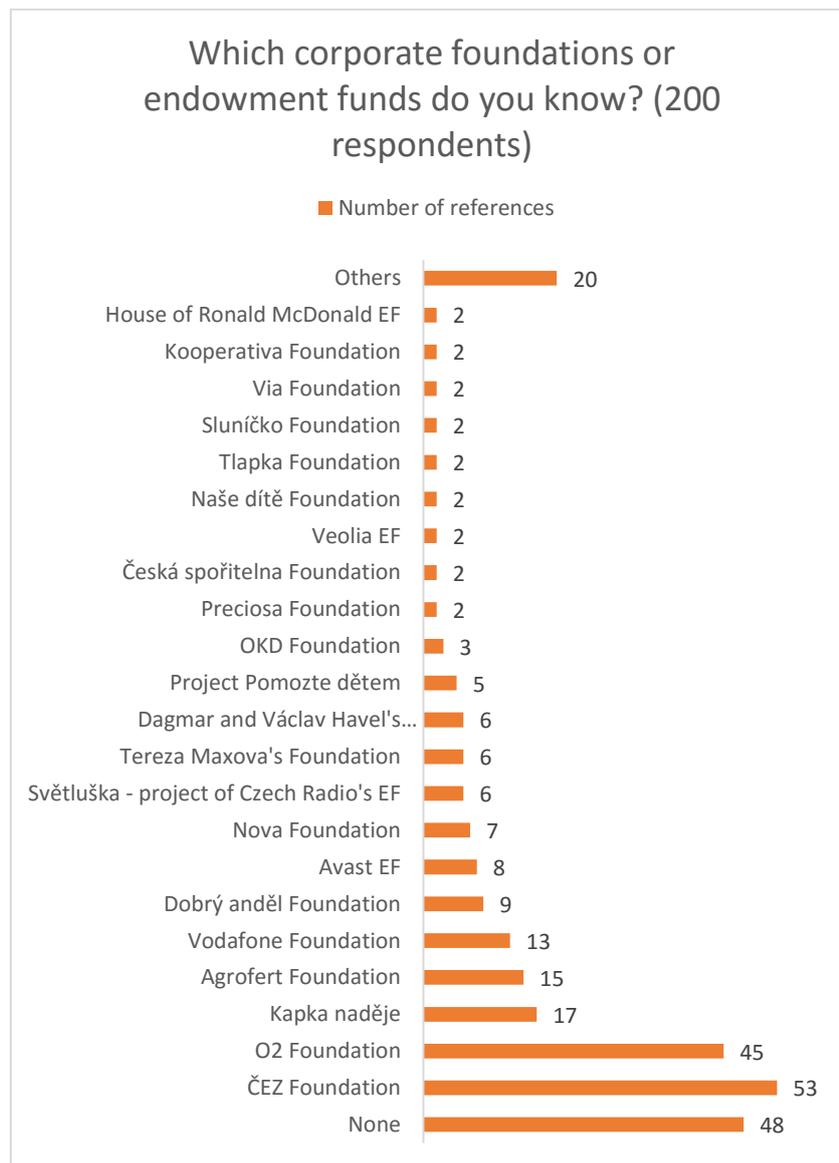
Attachment number 3: In-depth interview – O2 Foundation

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Attachments

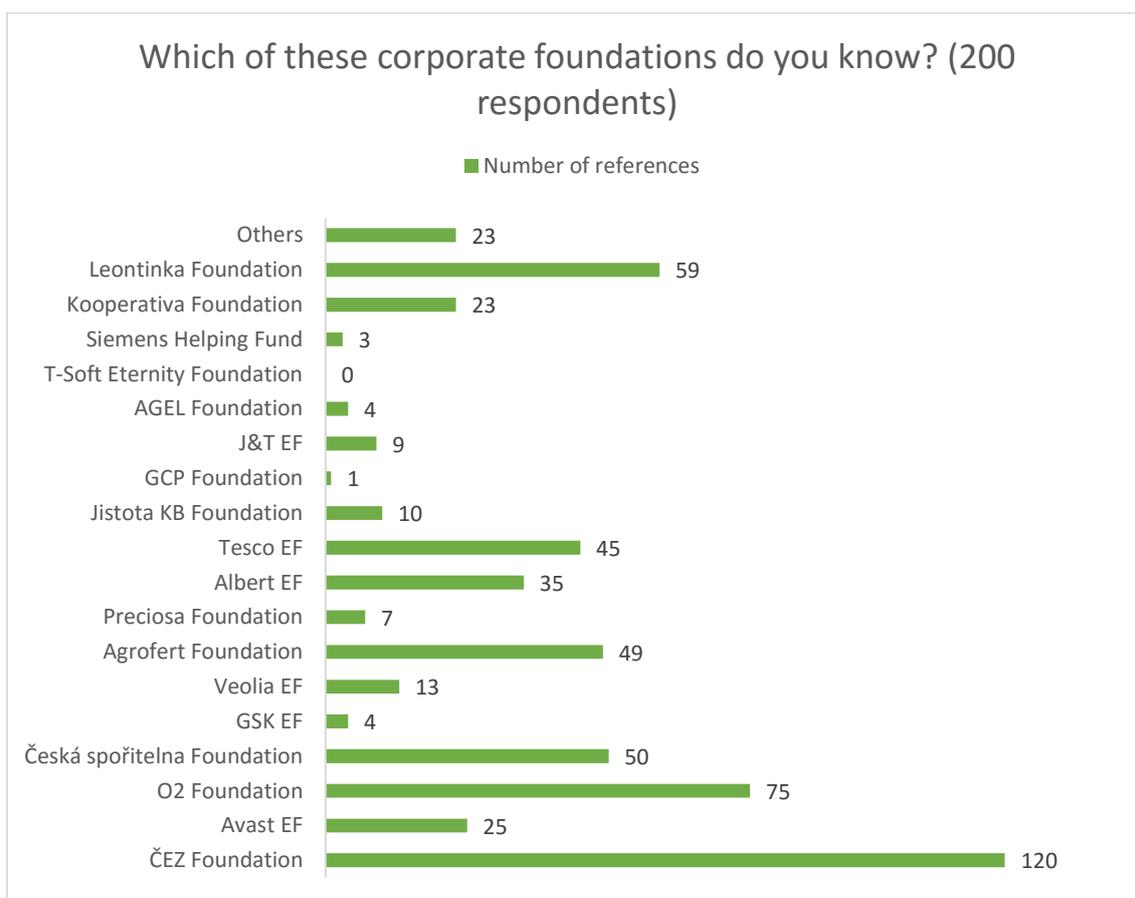
Attachment number 1: Quantitative research results

Graph 1: Spontaneous brand recall



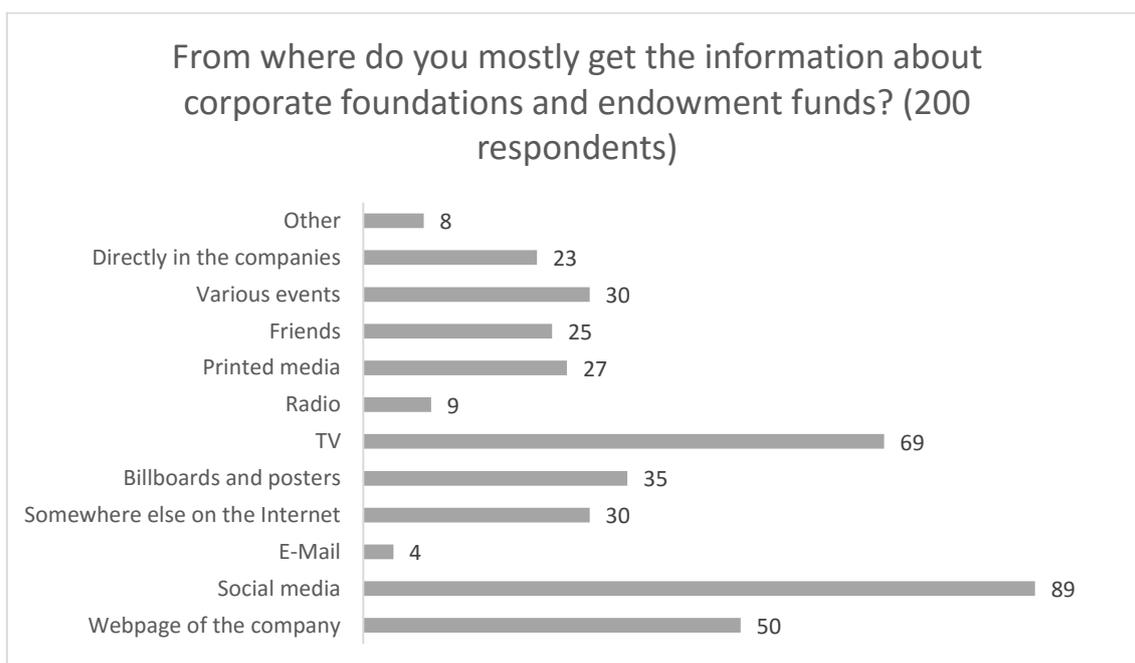
Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 2: Prompted awareness



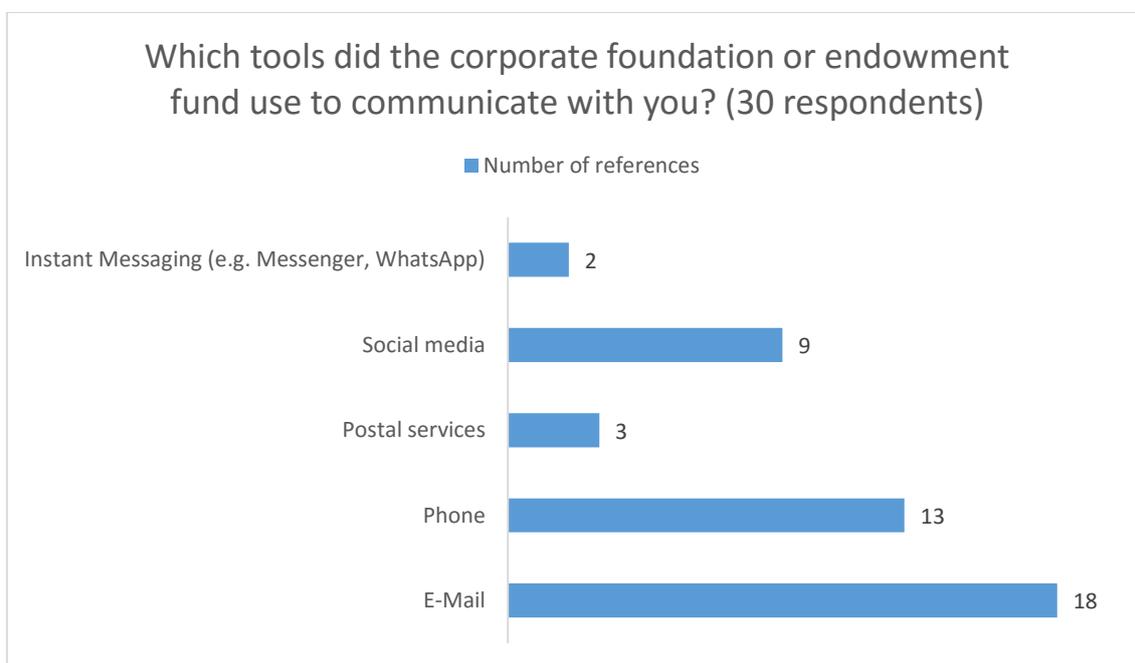
Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 3: Marketing communication of corporate foundations towards the public



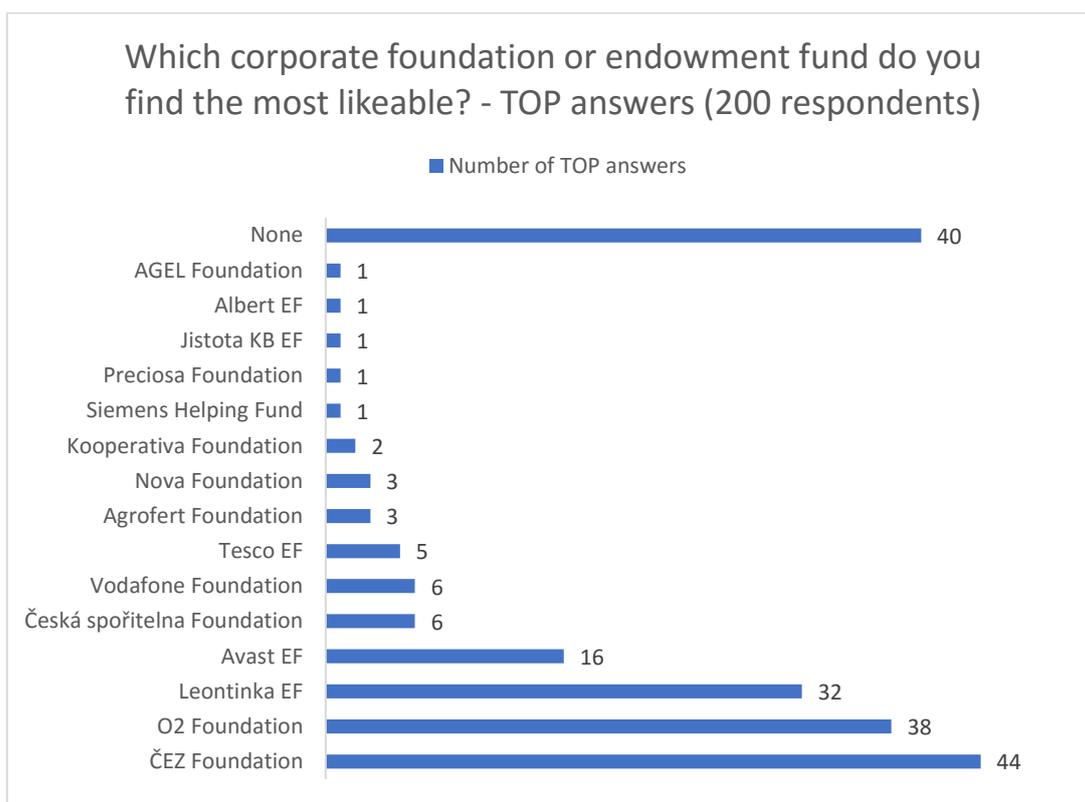
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations*. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 4: Communication tools of corporate foundations with grantees



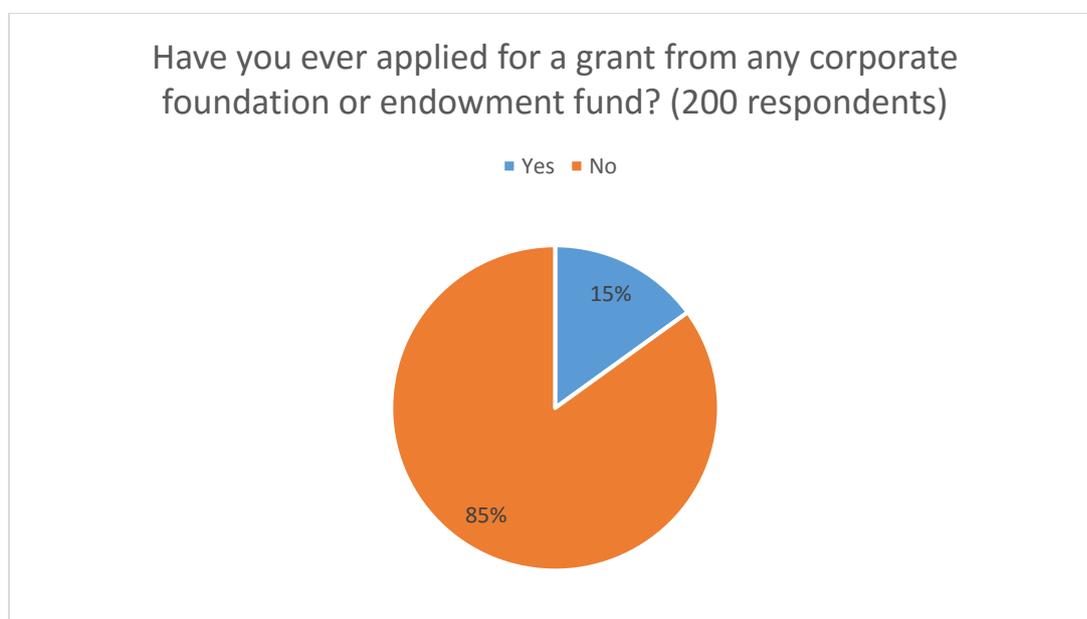
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations*. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 5: Likeliness of the corporate foundations



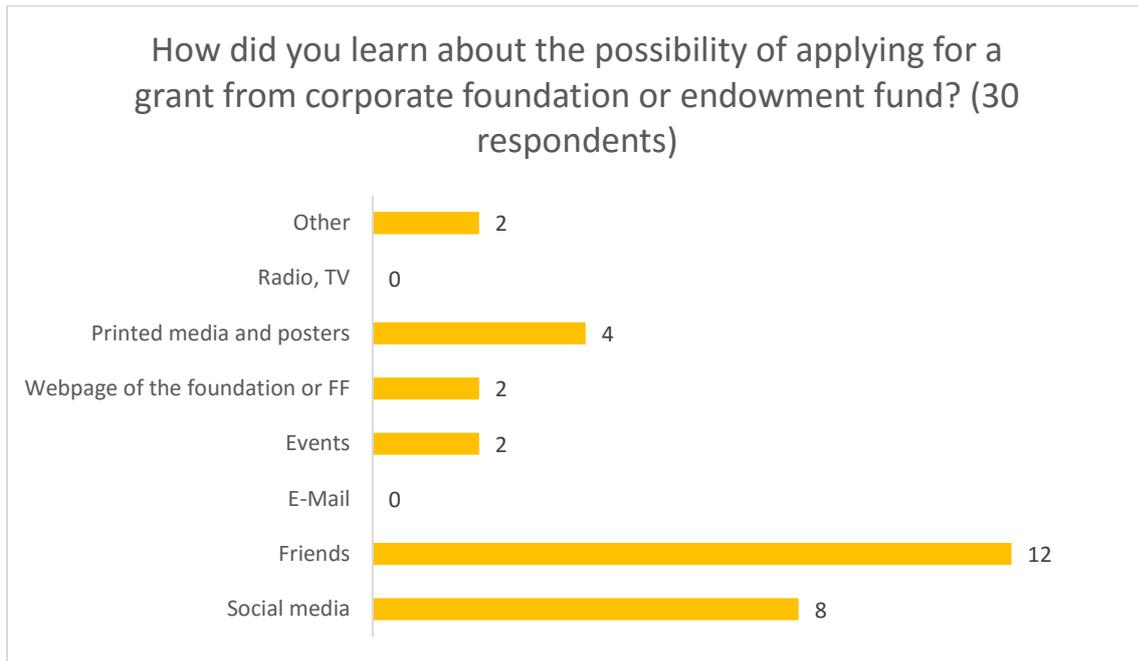
Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 6: Grant applications



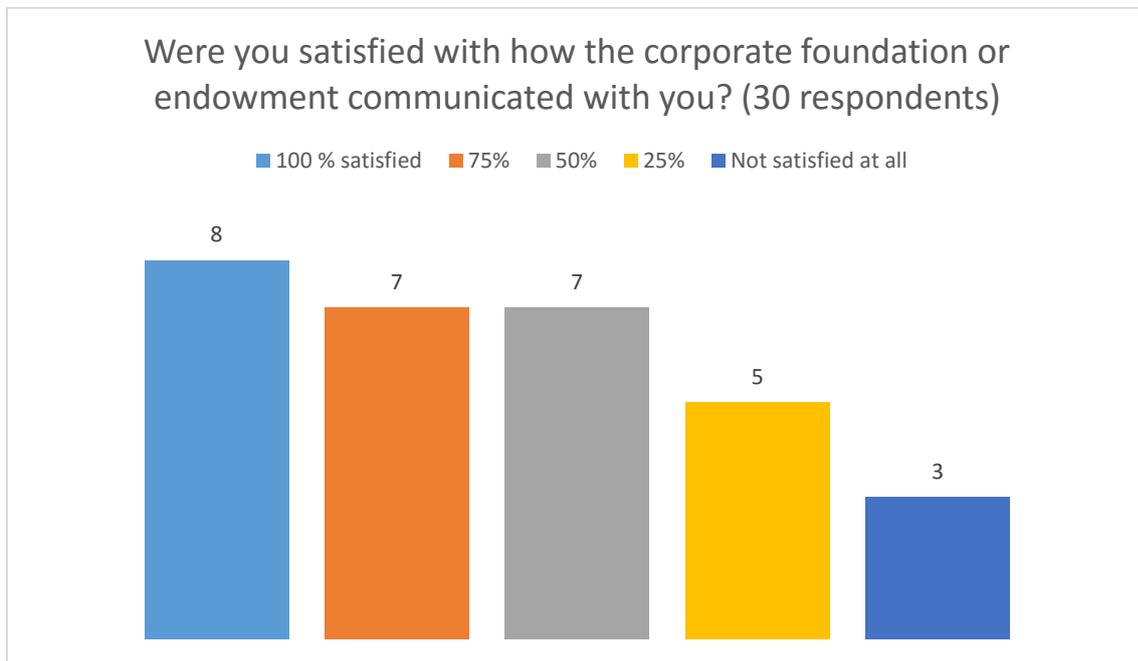
Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 7: Communication channels towards grantees



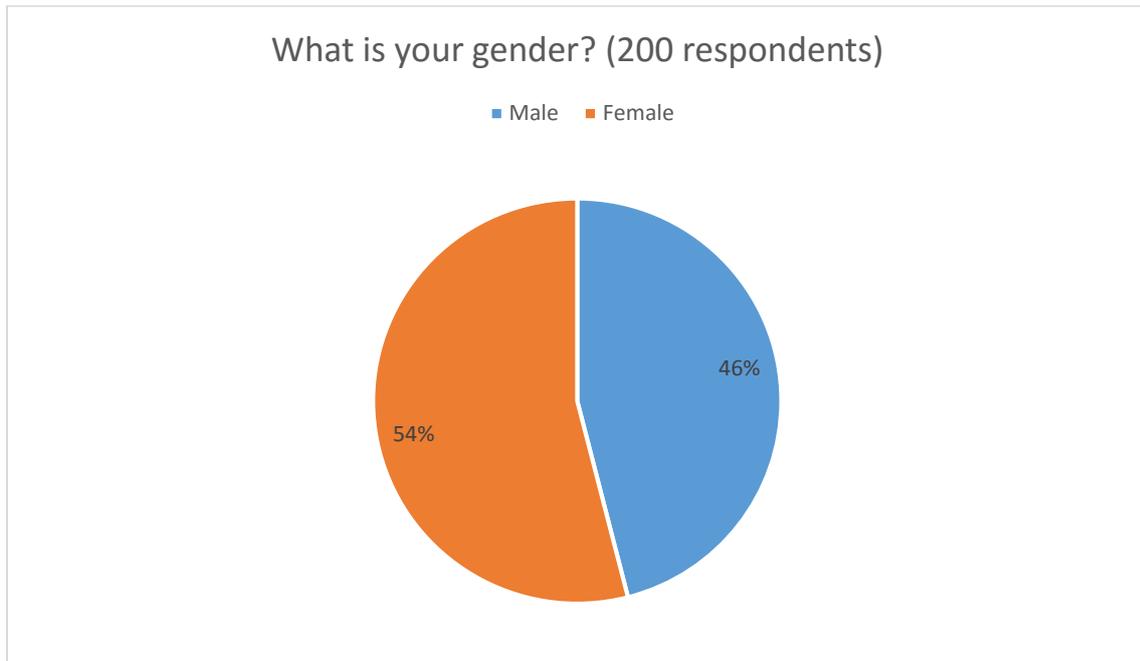
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations*. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 8: Satisfaction of the grantees with communication



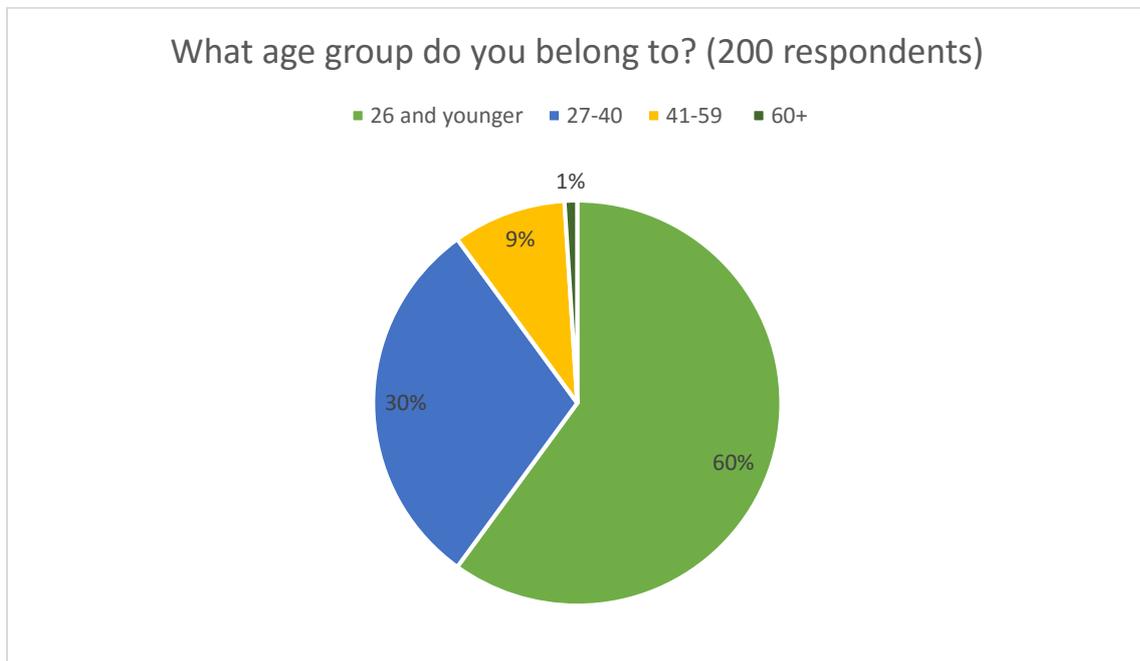
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations*. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 9: Gender of the respondents



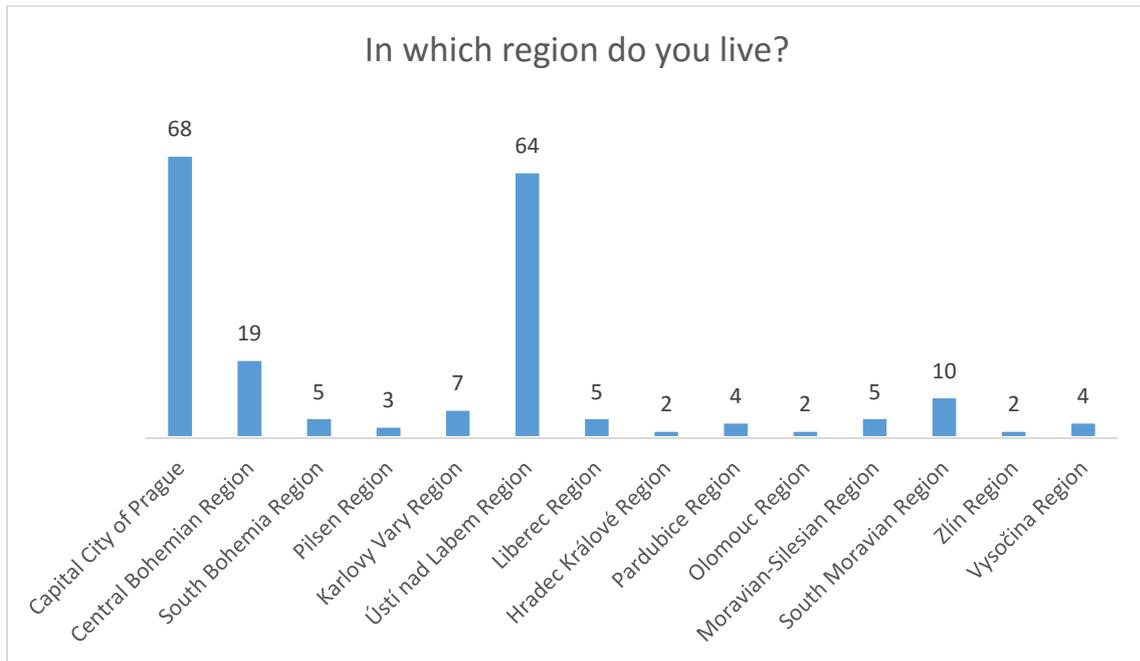
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]*

Graph 10: Age of the respondents



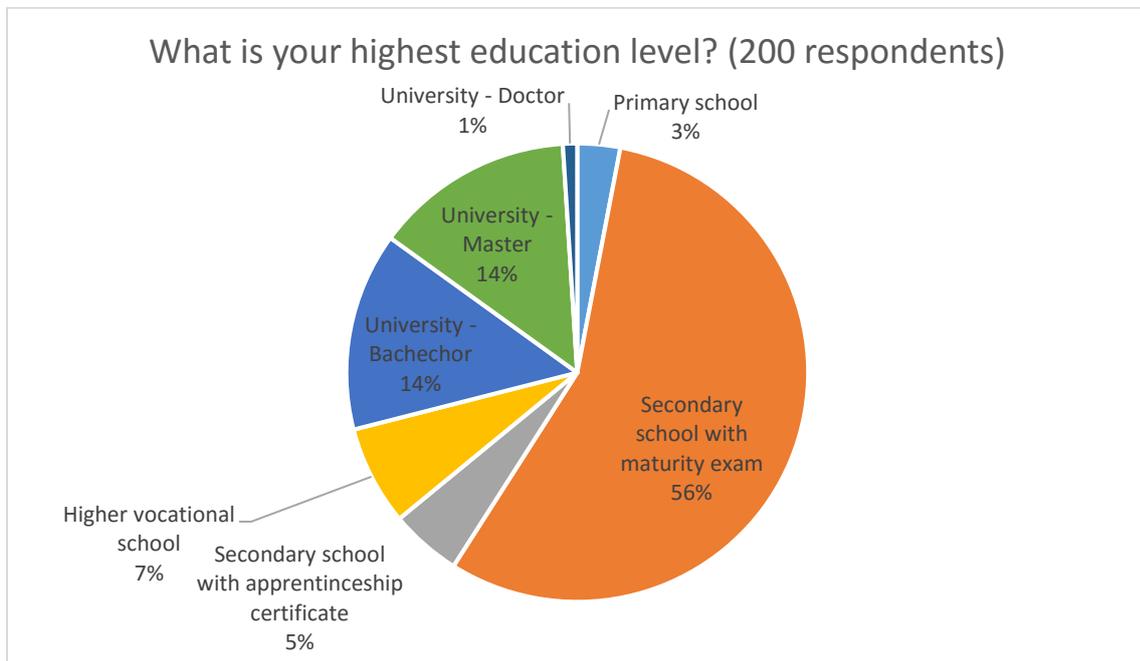
Source: ORTOVÁ, Nina. *Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]*

Graph 11: Geographical arrangement of the respondents



Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Graph 12: Education of the respondents



Source: ORTOVÁ, Nina. Research on perception of marketing communication of corporate foundations. Prague, 2017. Date of conduction: February-April 2017, 200 respondents. [cit. 2017-05-04]

Attachment number 2: In-depth interview with representative of ČEZ Foundation, manager Daniel Novák

Date: 23rd March, 2017

Author: Nina Ortová

Respondent: Daniel Novák, the Manager of ČEZ Foundation

Length of the interview: 53:06

The foundation was established in 2002 when it was called “Rainbow Energy Foundation” (Nadace duhová energie)...

By that time, ČEZ communicated their rainbow energy strategy, so that is the reason of our previous name. The first grants were proceeded in 2003. We changed our foundation’s identity in 2006 because ČEZ stopped with spreading the word about rainbow energy.

How does the foundation fits in ČEZ corporate culture?

Our foundation was established because we think that every similar company of that size should engage in CSR. However, some companies are not really transparent about that. Our foundation was established to allow people from all the Czech Republic to apply for grants, even at regional level. Plus, we publish an annual report every year, so the public can see what we really do.

Are you separated from ČEZ?

Well, ČEZ is our main donor and legally, but we are separate legal entity.

Who is your target group?

In our foundation, it is a little bit different from the others. We do not focus on just one area, thus we do not support just that specific area. We want to support everyone on every level. We are open to anything that makes sense. Therefore, we receive 4 thousand grant requests every year.

We focus mainly on other non-profit organizations, so only legal persons can ask for a grant. These are for instance various societies and generally charitable trusts.

However, we do not have any area that is the most successful with grants. Most of the grants from us go to regions.

Then, we have our specialized projects thanks to which we can aim on improving life in schools and in towns.

Do you think that your foundation affects the name of ČEZ itself?

Yes, I do, definitely in a good way. People who know ČEZ Foundation consider ČEZ itself a better company. Plus, the results can be seen behind our foundation.

ČEZ is a bit of a thorn in Czechs' side. Our foundation and especially EPP application helps to make the name of ČEZ better.

Your communication is mainly through EPP application...

Yes, EPP is our common project with ČEZ. We wanted to call upon the public to donate more but at the same time to motivate them. EPP may seem just like a sports app, but it is very different from other business sports applications, where a lot of money is invested into marketing and communication, while EPP has its charity intention. We wanted to give people the opportunity to choose where the money go. We wanted to let them to something for themselves and for the others at the same time. Simultaneously, EPP is also about education – we show people what non-profit organization are here in the Czech Republic and what exactly they support.

Do you have any volunteer web?

ČEZ has it. Every employee has an opportunity to go to some non-profit organization to help.

How else does ČEZ communicate the foundation inside the company?

Besides foundation, ČEZ makes a project “We fulfill the wishes”, where employees financially contribute to collection. Then, the amount is doubled by the foundation. This year, the money go to children oncology.

Then, there's the intranet via which we distribute information to all the ČEZ employees. This type of communication with them is very effective. We also organize sheltered workshops for the employees and we hang out posters around and inside out building.

Do you perceive other foundations as a competition?

We are part of the Donors§ Forum. It is more like that we cooperate with them, we have no reason to compete with them. I do not like how some of the foundation focus just on a specific area while there are others that need to be supported. But that is just my opinion.

As a corporate foundation, we are open to anything. Even other corporate foundations come to us to see and learn how we operate. We want to teach them how to do it right. There were representatives of Preciosa, ČEPS, Metrostav...

What about advertising and marketing communication in general?

We have a huge advantage – people know about us already. Mostly, we use word-of-mouth if we want to spread word about our grants. If we want to improve the perception of our brand, we usually use EPP application.

Before we launched the app, we had not expected it to be so successful. We had thought that it would be great if we had 50 thousand users of the app by the end of 2015. But reality was

different – we had around 130 thousand users of EPP by the end of 2015 and the number is increasing constantly. Now, we have more than 270 users.

You won the main category of the Czech Awards for Public Relations 2016 and also many other awards after that. Have you used this success in communication?

No. Even though APRA Award is the most we could get, we do not want to boast about it. EPP sells itself. We advertise it just at some festivals.

Let's move on to online communication – what channels do you use?

We have YouTube channel where Jaromír Jágr, Eva Samková or Vávra Hradilek support EPP. But we mostly Facebook page of EPP.

But when I click on the Facebook button at your foundations' webpage, it directs me to "ČEZ lidem" Facebook page...

Yes, but honestly I do not know why. ČEZ Lidem is just ČEZ's. We had many Facebook profiles but had to minimize them within all the ČEZ group. ČEZ now only has ČEZ lidem and ČEZ Pro jádro, which is surprisingly our strongest Facebook page.

Then, there is EPP. We needed this channel to get people know where the money from the application really go.

Do you ever use promoted posts?

Yes, for example when we want to promote some kind of contest. But generally speaking, Facebook is not an expensive tool for communication.

And what about off-line communication? Do you for example engage in events for the public?

Yes, of course. The organizers usually call us themselves to become a partner of their event, to give them EPP as their attraction for the public. Recently, it was for example half-marathon in Pilsen or Jizerská 50. This kind of cooperation is mutually beneficial – people will learn about EPP and for the event it suddenly has a charitable content. No money is exchanged, which is great.

In the time of such events, the amount of people who download the application increase by 1-10 %. Then, at these events, we also measure the perception of EPP by the public. People aged 18-55 know more about us than Endomondo, which is also great.

And about other events – at the beginning, we wanted to support just sports activities with EPP, but then we realized that people can just walking to support project in the application, so we changed our strategy a bit.

We also started using our orange bicycle at events like Vysmáte léto v Kadani or Colours of Ostrava. People can pedal on these bicycles to gain some money for a specific non-profit organization in region of the event.

Do you participate in events just for non-profit organizations such as NGO Market?

It depends. Usually, we are just an attraction to them, because we sometimes bring the bicycles with us... But we mostly go to such events to meet people who are interested in non-profit sector. We do not have much to give the visitors, such as merchandising and so on.

Let's move on to visuals – what does your logo mean?

Well, it meant nothing at the beginning. But this year, we decided it to be little characters. And we want them to move. But we will do that in June, so I cannot tell you more about that.

Do you take the complete visual appearance from ČEZ?

We are a bit of rebels. Of course, we take the visuals we have to, we must cooperate with ČEZ on something. But then ČEZ gives us blank cheque when creating some other visuals – for instance when we were creating our annual report, which was the 11th best annual report in the Czech Republic, which is amazing. We used pictures of children from the Jedlička Institute on it. The director of ČEZ was just amazed by that.

And what about OOH promotion?

We do not use that so much. Only some of the project have publicly marked their projects as “funded by ČEZ Foundation”, but we cannot demand it from them. With our own projects, we always mark them, but that is it.

Last question – do you provide your applicants any above-standard services?

They can call us for a piece of advice on their application. But otherwise, everything is just on them. We just check if the project is right and if it fulfills what it is supposed to fulfill.

Attachment number 3: In-depth interview with representative of O2 Foundation, Project and Communication Specialist Lenka Rigerová

Date: 30th March, 2017

Author: Nina Ortová

Respondent: Lenka Rigerová, the Project and Communication Specialist

Length of the interview: 01:13:36

Are you separated from O2 itself?

Yes, legally we are separated from O2 and we have to be transparent – we must publish annual reports etc. O2 is our main donor.

How many of you work in the foundation?

3 of us for full time, 2 for part-time.

That's not so many, do you plan on extending the team?

Not as far as I know. But if we need something, especially when we need help with marketing or creative activities, O2 departments help us. Also, O2 sends our information SMS to their customers, which helps us a lot, too.

Where exactly do you help?

We help young people who have original ideas that could help the society in SmartUp programme, then we support the public in general technically – we are partner of crisis lines (Linka bezpečí, Linka pro seniory and Linka pro neslyšící) and then we also try to include our employees in our grant programmes.

In general – how do you communicate? Who do you focus on? What are your goals?

We communicate internally and externally, of course.

Externally, our main target group are people between 15-29 because of our SmartUp programme.

Internally, we focus on employees of O2, we usually use mostly intranet and posters.

How do the employees react?

They are quite engaged. We counted that in 15 years of existence of O2 Foundation, employees gave us 10 years of their time in total. However, if someone is already engaged, it is highly possible that they will help with other our projects, so they are often similar in every project, those people engaged do not change so much.

How exactly can the employees engage?

In SmartUp programme, they may become mentors of one team. Then there is a programme called “Help you community”, meaning if they are engaged in some non-profit organization, we support them. And then there’s the project “Change the human’s story”, which aims to help disabled people. For instance, the employees prepare some food and then they sell it in the main hall of our building. Afterwards, we double the amount of the money collected. Or the employees just collect the money without selling anything to help for instance when something unexpected happens in the world and we double the amount again.

What about SmartUp programme? What do the employees think about the project?

They are mostly very excited, because they see young people try to change something. They do not have any profits from mentoring, they just can take one day off to go and see how the project goes and still they are pretty excited.

Do you communicate the foundation offline among the employees?

Not so much, sometimes we use posters, mostly when we organize sheltered workshops, which is like twice a year. That brings me to other inside-events which we sometimes organize for our employees, but these are not so often...

Let’s move on to external communication...

So first, we support the crisis line, so we try to communicate within the projects. For instance, you can see our logos on posters of the partners we support (e. g. Linka bezpečí). We also make some events with these partners, meaning we have an information stand at this event together with our partner, where we try to show how exactly the partnership works. Also, in connection with our partners, we had a project „Adopt your phone box“, when people rented a phone box for approximately 500 CZK and they could write anything they liked on that box. From the money collected, we supported Linka bezpečí. We also participated in projects with seniors a few years ago to help promote Linka pro seniory.

But the biggest project of yours is SmartUp programme?

Yes, it is our main project. Before, the name of the project was ThinkBig and it was under Telefonica. Afterwards in 2015, when the company renamed to O2, ThinkBig had to be rebranded as well. SmartUp is now just for the Czech Republic.

Why the name SmartUp?

It is easy – just smart start-up. 😊 But as far as I know, the name was supposed to be Czech originally. Well, that did not happen.

Let’s try to describe offline promotion of Smart Up.

Firstly, we use posters with various visuals, I think we have three versions of them. Mostly, we place them at high schools and universities. Also, we use leaflets at schools.

Before, ThingBig was at phone boxes, but we do not place SmartUp in public spaces as much as we did with ThinkBig.

Sometimes we also place our visuals and PR articles or other articles in printed media – mostly lifestyle and those which are focused on young people, like Top dívky and Studenta.

Before, we also used Óčko TV as our communication channel, but we do not cooperate with them anymore. We promoted our ambassador programme which is a part of SmartUp programme. Ambassadors are young people who have already finished their project under SmartUp or ThinkBig and now want to grow personally and help to spread the word about our activities.

Also, some of the projects appeared in other TV stations like Nova TV or Czech Television, but the participants were not able to say a word about O2 Foundation or SmartUp Programme, so it was not really effective for us.

Do you use O2 Arena for promotion? Many young people visit that place...

Not really, people who visit O2 Arena are not really focused on any promotion there... We used to have posters when we were still ThinkBig, but it was not efficient at all.

Do you use events to communicate with your target group?

Events are a great way to “catch” some new people who are interested in our activities. We usually have an information stand and try to promote our activities in a fun way. For instance, we participated in TedxYouth or other Tedx events, VŠE Fest. Inspirology.... We know that such events work great. I also appreciate that with events, we can present the information more quickly and efficiently than with just a poster.

We also established our own events project called SmartUp Talks, where interesting people or those who were engaged in SmartUp programme talk about their experience. Such events work great as well, because it is always highly possible that people will come to listen to the speakers. Of course, it depends on how good the speakers are, but we try to choose them wisely.

These events are also a great way to collect contacts.

Finally, we also participate in various festivals just for non-profit sector like NGO Market.

Do you have any merchandising which you give out at these events?

Yes, we do have our own merch, because we wanted to give out something that would remind people of us in an original way. For instance, we have square badges with original slogans (e.g. I am SmartVampire – in Czech „Jsem SmartUpír“).

What about online communication? Does O2 Foundation have for instance a Facebook page?

No, just SmartUp has its own Facebook page. O2 Foundation itself has Twitter and LinkedIn profile. At LinkedIn, we mostly share info about the Foundation and some HR information. Twitter is not that successful yet, but the amount of people is growing constantly. We know that other foundations follow us there. Also, the journalists get information also from our Twitter profile.

SmartUp also has Instagram and YouTube channel.

We do not have Snapchat, because there are Instastories already. But frankly, we do not use Instastories as much as we would like to. On Instagram at the moment, we focus mainly on SmartUp background and promotion of projects we have supported so far. We also use some paid-posts but not so many.

Could you describe your communication on Facebook more in detail?

It's a mix of information about the application process, inspiration, events we participate in, projects we support, SmartUp Talks, contests... But we focus just on people no older than 29, because that is the age group we support financially in SmartUp programme.

Which posts are most successful?

It differs... Sometimes when I see that some posts have a great organic reach, I put some money in them to promote them even more. But mostly, videos and photos of the supported projects are most successful.

But the videos come from YouTube?

Yes, YouTube is kind of important online channel for us. We also used paid pre-rolls which were quite successful.

If you would have to decide which one of these online channels is the most successful, what would it be?

Facebook, because we focus mainly on it. It is also a great multi-media platform, so we can use photos, videos, text posts...

Besides social sites, do you use other online tools like SEO or PPC campaigns?

Yes, we do use SEO and banners. Our media agency process it then.

Do you send any e-mails?

Yes, but just to inform the public that they can send applications already...

What are your communication goals for the future?

Generally, we want to spread the word about SmartUp via all the channels, so more people would participate in the programme. We want to improve our brand awareness.

What exactly will people who participate in your programme get from you besides the money?

We support them in educational way – we organize various workshops for them. We also give them internet data and we try to help them with promotion of their own projects.

Do you get any feedback from the participants and employees?

Yes, of course. They always have to send us reports and feedback on operation of the programme itself and how successful their own projects supported by us were.

Do you perceive other corporate foundations as your competition?

Well, if we go to some event, there probably should not be any corporate foundation from telecommunication sphere, like Vodafone Foundation. That would be really weird. And I think that both of us, Vodafone and O2, think the same about these situations. We definitely do not hate on them, it is just logical compromise. We even sometimes talk to each other when some people apply for our and their programme at the same time.

Sometimes, we have a little problem with ČEZ Foundation when they have their own sheltered workshops and we have ours at the same time and people want to come to both. But again, it is all about compromise.

But otherwise, we do not perceive other corporate foundations as some threat and I do not even think that there is any competition among these foundations.

Attachment number 4: TOP 10 corporate foundations and endowment funds

	Media publicity	Social Media	Web page	SEO Google	SEO Seznam	Spontaneous brand recall	Likings	Transparency	Visual togetherness	Membership in the ACEF	Total %	Place
VALUE	15%	15%	13%	10%	7%	13%	10%	7%	7%	3%	100,0%	
ČEZ Foundation	1	1	1	1	0	1	1	1	1	1	93,0%	1
O2 Foundation	1	1	1	0,5	0	1	1	1	1	1	88,0%	2
Leontinka Foundation	1	1	1	0	0	0	1	1	0	0	60,0%	7
Avast Endowment Fund	1	0,5	1	0,5	1	0,5	0,5	1	1	0	73,0%	5
Česká spořitelna Foundation	0	0	1	0	0	0,5	0,5	1	1	0	38,5%	8
Vodafone Foundation	1	1	1	0,5	0	0,5	0,5	1	1	0	73,5%	4
Tesco Endowment Fund	0	0,5	1	0	0	0	0,5	0	1	0	32,5%	9
Agrofert Foundation	1	1	1	1	0	1	0	1	1	1	83,0%	3
Kooperativa Foundation	0	0	0,5	0	0	0,5	0	1	1	0	27,0%	10
Albert Endowment Fund	1	0,5	1	0,5	1	0	0	1	1	1	64,5%	6