

Corporate social responsibility

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The system of management used at the Electricity Board of Toruń could be defined as human relations. This is the result of the transformation in the social awareness of the executive staff which has occurred within the recent ten years and has been achieved by extensive training. This facilitated the gradual abandoning of the command-disciplinary system. The fact that we started to employ younger managing staff to replace those retiring, with good theoretical preparation, mostly graduates from universities was of great importance, too. If we add the sympathetic response of the company's Managing Board which supported the operations with regard to corporate social responsibility, we will easily see the consequences of the profound re-orientation of the management policy, which, in turn, brought about positive changes in the relations between the employer and employees, and has a visible impact on the outcomes of the company, both economic, technical and organisational, as well as on the improvement of the corporate culture.

Managers of various levels started to notice that the employee is a social being. It turned out that one of the crucial factors which define the quantity and quality of the work performed is the emotional attitude of the employee towards the organisation which employs him, towards his own will and the work resulting from these factors. The attitudes are linked, first of all, to the factors which are not of technical, economical nor formal nature, meaning such factors which had never before been appreciated nor even noticed. It was assumed that the source of the basic motives for organisational behaviour of an employee are his social needs, and in particular the need for membership/belonging and recognition. It was found out, without any doubt, that the participation of a human being in an institution is more reliable and efficient the higher his or her morale is. The more the employee is satisfied with his work, the more this satisfaction arises from the fact that his social needs are seen to.

That is why some activities which shortened our way to the purposes of the EfH network were undertaken, and then contributed to the Electricity Board of Toruń membership in this organisation.

A very important element of our activities which contributed to the creation of good employer-employee relations is the training activity, dynamically developed. We have both specialised training for assemblers and supervising staff, as well as, for managers – the Academy for Managers, training on personality and professional competence, anti-stress training (addressed to all groups of employees). Furthermore, we have foreign languages courses and sixty employees of ours have been studying at the faculty of electricity at the Poznań Politechnical University, at a faculty founded purposely for us. The Electricity Board of Toruń has been financing these studies depending upon the results achieved.

For a few years, we have been applying as the so-called non-pay motivation, the awards for distinguishing employees which mean their participation in attractive training abroad. For instance, this year, our best employees, in total thirty six people, were trained in France, Greece, Spain and Hungary.

Our social responsibility also covers the environmental protection issues. We have been insulating overhead power lines so as to protect flying birds. We have been carefully moving elsewhere the nests of the white storks, birds cherished in Poland, on the one hand so as not to destroy their homes and on the other hand to protect our power posts.