



Activities of Auchan Shopping Centres organised for local communities in 2018



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Our company respects the natural environment.
That's why we printed this brochure on recycled paper.



Introduction

The purpose of this publication is to present the most important events of 2018 addressed to local communities as a part of the CSR strategy of CEETRUS Poland.



Corporate social responsibility is an integral part of our strategy and we have been working on it continuously for many years. An important part of Ceetrus Poland's activity is not only business, but also relations with the environment and social welfare.

CSR activities were aimed not only at providing benefits to the local community, but also active cooperation with its members. Dialogue plays an important role in this process – listening to the needs of members of local communities, proposing solutions, and developing common goals.

The „Good neighbour” program is aimed at improving access to culture and education, expresses concern for the safety and health of visitors, as well as care for our surroundings and the natural environment. We know that these aspects are important for our customers with whom we want to build positive relationships.

The
„Good
neighbour”
program

Ceetrus Poland – who we are

Ceetrus Poland sp. z o.o. (formerly Immochan Poland sp. z o.o.) is the owner, investor, commercializer and manager of Auchan shopping centres, malls, and retail parks.

Ceetrus was founded in 1976 in France and today it is present in 12 countries around the world. It has been operating in Poland since 1996. Currently, it owns 24 shopping centres and manages a retail area of nearly 700,000 sqm.

Ceetrus Poland is also the sole commercializer of 16 shopping centres with the Auchan hypermarket (formerly Real) with an area of 38,183 sqm. Ceetrus Poland is involved in retail, residential real estate, offices, infrastructure, tourism and leisure investments.

More information on the activities of Ceetrus Poland sp. z o.o. is available at www.ceetrus.pl.

Shopping
Centres in
23
cities

Nearly
7 000,000 sqm
GLA





Good neighbour

– the pillars of the program

At Ceetrus Poland, we have been pursuing a policy of corporate social responsibility for many years. The „Good Neighbour” program is a tool which has let us consistently implement our plans since 2012.

The program is a response to the needs of local communities. We want our activities to meet the expectations of residents in the area of our shopping centres – regardless of their age, social status, place of residence, or interests. It is they who are the immediate sur-

roundings of our shopping centres and we run our business for them.

The complexity of the program, within which we implement 5 separate thematic areas, allows us to respond to various needs. The areas include:



Culture and science

cultural events – theatre performances, artistic workshops, reading campaigns and educational meetings



Region

events promoting the tradition and culture of the region



Safety and health

events promoting the safety and health of our customers



Ecology

initiatives promoting environmental awareness



Sport and fun

events promoting active leisure and providing entertainment

Activities undertaken in 2018 in 22 shopping centres and 2 shopping malls in Poland correspond to the needs of each region and population. Therefore, some of the facilities put more

emphasis on the promotion of health and active leisure, while others focus on providing access to culture for the youngest.





Culture and science



Culture

Promoting reading

Books are great for development, they make us more open to the world and can bring people together. That is why the program for the clients of Auchan Shopping Centres features a campaign promoting reading. The campaign included charity events, bookcrossing, and events encouraging parents to read to their children.



One day book collections for children from orphanages combined with the exchange of books were organised by Auchan Shopping Centres in Białystok, Piaseczno, Rumia, Poznań, and Krasne. Visitors could exchange their books for other's or give them to those in need. The campaign included activities and games for children.

Bronowice Gallery, Auchan Bielany Shopping Centre and Auchan Mikołów Shopping Centre also encouraged to exchange books, organised competitions and games related to books and reading. In Auchan Swadzim Shopping Centre, a great book exchange also featured a meeting with Waldemar Kurowski – the author of a book on the history and local traditions of the Greater Poland region and Poznań.

4674
books were
collected during the
„Circulating Books”
campaign in 10 Auchan
Shopping Centres

**47,674 copies have
been collected from
the beginning of the
campaign**

The biggest attraction in our centres, that promoted reading, was organised jointly with the „Already Helping” campaign and was entitled **„Circulating Books”**. The eighth edition of the event was aimed at collecting books for children from orphanages, hospital wards, emergency care units, as well as primary schools, including special needs schools. The campaign lasting almost two months was conducted in 10 Auchan Shopping Centres and resulted in the collection of 4 674 books. In total, from the beginning of the campaign, 47,674 books have been collected.

Culture

Performances for children



Culture plays an important role in the development and upbringing of children. Thanks to the theatre performances, stories and interaction with actors, children develop their imagination and sensitivity, and also broaden their vocabulary. This is why the plays in our facilities are a significant part of the program addressed to the youngest and have enjoyed great interest among customers for many years.

In 2018, we organised **a series of free theatre performances for families with children** in 9 facilities managed by Ceetrus Poland. Monthly performances were held in Rumia, Bydgoszcz, Gdańsk, Piaseczno, Poczesna, Bielsko-Biała, Mikołów, Łomianki and Kraków. We have organised a total of nearly 260 theatre performances.

The colourful stories immersed children in a fairy-tale world, encouraged reflection and taught them about universal values. They often actively participated in the performances, dancing, singing, and interacting with the actors.

260
shows

**Nearly 700
publications in local
and children's media**

About 15,000 participants



Culture

Creative workshops

The program of events for children featured manual classes. Based on many years of experience, we know that creative workshops integrate children with their peers and are an outlet for the energy in them and their need to express themselves.

163
workshop
meetings

Creative workshops
for children in
19 Ceetrus Poland
facilities

About 580
publications in the
media

The „**Creative family workshops**” referred to the special events and holidays and helped children develop their manual skills and imagination. Monthly meetings were held in 7 of our centres: in Gliwice, Katowice, Krasne, Mikołów, Rumia, Sosnowiec, and Żory. In total, we organised 81 meetings during which original works, gifts for loved ones and decorations for homes were created.

Bronowice Gallery organised 9 **creative workshops with the Academy of Fine**

Arts last year. Under the watchful eye of students of the Academy of Fine Arts, participants expressed their ideas on canvas, paper, and other materials. The workshops were a great opportunity to stimulate the creative potential of



children, to develop their imagination, and to get them involved in art from an early age.

The theme of the workshops organised by the Łomianki Gallery revolved around the environment. During 6 meetings under the slogan „**Green me**”, eco-friendly decorations and cosmetics were created. The participants of the classes created a miniature garden in a glass jar, green installations inspired by vertical gardens, hanging Japanese gardens – kokedamas, gardens in a glass ball, and bio cosmetics.

The Auchan Gdańsk Shopping Centre organised a series of **workshops with elements of psychology**. During 8 meetings from January to June, children and their parents created works expressing their views and feelings.

The classes dealt with issues related to fears, lies, assertiveness, or gratitude, and thanks to cooperation and conversations, parents built deeper relationships with their children, based on undiscovered or difficult emotions.

In autumn, facilities in Bielsko-Biała, Poczesna, and Gliwice invited the youngest guests to a series of workshops entitled „**Meetings with crafts**”. During 9 meetings, the participants of the classes created various works from wood, wicker, hay, or clay, all in the spirit of preserving folk traditions and the environment.

In addition to cyclical workshops, we also organised many creative meetings on the occasion of holidays and special events. In the Auchan Bielany Shopping Centre, we celebrated the end of autumn by inviting customers to pumpkin carving workshops.

During the holidays, special classes were prepared by shopping centres in the Greater Poland region. Children took part in sailing and nature workshops related to the Wielkopolski National Park. Before Easter and Christmas, we inspired young artists to create original decorations for homes and which were unique presents for their loved ones. Creative workshops took place in 17 Auchan Shopping Centres all over Poland.



Culture

Cultures of other countries

Auchan Shopping Centres organised travel activities for children, which brought them closer to the cultures and traditions of other countries and taught them about diversity.

A fundraising event was held at the Auchan Komorniki Shopping Centre for children from Madagascar, Kosovo, and Moldova, and in Rumia for children from Ukraine. Visitors to these centres could donate toys, games, school supplies, and other small things that would be useful to children. The youngest guests could also take part in creative activities about the culture, tradition and history of distant countries and continents.



Our program includes activities dedicated to the region in which we live, but at the same time we try to open our children to diversity and make them aware of cultural differences. Fundraising events for the poor from other countries or continents are a great opportunity to encourage young donors to be active. During interesting practical classes, children not only learn from books, but they can also have a closer look at instruments from distant countries, as well as exotic costumes and symbols, which appeals to their imagination.

Paulina Jeruzel-Dobska, Manager of the Auchan Komorniki Shopping Centre and the Auchan Swadzim Shopping Centre

Travel workshops were also held at the Auchan Gdańsk Shopping Centre, whose guests learned about China and Scotland. Participants of classes dedicated to the USA at the Auchan Mikołów Shopping Centre had the opportunity to meet a blogger, a participant of the "Green Bus" tour around the United States, and to exchange their books with other participants of the event.

Education

Educational events

Time spent in a shopping centre can combine business with pleasure. We provide a wide range of activities which include educational elements. We are supporters of learning by having fun, which is why during our events knowledge is passed on in a creative way using colourful props and teaching aids.

Port Rumia traditionally invited the youngest to its monthly meetings as part of the „**Little Explorers' Academy**”. Workshops in the form of spectacular experiments and demonstrations of inventions in an accessible way explained to the participants seemingly complicated laws of physics and chemistry. The aim of these classes was to encourage children to study and search for answers themselves, and to prove that school subjects can be interesting and useful. The Academy cycle featured 12 meetings.

Łomianki Gallery offered its guests a series of **language workshops**. French lessons were held every Thursday and English lessons were available on Fridays. The classes included fun and games,

and were intended for pre-school and early-school children. Kids could join the weekly workshops at any time.

Single educational activities appeared occasionally in selected shopping centres. On the occasion of Children's Day, the Auchan Shopping Centre in Sosnowiec and the Auchan Shopping Centre in Katowice invited children to chemical experiments and natural science classes, where they studied insects under a microscope. The Auchan Bielany Shopping Centre organised classes on the basics of programming, during which pupils developed their logical thinking skills and learned about tools for creating their own games, animations, multimedia presentations and quizzes.



115
educational
meetings

**118 publications in
the media**

Educational trade fair

The children's program also included an extra-curricular activity trade fair, which presented the offers of local institutions organising lessons, and the children had the opportunity to try various disciplines and games.

The extra-curricular activities organised by Ceetrus were held twice in the

Auchan Bydgoszcz Shopping Centre and in the Auchan Poczesna Shopping Centre. The participants of the fair were representatives of schools and centres offering educational and recreational activities for children, including music, language and sports schools. Parents could get detailed information about classes and offers.





Region

Region

Handicraft fairs and regional products

Thanks to the cyclically organised fairs, Auchan Shopping Centres help promote regional products as well as artists, craftsmen and small producers offering unique products. The fairs were held in 14 of our centres: in Bielany Wrocławskie, Kołbaskowo, Rumia, Swadzim, Komorniki, Mikołów, Sosnowiec, Bydgoszcz, Bielsko-Biała, Poczesna, Katowice, Białystok, Łomianki and Kraków.



27
fairs

Among the exhibited products were arts and crafts made by local artists, including ceramics, home decorations, textiles, jewellery and paintings. Selected editions of the fairs featured regionally produced food, including cheese, bread, meats, sweets, honey, as well as vegetable and fruit preserves.

Fairs in 14 facilities

Approx. 240 publications



The cyclical fairs we organise are not only an opportunity to buy interesting and original products or natural food, but also a chance to meet and talk to regional artists. This is an important element of the integration of the local community. Pre-Christmas fairs are especially popular.

Aleksandra Złotek, manager of the Auchan Poczesna Shopping Centre, Auchan Gliwice Shopping Centre, Auchan Bielsko-Biała Shopping Centre, and Auchan Żory Shopping Centre

Region

Special events and initiatives for local communities

Ceetrus Poland regularly supports regional activities, and also cultivates tradition and customs that are so important for the local community. In 2018, Auchan Shopping Centres were partners or co-organisers of various special campaigns.

Co-organised by the Auchan Bielany Shopping Centre, the **Festival of 4 elements** aimed to present the achievements of residents, creators and organisations from the area of five communes located in the vicinity of Wrocław, i.e. Domaniowa, Kąty Wrocławskie, Kobierzyce, Siechnice and **Żórawiny**. The eighth edition of the festival combined a trade fair of regional products with concerts and performances by local bands representing various genres, including folk music. At the stands, visitors had a wide selection of handicrafts and food items to choose from. During the event there were creative activities for children, a fire equipment presentation and first aid training.

Special events organised by the local community were held periodically in Łomianki Gallery, all thanks to a specially dedicated place. The **„Co-operative”** is an open space for customers and neighbours, and all who want to fill it with creativity, skills, ideas as well as positive energy. This space was created to promote various local initiatives – even the smallest ones – to integrate community of Łomianki and its surrounding, as well

as support talents' development. The „Co-operative” hosts workshops, trainings, lectures, thematic meetings and demonstrations, and all events are organised thanks to the initiative of the local community. The exhibition area is equipped with a piano, as well as event tables and chairs. It is also a point of plant adoption, where you can leave a plant or pick a chosen one and take it home.



“Co-operative” in Łomianki Gallery and the huge interest of the local community in the use of the free common space are a signal for us that similar initiatives are important and needed. The space we offer is filled with creative initiatives which connect people, allow for the implementation of various projects, and allow us, as a shopping centre, to interact with customers – members of the local community.

Hanna Gailitis, manager of
Łomianki Gallery

Region

Support for local organisations

Carrying about the development of the regions the Auchan Shopping Centres regularly cooperate with local organizations, which know the needs of the local communities.



In March, the guests of Port Rumia had the opportunity to support a **charity fund raising event organised by Siej Ziarno**. The association is involved in the free rental of specialist equipment to patients who are treated at home. The collected funds were used for rehabilitation beds and special mattresses.

Auchan shopping centres in Katowice, Mikołów, Sosnowiec and Bielany Wrocławskie participated in the event „**I help because I enjoy it**”. In the period of tax settlements, the shopping centres informed about institutions closely connected to the region to which 1% of the tax could be donated. Representatives of selected public benefit organisations, i.e. foundations, associations and non-governmental organisations presented the goals on which funds collected from donors would be spent. In the Auchan Shopping Centres in Katowice, Mikołów and Sosnowiec, food was collected for dogs from city shelters and educational workshops were held with the participation of pedigree dog breeders.

The Auchan Komorniki Shopping Centre organised a pre-Christmas campaign, the proceeds of which were intended for the **treatment of eight-year-old Michał who is suffering from neuroblastoma**. Celebrities, including journalists, athletes and artists, appeared in a special workshop zone and painted Christmas balls. Money obtained from online auctions was donated to the sick boy.

The Auchan Bielany Shopping Centre was involved in a campaign under the slogan „**Collect waste paper, save the horses**”. For 10 days, guests brought old newspapers, notebooks and cardboard boxes to a special container placed in front of the entrance. The income were donated to horses looked after by Club

Gaja. Animals require special care and treatment due to traumatic experiences in the past and poor health. The money was spent on maintenance and veterinary care as well as expensive medications.

In September, Łomianki Gallery hosted the second edition **of the bicycle collection campaign** for young people from Warsaw's Praga Północ district, members of the Aim High Association. As part of the event, new and used bicycles and various kinds of bicycle parts, accessories and tools were collected and then transferred to the Association. The parking lot of the gallery turned into an open bicycle repair service on that day, where everyone could bring their bike for a check-up. Last year,

Łomianki Gallery also supported **the Animal Conservation Foundation** and donated animal food worth 2,500 PLN. All thanks to the fundraiser organised on Łomianki Gallery's Facebook page and the support of fans.

In 2018, Bronowice Gallery continued its social project **„The Super Hero Zone”**, which aims to promote various non-governmental organisations. At a free stand on the ground floor of the mall, foundations or associations could meet with visitors, talk about their activities and encourage people to support them. 11 organisations appeared in the Super Hero Zone, including: In Relationship With Cancer, the Brother Albert Foundation, and the Community of Hope.

Activities for children

The offer addressed to the youngest of our guests included activities devoted to their region. In the Auchan Komorniki Shopping Centre, a summer series of activities for children took place under the slogan **„Holidays with the Greater Poland National Park”**. The event featured nature workshops teaching about the fauna, flora and attractions of the Park, photography workshops, as well as a bicycle repair service and an organised bicycle tour for customers. The workshops were not only educational, but also made the children aware of the richness and diversity of the Greater Poland region.

The Auchan Swadzim Shopping Centre held an exhibition of photographs devoted to the life, architecture and culture of Poznań, accompanied by thematic creative workshops. Children learned about many interesting facts and anecdotes related to Greater

Poland and created interesting works referring to local legends and traditions. The guests took part in a meeting with Waldemar Kurowski, the author of the book **„Jak widzę..., czyli na szagę bez Pyrlandię”** about the history and local traditions of Poznań.



Safety and health



Safety

Unique holiday campaign

A campaign targeted at families with children under the slogan „**Safe holidays**” is now a cyclical event at Auchan Shopping Centres.

27 700
free wristbands
were given out
to children

**18 Auchan Shopping
Centres took part in
the campaign**

In 2018, the event was attended by 18 centres that handed out the colourful wristbands to the youngest guests. The aim was to remind parents about the threats of unplanned and sudden separation from their children during the holidays. The wristbands were marked with contact details to help if the children got lost. As part of the campaign, we distributed 27,700 wristbands to children.



„Safe holidays” is a campaign reaching thousands of families across Poland. The summer holidays should only arouse good memories, and the gadget handed out by us can help in the event of an emergency. I am glad that children were so interested in these colourful decorations.

Aleksandra Kolarz, manager of the Auchan Katowice Shopping Centre, Auchan Mikołów Shopping Centre and Auchan Sosnowiec Shopping Centre

Safety

Safety on the road



In 2018, our educational campaigns included events informing about road safety.

15 Auchan shopping centres once again carried out the „**Reflective.pl**” campaign, handing out 60,000 reflective bands. Educational meetings took place in selected centres from the beginning of September to the end of November. Games and activities prepared for children taught them about safe road use. Parents and guardians could also take part in quizzes and games which tested their knowledge of traffic regulations. Information brochures were also distributed during the meetings.

15
Auchan Shopping Centres took part in the Reflective.pl campaign

60,000 handed out reflective wristbands

Nearly 10,000 km of the reflective patrol route

Close to 50 publications in the media

Free reflective wristbands were provided for schools, kindergartens, pedestrians and cyclists to help avoid accidents. We are proud that we are involved in shaping positive behaviours among the youngest and contribute to improving their safety on the roads.

Marlena Brzostowska, manager of the Auchan Hetmańska Shopping Centre and Auchan Produkcijna Shopping Centre



Health

Preventive examinations

The events with free preventive examinations organised by Auchan Shopping Centres have been very popular for years, and help participants to avoid the long queues to specialists.

In 2018, we continued the series entitled „Free day with health” as part of the „Heart Now!” campaign. Seven Auchan shopping centres invited guests for preventive examinations and consultations with specialists. Visitors had the opportunity to undergo ECG, cholesterol and blood glucose tests free of charge, and also measure their blood pressure. It was also possible to consult a cardiologist who interpreted the results of the tests. A dietitian advised on how to eat properly to reduce the risk of cardiovascular disease.

The visitors to the Auchan Bydgoszcz shopping centre also had the opportunity to expand their knowledge about hypertension. Dozens of tests were carried out as part of the educational campaign **“Consult a pharmacist – hypertension”**, including the measurement of blood pressure, analysis of the composition of body weight, and the measurement of fat content. The meeting was a great opportunity to take advantage of pharmaceutical advice and consultations on diets and herbal medicine.

On the occasion of the **World Diabetes Day**, a pro-health campaign was organised at the Auchan Piaseczno Shopping Centre which offered preventive examinations free of charge. Visitors could check their level of sugar and blood pressure, as well as their BMI



index. Specialists explained the characteristics of type 1 and type 2 diabetes, and also provided dietary advice.

As part of the **National Cystic Fibrosis Week** in Bronowice Gallery, there were special stands where customers could measure their glucose levels, heart rate, BMI, and CO2 in the exhaled air. There was also a breast and testicular self-examination point, and customers had the opportunity to obtain information about blood cancers and transplantology, as well as to sign up for a database of potential bone marrow donors.

Bronowice Gallery held the 3rd Kraków edition of the global **campaign November**, aimed at fighting testicular and prostate cancer in men. A free testicular ultrasound was provided for men before the age of forty, and slightly older men could take a Prostate-Specific Antigen test. 130 men were examined in total.

The Auchan Piaseczno Shopping Centre and Port Rumia Auchan Shopping

19

campaigns
with preventive
examinations

12 Auchan Shopping
Centres took part
in health promotion
campaigns

About 250
publications in the
media

Centre carried out a campaign addressed to women under the slogan **„Happy child, happy mother”**. During the event, future moms had the opportunity to perform free ultrasound and ultrasound 4D tests and check whether their pregnancy was developing properly. In addition, consultants provided advice on preparation for delivery, the advantages of breastfeeding, the proper diet for a pregnant woman and nursing mother, and creating a bond with the newborn baby.

Preventive examinations were also held at the Auchan Bielany Shopping Centre on the occasion of Mother's Day. Ladies could perform ECGs free of charge, as well as measure blood glucose levels and blood pressure. The Port Rumia Auchan Shopping Centre directed its pro-health campaign to children and adolescents up to 18 years of age, offering ECG tests, cholesterol and glucose measurement, as well as body

composition analysis. Various surveys and consultations were also held at the Auchan Katowice Shopping Centre on the occasion of Seniors' Day and at the Auchan Bielany Shopping Centre on the occasion of Grandmother's Day and Grandfather's Day.

Cardiovascular disease is one of the most common ailments suffered by Poles, which is why we see the need to educate our clients about the scale of the threat. As part of the campaign, we have performed hundreds of preventive examinations, and the large interest of customers in such campaigns shows the need for similar ones in the future.

Monika Brandeburg, the manager of the Auchan Bydgoszcz Shopping Centre and Auchan Gdansk Shopping Centres

Educational campaigns

Auchan Shopping Centres were also active in the field of education regarding disease prevention. On the occasion of Women's Day in the Auchan Mikołów Shopping Centre, the **„Self-control – don't get sick”** campaign was held. The aim of the event was to remind women of the importance of prophylaxis and proper breast self-examination. The hosts informed participants that breast cancer is one of the most common cancers in women, and the early detection of this disease allows to avoid complications and metastases and gives a better chance of recovery.

The Auchan Poczesna Shopping Centre also promoted health among its customers. During the two editions of the **„Health and Beauty Fair”**, visitors ex-

panded their knowledge of traditional and unconventional medicine, as well as benefited from dietetic, dental and cosmetology consultations. The topics included chiropractic treatment, therapeutic massages, bioenergotherapy and natural supplements.

An educational campaign addressed to children took place in Port Rumia. The event under the slogan **„Smile, Poland!”** was aimed at making children aware of the importance of oral prophylaxis and shaping healthy habits from an early age. The Smile team instructed the children how to care for their teeth and have a healthy smile every day. There were lots of fun games, including a contest for the owner of the most beautiful smile.





Ecology

Ecology

Educational campaigns

Among the initiatives concerning environment protection, we organised many educational events, intended to increase ecological awareness among our customer.

2 600
tree seedlings
distributed

**11 Auchan shopping
centres took part in
the Eco-responsible
campaign**

**18 thousand
participants**

**10,000 distributed
information leaflets**

In 2018, 11 Auchan Shopping Centres hosted an educational campaign under the slogan „**Eco-responsible**”. The event was aimed at building environmental awareness among children, who were shown that daily activities, such as recycling rubbish and the responsible use of water and electricity, positively affect the environment.

Kids had the opportunity to learn about the principles of responsible behaviour while playing board games, during art workshops, and doing crosswords and puzzles. Each family taking part in the workshop received a tree seedling to be planted in a home garden or balcony.

In April, during an information and education campaign at Auchan Bielany Shopping Centre, customers expanded their knowledge about endangered animal species. Invited representatives of the **WWF Poland Foundation** explained to visitors that in the last 50 years, the population of wild animals has decreased by 58 percent, and without protective measures, future generations may no longer have a chance to see them in nature. Customers had the opportunity to get acquainted with the activities of the organisation and learn how to support it.

The Auchan Komorniki Shopping Centre hosted a photo exhibition on the occasion of the 90th anniversary of



the **Nature Conservation League in Poland**. Representatives of the League reminded us about the important role of the natural environment and spreading positive environmental behaviour among children. Children visiting the centre took part in environmental workshops, where they learned about global warming and its consequences through play. The lecturers explained how to easily reduce energy consumption at home and help save the Earth's resources.

In February, **Greenpeace** appeared in Bronowice Gallery, where customers learned how to contribute to the protection of bees and wild pollinators in Poland. Representatives of the organisation also reminded visitors that they can help by making responsible choices when shopping in grocery and gardening stores. A screening of the everyday life of bees in VR technology, a quiz with prizes, as well as educational workshops for the youngest awaited everyone who was interested.

Ecology

Collection of recyclables

Last year, selected Auchan Shopping Centres encouraged customers to collect secondary raw materials and recycle waste.

On the occasion of Earth Day, the Auchan Poczesna Shopping Centre hosted activities for children and held a competition for local primary schools. Students who collected the largest amount of waste paper received an interactive board for their school.

The Auchan Bielany Shopping Centre encouraged to participate in the charity „**Caps for the Hospice**”. A special container for plastic caps was placed in the shopping centre, the proceeds of which were intended for palliative treatment of terminally ill children and adolescents from the Wrocław Hospice for Children. The price of a kilo of PET polymer, from which the caps are made, is not high. However, the collection of unnecessary caps from many households allows to obtain high amounts.

During the campaign under the slogan „**A Tree for Waste Paper**” the Port Rumia Auchan Shopping Centre reminded customers that the environment is in the hands of everyone, and recycling paper allows to save trees, which consequently affects the condition of the air and the aesthetics of our surroundings. Anyone who delivered a minimum of 5 kg of waste paper to the centre received seedlings of trees and shrubs.

The „**Change – Exchange – Give**” event organised by the Bronowice Gallery was aimed at collecting clothes and

footwear. In exchange for unnecessary things, the participants received shopping discounts, and the amount of each kilogram of textiles collected was donated to the I Have a Dream Foundation. Collected clothes and shoes were sorted and – depending on their condition – processed into industrial cleaning products, alternative fuels and products for the automotive industry, or reused in Europe, Asia and Africa. During the two days of the event, nearly 3 tons of clothes were collected.



17 580
kg of collected
waste paper

**3 tons of collected
clothes**

The collection of waste paper for horses or bottle caps for sick children from the hospice are important environmental charitable activities, carried out in the spirit of social involvement. The eagerness of customers to help surprise us each time, and thanks to the number of people involved, we make a contribution to environmental protection and spread knowledge about this subject, which gives great satisfaction.

Karina Slawik-Kozlik, manager of the
Auchan Bielany Shopping Centre

Sports and games

Sports

Sports events



Sporting events occupy an important place among events addressed to local communities.

Last year, the Auchan Poczesna Shopping Centre held an **anniversary run** entitled „Run for Prizes”, in which participants competed at a distance of 5 km and 10 km. The event was granted the honorary patronage of the Poczesna Commune Administrator. A great birthday cake awaited the runners and all the participants received commemorative medals.

The Auchan Poczesna Shopping Centre also hosted members of the popular speedway club **Włókniarz Częstochowa**. Sports and motor fans had the opportunity to see two speedway motorcycles and talk with athletes, as well as take part in competitions and quizzes related to speedway in which the club's gadgets were awarded as prizes.

In April, the **opening of the motorcycle season** took place in Auchan Sosnowiec Shopping Centre. Motorcycling fans took part in a great parade which finished in the parking lot of the centre, where participants of the event admired various types of vehicles. The program of the event included first aid training, competitions for guests, and attractions for children in the form of a blown castle and sweet treats.

The Auchan Bielany Shopping Centre organised a special event for the fans of winter sports. In January, visitors of the centre had the opportunity to take advantage of a **free winter equipment repair service**, as well as to replace, purchase or put up for sale equipment, clothing and accessories related to winter sports, including skis, boards, skates and even sleds. This was an open event and anyone interested in selling a larger number of items could reserve a stand.

A free **bicycle repair service** was organised in Bronowice Gallery. At the service point, customers could get advice, check the overall condition of their bicycle, adjust their brakes, derailleurs, and pressure in the wheels, and lubricate their bike chains. 6,000 people took part in the event.



Sports Exhibitions

Among the sports events, we organised many exhibitions bringing numerous visitors to our shopping centres.

Fans of exceptional bikes had the opportunity to view an **exhibition of antique bicycles** at the Port Rumia Auchan Shopping Centre. Customers visiting the centre from 14 to 29 April saw unique models, including an original tricycle from 1890, and replica of a penny-farthing bicycle, i.e. a bicycle with a very big wheel at the front and a small one at the rear. There were also military bicycles, which were used during World



The exhibitions of historic two-wheelers have become a permanent feature of Port Rumia events. Exhibited models attract not only fans and collectors of bicycles and motorcycles, but were also admired by children and seniors, who were reminded of the years of youth and their own experience with these types of vehicles.

Adam Kozioł, manager of the Port Rumia Auchan Shopping Centre

War II and in the 1950s, as well as transport bicycles, numerous models found on the streets and roads of Europe from 1940 to 1990, and popular bikes of Polish, German or Soviet production.

The Port Rumia Auchan Shopping Centre also organised an **exhibition of vintage motorcycles**. At the „Revive memories” exhibition, held from July 7 to 29, fans of vintage motorcycles saw real legends of Polish roads, including Sokół 125 from 1949, SHL M04 from 1953, WFM from 1958, Junak M10 from 1961, as well as well-known models from the 1960s, such as Komar MR 232 or Osa M52. Each motorcycle on display had a plate with a description and a short history of the model.



Sports

Sports attractions for children

The program of attractions for children included various activities and sports.



The Auchan Poczesna Shopping Centre continued its series of monthly events entitled **„Family meetings with sports”**. The participants tried their hand at various types of games and disciplines, thanks to which they had an outlet for their energy, but also practised team play and integrated with their peers. In addition to traditional disciplines, the program features unique and new games, such as levitating balls, catching golf balls, obstacle courses, and playing with a dynamometer.

Movement games also appeared in the other Auchan Shopping Centres on the occasion of various calendar events and anniversaries. Interesting themed activities for children on the occasion

of the summer holidays were organised by Auchan Swadzim Shopping Centre. For 4 weekend days, children got to know the secrets of life at sea and took part in sailing activities. The **„Sailing Holidays”** program included workshops during which the participants tried their strength at tying knots and learned the basic vocabulary related to sport, including the names of sails, how to sail in different winds, the flag code, and the fundamentals of the Morse alphabet. The acquired skills were tested in a risk-free environment, i.e. on selected models of yachts in virtual reality, provided by a sailing simulator and special VR goggles. Participants learned the basic principles of first aid and how to dress minor wounds.

Fun

Attractions for children

Last year, games for the youngest guests of the centres appeared on the occasion of holidays, calendar events and special events, such as the anniversaries of particular centres. Thanks to them, we provided entertainment for kids while introducing educational elements to the game and encouraging them to take part in competitions and quizzes with prizes.

10 Auchan Shopping Centres organised special attractions on the occasion of **Children's Day**. The Auchan Bielany Shopping Centre turned into a playground with racing tracks and popular Hot Wheels cars and Meli Blocks. In addition, children learned about the possibilities of 3D printers and took part in workshops on the basics of programming. On the occasion of Children's Day, our shopping malls in Piaseczno, Płock, Krasne and Końskowice turned into candy lands in which children admired cookie figures and a fairy tale stove. Kids had the opportunity to see how caramel sweets are made and taste them, and also created cookies that resembled building blocks. On Children's Day in Auchan Gliwice Shopping Centre, children made chocolate paintings with sprinkles during culinary classes.



The program of games and attractions for the youngest was intended to match their tastes, and activities devoted to well-known figures from books and animations aroused great emotions and interest. The program conveyed educational values and practical knowledge, all in an attractive form.

Paulina Jeruzel-Dobska, manager of Auchan Komorniki Shopping Centre and the Auchan Swadzim Shopping Centre





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Auchan Shopping Centres organised games and attractions for families

Nearly 520 publications in the media about games and attractions dedicated to children

On the occasion of the Christmas holidays, all centres organised activities and games for children, especially on St. Nicholas' Day. Last year, **Santa Claus** visited 10 Auchan Shopping Centres. Children had the opportunity to meet Santa, give him letters, and were given lots of sweets. The meeting included Christmas games, competitions and workshops on creating Christmas decorations, and in selected centres, children posed for photos with Santa.

Events for children of different ages were organised by Auchan Mikołów Shopping Centre. The program of each meeting included readings for the youngest children, sports activities, musical activities, and art classes. Each of the five meetings was devoted to a well-known book or fairy-tale character, for example, Maya the Bee and Winnie the Pooh, and the games and workshops referred to the adventures of these characters. During the activities, children developed their imagination and discovered their hidden talents.

The Port Rumia Auchan Shopping Centre organised several events with LEGO for its guests. In February, the mall transformed into a **LEGOLAND theme park**, where children had the opportunity to play with electric LEGO

cars, build elaborate constructions of blocks, play interactive games, and admire buildings and XXL figures from the LEGOLAND park. The LEGO competition attracted a lot of interest and featured prizes in the form of LEGO block sets, entrance tickets, and a family trip to the LEGOLAND theme park in Denmark. LEGO events were additionally held to mark the end of the summer holidays and in December in the pre-Christmas period.

Auchan Shopping Centres in the Greater Poland region focused their entertainment program on popular characters and heroes from books and fairy tales. Visitors of the Auchan Swadzim Shopping Centre in September had the opportunity to meet the author of fairy tales and an illustrator of books about the popular character **Kicia Kocia**. Children took part in games related to the stories they had read. At the Auchan Komorniki Shopping Centre, children discovered the world of animation together with the characters of the **Treflik Family**. The kids watched selected episodes of the puppet animation series which used 3D printing technology. In a professional stop-motion animation studio, the children observed the production process – from the initial idea to the implementation, and created their own animated projects.

Bronowice Gallery invited children throughout the year to watch cartoons as part of the **Kids' Cinema**. Educational sessions for the youngest took place at the Mikro Cinema on two Saturdays each month. The youngest moviegoers watched shows such as: „The Pytalski Family”, „Wilki zająć”, „Krecik” and „Bolek i Lolek”.



Fun

Events for adults

The program of attractions for customers also included events related to calendar holidays and occasional meetings, and were dedicated to various groups of guests.



In January, on the occasion of **Grandmother's Day and Grandfather's Day**, the Auchan Komorniki Shopping Centre and Auchan Swadzim Shopping Centre organised a studio where grandparents took souvenir photos with their grandchildren. The portraits were made by a professional photographer, and customers were offered colourful masks, moustaches, hats, and wigs. The photos were developed on site and used to make a calendar for 2018.

A disco concert was organised at the Auchan Mikołów Shopping Centre on the occasion of **Women's Day**. Hits such as „Mydółko Fa” and „Przez twe oczy zielone” were performed live, and visitors could listen to other well-known

songs in their original versions. The event also included quizzes, music contests with prizes and a photo booth.

The Auchan Katowice Shopping Centre decided to organise an event for its older guests. On the occasion of the **Seniors' Day**, customers had at their disposal numerous activities tailored to the needs and preferences of older people. The program included a wide range of free health surveys and consultations as well as gardening and art workshops. At the event, many companies and institutions presented their offer and advice, including Katowice City Hall, health clinics, sports and recreation clubs, a nursing home, and a travel agency. Participants of the meeting

also benefited from free legal advice and took part in interesting competitions with prizes.

Lots of families with children attended an **exhibition of railway models** entitled „Steam nostalgia” in Port Rumia. On a model with a total length of approx. two hundred metres, visitors could admire the faithfully reproduced steam engine houses, stations, railway sidings and models of trains in motion. Interesting models of freight trains, passenger trains, fast and express trains of Polish and European carriers appeared at the exhibition. Little railway enthusiasts, after a short training, could try their hand at conducting a miniature train on a special railway model.

In 2018, several **Vinyl Swap** editions took place in Bronowice Gallery and Łomianki Gallery. Event participants could refresh their collection of records, replace, buy or sell vinyls, CDs, cassettes and musical equipment. About 5,000 people took part in two editions of Vinyl Swap in Bronowice Gallery.

On the occasion of Valentine's Day, Bronowice Gallery invited all those

seeking their „second half” to participate in **speed dating**. Participants gathered in one place and had a few minutes to talk to their partner before switching tables. At the end, everyone filled out a special sheet, on which they marked whom they would be happy to meet again. If their answers coincided, they would get in touch with each other. The event was attended by around 200 people.



Thanks to last year's events and attractions, we have once again proven that malls are more than just about shopping. They are also a space for families with children who need interesting entertainment, recreation, and integration with other guests.

Aleksandra Rzońca, director of
Bronowice Gallery





The amenities at Ceetrus Poland facilities

The amenities at Ceetrus Poland facilities

At every Ceetrus Poland facility, changes are gradually introduced which affects the quality of their offer and make the shopping centres not only a place for comfortable shopping, but also a friendly space for spending free time.

In 2018, Ceetrus Poland **renovated four buildings**: Auchan Bielany Shopping Centre, Auchan Bydgoszcz Shopping Centre, Auchan Produkcyjna Shopping Centre and Auchan **Żory** Shopping Centre. Thanks to renovation works, numerous amenities have been introduced, such as parents' and children's rooms, playgrounds, relaxation zones, and special work areas. We have created a friendly and safe space for our guests, including families with children.

In addition to the construction improvements and a more diverse offer which affects the comfort of guests, we will introduce environmentally friendly solutions, including eco-mobility services, because the environment is one of the priorities of our „Good Neighbour” program.

In 2018, we introduced a **fast electric car charging station** in four of our facilities. Chargers have been installed in the car parks of Auchan Shopping Centres in Bydgoszcz, Swadzim, Gliwice, Bielany Wrocławskie and in Kołbaskowo. The stations belonging to the GreenWay network enable to charge electric vehicles compliant with the CCS, CHAdeMO (direct current) and AC Type 2 (alternating current) standards. Two or three vehicles can use the device at the same time – depending on the type of the charger. GreenWay network

stations are located close to the main transport routes and enable to travel by electric car around the country.

Among our various environmental activities, there were also other solutions supporting green transport. A new **City Bike rental station** was opened at the Auchan Legnica Shopping Centre and is serviced by Nextbike Poland. Thanks to the launch of the station, the number of bikes available to users increased by an additional 10 units. The centre's customers gained easier access to shopping, and employees – to work.





Corporate activities

Corporate activities

Corporate social responsibility is an integral part of Ceetrus' strategy and we have been working on it continuously for many years. Various initiatives, conducted by company relate managing facilities, as well as business surrounding and employees.

Ceetrus Poland's activities are distinguished by international awards. Last year, the Auchan Gdańsk Shopping Centre, the Auchan Hetmańska Shopping Centre and Bronowice Gallery received the prestigious BREEAM In-Use industry certificates in the Asset Performance and Building Management categories. The documents confirm that these facilities apply solutions in accordance with the principles of sustainable development, both in terms of their functioning and how they are managed. In order to obtain such a high result in the certification process, Auchan Shopping Centres had to meet strict criteria related to effective waste management and recycling, energy efficiency, water consumption optimisation, as well as light energy and carbon dioxide emissions. The certification organisation also took into account management, the comfort of the facility's users, transport solutions, the materials used, environmental issues, and the management of green areas.

Last year, the Auchan Gdańsk Shopping Centre and Bronowice Gallery were distinguished as **places friendly to families with children**. The ranking by Colliers International and the Polish Council of Shopping Centres took into account the functionality of space for families with children, security systems, informational signs, as well as the commercial, service and entertainment of-

fer. Both facilities managed by Ceetrus Poland have won third places in their regions, i.e. in the Tri-City and Kraków.

In 2018, Ceetrus Poland was a partner of the **ECO-CITY 2018** project organised by the French Embassy in Poland and UNEP/GRID Warsaw, under which a competition for small and large Polish cities took place. The aim of the project was to popularize the idea of sustainable urban development, and participants sent applications in five competition categories. The winners were the most environmentally involved cities, including Złotów and Zabrze, which won in the category Air and Green Spaces,





which was sponsored by Ceetrus. As a part of the prize funded by Ceetrus Poland, their representatives will visit the smart city Coresi, which Ceetrus is implementing in the Romanian city of Brasov.

As part of our cooperation with the French-Polish Chamber of Commerce, Ceetrus Poland took part in the 7th

edition of the CSR Fair organised by the **Responsible Business Forum**, where it presented activities targeted at the local community at Łomianki Gallery. During the fair, the report „Responsible business in Poland. Good practices” by the Responsible Business Forum was presented, which describes two good CSR practices of Ceetrus Poland addressed to employees.

Ceetrus Poland also takes part in initiatives supporting those in need and promoting a socially responsible attitude. Last year, the company started cooperating with the **Secondly Foundation**, which helps young people at risk of social exclusion and the **I Have a Dream Foundation**, making the dreams of severely ill children come true. From the beginning of 2018, in cooperation with the Foundation, we have already fulfilled four children’s dreams, sponsoring electronic equipment, organising a professional photo session and sponsoring garden playground.

Ceetrus Poland also eagerly joins initiatives which show the best practices within the framework of cooperation, care and involvement in business. One of them was the conference and gala **Top Woman in Real Estate**, which was attended by exceptional women from the real estate industry. Ceetrus Poland was nominated in the „Top Woman in Real Estate” competition in three categories.





Endnote

We are hopeful that this report clearly presents the activity of Ceetrus Poland facilities in the field of corporate social responsibility, in particular for local communities.

We are proud that the events we organise each year are becoming increasingly popular. Our visitors are aware that Ceetrus Poland's facilities have much more to offer than just shopping and are associated with spending free time

in interesting ways. It motivates us to constantly improve both the program of events and the interiors of our facilities so that they meet the needs and preferences of our customers.

We are happy that the activity of our centres in the past year has strengthened our relations with the local community and we hope that the new year will be equally active and fruitful.



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