

Environment Protection

Children Protection

Social Causes

Education

Values

Sport



The story of an olive seed

Social Responsibility Report



Once upon a time, there was an olive seed. Its story started in a faraway place, in an ancient and beautiful country, the country of all the fairytales and hopes of the whole world.

The olive seed was about to make a long journey full of lessons of life, but knew nothing about it, until one day, when the wind raised it from the earth in a slow flight high above the ground.

It flew for days, protected by the soft care of the wind which, from time to time, was putting the olive seed to rest a little bit, either on the branch of a tree or on the leaves of a flower.



Romtelecom overview

Over the years, Romtelecom became a real “corporate citizen”, being known as a real social supporter, getting involved in different social, cultural, artistic, sports, philanthropic, educational, health and media projects.

The company involved in initiatives that proved to have a real impact, offering an example of social responsibility behavior. With a tradition of decades in Romania, the perception on its involvement in the wellbeing of the Romanian society is special: Romtelecom grew and developed together with the Romanian society and it was natural for Romtelecom to involve in its welfare.

Today, Romtelecom is one of the most powerful Romanian brands, which had a spectacular transformation from a former state owned monopoly to a top service provider.

Starting with classical fixed telephony, Romtelecom developed new segments of activity, successfully entering both broadband Internet market with the brand ClickNet and digital television market, with Dolce.

Recently, the company redefined its approach towards the client, and last year it took the first step in that direction, with the Customer 1st program.

You can read more about Romtelecom and its services on www.romtelecom.ro.

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*One day, the olive seed landed on the leaf of an old **TREE** near a **RIVER** which was running slowly. From the swirl of the river, the seed could hear a murmuring voice: “Dear seed, you are so young and beautiful, you remind me of the **CLEAN** and fast **WATERS**, that I once had and of the leaves this old tree used to have in the past, when they were full of life. We can barely breathe now, but we did not lose our hope. Go further and tell people about us...”*



Environment Protection

Pollution and natural habitat degradation issue is a general matter of our planet and Romania is among the countries where the lesson about the vital importance of the ecology has just begun. Romtelecom understood how important it is to draw the attention on nature massive destruction and joined such initiatives developed in Romania.

2007 was the third year of partnership with “Save the Danube and Delta – Academia Cațavencu” Association which worked as a starting point for several ecologic projects to protect the Danube Delta. For 3 years, cleaning the area has been a constant preoccupation. Supporting “Save the Danube and Delta – Academia Cațavencu” Association we were the “cleaning persons on duty” of the Danube Delta during these years, collecting wastes and recycling pollutant materials, trying to give an example in this direction.



Within the same project, we tried to save Danube Delta by contributing to the development of the area, connecting to Internet and fixed telephony 14 schools in the area, and donating an important number of computers.

We also supported the third edition of the National Symposium “We have a Delta. How can we proceed?”, the starting point of the lobby supported by “Save the Danube Delta - Academia Cațavencu” Association, through which will be developed during 2007-2008 working themes to improve the condition of biosphere in the Danube Delta.

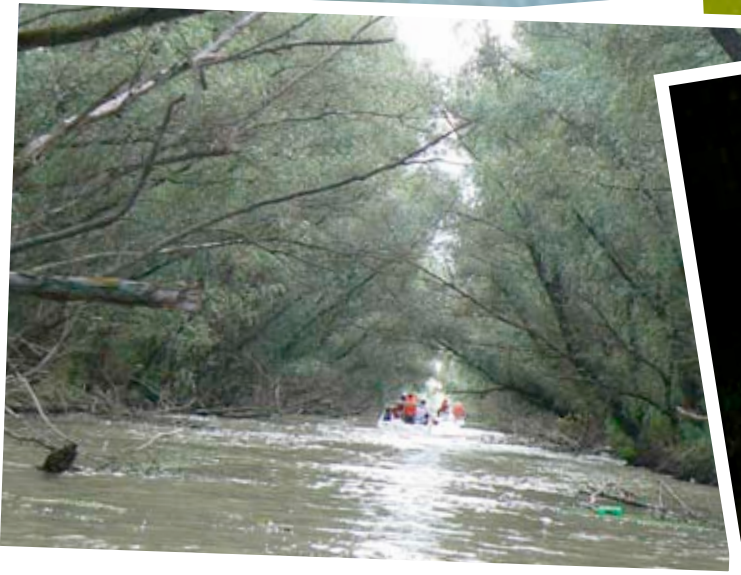
“Romtelecom contributed in 2007 as well, to the saving of the Danube Delta. Due to the support of Romtelecom, through the activities developed by “Save the Danube Delta”, more than 250,000 PETs have been collected from the Danube Delta, more than 12 tones of PETs were brought to the packing press, more than 1200 volunteers were mobilized in cleaning actions, 22 schools from Lunca Dunării learnt to develop their own environment protection actions.

We appreciate the support of Romtelecom, a company which proved to be interested in supporting actions favorable to environment and which promote a responsible approach, both to general public and within the company.”

Costel Popa

Executive Director

“Save the Danube and Delta - AC” Association





*The seed flew further away deeply moved by the story told by the river and met a **LITTLE GIRL** who was crying. It came close to her and laid down on her hair, caressing her warmly. “I feel alone, I need someone to **LISTEN** to me. Please, if you can find somebody **TO CARE** for me, tell them I am waiting...”*



Children Protection

In 2007, six years have passed since Romtelecom started its partnership with the Association “**Green Line for Child’s Protection**”, which, along the time, had significant results in this area.

Child’s Line was conceived as a support for families and children under critical situations, where, by a simple free of charge call, they could obtain information and advice, as well as financial and material support.

Also, Child’s Line offers all information necessary to those who want to adopt a baby or to become social assistants. Nevertheless, at the phone number 0800-8-200-200 people can call to denounce family or children violence cases, domestic violence cases, or ask for legal support or help in case of parents with special needs children.

Afterwards, the website www.telefonulcopilului.ro came to consolidate the efforts of Romtelecom and the Association “**Green Line for Child’s Protection**” to increase the awareness and settlement of this problem that Romanian society faces.

The second large project we were involved in concerning children protection was the one developed together with “**Healthy Children**” **Foundation**. The foundation was settled to support mothers to be and newborn babies with different congenital affections. We started the collaboration in 2005, however, in 2007 we wanted to draw the attention as clearly as possible on how important it is for pregnant women to go to periodical medical checks in case of congenital malformations.



Also in 2007, we equipped with medical devices the neonatology and obstetrics-gynecology departments of maternities from Romania, as well as the medical center which offers free of charge services to low-income pregnant women.

On the 22nd of November 2007, guided by the same spirit of support a healthier society through the implication of each and everyone of us, the “Healthy Children” Foundation and “Scheherezade” Foundation, supported by Romtelecom, organized Funds Raising Gala to renovate Marie Curie (Budimex) Hospital.

Nevertheless, our activity does not end here. Even since 2004, we have been supporting the Association “Horia Moțoi” to help autistic children from Romania, within the autistic children support program, which involves ABA (Applied Behavior Analysis) therapy, consisting in individual treatment, 40 hours per week for two or three years.

Moreover, in 2007, Romtelecom organized two important events concerning its involvement in children protection, willing to draw the attention on the need to be present in as many concrete actions as possible in this area.

On 17th of May, on International Day of Children and Telecommunications, children were the main characters of an event dedicated exclusively to them, organized by Romtelecom together with the Association “Green Line for Child’s Protection”, Cultural Center Nicolae Bălcescu and Europa FM.

For Christmas, we had another action with Europa FM and Child’s Line for the campaign “At Romtelecom is Children’s Christmas”, meant to bring a moment of joy, during winter holidays, to the less unfortunate children, with no material possibilities, especially for children in foster homes. The campaign had three elements: donations rising, then we invited a group of children to Ion Creangă Theatre and we had “A party for all children”, where it was launched a CD with Christmas stories, written by an employee of Romtelecom, Georgeta Heimerl.







People involved in this campaign promptly and generously. More than 2 tones of donations – toys, clothes, and sweets were raised during the campaign, in Romtelecom stores in the most important cities of the country. All these donations got where they were needed: in foster homes, in mono-parental families and to children with special needs from low-income families.

“Even since 2001, we had the privilege to start to build a partnership with Romtelecom concerning the promotion and observance of children’s rights in Romania. Romtelecom manifested its social responsibility to support children and parents, by providing free of charge the phone line, 0800-8-200-200, unique at national level, useful up to now for more than 1,450,000 persons under difficult situations; we want to thank the company on their behalf. It is a record of beneficiaries only for one of the social responsibility projects developed and supported by Romtelecom, and, in our opinion, this is a model of involvement and permanent preoccupation for people next to us.”

Cătălina Florea
Executive Director
Child’s Line Association



*Now, the olive seed finally understood that this journey had a meaning, and it felt stronger. By the evening, the seed reached a village where a few **PEOPLE** were sitting around a fire and sharing food. A terrible storm had swept the place recently and left them with almost nothing, but they had decided to make enough for everyone out of the little they were left with. “There are people that could help us, but who can tell them about us?” The seed hurried up to make their needs heard...*



Social Causes

In the world we live in not all people have equal opportunities and everyone's involvement is needed to offer support to those in need. For years now, Romtelecom has been involved and has been trying to contribute in solving certain dramatic social situations. In 2007, we supported 16 social programs.

We fight cancer

In partnership with "Renașterea" Foundation, which Romtelecom has been supporting for six years, we focused on breast cancer prevention and early diagnosis national program. The project started from the need to elaborate a program meant to inform as many women as possible on how important it is to have an early diagnosis for severe medical issues. From the very beginning, the program included support for: **The Diagnosis Center "Renașterea"** from Bucharest, the green line – **08008 300 300** and symbolic illumination in pink of certain buildings from Bucharest, a model taken from such events that took place in cities all over the world. Last year, Romtelecom supported the new direction of the program, the project **"Renașterea – Mobile Breast and Cervical Cancer Diagnosis"** .

Also in 2007, we started to collaborate with "PAVEL" Association, within Oncologic Institute Fundeni, offering fixed telephony services, Internet and a green line where people with oncologic problems can call for information and recommendations.

We are close to people

Within the project SOS “Domestic violence victims”, Romtelecom provided free of charge the operation of 983 service. This telephonic line is meant to help adults aggressed under critical domestic situations.

Also in 2007, we supported the Red Cross National Company from Romania to organize a teledon to raise funds for retired persons under difficult situations. We also offered free of charge fixed telephony and Internet services for “Social Services Communitarian Center for Older Persons Home Care” from Alba.

We could not be indifferent to drugs and lack of education of young people concerning this subject. We involved in youth education action together with Antidrug National Agency, making available the green line 0800-8-700-700, which has been operational even since 2003. At this phone number called numerous persons under critical situations, who could be helped; nevertheless, parents and friends of those who face drug problems called this number too.

We joined Pro TV for the Christmas Campaign “Dăruiești și câștigi”, which has settled the purpose to solve several special and very difficult cases. We supported an 11 years old girl, with a very rare skin disease, known as the “frog skin”; we also helped a little autistic boy. Also together with Pro TV, in the show “Dansez pentru tine”, we involved in the following cases: a 26 years old woman suffering from advanced anorexia; a 15 years old girl, rowing national champion, who participated

in the show to help her paralyzed brother, a 12 years old blind girl, who needed a vocal synthetics laptop to help her learning. In the show “Surprize, Surprize” from TVR1, we tried to bright up the life of a little boy in a wheel chair, offering him a ClickNet broadband Internet connection. We stood by the televisions that asked our support in all these cases, confident that, this way, we will be able to make people sensitive to the presented cases and, in this way, supporting dramatic situations, we will encourage the whole Romanian society to do the same.

Unfortunately, in 2007 too were areas affected by natural disasters. As in the previous years, Romtelecom was close to people in Tecuci area, one of the most affected by the flood from the fall of 2007. Romtelecom tried to comfort the families affected distributing blankets, detergent and water to those who needed them. Moreover, for several weeks, the company allowed the people from almost 50 localities affected by the flood to talk free of charge in its network from more than 120 public pay phones.

There will be always people that need our help. Humanity, solidarity, and empathy guide all our actions.

“During all 7 years of activity, Romtelecom was one of the most important and constant partners of the programs developed by “Renaşterea” Foundation.”

Victoria Asanache
“Renaşterea” Foundation
Program Director



*A sunny morning cheered the whole nature. The olive seed woke up near **CHILDREN** who were just a bit older than the little girl it had met the other day. They were concerned to discover the **MYSTERIES OF THE ALPHABET** reading some old and worn out books. “If we try hard enough to **LEARN** and do not give up, some day we’ll have many beautiful books and we’ll discover the whole world”. The seed hurried further to bring their message to the world...*



Education

“Education is not training for life, it is life itself”. The quote of the philosopher John Dewey is the right motto for Romtelecom politics concerning education. For a company that invests in the future and evolution, education is a major interest factor.

We have been offering every year support for the educational system in Romania, developing new projects and continuing the old ones.

Romtelecom gives credit and supports talents

In the first part of 2007, a group of pupils from National College “Mircea cel Batrân” from Constanța were awarded the first and second prize in the International Contest organized by NASA, “Space Settlement Contest”. Romtelecom offered financial support to Academic Foundation “Alumni”, which helped these young people to honor the invitation of the organizers to present the projects that were awarded and to take a tour of NASA Ames Research Center.

We have also been actively supporting the Kids’ Club from Lugoj which selected 23 pupils with special abilities who participated in the “Scholar Creativity International Festival – GEF 2007”, in San Remo, Italy.

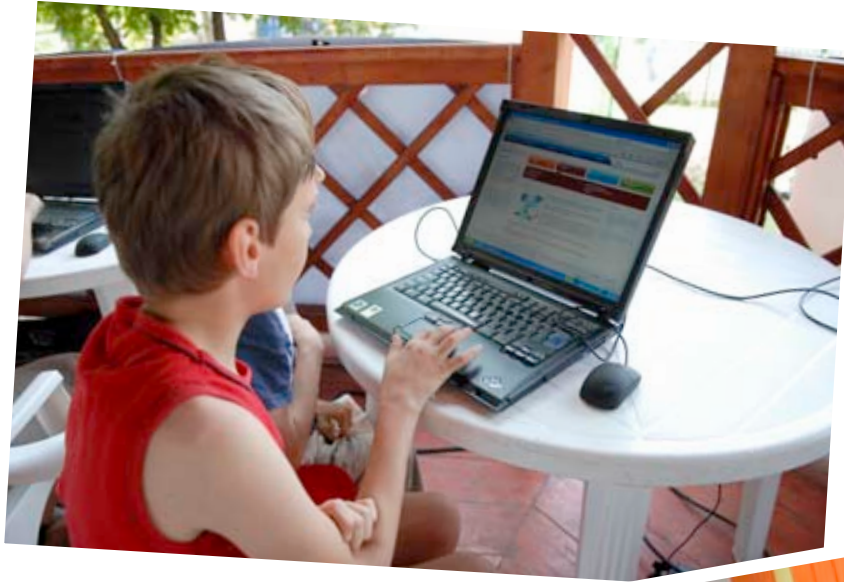
As we know how important it is for the young people to be connected to the most advanced training methods, we donated computers to several education institutions. Thus, we offered 77 computers to the Electro-techniques and Telecommunication Industrial School Group Constanta, Tudor Vladimirescu High School and Miercurea Ciuc Kindergarten to provide the best education conditions on different education degrees.

Romtelecom was involved in university education too, supporting the Student National Union from Romania, offering telephony and internet services for different events.

We were proudly among the sponsors of **European Youth Parliament Romania** in the project to organize the Olympic Forum EYP. This forum was meant to promote the European idea and young people education in the European spirit at cultural, educational, politic and organizational level.

“The contribution generously offered by Romtelecom was extremely welcomed; we appreciate this gesture among the fewest to award and reward highly performance pupils and teachers. Practically, without this sponsorship, it would have been much harder to develop our project”,

Oprea Lucian
Prof. Coordinator
National College „Mircea cel Bătrân”





*How touched the olive seed was when it met a **POET!** Halted on his shoulder it could see the verses he was writing. They were full of **BEAUTY** and **TRUTH!** The seed learned the verses by heart and wanted the world know about them...*



Values

Freedom of ideas and the freedom to express them is the first sign that a society operates under normal conditions, respecting real and solid principles. Romtelecom believes in such a society, therefore it joined the Romanian Press Club in a long partnership, which begun in 1998. For nine years, Romtelecom, together with the Romanian Press Club made possible the organization of the Romanian Press Club Award and the acknowledgement of real talents of contemporary Romanian media.

The Romanian Press Club is the supporter of press freedom and its evolution in the years after the revolution in 1989, and Romtelecom wanted this symbol to be a reason of joy every year, for those who believe in the verticality of the journalists, of the written word.

Together we discovered and awarded talents, we protected the freedom of the journalists and their work and we consolidated the belief that the Romanian society has a future.

Even since the first edition, nine years ago, we have been constantly present in this event. Within this gala the best and most important and objective press productions of all kinds that were published during the year were prized.

“Since 2002, the prizes of the Romanian Press Club and Yearly Award Festivity, RPC Prizes Gala have been organized together with Romtelecom. Mutual respect within the relationship between RPC and Romtelecom allowed us to award the right prizes to journalists who proved their journalistic value during time, and to concentrate on the logistic aspects of the mentioned events. If other companies would have a behavior similar with Romtelecom within their relationship with our organization, perhaps the acknowledgement of different areas of activity would have the social impact, which is so necessary during a transition period.”

George Ene
General Secretary
Romanian Press Club





*The olive seed also had reasons to smile on the journey. It encountered a **YOUNG MAN** who was running to reach an aim only he knew about. He was running with determination not stopping for a single moment. It seemed as if nobody was able to interrupt his run to the **VICTORY**.*

***“I WILL BE A CHAMPION”**, the olive seed heard his thought! And told others about him...*



Sport

Champions are born from the will to overcome the limits and passion for victory, but they need trust and support of the people around them to set records, to perform.

Romtelecom is among the companies which respect that balance between native talent and its improvement, which is obvious through the company's active involvement in supporting Romanian sportsmen.

For five years we have been partners of the Romanian Olympic Foundation, supporting the participation of the Romanian group to the Winter Olympic Games from Salt Lake City, as well as the participation of the Olympic team to the Athens Olympics in 2004. Waiting for the next Olympics, we count the performances in sports, with a total of 198 medals, among which 8 golden medals, 5 silver medals and 6 bronze medals.

In 2007, beside the traditional partnership with Romanian Olympic and Sportive Committee, we organized cross races in six cities from Romania, respectively Satu Mare, Iași, Timișoara, Bucharest, Sibiu and Constanța, where 5,500 people participated, who were easily recognizable because of their blue Romtelecom T-shirts.

We also decided to promote sport and its values among all our clients. Thus, we produced a series of prepaid phone card with images within the most important sports competitions.





“The partnership between Romtelecom, the Romanian Olympic Foundation and the Romanian Olympic and Sports Committee was long lasting and consistent. Both Romanian Olympic and Sports Committee and Romanian Olympic Foundation received financial support, which allowed Romanian sportsmen to be trained for the participation to the Olympic Games from Beijing in August 2008. Due to this financial support the Olympic Team could actually go to the Olympic Games and Olympic scholarships were received by top sportsmen within the POL Romania program, initiated by the President of Romanian Olympic and Sports Committee – Mr. Octavian Morariu.”

Violeta Beclea
Marketing Director
Romanian Olympic Committee

Epilogue:

Here, at Romtelecom we have listened the stories told by the olive seed, we have learnt to see the world through its eyes. We offered it fertile soil and love, to grow. Today, the olive seed became a real olive tree, a symbol of peace, wisdom and love, for everything magic that surrounds us. We are a company providing water and care to the roots of life celebrating its greatness with every single moment.



