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KPMG and the Princess Margarita of Romania Foundation join forces to promote Corporate Responsibility

Bucharest, 26 May 2010 - KPMG in Romania and the Princess Margarita of Romania Foundation organized a joint conference to promote Corporate Responsibility today. The event was hosted at KPMG in Romania's headquarters in Bucharest and aimed to create a momentum to progress.

HRH Crown Princess Margarita, Serban Toader, KPMG in Romania's Senior Partner, and David Halley, Head of International Partnerships at BITC, with the support of Lord Hastings of Scarisbrick (CBE), Global Head of Citizenship and Diversity KPMG International, have organized the "Business Leaders for Corporate Responsibility" conference, alongside business leaders and representatives of the NGO sector, to discuss current CSR developments in Romania and the role of business in helping identify sustainable solutions for the local community's problems while improving business performance.

HRH Crown Princess Margarita said: "The project 'Business Leaders for Corporate Responsibility' gathered together representatives of the Romanian business elite in London, who had the chance to see how British companies put their Corporate Responsibility strategies into practice, how companies and NGOs work in partnership for the benefit of the entire community, and how investment in the community, far from being just mere charity, is a way of raising a company's profit in a responsible way. We want to go further now and bring to Romania part of the experience we have gained in London. I am very glad that Lord Michael Hastings supports our efforts in Romania and shares his impressive experience in Corporate Responsibility with us."

As Serban Toader, Senior Partner of KPMG in Romania explains: "Commitment towards our communities is one of KPMG's core values. Therefore, it is a great pleasure for KPMG to be co-organiser of this event along with the Princess Margarita Foundation, which has a long tradition of supporting community projects in Romania. I am delighted to see the representatives of the business community and of the not-for-profit sector coming together to discuss current developments in Corporate Responsibility in Romania. I am honoured to welcome among our speakers Her Royal Highness Princess Margarita, and thank Lord Michael Hastings, Global Head of Citizenship and

Diversity, KPMG International, both of whom have worked hard to promote the values of Corporate Responsibility for many years. I am confident that this event will help companies, Government and individuals to encourage a change in attitudes and perceptions about social injustice as well as about charitable giving.”

One issue which KPMG in Romania takes very seriously is its commitment to the environment. This means that we have a program of continuous improvement that extends to a wide range of our operations. We are working hard to reduce our impact on the environment. Since 2008 we have implemented a “green policy”. KPMG Romania obtained an ISO 14001 certificate in 2009, which demonstrates that our organization monitors its impact on the environment and reduce our carbon emissions.

Following KPMG’s global Green Initiative, we are committed to reaching a 25% reduction of CO2 emissions in 2010, with 2007 as a baseline year. By implementing various “environmentally friendly” actions, KPMG’s office in Bucharest achieved a 9.6% CO2 emissions reduction in 2009 against 2008, a 42% increase in the amount of paper and cardboard waste sent to recycling in 2009 compared with 2008 and an 87% growth in the amount of plastic waste sent to recycling in 2009 compared to 2008.

“Our achievements in this field wouldn’t have been possible without our employees’ active involvement and support. Their efforts translated into 322 trees being saved by our policies of recycling and improving efficiency in 2008, while dozens more were given life in our CSR educational campaigns. We are committed to integrating environmental best practice into all our business activities,” added Serban Toader.

As someone who has a wide international experience in Corporate Responsibility and networking – to summarize and comment on each participant’s statement, David Halley gave his international perspective and advice on one project that promises to enhance current thinking about the environmental, social and economic roles of agriculture in order to provide policy guidance for improved development strategies in developing regions. The Lavender Project aims to educate the region’s population to grow and prune lavender, to raise awareness regarding the possibilities of promoting hand made goods. “If properly managed, the project will be the first step in educating the population in how to promote hand made products, how to easily gain income and to realize the importance of agriculture for rural development. “Sometimes difficult times bring out the best in people, and I’m confident that talent will continue to develop and flourish here,” said Halley. “In the short term, it will create jobs and help mitigate the effects of the economic downturn. In the medium and long term, it presents an opportunity to create a developing regional and local economical environment.

“There are often big and complex challenges, but I see, first hand, truly remarkable examples of KPMG people making a difference in the world. While there is still much to do, we are confident we

are making a significant contribution in creating a more sustainable world and we are proud to share some of this with you,” said Lord Hastings, one of the most influential personalities in CSR worldwide, in support of the event’s goal: to form the core of a support group to take forward projects in partnership with Business in the Community – part of the Prince’s Charities - and its wider CSR360 network. “We believe we should use our skills and our resources to become fully involved in finding sustainable solutions to global and local issues, working alongside governments, civil society groups and international agencies. This vision is in line with our values — where we make a commitment to the communities in which we work, “concluded Lord Hastings.

Organized with the support of Business in the Community and the British Romanian Chamber of Commerce, the conference is the second part of the project initiated last year by the Princess Margarita of Romania Foundation together with The Prince’s Charities and with the support of the Romanian Embassy in London.

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About KPMG:

KPMG is a global network of professional firms providing Audit, Tax and Advisory services. We operate in 140 countries and have 135,000 people working in member firms around the world. The independent member firms of the KPMG network are affiliated with KPMG International Cooperative (“KPMG International”), a Swiss entity. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

KPMG in Romania operates from six offices located in Bucharest, Cluj-Napoca, Constanta, Iasi, Timisoara and Chişinău. We currently employ more than 600 partners and staff, both Romanian and expatriates.

Lord Michael Hasting CBE, KPMG

Michael Hastings is KPMG’s Global Head of Citizenship and Diversity. He was previously the BBC’s first Head of Corporate Social Responsibility. Michael is a non-executive Director of British Telecom (on the Board for Responsible and Sustainable Business) and a Trustee of the Vodafone Group Foundation. He represents KPMG International on the Global Corporate Citizenship International Committee of the World Economic Forum and the World Business Council on Sustainable Development.



In January 2003, Michael was awarded a CBE in recognition of his services to crime reduction, including 15 years as Chairman of Crime Concern. He was formerly an adviser to Lord John Stevens QPM, the former London Metropolitan Police Commissioner and served on the Commission for Racial Equality.

In 2005, Michael was awarded the honour of an independent peerage to the House of Lords by Her Majesty The Queen and now Michael serves as a member of the Communications Select Committee. Again in 2005, he received the *UNICEF award* for his ‘outstanding contribution to understanding and effecting solutions for Africa’s children’.