



Warsaw, .....2017

Dear Sir or Madam,

welcome to the **Nature Friendly Company** programme, which is derived from the international initiative called Corporate Social Responsibility (CSR). As in the worldwide initiative, in our elite entrepreneurial programme we pay a great deal of attention so that enterprises take into account social aspects, environmental protection, and relationships with various interest groups at the stage of strategy development.

The Nature Friendly Company programme brings together enterprises of various sizes to achieve the following goals:

1. Raising the ecological awareness of the society and of the entrepreneurs themselves in terms of environmental risks posed by waste electrical and electronic equipment and the ways of minimizing these hazards.
2. Strengthening the market image of enterprises that minimize the negative impact of manufactured or imported equipment as well as technological solutions and processes used on the environment.

The above goals also set out clearly how a company can benefit by joining the programme. These are the benefits of educational advantage over the competition and image-related benefits, strengthening the market position of the enterprises participating in the programme with the prestigious programme logo.

Large corporations can do much more, that is true; however, they are not very numerous. Smaller and quite small-sized enterprises perhaps may do less, but there are many of them in every country. Who knows if it is not so that these small and medium-sized enterprises can do much more for the environment than large corporations. The conclusion is that by undertaking own "green" actions as far as reasonably possible, the impact of small and medium-sized enterprises on the environment and its resources will prove to be the greatest.

#### Actions and forms of achieving goals set

In order to achieve the goals set, the following actions are taken:

1. Periodic, free-of-charge trainings for entrepreneurs-clients on revised or new WEEE legislation.
2. A Certificate in paper form, confirming the participation in the programme and the right to use the prestigious programme logo in accordance with the programme Rules and Regulations (see: NFC Rules and Regulations).
3. A CD with educational and promotional materials.
4. Promotion of the Nature Friendly Company programme and its logo in all AURAEKO educational activities.

Products labelled with the "NATURE FRIENDLY COMPANY" logo are more likely to be chosen by consumers.

Yours faithfully,