



Kronospan Foundation

Annual Report 2013

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Letter from our Director *// April 2014*



I have had the honor of being part of the Kronospan Foundation since it was founded in 2011. From this time on, we have been tirelessly working on giving back to the communities in which Kronospan is local in and have engaged in various projects promoting social, economic and cultural development.

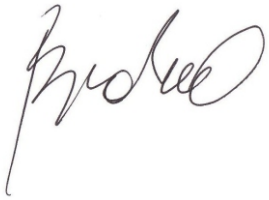
While we first started out as a locally focused foundation in Romania, last year has been all about expanding our reach and making a difference in Kronospan communities globally. Today, on this larger scale, our mission remains truer than ever; we want to make a difference for the better in the communities we operate in, preserve and protect the environment, as well as provide children with the necessary educational opportunities in order to be successful in life.

One of my personal highlights at the Kronospan Foundation has been our work with Babson College (Boston, USA) on the Kronospan Scholarship Program. From 2011 onwards we have not only invested a lot of time and resources, but also over $ 1.000.000 in this project. Just recently we have named our newest Kronospan scholar, Lizaveta from Belarus. She will be joining our Romanian hopefuls Claudia and Kamil at Babson to complete a Bachelor's degree in Business Management.

While working with our youth by providing them with the opportunities they deserve is easily rewarding, it is also very dear to my heart and instilled in Kronospan Foundation's vision to strive for a balanced ecosystem by promoting environmental sustainability. The Always Green Campaign has had a proven success record in Romania over the past three years and therefore it was not surprising that it was just as fruitful when we expanded the activities to Poland, Russia and Hungary. So far, with the help of over 1500 volunteers, we have managed together to plant more than 100.000 saplings; clean over 100 hectares of land and collect 300 tons of waste.

The past year has been a very active one for the Kronospan Foundation and I can say with confidence that I am proud of the work we have done and of the big as well as the smaller successes we have achieved together. Nonetheless, none of this would be possible without the generous support of our partners and donors, to whom we are deeply grateful for helping us to make a difference where it matters.

Sincerely,
Oana Bodea



Director of the Kronospan Foundation

Our main projects in 2013...

The Kronospan Scholarship
The Kronospan Scholarship enables one chosen candidate a year from Central and Eastern Europe to study at Babson College, a prestigious business university in the USA, to complete a fully paid four-year Bachelor's Degree.

Always Green Campaign
The Always Green Campaign centers around raising awareness for environtally sustainable behavior in local communities and helps citiziens to take action by engaging them in various activities to help their towns and cities stay clean and practice sustainable forest management.

2% for the Brasov Philarmonic Orchestra
The 2% Campaign encourages people to donate 2% of their income tax towards a good cause, in 2013 supporting the Brasov Philarmonic Orchestra to acquire a new concert piano.

Open Your Heart Charity Gala
The Open Your Heart Charity Gala is the annual evening event of the Kronospan Foundation, where funds are raised by promoting and auctioning off artwork of local Romanian artists.



... and what we plan to add in 2014

Think Green For Our Future
To promote the notion of environmental sustainability and celebrate Environment Day on June 5th within the members of the Kronospan community, the Kronospan Foundation is launching a contest for the children of all employees globally.

"I have a friend with autism"
In 2014, the 2% Campaign aims to help children in need who suffer from autism, down syndrome and other associated diseases.

Kronodesign Contest
The Kronodesign Contest will support young aspiring designers and architects, working closely in cooperation with universities, encouraging them to design pieces of furniture using Kronospan exclusive decors and rewarding them by not only realizing their design but also with a cash prize.

In Focus:
The Kronospan Scholarship



The Kronospan Scholarship enables one chosen candidate a year to live their dream and study at Babson College, a prestigious university in the USA, to complete a fully paid four-year Bachelor's Degree.

Located near Boston, Massachusetts, Babson College has been acknowledged for the past 15 years as the provider of one of the world's best economic studies programmes. Being a private institution, the admission is based on highly rigorous criteria, whereas the students belong to the world's most talented ones. In order to train future leaders, Kronospan sponsors one student per year with a full four-year scholarship. The scholarship offered by Kronospan Foundation covers all attendance related expenses: tuition, room and board, textbooks, health insurance, transportation to and from the United States.

Students applying for this scholarship have to demonstrate an exceptional academic performance and will likely graduate towards the top of their class. They will additionally have held leadership positions and dedicated time to the improvement of their communities. Within this programme, the scholars are offered a summer internship programme at Kronospan beginning after the first year and positioning the student for a position of employment within the company after the completion of the scholarship.

About Babson College

Babson College offers a four-year business education providing future leaders with the skills to approach the world with a mindset of Entrepreneurial Thought and Action®. Recognized as one of the United States' Top 20 Business Programmes for 15 consecutive years, the mission of Babson College is simple yet bold: “To educate leaders who create great economic and social value...everywhere.” In doing so, Babson College shapes leaders our world needs most: those who can envision and navigate change, understand global perspectives and motivate teams with a common purpose.

Located in Wellesley, Massachusetts, just 20 kilometres from Boston, Babson's environment is rich with intellectual, cultural, athletic and social activities. With an extraordinary commitment to educating global leaders, 27% of Babson's undergraduates are international students, representing 67 nations around the world.

Our Kronospan Scholars



Name: Claudia Ogrezeanu
Home Country: Romania
Grade at Babson September 2014: Junior (3rd year)
Areas of Interest: Finance and Human Resources
Interesting Fact: Claudia is national Romanian chess champion

A Message from Claudia:

"I am grateful that I was given the opportunity to receive this scholarship and study at Babson. Studying here impacted my life in a positive way because it allowed me to discover and follow my passions as well as benefit from every educational opportunity that we have here at Babson. I was impressed not only by the academic conditions, but also by the fact that the education is centered on forming people that can interact and work together by sharing global perspectives. I am currently a Junior (3rd year) and my areas of interest are Finance and Human Resources. So far, in my freshman and sophomore years, I have taken courses that are designed specifically to give students a general idea about areas such as Accounting, Finance, Law and Marketing. In their third and fourth years, Babson students have the opportunity to take courses within their chosen career paths and concentrate on a specific area. They have also the chance to explore other subjects and do an internship, take part in a consulting program or study abroad. I believe that all of these prepare me for my future career because I am exposed to real life situations and experimental learning. As far as I am concerned, I will concentrate on Finance and take a consulting course in San Francisco during a study-away program.

Additionally, the scholarship also provides me with the opportunity to do winter and summer internships at Kronospan. The internship experiences specifically have been very useful in creating and defining my career path because it is after the time I spent at the workplace that I discovered how I can apply the academic background I have obtained from Babson into the "real world." So far, I have interned in Romania (Brasov), in the United Kingdom (Chirk) and in Bulgaria (Burgas) in the Accounting, HR and Marketing departments. Moreover, this summer I will have the chance to learn more about the Finance department and I look forward to getting an insight into the type of work done here."

Our Kronospan Scholars



Name: Kamil Altintasoglu
Home Country: Romania
Grade at Babson September 2014: Sophomore (2nd year)
Areas of Interest: Finance and Entrepreneurship
Interesting Fact: Kamil speaks Romanian, English, Turkish, Spanish, French and he has started to study German

A Message from Kamil:

"Until the spring of last year my concerns were the usual culprits for a high school student. They were mainly related to getting into a great university that in turn would put me on track for a great career. Fortunately for me, the work that I put in throughout high school paid off. The reward came in the form of being admitted to Babson College, the world's foremost entrepreneurship school and receiving the Kronospan scholarship which enabled me to actually study there.

Life and study at Babson have profoundly impacted my life over the course of this past year. It is easier to explain this impact by speaking about three aspects of my life there: information, culture and people. When I mention information I don't mean only the knowledge that one gains from classes, where one learns amazing things nevertheless. However, I also mean the information flow that goes on in the community: at conferences with some of the world's greatest business people and intellectuals, conversations taking place in the dorms, even at the dinner table. It is absolutely amazing how many things one can learn from one's peers. It is like having one thousand pairs of eyes and ears, able to learn about anything new.

From the point of view of culture, there are two main advantages that I would like to stress. First, naturally, one is immersed in the American culture and comes to understand its subtleties. It is needless to mention the advantages of being accustomed to a culture whose texture is embedded by business and which dominates the international economy. However, even more important is the ability of interacting with cultures one does not know or understand. One learns this at Babson since the international student population is so high.

If you are reading this, chances are you have been an overachiever throughout your school years, always at the top of your class. This has probably been your choice and there've been many times when your friends were having fun but you decided to do work instead. Prepare for this to change. If until now hard work and effort set you apart, at Babson this type of behavior is expected of everybody. The competition with your classmates, but also the collaboration with them will enable you to grow in unexpectedly interesting ways."

Our Kronospan Scholars



Name: Lizaveta Litvinanva
Home Country: Belarus
Grade at Babson September 2014: Freshman (1st year)
Interesting Fact: Lizaveta has taken part and won a quiz show on Belarussian national television

A Message from Lizaveta:

"Througout the Kronospan Scholarship application process my desire to win this programme grew exponentially. I have been trying so hard during the programme, but I could not even imagine that one day I would become a student of such a prestigious college as Babson! I consider winning this scholarship to be my first serious victory in life.

If I were asked to describe myself with one word, it would be 'strong'. I know that if I want to be successful, I must work hard at myself. My entire life I have been a goal-driven and versatile person. At the age of four I started writing poems and fairytales. After primary school I passed exams and entered gymnasium 13 in Minsk. I was often told that I have no abilities in math, however, after a while math has become my favorite subject and I have become one of the best students at my gymnasium. Travelling, desire to communicate to different nations and ability to speak many languages, are important aims for me. That is why five years ago I started learning Chinese.

During the selection process, I was impressed at how the Kronospan Foundation supported all the candidates. In these few months I met a lot of interesting people at Kronospan, who are specialists in their areas. Seeing how these people work motivates me and encourages me to study and work hard so I can become successful like one of them.
I am intensely grateful to Kronospan Foundation and to Babson College for such an incredible opportunity and I hope that by studying hard I will live up to their expectations."

Sponsors

We are very grateful to all our donors and sponsors who have made gifts to support our causes. We are honored to acknowledge our major donors of the Oak Sponsorship category (over € 10.000).

Sponsors

From €1 to €10.000 – we are deeply thankful for the willingness of all our donors to support the activities of the Kronospan Foundation.

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