



RESPECT  
EXCELLENCE  
INTEGRITY

# 2014

## Annual Report



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# Letter from our Director



March 2015

Four years ago we had the idea to form a foundation in Romania to help children in need and support the environment. Since then, we have come a long way.

2014 has been a remarkable year for the Kronospan Foundation, as we reached several major milestones in our continuous journey of promoting what we consider moral foundations of a healthy society – the protection and preservation of our natural environment as well as providing children with the necessary educational opportunities in order to be successful in life.

I am personally delighted to announce that we have committed to our partnership with Babson College for another four years, offering four more young hopefuls the opportunity to receive a world-class education in this prestigious business school.

As you will read in this report, our scholars Claudia, Kamil and Lisa are developing into young leaders at Babson; making full use of their natural potential and the opportunity they have been offered. They will soon be joined by Peter from Hungary, who is the newest addition to the Kronospan Scholars.

Our commitment to supporting education is deeply rooted in our values and the belief that “education is the most powerful weapon you can use to change the world”. We want to support outstanding individuals in their personal and professional development, because we believe that they have the drive and enthusiasm it takes to inspire progress in their local communities.

While we are all thrilled to continue our strong partnership with Babson College, I am also excited for new projects and beginnings that lie before us.

2015 will see the launch of the Kronodesign Contest, a project designed to support young, promising architects and designers. The goal of the contest will be to promote their work and offer them all the support needed in realizing their dream of having their visions built in reality, while also providing financial rewards to the most outstanding participants of the contest.

In 2015 we will further continue to promote sustainable development with local projects such as 2% for the Environment and global initiatives like the Think Green Contest (which, as you will see in the following pages, inspired over 350 children to participate in the past year, showing creative ways to protect the environment).

However, none of the above would be possible without the support of our partners and without our generous donors and sponsors who share the belief in our mission and vision and have granted us their trust. Each donation, regardless of the value, gives us the strength to move forward, to make an impact, and to make a difference where it matters.

I would like to take this opportunity to express my deepest gratitude to all of our past, present and future sponsors for their support and to ensure you that we will be standing true to our mission and continue to strive for excellence in everything we do.

Sincerely,

Dr. Oana Bodea

A handwritten signature in black ink, appearing to read 'Oana Bodea', written in a cursive style.

Director of the Kronospan Foundation

# Activity

## Review & Outlook

### Some Highlights of our Activities in 2014

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#### The Kronospan Scholarship

Every year the Kronospan Scholarship offers the opportunity to one chosen candidate to study at Babson College, a prestigious university in the USA, to complete a fully paid four year Bachelor's Degree.

This year's application was once again open to all candidates from Central and Eastern Europe, while setting a special focus on Hungary, Slovakia and Bulgaria. Dean Courtney Minden from Babson accompanied by the Kronospan Foundation travelled to these countries to meet the candidates personally.

#### Sports Equipment for Schools in Szombathely

To support the school district of Szombathely, Hungary, the Kronospan Foundation initiated a project to sponsor sports equipment. The equipment donated included over 1.000 basketballs, handballs, volleyballs and footballs as well as nets and posts for each gym; essential equipment such as benches, high jump crossbars, gym mats, skipping-ropes as well as special equipment for the early growth of the therapeutic pedagogy. 44 schools and over 15,000 students now benefit from modernized equipment and rooms for their physical education.

#### The 2% Campaign and the Open Your Heart! Charity Gala

Through the annual 2% campaign the Kronospan Foundation chose to support the activities of the Crystal Children Association in Brasov and of the Must! Association in Sebes, Romania. Both associations provide support and dedicated therapy to people diagnosed with autism and autism spectrum disorders.

In December 2014 the Kronospan Foundation and the Opera of Brasov held a charity event to raise the remaining funds needed to support the organisations in setting up specialized treatment rooms in which therapists can perform sense stimulating activities to improve sight, hearing, smell and touch of patients affected with severe sensorial injuries and neurological disorders.

#### Think Green For Our Future

Every year the United Nations celebrates World Environment Day on June 5th, encouraging action and raising awareness towards the environment. This inspires people and organizations all around the world to become "agents of change".

In 2014 the Kronospan Foundation invited all employees of Kronospan and their families to join the celebration. To promote the notion of environmental sustainability within the members of the Kronospan community, the Kronospan Foundation launched a contest for the children of Kronospan employees, awarding the winners with eco-themed prizes as well as a bicycle as the grand prize.



## And what we look forward to doing in 2015

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### **Kronospan Scholarship 2015/16 Application Cycle**

The new cycle of the coveted scholarship will recruit across Central and Eastern Europe, while setting a special focus on Ukraine, Poland and Serbia.

### **The Kronodesign Contest**

For the first time the Kronospan Foundation will be launching the annual Kronodesign Contest this year. By working in cooperation with the Chamber of Architects in Romania, the Foundation will provide the opportunity to young and aspiring architects to realize their dream of having their vision built in reality, while also receiving prize money to go towards their further education.

### **2% for the Environment**

The 2% Campaign encourages people to donate 2% of their income tax towards a good cause, with the Kronospan Foundation doubling the received donations by the end of the year.

In 2015 it will support the Tampa Mountain natural reserve in Romania in the restoration of the touristic infrastructure of the protected area.

### **Think Green for Our Future Recycle and Reuse**

This year's version of the annual contest will encourage our youngsters to celebrate World Environment Day by creating art pieces using recyclable and reusable materials.

# In focus:

## Think Green for our Future



### About the Project

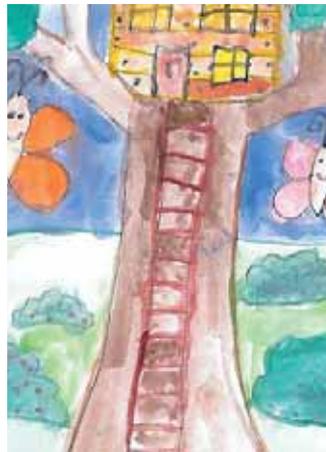
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Children, up until the age of 16, were encouraged to create, by any technique, a piece of art work conveying the message “Think Green For Our Future”. Through their painting, graphic, drawing or collage they should identify the problems faced by the environment today and show, in a creative way, how grown-ups can take action to protect the earth for future generations.

Over 350 children participated in the contest and took part in celebrating World Environment Day on June 5th, 2014 across Kronospan sites globally. All participants were rewarded with ECO prizes, while the winners received a brand new bicycle as their grand prize.

# A Selection of **our Winners**



In focus:

# The Kronospan Scholarship

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## About the Kronospan Scholarship at Babson College

The Kronospan Scholarship enables one chosen candidate a year to live their dream and study at Babson College, a prestigious university in the United States, 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 the 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.

# A Letter from Babson President **Dr. Kerry Healey**



March 2015

Babson College is a stronger, more diverse and more vibrant institution because of the generosity of the Kronospan Foundation. The financial support provided to our Kronospan Scholars, Claudia OGREZeanu '16, Kamil Altintasoglu '17 and Lizaveta Litvinava '18 has had a positive impact that far exceeds their outstanding performance in the classroom and enthusiastic embrace of Babson's unique student experience.

Our mission is to create the next generation of entrepreneurial leaders who create economic and social value everywhere. The natural alignment with the goals of the Kronospan Foundation provides an opportunity to pursue outcomes that advance our shared priorities and change our world for the better. Babson is fortunate to have a significant international population—more than one quarter of our undergraduates are from outside the United States. And while we cherish and celebrate our global diversity it is the Kronospan Foundation's commitment to creating economic and experiential diversity among our international student population that is especially noteworthy and so beneficial to our community.

I have had the pleasure to get to know each of the Kronospan Scholars on a personal level and cannot express how impressive they are and how much fun it is to spend time with them individually and as a group. They are talented, ambitious, courteous and courageous. And according to reports from every corner of our campus they have not missed an opportunity to be leaders both in the classroom and across a wide range

of extracurricular activities that are fundamental to the Babson living and learning experience. Through their participation in the International Student Organization, Student Government, Women's Rights Club—to name just a few of the student organizations in which they are active—they have demonstrated an appetite for leadership and enthusiastically share their stories with their fellow students and friends.

The Kronospan Foundation has provided Claudia, Kamil and Lizaveta with an incredible gift to pursue their dreams and both they, and Babson, are so thankful for your philanthropy. It is an investment that will be paying dividends for decades to come as each of our Kronospan Scholars is eager and committed to take what they learn here and create economic opportunities and improve society for the betterment of others. It is not an easy path, but like you, I am confident that these young scholars will continue to make an impact which will make all of us very proud.

On behalf of Babson College thank you to the Kronospan Foundation for your generosity, your partnership and your friendship. Working together we will continue to change the world.

All the best,  
Dr. Kerry Healey

A handwritten signature in dark ink, appearing to read "Kerry Healey".

President at Babson College

# Our Scholars

## Hai Péter Pham

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**Home Country:** Hungary

**Grade at Babson, September 2015:** Freshman (1st year)

**Area of Interest:** Finance and Economics

**Interesting fact:** Peter comes from a multi-cultural family, his father is Vietnamese and his mother is Hungarian.



### A message from Peter:

"It's a great story how I got here, how my whole life turned upside down in a matter of a few days. When there was a presentation in June, about the Kronospan Scholarship in our school, I was already in Vietnam, visiting my family. I knew absolutely nothing about the opportunity of my dreams, while many of my classmates had already submitted all the required documents to the Foundation. 3 days before the deadline, a teacher asked me why I hadn't applied, and then I realized that a lifelong dream of mine was inches away from me. Those 3 days were quite chaotic, but eventually, I secured all the substantial paperwork, and I was in the contention to be 2015's Kronospan Scholar.

Ever since I was a little kid, I have always been comfortable in social circles. I fell in love with Math in kindergarten, and I was already asking financial questions from my father at the age of 4. A career in business or economics was inevitably awaiting me. However, the United States, and a prestigious college like Babson was always out of my reach.

Suddenly, last fall, it all got real. I was aware I had to give 110% to get into Babson; I knew that the whole process would take a lot of my time and energy, but I never felt half as determined in my whole life as in these past few months. I'm very ambitious, I always aspire to be at the top, and I hate settling for second best. All these facts, including that I come from a multi-cultural household and my desire to get to know as many cultures and countries as possible, just made the Scholarship more attractive. The day I was made aware of Babson's decision was probably the best day of my life. I'm literally living a dream right now.

I'm a confident person, and I always had faith in myself, but I'm still digesting that I've been selected for a fantastic journey like this. 'Grateful' does not reflect my feelings towards the Kronospan Foundation and Babson College. They've put an immense amount of trust in me, and in the upcoming 4 years, I will do everything I can to pay it back, and make sure they will not regret it."



# Our Scholars

## Lizaveta (Lisa) Litvinava

**Home Country:** Belarus

**Grade at Babson, September 2015:** Sophomore (2nd year)

**Area of Interest:** Consulting

**Interesting fact:** Lisa speaks Mandarin and is taking additional classes at Babson to perfect her skill.

### Lisa's Babson Experience 2014:

"Coming to America has always been my biggest dream. With the support of the Kronospan Foundation I received an opportunity not only to go there, but also to study in one of the best business schools worldwide. My transition to the United States as well as the first semester at Babson College were hard but full of experiences. Every day I am challenged to study in English, meet new people from all over the world, take classes in completely new subjects, and adapt to another cultural attitude. In my short time at Babson I tried to explore all Babson resources and be involved in as many activities as I can as well as keeping my grades on a high level. Thankfully, during this hard time I have received a lot of support from my family and people in Kronospan. The biggest part of Babson education is the business and entrepreneurship side.

Just during our first year curriculum, Babson requires us to start a business and, what is unique, funds all the start-up expenses. This opportunity helped me to learn about day-to-day operation processes in any company and learn about organizational behavior as a part of team working experience. Mainly, Babson College is a place that keeps students busy academically as well as gives freedom to explore new things, try their leadership abilities, and take parts in variety of clubs and organizations. During my short time in college I realized that Babson is not just a place where I get smarter every day through learning from my professors and peers. Babson is a place that opens up new opportunities for me and inspires me every day to grow and develop as a leader and entrepreneur."



Lisa showing off her Babson Dean's List Pin, which recognizes her outstanding academic work in her first semester



A trip to Plimouth Plantation, Massachusetts



On Babson campus

# Our Scholars

## Kamil Altıntaşoğlu

**Home Country:** Romania

**Grade at Babson, September 2015:** Junior (3rd year)

**Area of Interest:** Finance and Sales

**Interesting fact:** Kamil has learnt Portuguese at Babson and spent his summer break last year working in a start-up company in Brazil.



### Kamil's Babson Experience 2014:

"Having spent one year and a half in Babson on the Kronospan scholarship I believe I do have quite an informed opinion about the sort of opportunities one encounters here. During this time I managed to gain a strong foundation in how an international manufacturing business operates, learned Portuguese and Spanish as well as managed to intern at a venture capital fund in Brazil.

As a Kronospan scholar I have had one tremendous opportunity that few even at Babson have: internships during the breaks, the first one the very summer after high school. Having spent time on the production line, in the sales, corporate finance, accounting and purchasing departments of Kronospan I have come to understand how the people in the various areas of the business work together to set the company working. The experience of interacting with Kronospan's excellent team not only teaches one how Kronospan itself works but also provides

insights applicable to any business and especially in the manufacturing sphere. Moreover, interning at the Kronospan locations in England, Bulgaria, Serbia and Cyprus offered me an unparalleled international experience.

Babson enabled me to learn Spanish and Portuguese by giving me access to three essential facilitators: teachers, Hispanic and Brazilian students, and access to internships. These three enabled me to study the two languages, practice them and tremendously improve by doing an internship with the venture capital fund in Brazil. Therefore, I was also able to learn how startups and venture capital work and interact with each other. It is the sort of environment at Babson: the students, the teachers, which enabled me to improve my knowledge so much in such a short period of time. And it was all possible only because of the support and flexibility of which I benefit as a Kronospan scholar."



The Global Scholars Dinner at President Healey's house



Discussing business during lunch break



# Our Scholars

## Claudia OGREZEANU

**Home Country:** Romania

**Grade at Babson, September 2015:** Senior (4th year)

**Area of Interest:** Data Analytics and International Business

**Interesting fact:** Claudia has received an award at Babson College for her outstanding work in the field of Probability and Statistics

### Claudia's Babson Experience 2014:

"Being accepted to Babson has been one of my biggest achievements in life so far, I can even say the greatest yet. Here, every single day is different and offers you diverse opportunities to succeed and new challenges to improve yourself. I am currently finishing up my junior year and studying in San Francisco for the moment, with a concentration on Data Analytics and International Business. Coming here for a semester has been another great choice I have made because of the classes offered at the San Francisco Babson campus and of the opportunities we have to immerse into the Silicon Valley technology culture. For example, as part of Silicon Ventures class, we have had to develop a business and

focus on using technology in order to redefine the way people search for works of art in the online environment. Besides the classroom experience, I have also had the chance to visit a good deal of companies and start-ups (Intel, 500 Start-Ups, Virool, Optimizely, and soon we will visit Yelp and Verizon Innovation Center) and explore the quaint city life of San Francisco and its neighborhoods. At present, I am looking forward to my next Kronospan summer internship and applying what I have learnt at Babson so far."



At the Japanese Tea Gardens,  
San Francisco



Visiting the start-up Virool in San Francisco



Claudia and her classmates visiting Intel

# Our Sponsors

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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 2014 of the Oak Sponsorship category (over €10.000).

**DIEFFENBACHER**

*Hymmen*



**kronosspann**

# Our Sponsors

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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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