

1. Company ID

Company Name:	Max Magyar Ltd.
Activity Sector:	Light Industry
Core Business / Main Activities:	Injection of Plastics / Production of plastic products
City/Country:	Tarján / Hungary
Year of Foundation:	1999
Number of Company Sites (2004):	1
Website (if available):	www.maxmagyar.hu
Number of Employees (2004):	Full Time: 125 Part Time: 1, Women: 88 Men: 37
Annual Turnover in 2004 (€):	16.142.315

2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<input type="checkbox"/> Business Ethics <input checked="" type="checkbox"/> Workplace <input type="checkbox"/> Environment <input type="checkbox"/> Marketplace <input checked="" type="checkbox"/> Community
CSR Issue(s):	<input checked="" type="checkbox"/> To take employee suggestions into consideration <input checked="" type="checkbox"/> To harmonize interests of employees and company <input checked="" type="checkbox"/> To take part in community life
Main Drivers to be Responsible:	<p>Max Magyar Ltd. operates in a small village in Hungary (2000 inhabitants) and only employs local workforce. As a consequence, supporting employees is equivalent to supporting the community.</p> <p>It is essential for the company activity to be able to operate in this location. Max Magyar recognises that business success depends on supporting the inhabitants and workers because it operates in a small community and they depend on one another.</p>
Some Examples of CSR Initiatives in the Broad Area(s) Identified:	<ul style="list-style-type: none"> ▪ Support community sport clubs and junior institutions ▪ Screening and lectures about health preservation and prevention ▪ Consider important employee opinions and suggestions
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	Yes. (See main drivers)
Business Benefits:	<ul style="list-style-type: none"> ▪ Increase the satisfaction of community and workers and as a result of this the company can increase efficiency in the production area
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<ul style="list-style-type: none"> ▪ Employees and their families (25%-30% of the total number of inhabitants) ▪ Local community where the company operates
Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> ▪ Work opportunities ▪ High quality social services to the community ▪ Less social problems because the company undertakes several services (health, cultural) ▪ Reduced local authority expenses
To Whom and How did the Company Communicate their Actions:	<ul style="list-style-type: none"> ▪ To the workers, through the company newsletter
Awards / Certifications / Marks of Honour:	None.
Difficulties Found in the Good Practices Implementation:	<ul style="list-style-type: none"> ▪ When a company wants to apply for a new subsidy, they have to organize training for the supported persons to review the possibilities, how to request and how to use the subsidy, because sometimes the legal background is difficult ▪ Coordination of working duties with other activities (e.g. regular sport)

Sources of Further Information:	<ul style="list-style-type: none"> Notices about the possibilities on the company newsletter
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3. Responsible Business Practices – Description

The company offers several services to the employees.

There is a suggestion box in the dining room where employees can put their questions and suggestions concerning company life. The company examines them and answers the questions and suggestions in a written way and puts it on the newsletter. Suggestions mostly concern the efficiency of production. These suggestions are based on real experiences and enable more efficient work.

Employees can attend further education financed by the company and, subsequently, apply for better positions.

It is really important that employees feel comfortable in their workplace, so ergonomics is an important aspect in the life of the company.

The company offers interest-free loans to its employees: there is a fund available that can be used for 6 months period, fourfold of the minimum salary. The company has a list of workers that need financial help and tries to fulfil demands according to the list.

Workers have to announce to the HR Manager their requests, and the HR Manager contacts their direct boss and they check his/her reliability and attitude towards work and the company.

The most efficient employees win theatre tickets and company cars transport them to the theatre.

Employees can travel to work every day by company buses, meaning that workers can get free transportation to work or home. The company organises Christmas Parties and Family days every year. The events location is chosen by employees and their families can participate in the events.

The company ensures free lawyer advice/consultation to their employees from the company lawyer.

Every other week a medical consultant visits the factory to provide employees with advice and if needed medical examinations can be arranged. Max Magyar always organises health care presentations about smoking and healthy alimentation and organises regular cholesterol level checks.

Employees have access to lots of information about the company.

If the employees have any questions concerning a new law that can influence their work or salary, they can also ask information from the company.

The company ensures sport facilities for their employees and their families, for example rent once a week the local sport hall and their workers and their families can use it all day.

Max Magyar tries to reduce family expenses, so they ensure assistance to school entry that means financial support to buy school equipment.

If employment is terminated, the company ensures guidance for ex-workers about what kind of possibilities exist in the labour market.

The company employs persons with a reduced ability to work and ethnical minorities (10%-15% of total employees), without any discrimination.

The company supports the local school and nursery, mostly Christmas presents and other useful things - paper, pens, pencils, etc.

The company supports the local Music Festival and local football team and handball team.

4. Training Exploitation

A) Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

This case can be used as an example of CSR good practices in Workplace and Community.

B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

WORKPLACE

Topics for discussion:

- Importance of continuous vocational training in a SME
- Importance of health and safety at work system and policies
- Importance of taking workers' opinion into consideration
- Importance of treating workers and their families in a careful way
- Diversity and equal opportunities - company employs ethical minorities and persons with a reduced ability to work
- How can we increase the workers' satisfaction

COMMUNITY

Topics for discussion:

- Importance of building win-win situations
- Building strong ties with local authorities - undertaken expenses
- Employees and the community are closely related to each other
- How can we increase the well being of the community
- Importance of taking part in community life (community involvement)