

## British American Tobacco

BAT Georgia received 2 outstanding Golden Brand Awards of Best CSR Company (education) and Best Employer of 2013 at “Golden Brand 2013” 9<sup>th</sup> award ceremony on April 29, 2014 at Sheraton Metekhi Palace in Tbilisi, Georgia. This is top notch event which is driven by Georgian based international tied Newspaper „Financial” and full scale internationally recognized media and marketing company “Global Idea”. Ceremony was supported by International Chamber of Commerce and Georgian Chamber of Commerce and Industry.

Competition was tough as more than 250 local and multinational companies expressed interest for participation. About 100 independent experts and economists were evaluating Brands and Trade mark Awareness based on Market analysis (collecting and analyzing information), Market coverage strategy (positioning on the market) and field research (consumer interviews). Based on the collected information representatives of „Global Idea”, „Financial”, „Georgian Chamber of Commerce and Industry” and „International Chamber of Commerce” named most successful winner companies.

First time British American Tobacco participated in the award ceremony. BAT competed in 2 nominations: Best SCR Company (education) and Best Employer. BAT Georgia submitted SCR report of basic activities in 2013 such as cloth, toy and second hand laptop donations to orphanage houses, participations in different charity sports activities, hosting lunches for elderly people, tree planting projects and other small and medium projects. But the basic trigger for getting this award was CCA Area driven Scholarship Project under which 13 Master level students were funded. Experts were impressed with the way the project was accomplished through close partnership of the Government and Private Sector. Feedbacks from Minister of Finance, Heads of Legal and Finance Committees of the Parliament as well as President of Business Associations were taken into account.

BAT Georgia has also provided brief statistics on work and employment environment, reports on job fair participation, information on trainings and staff development, etc. which convinced group of experts to make a final judgment.

Participation and winning on the Golden Brand Award ceremony is important for the company because the event has been holding for 9 years now and awareness and trust towards the nominations is very high in society and public sector as well as in business and private stakeholders. The coverage of the event and of the winners was full and positive from local press and media.