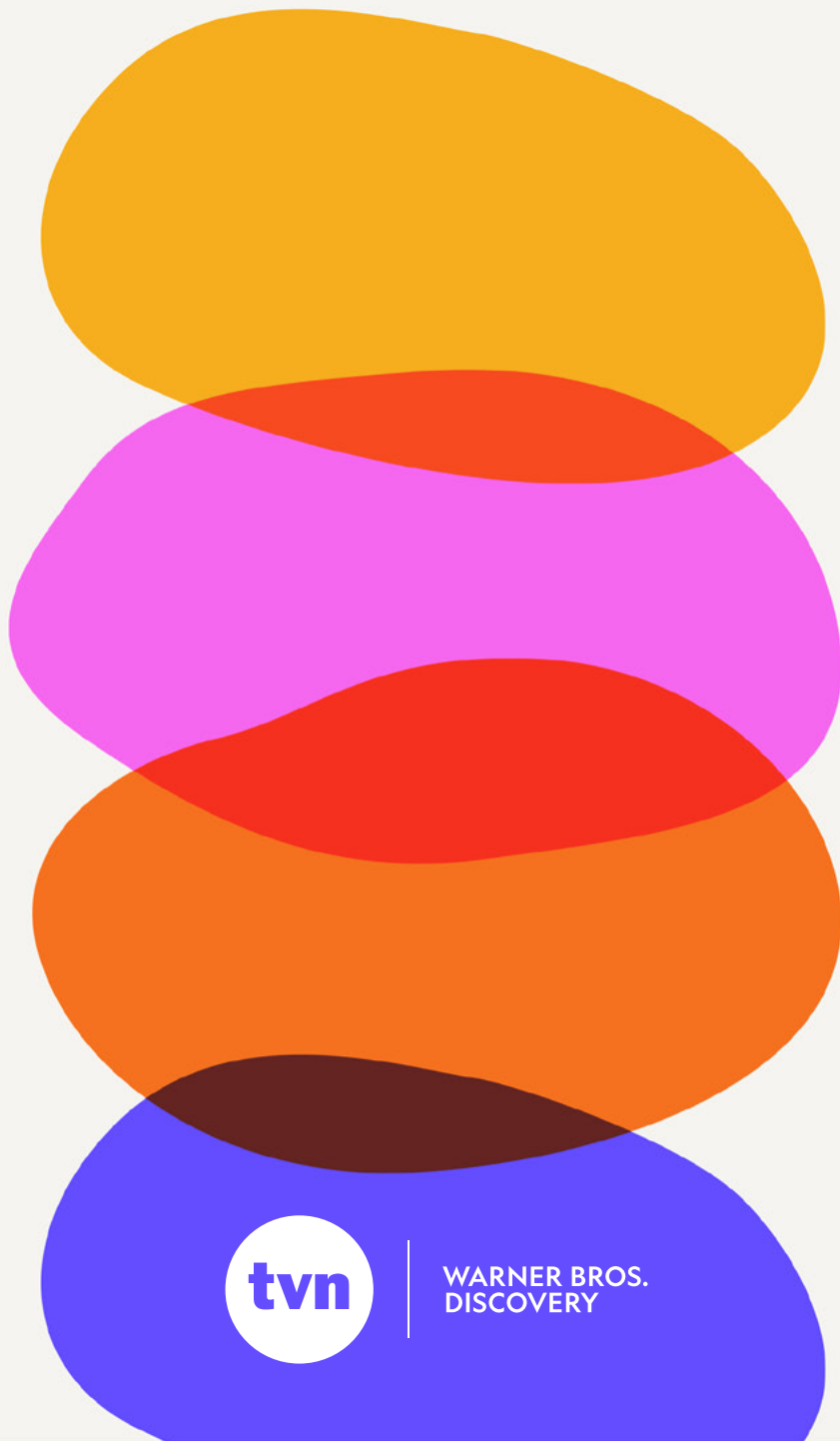


# Social Impact Report

**How we turn content into action**



WARNER BROS.  
DISCOVERY



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# 01

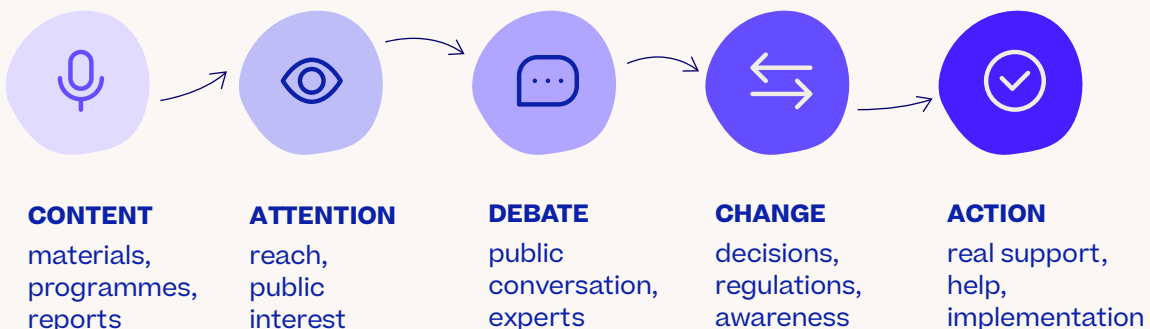
# Introduction

In 2024, when we published our first **report** summarising our many years of work in promoting diversity and giving voice to underrepresented groups, we made a commitment that it would not be the last.

We perceive our social impact efforts as a coherent process, in which individual elements reinforce one another. As a media organization, we don't just describe reality – we actively shape it. In practice, this means shifting from content to change: from raising visibility, through building awareness and encouraging public

debate, to influencing actual decisions and actions taken by institutions, organisations and audiences.

This report is addressed both to people working within our organisation and to external stakeholders – viewers, clients, partners and anyone interested in a deeper understanding of the media's role in the world today. We perceive it as an invitation to reflect on how social responsibility and inclusive practices can become a natural part of everyday actions, both within and beyond the organisation.





In a world that is changing faster than ever, it is easy to fall into the trap of reacting to every new circumstance. We have chosen a different path – one grounded in what remains constant. For us, values are not slogans; they are a reference point for everyday work, our decisions and the relationships we build.

Respect, fairness, boldness, responsibility and empathy help us navigate even the most complex and uncertain situations. They allow us not only to grow as an organisation, but also to make a meaningful contribution to the environment we are part of.

This report is a record of that journey. We are pleased to share it with you as a summary of our activity between 2024 and 2026.

**Kasia Kieli**

**President & Managing Director, Poland and  
CEO of TVN**

# 02

## Inclusion Council

In our previous report, we have announced our intention to reinforce decision-making mechanisms in the diversity and inclusion areas. One of the key steps was the establishment of the Inclusion Council – a body that introduces a more structured and consistent approach to these efforts.

The Inclusion Council is an advisory and decision-making body supporting the organisation in building a broad, multi-dimensional perspective on both internal and external activities. Its role includes reviewing initiatives and processes, supporting strategic directions and formulating recommendations that strengthen consistency, accountability and a long-term approach.

The Council was established in May 2024, in alignment with global structures – as a local equivalent of a solution operating at the highest levels of Warner

Bros. Discovery. This ensures consistency with the company’s global direction, while fully reflecting the local context of TVN, the teams’ needs and the specifics of the Polish market.

It brings together representatives from Inclusion, People & Culture, Ethics & Compliance, Communications, the TVN Foundation, editorial standards and content production teams, allowing to combine employee, organisational, legal, communication and editorial perspectives – and to perceive these efforts not as separate projects, but as an integral part of how the organisation operates.

In practice, the Inclusion Council acts as a platform for exchanging perspectives and consulting key strategic directions. It supports initiative evaluation, helps identify areas that require attention, and enhances a consistent approach to inclusive policies across the organisation.



Current trends show that organisations are moving away from treating inclusion as an optional initiative and embedding it directly in business strategy – as a driver of innovation, performance and better decision-making.

There is also a growing focus on outcomes rather than intentions – on whether people actually feel psychologically safe and appreciated in their everyday interactions.

Today, inclusion is understood as a process rather than a one-time achievement.

**Natalia Włodarska**  
**Senior Manager Inclusion EMEA**

# 03

# Report Structure

This year's report was created out of the need to organise our consistent activities on many levels and across very different areas. Taking into account the scale of our involvement, we decided to base its structure on four pillars: **we educate, we support, we amplify and we connect.**

Each of them addresses a different dimension of our responsibility. We educate: because lasting change begins with knowledge and competencies. We support: because values should translate

into actual help and care for wellbeing. We publicize: because as a media organisation we can bring socially important issues into the mainstream. We connect: because we believe that the most lasting solutions are created through cooperation.

This structure guides the reader through our internal and external activities, presenting them as parts of one process. Our various activities are continuous in nature – we develop, scale and adapt them to the changing challenges, while maintaining consistency of values and direction.

**Regardless of the changing reality, we remain faithful to the values that define the direction of our decisions: respect, fairness, boldness, responsibility and empathy.**

The four pillars do not function independently – they create a process in which education builds awareness, support translates values into specific actions, publicizing gives them scale, and cooperation allows them to be sustained and developed. Ethical

and compliance mechanisms are also an integral part of this approach, supporting responsible decision-making, the protection of our people and the long-term credibility of the organisation.

It is precisely that combination which allows us to build a long-term, responsible impact on reality.

Combining internal and external activities is a key element of our approach – we believe that credible social impact begins within the organisation and is reflected in the content it creates.



# 04

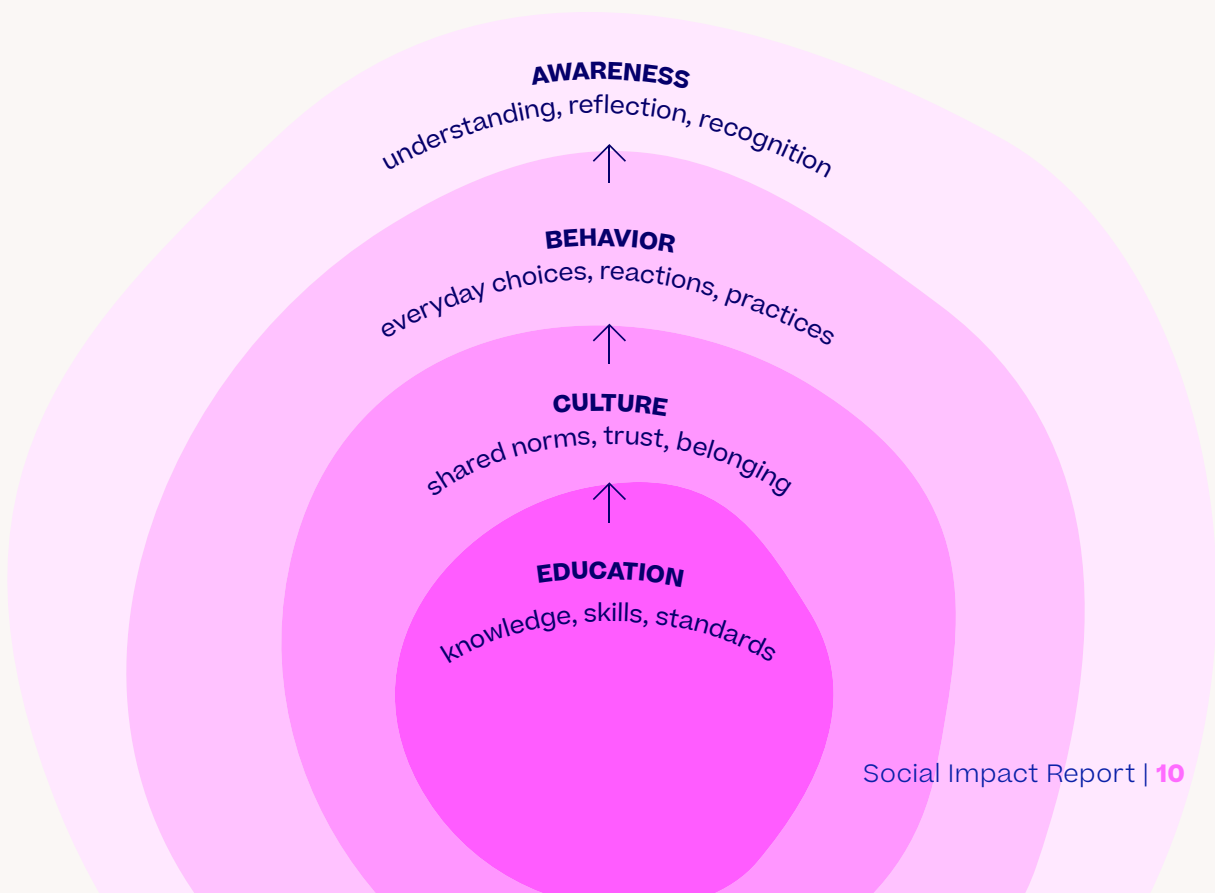
# We Educate

There is no lasting change without knowledge, dialogue and skills development. That is why we treat education as one of the foundations of our responsibility, both to the people across the organisation, and to the audiences of our content.

Through workshops, development programmes, events, employee resource group initiatives and reliable journalism, we create space for gaining a better understanding of today's challenges, and we reinforce the

standards of cooperation based on respect, attentiveness and responsibility.

We treat education as a starting point for change – it is what enables informed decisions, responsible leadership and an organisational culture based on understanding and cooperation. In the longer term, this translates not only into the way the organisation operates, but also into the quality of the content we create and its impact on audiences.



# Business Resource Groups in Action

Employee resource groups are an important element of building an organisational culture based on cooperation, responsibility and engagement.

They create space for addressing topics that matter to people across the organisation, developing competencies and initiating actions that have an actual impact on the everyday functioning of the organisation. They are also a natural space for educating the organisational

community on the specific needs and challenges faced by underrepresented groups, thereby increasing awareness, empathy and an inclusive culture.

**Our BRGs include GoGreen, WOW, DiverseAbilities and PRIDE – groups with different profiles and areas of activity, united by a common goal: reinforcing an inclusive, aware and responsible work environment.**



## **DiverseAbilities**

The **DiverseAbilities** group creates space for people with disabilities, neurodivergent persons and allies, focusing on building an accessible work environment. Key initiatives include, among others, celebrations of the Day of Persons with Disabilities and activities related to World Autism Awareness Day, carried out in cooperation with other groups. The group focuses on increasing awareness and advancing accessibility across the organisation.



Building an open and inclusive organisation begins with education – understood broadly: as the exchange of experiences, mentoring and the development of future skills. That is why we consistently support diverse groups, including women, by creating space for development, acquiring new skills, also in areas such as AI, and for learning from one another. It is the diversity of perspectives and continuous learning that allow us to grow as an organisation and as people.

**Agnieszka Maciejewska**  
**Group VP People & Culture**



## GoGreen

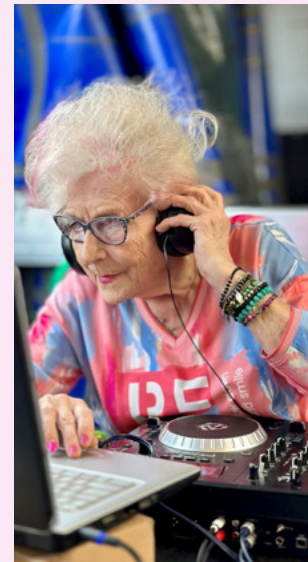
**GoGreen** focuses on environmental activities and increasing ecological awareness across the organisation. In addition to workshops and educational initiatives, the group engages in activities that bring tangible results, such as tree planting or initiatives around Earth Week. At the same time, it introduces and reviews solutions supporting more sustainable functioning of offices – including systems of reusable packaging for cleaning products, e-waste collections or actions limiting the use of single-use materials. Although those are often small changes in everyday functioning, at the scale of the organisation they translate into a substantial reduction of the environmental footprint and building more responsible habits among employees.





## PRIDE

The **PRIDE** group increases the visibility of the LGBTQ+ community and develops allyship competencies within the organisation. The group's activity focuses, among others, around Pride Month, creating space for dialogue, increasing awareness and supporting efforts to build a work environment based on respect, safety and equality. The organisation's presence at the Warsaw Equality Parade, which serves as a symbolic and visible expression of support for the LGBTQ+ community, is also an important element of the group's activity.





## WOW (Women of Warner Bros. Discovery)

The **WOW** group supports wellbeing, inclusiveness and psychological safety at the workplace, creating space for conversation about topics important from the perspective of people across the organisation. The key format of activities is the Women and Men's Month celebrated annually in March, combining education, development and wellbeing, regardless of gender. At the same time, the group engages in other initiatives within the organisation, focusing on reinforcing an aware, supportive work culture and building an open dialogue around mental health, relationships and communication.



# Women's Development Programmes

Supporting the development of women has for years been an important element of activities carried out at TVN Warner Bros. Discovery. We create space for strengthening competencies, building self-confidence, expanding professional relationship networks and informed career development – regardless of the career stage, role or business area.

Alongside internal programmes, we also support our managers' and directors' participation in external mentoring and development

initiatives, which allow them to broaden their perspective, benefit from the experience of leaders from outside the organisation, and improve their visibility in the broader business environment.

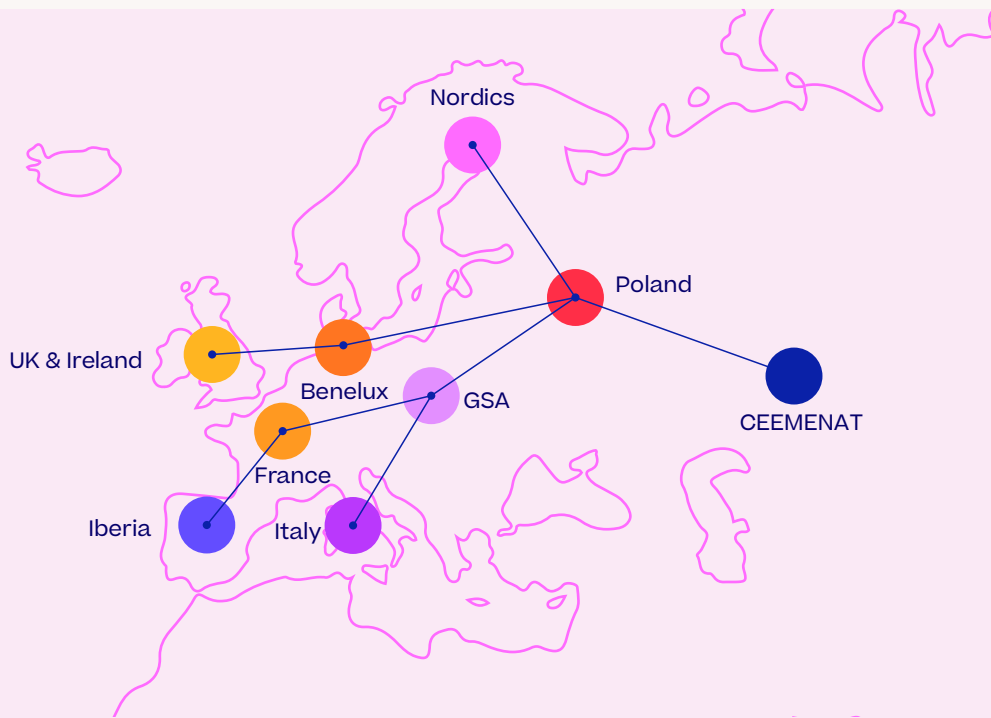
In Poland, two programmes play a particularly important role: Leading Women and Women's Wings. Each responds to slightly different needs, but both share the belief that the development of women empowers not only individual careers, but also the entire organisation.

## Leading Women

**Leading Women** is an internal development programme for women who do not hold managerial roles yet, but want to strengthen their position in the organisation, develop leadership competencies and build self-confidence. The programme combines work on development goals, communication, mental resilience and building visibility, and is complemented by networking and exchange of

experiences between participants from various areas of the company.

**Since 2021, 9 editions of the programme have been implemented in Poland, involving 180 participants. The success of the local format became the basis for its expansion in the EMEA region.**



In 2025, the first regional editions were launched, carried out in cooperation with the Inclusion team and WOW groups, covering 8 regions (including Benelux, France, Italy and Spain) and 153 participants in 11 groups.

The programme maintains its key elements – safe space, high substantive level and focus on actual women empowerment – while at the same time scaling as a model supporting the development of future leaders across the entire EMEA region.



## Women's Wings

**Women's Wings** complements the development offer for women working in Poland within international structures. The programme, conducted in English, is addressed to persons in managerial and analytical roles, and it supports the development of visibility, communication and relationship networks in an intercultural environment.

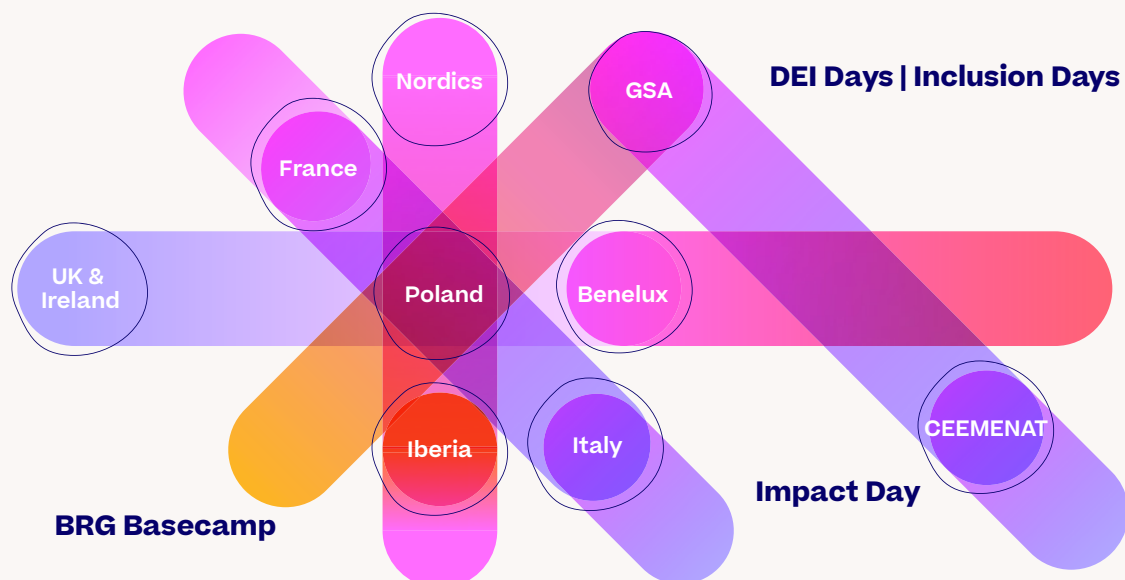
The pilot edition confirmed there is a high demand for such a format – 50 participants applied. By combining networking, mentoring and work on soft competencies, Women's Wings supports enhancing agency and exchanging experiences in the international organisational context.



# Bringing People Together Around Values

We believe that organisational values gain real meaning through shared experiences. That is why we create different kinds of spaces

that bring people together around diversity, inclusion and cooperation, reinforcing relationships and a sense of belonging.



## Impact Day

The annual **Impact Day**, a company-wide global day of volunteering, is an important element of building real-life impact through direct engagement of employees in community work. As part of it, teams from different locations

carry out projects responding to diverse needs – from supporting children and young people with difficult life circumstances through activities, environmental initiatives, collaboration with social partners and sharing knowledge.

The event brings together volunteering, relationship-building, and a sense of agency. It creates a shared space where seniors, people with disabilities, women with refugee experience, and others can connect and take

joint action. In doing so, Impact Day strengthens a culture of responsibility and collaboration, turning organisational values into visible, meaningful action within the community.”.





## DEI Days and Inclusion Days

**DEI Days** and **Inclusion Days** are recurring internal events enabling the celebration of diversity and awareness building within the organisation.

The first edition of **DEI Days** was organised in 2024, creating space for conversation about diversity and inclusion in the organisation. In subsequent years, the initiative has been continued and developed in the form of **Inclusion Days**, and the edition implemented in 2025 attested to the growing importance of this format and its role in building an organisational culture based on inclusion.

These events combine education with dialogue and experience exchange, supporting the development of inclusive competencies and a culture based on respect, empathy and openness. They also fulfil an important integrative function – empowering the community and allowing people to look at the organisation through the lens of the values that define it.

Additionally the Inclusion Days initiative that started off localised

to just Poland initially, became an inspiration for the activation to become regional across EMEA.

**The shared format of the events, implemented with the involvement of local BRGs and Inclusion and P&C (People & Culture) teams, allows to build a consistent approach to diversity and inclusion, while at the same time taking into account the specifics of individual markets.**









## BRG Basecamp – Integration in the EMEA Region

**BRG Basecamp** BRG Basecamp is an event that brings together leaders of employee resource groups (BRGs) from across the EMEA region. It provides a space for sharing experiences, strengthening connections, and building relationships across different markets and

communities. Celebrating the contributions and engagement of the BRG community is also a key part of the event. This helps reinforce a strong sense of community and highlights the value of grassroots initiatives within the organisation.

**The first edition brought together 70 people from 31 locations in Warsaw, creating space for workshops, strategic work and joint setting of priorities.**



# Building Future Skills

Development at TVN Warner Bros. Discovery is centred on people - their potential and their readiness to adapt and grow. As technology continues to transform how we work, communicate, and create content, building future-ready skills is essential. These include understanding and applying AI, adopting a digital mindset, and

strengthening critical thinking, creativity, and a willingness to experiment.

That is why we support people across the organisation both in developing hard skills and in building personal effectiveness, mental resilience and aware emotion management.

## AI LAB

One example of such an approach is the **AI LAB (AI Essentials and AI Managers) programme**, which is TVN Warner Bros. Discovery's strategic response to the accelerating technological transformation, and a substantial step towards building future skills. By combining education for the entire organisation with an in-depth programme for 400 managers, we have created a

shared knowledge base about AI, and facilitated the development of practical competencies for decision making, change management and responsible use of technology in business.

**AI LAB proves that at TVN WBD technology makes sense when it empowers people: their effectiveness, agency and preparedness for the future.**

At the same time, we develop managerial and leadership competencies, focusing on modern leadership based on trust, clear communication, cooperation improvement and boldness in leading teams through situations of uncertainty. The development of teams is also an important part of this process: reinforcing relationships, dialogue, feedback and agency. We use various forms of learning for this – from workshops and team coaching to

modern digital tools and digital storytelling. In that way we show that development is not an addition to work, but its integral part, enhancing competencies, wellbeing and the quality of cooperation.

At the same time, we pay particular attention to the responsible use of new technologies – so that they support the quality of content, strengthen team competencies and are used in an ethical and informed way.

## Digital Days

**Digital Days** is a cyclical internal event which creates space for building future skills by connecting technology, knowledge and experiences of people working in the organisation.

The event gathers people from different areas around topics such as AI, digital transformation and new work models, presenting practical solutions and projects developed within the organisation.



**A key element of Digital Days is the exchange of knowledge and inspiration, translating into effective business actions. It is precisely on the basis of Digital Days that the AI idea incubator was created, enabling the development of**

**innovative initiatives and the implementation of new solutions.**

The event also has an important integrative function – it brings together people with different competencies and perspectives who share a common goal: informed and responsible use of technology.



# News as a Driver of Social Awareness

As a media organisation, we do not restrict ourselves to reporting current events. The educational function remains one of the key dimensions of our operation: helping our audiences understand complex social, political and civilizational processes, as well as the consequences of today's decisions for the future of individuals and societies. Thanks to reliable journalism of the highest quality, we provide knowledge that enables better navigation through key challenges of the world today.

**We are particularly focused on health and climate, explaining their mechanics, social consequences and the need for change both at the systemic and individual level.**

The debate concerning the safety of children using bicycles and electric scooters which took place on TVN24+ gives an example of the real-life impact of our educational activities. It was during this conversation that the Minister of

Infrastructure announced publicly for the first time the upcoming changes in the law, implemented in 2025, introducing the obligation to wear helmets for those under 16.

The long-term endometriosis awareness raising action is another specific example of the educational and transformative role of journalism. After Magda Łucyan and Katarzyna Górniak's report and a book that followed it "Taka twoja uroda. Jak endometrioza niszczy życie Polek" ["It's Just How You Are. How Endometriosis Ruins Lives of Polish Women"], plus a series of conversations and debates on TVN and TVN24 channels, the Ministry of Health developed a systemic model for treating the disease.

The weekly "Debata" on TVN24+ remains an important educational format in which key social challenges are discussed in-depth – from mental health and domestic violence to child online safety or societal and economic changes.

Our educational role is also enhanced by consistent countering of disinformation. Using advanced fact-checking tools and a professional

journalistic workshop, the editorial team, and in particular the Konkret24 team systematically verify fake news circulating in the public space.

## Educating Through Digital Content and New Formats

Educating audiences takes place not only in our broadcast work, but also in the dynamically growing online space. We create formats that allow us to address socially important issues in an accessible, while at the same time in-depth way, responding to the actual needs of the audience.

The podcast “Chodzą słuchy” [“People Say”] is one example of such an approach – in it we combine an expert perspective with the experience of people facing a given challenge. In this way, we build knowledge based not only on theory, but also on authentic stories, giving the audience a better understanding of complex phenomena – from mental health and relationships

to social and technological challenges.

A video series published as part of “Dzień Dobry TVN” [“Good Morning, TVN”], such as “Lekcja wychowawcza” [“Homeroom Hour”], complements this approach: we give voice to young people and confront their experiences with the perspective of adults and experts. This creates space for a better understanding of the challenges of growing up and intergenerational relationships.

We also perceive education as sharing useful everyday practical skills. The series “Samobrona. Pierwsze kroki” [“Self-defense. First Steps”] can serve as

an example: through simple, accessible materials it boosts the sense of safety and builds awareness of how to respond in situations of danger.

**Thanks to the combination of expert knowledge, experiences**

**of protagonists and accessible digital formats, our educational activities become actual support in making informed decisions and coping with the challenges of the world today.**

# 05

## We Support

Organisational values gain practical meaning when they translate into specific actions, access to help and care for people. In this area, we show how we support the mental and physical wellbeing of our employees, respond to social needs and empower people who find themselves in particularly difficult situations. This support has both an internal and external dimension – from employee

programmes to long-term activities of the TVN Foundation.

Our activity in this area creates a coherent support system that combines access to professional help, preventive actions and building an organisational culture based on openness and attentiveness. As a result, support is not a one-off initiative, but a lasting element of the everyday functioning of the organisation.

# 25 Years of the TVN Foundation: Lasting Impact

The **TVN Foundation** focuses on combining direct support for young patients with creating lasting solutions supporting the healthcare system. Infrastructure investments play a particularly important role here – from the construction of new facilities to the modernisation of hospital wards across Poland.

The scale and continuity of these activities mean that the TVN Foundation not only responds to current needs, but also co-creates solutions of a systemic nature. Such a combination of direct support and long-term investments allows us to have a substantial impact on the availability and quality of healthcare in Poland.





25 years of the TVN Foundation is, above all, thousands of stories of children and families who have received help in the most difficult moments. It is also specific actions and multi-million projects: building hospitals, financing treatment for over 30,000 beneficiaries and developing psychological care throughout Poland.

From the very beginning, we wanted not only to talk about problems, but to truly change reality and, in line with our slogan – Build a Healthier World. A particularly important area of our activities is the mental health of children and young people.

We co-finance psychotherapy, create modern treatment facilities and psychological support centres, we have built the Centre for Psychiatry and Oncology, and currently we are launching the third large investment of the TVN Foundation at the Children’s Memorial Health Institute – “The Brain” – an innovative centre for the diagnosis and treatment of brain disorders in children. I believe that the greatest strength of the TVN Foundation is bringing people together around the idea of helping children and jointly building a better, more accessible healthcare system.

**Zuzanna Lewandowska**  
**President of TVN Foundation**

In the recent years, one of the Foundation's most important projects was the construction of the **Centre for Psychiatry and Oncology for Children and Adolescents** at the "Pomnik – Centrum Zdrowia Dziecka" Institute [The Children's Memorial Health Institute] in Warsaw. It is an investment combining psychiatric and oncological care, responding to the growing need for a comprehensive approach to children's health and setting new standards of treatment. Currently, the Foundation continues its

collaboration with the Children's Memorial Health Institute and is launching another construction: "The Brain", an innovative centre for diagnosis and treatment of children's brain disorders.

At the same time, the Foundation provides direct help to patients – financing the treatment and rehabilitation for more than **31,000 children**. Often then the Foundation is the only chance for access to therapies otherwise unavailable within the public system, or ones that require immediate financing.

**In response to the growing needs in the area of mental health, the TVN Foundation is developing a nationwide network of psychological support centres, increasing access to specialty care – especially in smaller towns. At the same time, it co-finances psychotherapy for children and support for their families, strengthening the system of psychological care and shortening the path to obtaining help.**



Initiatives engaging a wide group of partners and donors are also an important element of the Foundation's work. For years now, **The Charity Ball of the TVN Foundation** has been a space for bringing business and media communities around a common goal: supporting children requiring treatment and rehabilitation.

The Foundation also actively responds to current challenges and crises, engaging, among others, in

relief activities, as it did in **the case of the hospital in Nysa, destroyed by a flood**, by implementing special actions in response to the current needs of the healthcare system.

Thanks to the consistent combination of systemic activity and direct support, the TVN Foundation builds solutions translating into improvement of medical care availability and quality – both for individual patients and for the entire system.



# Employees Wellbeing and Support

At TVN Warner Bros. Discovery, we treat the development and wellbeing of employees as an integral element of the company's functioning. Building a work environment that supports both effectiveness and mental and physical health, we respond to needs arising from everyday work, but also from different stages of life and personal situations.

**We create a comprehensive support system that combines access to professional help with education and the development of competencies related to coping with stress and workload.**

The **Employee Assistance Program (EAP)** is its key element, providing 24/7, confidential access to psychological support, as well as legal and financial consultations – both for employees and collaborators, as well as their loved ones.

At the same time, we develop activities reinforcing mental resilience and everyday functioning. We implement the **MBSR (Mindfulness-Based Stress Reduction)** programme, complemented by stress reduction, emotion management and mindfulness workshops which support concentration, regeneration and awareness in responding in demanding situations.

Preventive healthcare is also an important element of our approach. The organisation implements regular medical check-ups and educational activities promoting healthy lifestyle, complemented by thematic initiatives such as meetings connected with cancer prevention (e.g. Movember) which increase health awareness and encourage preventive actions.

Our approach also takes into account the employees' diverse life roles and stages of development. We support people combining work with caregiving responsibilities through flexible forms of work, additional leave and solutions such as **Emergency Leave**, enabling responses in crisis situations related to caring for loved ones. At the same time, we develop educational activities in areas such as menopause and andropause, which helps to build a

more aware and empathetic work environment.

**Thanks to this approach, wellbeing in the organisation is a coherent support system that reinforces people in everyday functioning and responds to real challenges of the contemporary work environment.**



## Psychological First Aid Ambassadors Program (APPP)

The Psychological **First Aid Ambassadors Program (APPP)** is an important element complementing the system. The program was launched for the first time in 2021 and relaunched in 2024 as a pilot wellbeing initiative, within which a group of employees had been recruited and trained. Ambassadors operate on the basis of regular supervision and further training, which allows to maintain a high standard of support.

The program was created in response to the need of complementing professional forms of support with a more direct dimension – so that every person could, in a difficult moment, turn to someone they knew and trusted. Thanks to this, APPP supports building a culture of openness and makes reaching out easier.

The experiences from the pilot phase serve as the basis for the further development of the initiative which will be transformed into a broader community of mental health champions, even more firmly embedded in the everyday functioning of the organisation.

Such an approach allows to combine professional forms of support with the everyday presence and availability of help in the organisation.

**Thanks to this, we are building an environment in which seeking support becomes a natural element of functioning, and not a reaction to a crisis.**



# Media as a Force for Collective Support

The TVN and TVN24 newsrooms actively respond to **social, local and humanitarian crises**, engaging viewers in solidarity actions and showing specific, trustworthy ways of providing help. In moments of particular challenges, we activate the attention and energy of our audiences, increasing social empathy and a sense of shared responsibility.

The campaign **“Ciepło z Polski dla Kijowa” [„Warmth from Poland to Kiev”]** was an example of such an engagement: funds were collected for the purchase of power generators for the residents of the capital of Ukraine.

**We consistently support and give visibility to long-term initiatives, such as Szlachetna Paczka [Noble Pack] or the Great Orchestra of Christmas Charity, building social commitment around helping those in need.**

Another exceptional example of rallying the public opinion was **Łatwogang’s charitable action** – organised by an internet creator in cooperation with the Cancer Fighters Foundation, and widely reported and supported by the TVN and TVN24 newsrooms on air and online. The nine-day stream for children with cancer ended with a **record collection of PLN 282 million**. Our news materials contributed to broadening the campaign’s reach, boosting trust in the transparency of the fundraising, and maintaining the action’s presence in the mainstream public debate. The collected funds will translate into substantial support for children with cancer.

We also support audiences through content that allows to understand difficult situations and indicates possible ways out. The **“Uwaga!” [“Attention!”]** show combines intervention reporting with an actual impact

on its protagonists lives – the stories brought to light often lead to specific actions, from viewers’ support to responses from institutions.

We develop these themes in additional formats – podcasts and videocasts – which make it possible to deepen the context and combine the protagonists’ experiences with expert knowledge. In the **“Moc”** series we analyse the mechanics of violence and show ways out of difficult relationships, supporting audiences in coping with similar challenges.

Enabling direct contact with viewers is equally important –

reporter and expert helplines, which allow to obtain support or report one’s own case. This is how media become not only a source of information, but also an actual space for help and dialogue.

Such an approach shows that the media’s social responsibility is not only telling stories about problems, but also actively supporting people and translating the public’s attention into specific actions.

Our work proves that the media can play not just an informational role, but also actively support the process of responding to crises – combining getting public opinion’s attention with specific forms of help and rallying audiences to act.

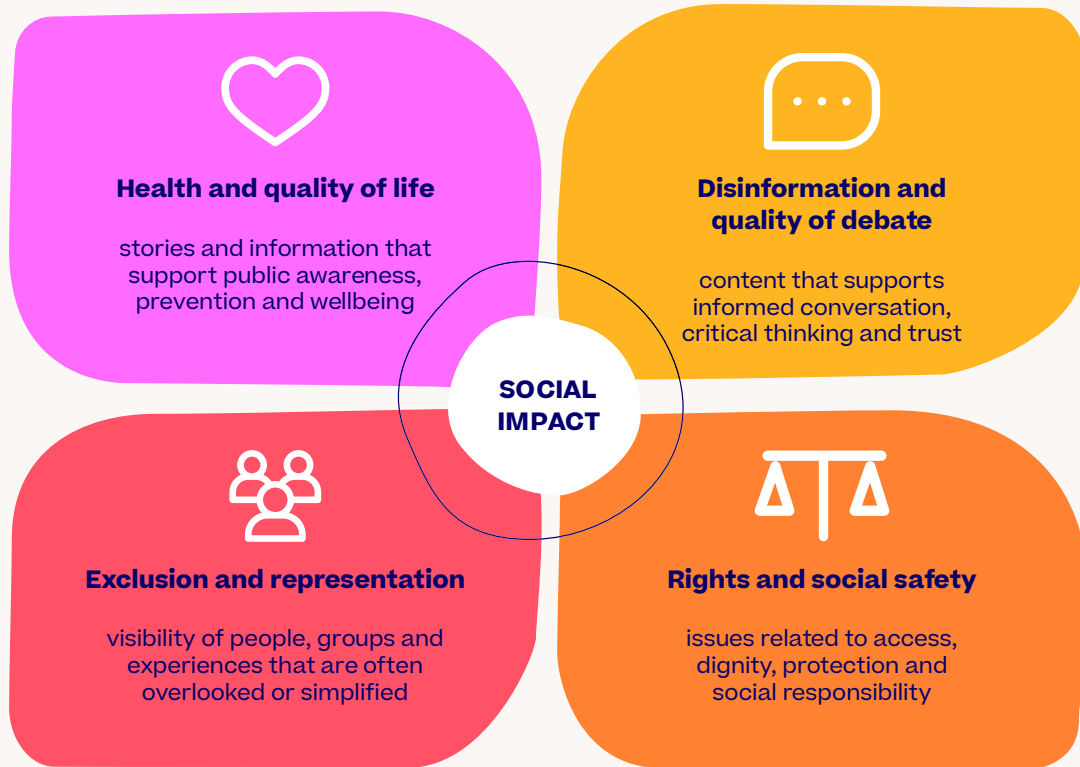


# 06

## We Publicize

As a media organisation, we have a unique ability to bring socially important topics into the mainstream public debate. We publicize issues that require attention, awareness and change – from health, climate and wellbeing,

to visibility of underrepresented groups and countering stereotypes. We use our reach, editorial competencies and format diversity not only to cover reality, but also to help in gaining a better understanding of it.



# Reliable Journalism: The Foundation of Social Impact

Publicizing socially important topics is based on high standards of journalistic work. We care about reliability, multi-source verification and the context of the presented information. We verify information before publication, fill in the blanks when new findings come up, we do not leave our viewers and readers without answers to important questions. This is how we build the trust of audiences and ensure high standards of the public debate. It is precisely verified, reliable information

that forms the starting point for effective publicizing of socially important issues – including ones that have, so far, remained on the margins of media interest.

In practice, our social impact is based on a repeatable mechanism – from bringing attention to an issue, through awareness-building and debate, to actual societal changes brought about by institutional actions or individual actions of the viewers.

## Investigative Journalism

Investigative journalism is an important element of our mission, carried out, among others, in the **“Superwizjer”** and **“Czarno na Białym”** [“In Black and White”] shows, as well as on the tvn24.pl portal and the TVN24+ service, based on long-term, in-depth reporting work.

The materials reveal abuse, systemic pathologies and civil rights violation cases, and through that they often become an impulse for institutional inspections, systemic changes and an actual improvement of standards of life in the society.



In everyday journalistic work, acting in accordance with the highest standards, providing reliable information in the proper context, and building a message based on values such as truth, integrity, independence and responsibility are of key importance.

### **Brygida Grysiak**

**TVN24 Presenters Unit Director / Executive  
Editor of Standards and Practices / TVN24  
Deputy Editor-in-Chief**

## Health and Quality of Life

**We consistently bring into the mainstream public debate issues that have been previously marginalised or overlooked.**

Issues such as menopause, andropause or endometriosis. Thanks to long-term publicizing and in-depth editorial materials, these topics have gained visibility in the public debate, contributing both to the increase of social awareness and to changes of a systemic nature.

## Fighting Fake News

Our approach also includes consistent enhancement of the quality of the public debate through countering disinformation. In particular, the **Konkret24** team uses advanced fact-checking tools and expert journalistic craft to verify information appearing in the public space and limit the impact of false narratives.

## Podcasts as a Powerful Format

New formats and communication channels extending this impact are also important elements, including podcasts, additional materials published on **TVN24+** and social media activity. We create diverse formats that enable deeper exploration of issues, developing them with additional contexts and reaching new groups of audiences which consume content in different ways.

Video series such as “**#BezCukru**” [**#NoSugar**] or “**Intymne rozmowy**” [**„Private Conversations”**] push boundaries in talking about experiences related to mental health, trauma, sexuality or exclusion, bringing them into a wider social debate.

A similar role is played by podcasts, such as **“Out Loud”**, which gives space to the LGBTQ+ community, allowing them to tell their own stories and build greater understanding among audiences, including their families and loved ones. In turn, **“Chodzą słuchy” [“People Say”]** combines publicizing of socially relevant issues with their in-depth analysis, juxtaposing different perspectives and engaging audiences in active discussion.

The show **“Uwaga!”** plays an equally important role and shows that bringing attention to problems can lead to actual changes – from interventions by public institutions to rallying communities around specific issues.

**Thanks to the combination of the highest journalistic standards, the experience of editorial teams and the diversity of formats, we do not only inform, but also, have a substantial impact on the shape of the public debate and the understanding of the challenges in the world today.**



# 25 Years of TVN24 – Close to People and What Matters to Them

25 years of TVN24 is not only the history of the creation of the first 24-hour news channel in Poland, but also of the transformation of television into a modern, multimedia platform that includes two television channels, a portal, the TVN24+ service, Fakty, streaming, numerous podcasts, original programmes and debates.

**By combining television, the digital space and direct contact with viewers, TVN24 consistently develops the way the media are present in public life – responding to the ever-changing needs and speed of information, and the expectations of audiences in terms of content form and quality.**

Celebrating its 25th anniversary, TVN24 set out on a unique birthday tour across Poland. Under the slogan “We are from here”, the channel’s journalists met with viewers and residents in

their hometowns. Together, they discuss issues that are important locally, and talk about what they are proud of. People connected with the given region are at the centre of attention – their stories, achievements, what they contribute to the development of local culture, science and social life. At the same time, the newsroom addresses local challenges and problems, which often spark a broader debate about issues important for people all around the country.





**All this shows that the role of news media is not restricted to reporting events at the national level, but also includes attentive listening to local experiences and perspectives.**

Including the experiences of local communities in the nationwide narrative allows for not only to reflect better on the complexity of reality, but also enhances the

sense of representation and visibility of different groups of audiences.

Thanks to this, TVN24 not only publicizes important issues, but does it in a way rooted in real-life experiences – creating a space in which the perspective of an individual becomes part of a broader story about the society as a whole.



25 years of TVN24 is a story of building trust based on reliable journalism, responsibility for words and boldness in asking difficult questions. Today, in a world where propaganda and disinformation increasingly attempt to replace facts, the role of media becomes more important than ever. In such an environment, it is not enough to be fast. One must be credible and rely exclusively on verified information.

## **Michał Samul**

**Group SVP – TVN News / TVN24**

**Editor-in-Chief / “Fakty” Editor-in-Chief**

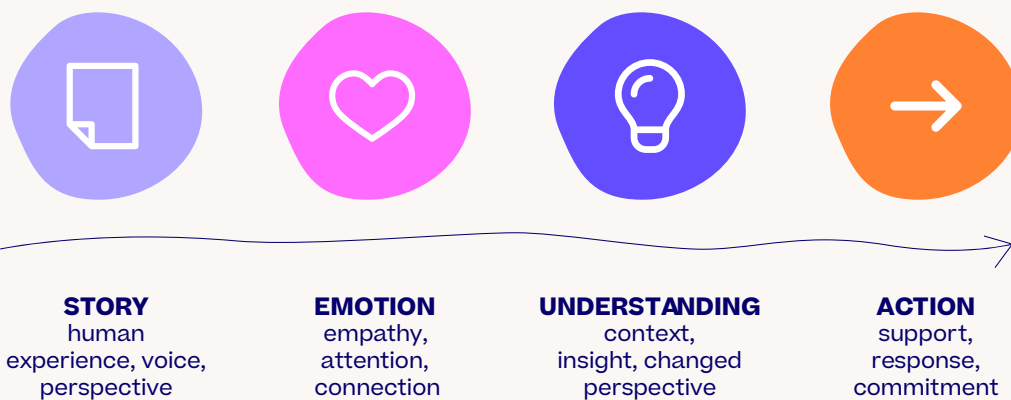
# Stories That Drive Change

We create content that reflects real-life experiences and responds to challenges faced by our viewers. In our productions, we knowingly address socially important issues – not only presenting them, but also embedding them in a broader context, taking into account the perspective that change is possible.

The power of our approach stems from a narrative based on closeness and authenticity.

The stories we tell are rooted in everyday life – in the relationships, emotions and decisions of the protagonists.

This makes them not only engaging, but above all credible and moving for viewers. It is precisely this credibility that allows us to build empathy for people and groups which often remain outside the mainstream of public attention, and help gain a better understanding of their experience.





Entertainment shows and series are no longer just a form of spending time – they have become an important way of telling the story of the world and its changes. We have an actual impact on what issues reach our viewers and how their attitudes are shaped. In our productions, we strive to reflect the diversity of our society and show that there is no single correct model – the world is complex, and its diversity is something worth to be noticed and empowered. We have repeatedly proven that boldness in addressing such topics works not only in terms of values, but also on air – because people in Poland are ready for diversity on screen, in all its dimensions.

**Lidia Kazen**

**TVN Channels Programming Director**

## Fiction Productions

In our fiction productions, socially relevant topics are present both on the level of individual stories and in long-term narrative threads that develop along with the characters. The **“Szpital św. Anny” [“St. Anna Hospital”]** series is a good example, as the show’s universe – as a space accessible to everyone, regardless of age, status or beliefs – allows to present a wide spectrum of social challenges.

Through the stories of doctors and patients, we address issues related to mental and physical health, the importance of support in the treatment process, but also to relationships, responsibility and social consequences of different attitudes. The themes covered

include, among others, aggression against healthcare workers, the way addiction can impact family life and the need for a second chance and a return to society.

At the same time, within individual stories, we draw attention to situations related to exclusion and inequalities. We present the barriers faced by the d/Deaf and hard of hearing community, the challenges faced by the LGBTQ+ community, or the stigma of people experiencing homelessness.

Thanks to this approach our productions not only reflect reality, but also help to understand it better – by showing perspectives that often remain unseen.





We consistently implement this approach across the entire programme portfolio. In the series **“Na Wspólnej”** [**“On Wspólna Street”**], we show the true consequences of hate and disinformation, emphasising their impact on the lives of entire families. In the format **“Detektywi”** [**“Detectives”**], in cooperation with community partners, we address the issue of safety and violence against women, and in **“Młodzi gliniarze”** [**“Young Cops”**], we draw attention to the problem of domestic violence and limited trust in the support system.

The feature film **“Dom dobry”** [**“Home Sweet Home”**], directed

by Wojciech Smarzowski, has become one of the most powerful projects of recent years – both artistically and in terms of social impact. The production has won five main awards of the Polish Film Awards Orły 2026, but its significance goes beyond that. The film has triggered a broad debate and proved how powerful strong, uncompromising stories can be when they reach a wide audience.

Our involvement in its distribution and promotion made this issue resonate more broadly in media, conversations and everyday reception. What was crucial, however, is that we did not stop at promotion.

**Together with the TVN Foundation, we have combined activities surrounding the film with support for Feminoteka, translating the emotions and attention of viewers into actual help for people experiencing violence. This is an example of an approach in which content becomes not the end, but the beginning of action.**

This perspective on the role of the media is also reinforced by our series productions. **Proud**, produced by TVN Warner Bros. Discovery for HBO Max, has already won the Grand Prix at the Series Mania festival in Lille and the award for Best Actor - even before its June premiere. This success proves that local stories can not only achieve international recognition, but also bring important issues into a broader conversation.



## Entertainment Programmes

Entertainment formats with a clear social dimension are also an important element of our approach. The **“Down the Road”** show defies stereotypes concerning people with the Down syndrome, showing their everyday life and relationships in a natural and prejudice-free way. The format **“Autentyczni”** [**“The Authentic”**], continued for three seasons, sensitises audiences to people on the autism spectrum, putting the flesh on their way of perceiving the world and others by engaging them in the roles of creators of a television show based on interviewing celebrities.

In turn, **“Babski Biznes”** [**“Girls’ Business”**] supports women in building professional and economic independence, showing how access to knowledge, tools and support can bring about actual change.

**Thanks to the responsible use of our reach and our consistent focus on socially relevant topics, the stories we tell do not end on the screen. Their purpose is meaningful impact - helping to build a more aware, empathetic and inclusive society.**



# Sports in Its Full Dimension – Diversity at Eurosport

At Eurosport, we implement a strategy consistent with our mission of responsible publicizing of events and building the visibility of different groups of female and male athletes.

**Eurosport, as part of Warner Bros. Discovery, consistently presents sports in a way that reflects the changing reality and growing importance of equality in competition.**

**The Olympic Games in Paris in 2024**, which achieved full gender parity among participants, as well as subsequent events – including the **Winter Olympic Games Milan-Cortina 2026** – constitute a breakthrough moment in the history of sports. Gender balance, visible both in the number of female and male athletes and in the events programme, is also reflected in the way these events are presented on Eurosport channels.

We consistently ensure that broadcasts include both women's

and men's competitions, and that the expert and editorial teams reflect the diversity of the sports environment. During the largest sports events, viewers can follow commentary and analyses led by recognised female and male experts, including outstanding figures of Polish sports.

Building this presence is not the result of one-off decisions, but of a long-term, intentional approach to development - one that includes women as experts, commentators and hosts.

**Equality on air requires not only selecting from the available talent, but also consistently expanding that pool - by inviting new voices, developing expert competencies and increasing the visibility of women within the sports environment.**

This enables building a lasting pipeline of talent, which naturally translates into more balanced representation on air.

We also implement equality in the way we present sport through our programming decisions. Eurosport has for years been a key channel for cycling fans, and in recent seasons it has equally highlighted women's races, broadcasting all competitions of the **Women's World Tour**. A similar approach applies to winter sports, to Grand Slam tennis, where women's and men's competitions are treated with equal attention and editorial engagement.

An important element of building an inclusive sports narrative is ensuring that the successes of female athletes are presented on an equal footing with those of male athletes, while consistently increasing their visibility in primetime slots. Audience interest

in such a narrative is evident in the growing viewership of women's sports events, which in many cases achieve results comparable to - or even higher than - their male equivalents.

Thanks to this, Eurosport not only covers sports events, but actively shapes the way they are being perceived - enhancing the visibility of women in sport, promoting equality and building a more balanced and representative media space, both on screen and behind the camera. This is also reflected behind the camera - for example, women make up 33% of the engineering staff in the station's technology team, demonstrating that our inclusive approach extends across the entire process of creating and delivering broadcasts.



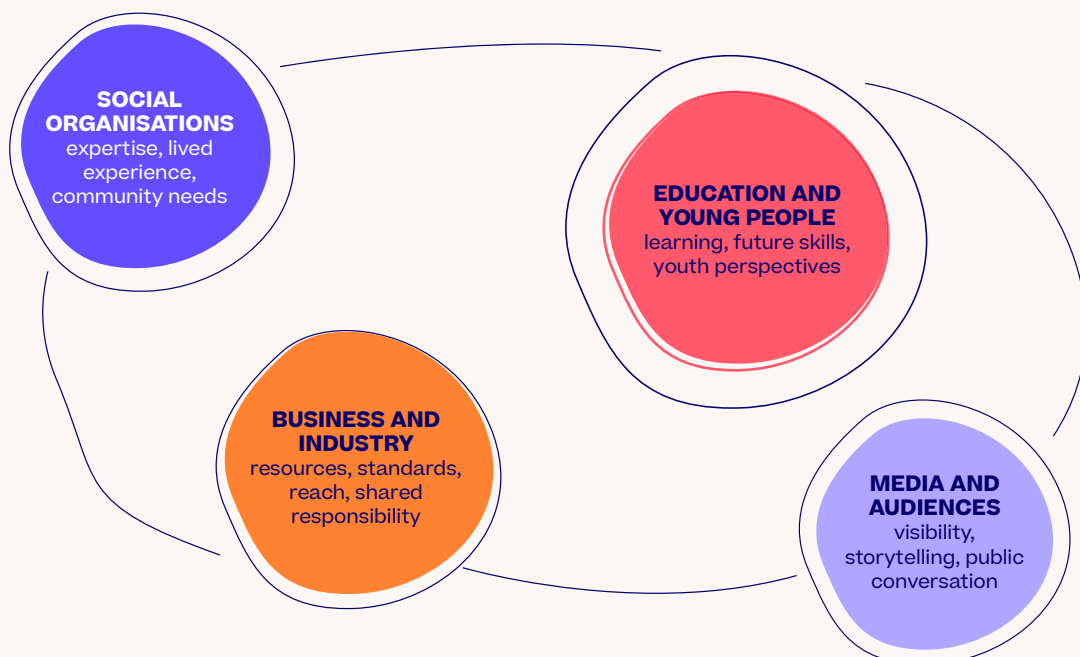
# 07

## We Connect

We believe that an organisation's responsible impact on reality is built through cooperation. That is why we connect people, teams, expert environments, community organisations and partners who share the conviction that change requires joint action. In this area, we show how we translate ideas into practice - by building partnerships, supporting social initiatives, empowering diverse groups and creating space for dialogue where trust,

attentiveness and a sense of shared responsibility are especially called for.

Partnerships allow us to act more broadly and more effectively – combining media competencies with expert knowledge and the experience of community organisations. Thanks to this, it is possible not only to highlight issues, but also to co-create solutions that respond to actual needs.





The most important partnerships are those that translate into specific actions and shared responsibility for their effect. That is why we consistently combine our media competencies with the experience of community organisations and initiatives developing young talent – from long-term cooperation with WOŚP, through activities carried out jointly with the Forum for Responsible Business, to presence in projects and events supporting the development of young people. Thanks to this approach we not only create individual initiatives, but build relationships that over time enable action in a more systemic way and on a larger scale. It is through such cooperation that substantial change is created.

**Jan Mróz**

**VP Communication & Public Affairs Division Director**

# Partnerships with Social and Industry Organisations

Building long-term social impact is based on cooperation with community organisations, institutions and industry partners.

**We combine our media competencies with the experience of partners in order to jointly respond to real community needs, reinforce standards of**

**responsible business and engage audiences in activities that have a tangible impact on reality.**

These partnerships allow us not only to act more broadly, but above all more effectively, translating reach and attention into specific results.



## The Great Orchestra of Christmas Charity (WOŚP)

One of our most important and long-term partnerships is the cooperation with the Great Orchestra of Christmas Charity. As the main media partner for over a decade, we support the Orchestra by providing full production service of the Finale and a widespread presence of the event on our channels and digital platforms.

Every year, hundreds of people from different areas of the company are involved in the organisation of the Finale – from production and technical teams, through editorial teams, to digital and promotional teams. We support WOŚP not only with our media competencies, but also financially and through the

active involvement of our creators and stars in charity auctions.

Thanks to this cooperation, we can not only cover the Orchestra's activity, but also co-create its scale and public reach, engaging millions of viewers in helping and building lasting mechanisms of solidarity.



## Miniciti

We have developed a long-term partnership with Miniciti – an educational “city for children”, in which the youngest ones play and learn about different professions and functioning in society.

Miniciti operates as a community business – an undertaking combining commercial goals with an educational and public mission, in which generated funds are used to equalise opportunities.

Thanks to free visits, the offer is also accessible to children from children’s homes, community centres and families facing

difficult life circumstances, and the educational activities help develop future skills as well as civic and prosocial attitudes.

As part of the partnership, a TVN studio was created, giving children the opportunity to discover the real world of the media and to learn about critical thinking and the responsible use of media messages.. The reach of the project is enhanced by our on-air and digital activity, which allows the Miniciti’s mission to reach a wide audience.



## Forum for Responsible Business (FOB)

Another important area of our activity are actions aimed at reinforcing standards of responsible business, carried out in cooperation with the Forum for Responsible Business. As signatories of the Diversity Charter, we actively participate in initiatives promoting inclusion, equality and responsible practices at the workplace.

Examples of such involvement include our participation in the Diversity IN Check study, cooperation in environmental activities and our participation in initiatives such as the Diversity Charter Award. The latest edition of the Diversity IN Check study in 2026 placed our

organisation among the most advanced employers in Poland in the area of diversity and inclusion management, which is an important validation of the advancement of our activities in this area – we not only to develop our own standards, but also co-create directions of change in the broader business environment in Poland.

Cooperation with the FOB allows us to act in a systemic way – as part of a larger community of organisations which jointly define and elevate standards of responsibility, enhancing the role of business as a partner in solving societal challenges.



## Other Partnerships and Industry Cooperation

Our activities also include cooperation with a broad group of organisations, institutions and expert communities – both societal – and industry-related. We are present in educational, cultural and business initiatives, collaborating with, among others, institutions such as the POLIN Museum or the **“Pomnik – Centrum Zdrowia Dziecka”** Institute [Children’s Memorial Health Institute], as well as with universities and organisations supporting the development of competencies and social research.

At the same time, we work together with industry and business organisations, such as IAA, IAB, SAR, the Polish Advertising Council

or the Lewiatan Confederation, co-creating standards for the media and advertising market and supporting the development of responsible communication.

We also participate in international and business initiatives, within AmCham or chambers of commerce, and cooperate with organisations supporting the development of digital and technological competencies. Thanks to the diversity of our partnerships, we have increased our presence in key social and business areas, building a network of relationships that enables more comprehensive and long-term action.

# Media as a Space for Dialogue

In a polarised reality, one of the media's key tasks is creating space for a fair and pluralistic public debate. In our editorial work we strive to connect different perspectives and build dialogue, instead of deepening divisions.

We actively participate in the works of the **Polish Media Council**, supporting initiatives for media freedom and high journalistic standards.

**At the same time, we develop tools which increase trust in**

**media, such as the Diversity Tracker which enables to monitor the representation of different sides of the public debate on TVN24 and helps to create a more balanced and inclusive space for conversation.**

Thanks to all that our newsrooms are not only of a source of information, but also a platform for public dialogue, helping to build a sense of community and reinforcing democracy.



# Co-Creating Industry and Expert Content

Cooperating with organisations that support young people in developing future skills and intentional career-building is becoming an increasingly important area of our work. We treat these partnerships as a natural extension of our role – wanting not only to inspire and share knowledge, but also

to create space for gaining experience and discovering the reality of work in the media industry. At the same time, they are a source of new perspectives for us and a way to identify and develop young talent that may in the future become an active part of our organisation.

## Our Future Foundation

We cooperate with **Our Future Foundation**, an organisation which supports young people in developing competencies useful on the global labour market. Our involvement includes sharing expert experience and participation in initiatives such as Our

Future Forum, which combine education with business. This allows young people to gain a better understanding of the requirements of the contemporary market and plan their next steps in an informed way.



## I Am a Leader (Vital Voices)

We are also involved in the **I Am a Leader** programme, carried out by the Vital Voices Foundation, supporting the development of young women and enhancing their leadership competencies. Through mentoring, sharing expert knowledge and

experience, we help build self-confidence, agency and readiness to take on leadership roles. This programme fits into our long-term activities aimed at reinforcing women at different stages of their professional development.



## Girls Future Ready

We support the **Girls Future Ready** initiative – its goal is to prepare young girls for entering the labour market through developing future skills such as digital, communication and leadership competencies. We focus on inspiring participants,

introducing them to the reality of working in the industry and presenting diverse development paths. By doing that, we create space that helps discover potential and make informed career decisions.



# Presence at Job Fairs and Industry Events

Active presence at job fairs and industry events that connect the world of education with the labour market is an important complement to our work in supporting young talent.

We participate in initiatives such as **Perspektywy Women in Tech, Beyond Labels, Media Przyszłości [Media of the Future]**, Poland 2.0 or Our Future Forum, reaching out directly to students and people beginning their professional careers.

**Our presence makes it possible not only to present the specifics of work in the media and technology industry, but also to continue a dialogue with the younger generation in order to gain a better understanding of their expectations, needs and perspectives of the labour market's future.**



Internship programmes and early talent initiatives form another important element of our approach to working with young talent. They enable participants to gain their first professional experience through direct involvement in projects and collaboration with teams, giving them a clearer understanding of what it means to work within an organisation of this scale.

For us it is a way of not only supporting the development of young people at the beginning of their career, but also creating a pipeline of informed and diverse future talent. It is also an important space for building the organisation's recognition as an employer and for identifying people who may develop their careers at Warner Bros. Discovery in the future.



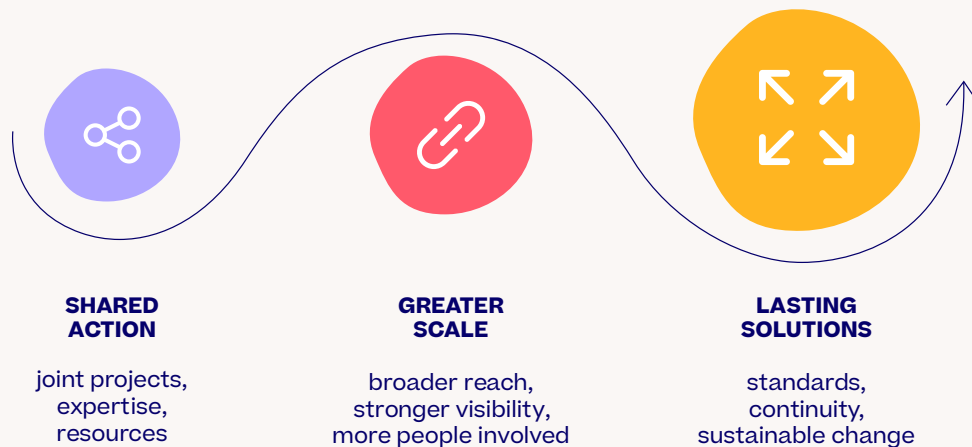
# Co-Creation of Industry and Expert Materials

We are also engaged in developing knowledge and market standards by co-creating expert materials and industry publications. We share our experience and expertise in areas such as inclusion, psychological safety and allyship, cooperating with organisations and initiatives which are setting directions of change in business.

## Activities that develop a practical understanding of allyship

**in the workplace play a particularly important role, fostering attitudes that support the creation of inclusive environments and amplify the voices of underrepresented groups.**

Our presence in industry reports and publications makes it possible not only to share experience, but also to co-create standards of a more responsible and inclusive business.



# 08

## Awards and Honourable Mentions

Our work in the area of social responsibility, inclusion and building organisational culture has been recognised in industry competitions on a regular basis, covering both communication and actual social impact as well as the development of the work environment.

**The DEI report of TVN Warner Bros. Discovery was recognised in one of Poland's most important industry competitions – it received an award in the Złote Spinacze 2025 competition, and received an honourable**

**mention in the PR Wings competition, which validates its quality both in terms of substance and communication.**

The active role of the organisation and people associated with TVN Warner Bros. Discovery has also been recognised by the **Polish Diversity Awards**, with the title of Diversity Ambassador awarded to Dorota Wellman,, and honourable mentions for initiatives and projects supporting inclusion.

Work on behalf the LGBTQ+ community is also an important area of recognition. The Diversity

& Pride employee group was honoured with the **LGBT+ Diamonds award** in 2024, which is an important validation of the effectiveness of its activity and role in building an inclusive culture in the organisation. At the same time, in this year's edition of the competition and accompanying events, our representatives were actively present – both through participation at the conference and gala, as well as their involvement in activities supporting their organisation, which emphasises the continuity and long-term nature of our commitment in this area.

Our activity is also reflected in nominations and honourable mentions by initiatives such as the **Korony Równości [Equality Crowns]** – both our work on behalf of the visibility and equality of the LGBTQ+ community and individual journalistic efforts addressing this issue have been recognised. Tomasz Marcin Wrona was nominated for the TV report “Queer In a Small Town”, which gives a voice to LGBTQ+ people living far away from large cities, and thus contributes to enhancing the visibility of their experiences in the public debate.



Awards and honourable mentions granted by systemic and industry organisations are also an important element. As part of cooperation with the Forum for Responsible Business, the TVN Foundation project **“Zdrowie w Głowie” [“Head Health”]** was recognised, among others, especially for its importance in building awareness and social support.

Our approach to building a work environment based on respect, wellbeing and development has also been recognised in rankings and employer branding competitions, such as **Friendly**

**Workplace**, the **“Forbes – Best Employers”** ranking and the **Handshake Early Talent Award**, highlighting activities for young talent.

Individual journalistic work also gains recognition for addressing socially important topics. Piotr Jacoń, a TVN24 journalist, has been repeatedly awarded for interviews and materials addressing issues of identity, equality and the rights of transgender people. In 2025, he received the Grand Press award in the Interview category for conversations he had conducted on TVN24, and in 2026 he was



honoured with the Special Award of the Festival Director during the 20th edition of the FilmAt Festival for his interview with Prof. Ewa Pobłocka in the “Bez polityki” [“No Politics”] show. In 2024, he received the Diversity Ambassador title, awarded by the “My Company Polska” monthly, emphasising his consistent commitment to tackling taboos and building greater visibility of transgender people in the public space.



# 09

## Looking Ahead

We believe that the role of responsible media will become even more significant in the coming years, not only in the information and entertainment context, but also in shaping attitudes, social awareness and the way in which we understand the changing world.

The social responsibility of a media organisation does not stop at what we talk about and what we bring attention to. What matters is how we make difficult decisions, how we respond to irregularities and how we protect people in situations that carry legal, ethical and reputational risks. It is in these moments that the organisation's integrity reveals itself in real life, understood as the ability to make the right decisions, also when they are not obvious.

Our ambition is to develop the company in a way that naturally combines business responsibility with everyday decisions, both in the area of the created content, and in how we function as an employer and a partner for our stakeholders. In this approach, building consistency between what we communicate and how we act is crucial for us – in organisational culture, relationships and the way we conduct business.

In a world of increasing complexity and dynamic changes, the role of the media as a responsible participant in public life will continue to grow. We believe that the future belongs to organisations able to combine reach with responsibility, and impact with awareness of its consequences.

We want to develop our activity based on three interpenetrating perspectives: responsible content, sustainable approach to production and informed management of the organisation. It is at their intersection that actual impact takes place – both societal and environmental.

**We see our role in creating space for discussion about the challenges of the world today, in a way that is inclusive, accessible and based on knowledge. We want to use the power of our platforms to increase awareness in areas related to social and environmental responsibility and to support the audiences' aware choices.**

At the same time, as an organisation, we strive for responsibility to be an integral part of the way we operate – from work culture, through relationships with partners, to the development of new solutions and technologies. Our goal is to build a stable, ethical and open organisation that is able to respond to change and co-create a more sustainable future.

In the coming years, we especially want to develop a responsible approach to content creation, reinforce an organisational culture based on wellbeing and inclusive practices, expand the scale of partnerships, and make even better use of new technologies in an informed and responsible way.



For us, social responsibility is not a separate area of activity – it is a way of thinking about how we create content, how we work and what role we want to play in society. It is precisely in this consistency between business and actual impact that we see the greatest value and the direction of our development. We believe that this approach allows us not only to better respond to the challenges of the contemporary world, but also to actively co-create its more aware and responsible future.

**Rafał Mikołajczyk**

**Senior Director, Internal Communications & CSR**

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WARNER BROS.  
DISCOVERY



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DISCOVERY

Inclusion