



INNOVATION IN THE NAME OF TRADITION

SUSTAINABILITY REPORT 2019

RK CELJE
PIVOVARNA LAŠKO

INNOVATION IN THE NAME OF TRADITION

SUSTAINABILITY REPORT 2019

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VISION AND PHILOSOPHY

SPORTING CLUBS ARE SOCIAL AND FINANCIAL INSTITUTIONS AS WELL AS SPORTING INSTITUTIONS, SOMETHING THAT DATES BACK TO THEIR ORIGINS AS ONE OF THE PRINCIPAL AGENTS THROUGH WHICH COLLECTIVE SOCIAL IDENTITIES WERE CREATED AND REINFORCED.

For any organisation to be successful today, it is crucial to ensure that all of the organisation's stakeholders – from employees to customers and investors – have a clear line of sight as to the strategy and performance, good or bad. Transparent leadership is the key to fostering a culture of trust between leaders and their stakeholders. When leaders are transparent, problems are solved faster. In addition, a culture that values transparency in the workplace breeds engaged employees and stakeholders at large, which means better, stronger relationships within the community where an organisation operates and more opportunities to adopt innovative solutions.

Rokometni klub Celje Pivovarna Laško (RK CPL) has traditionally been closely connected with the local community where it operates and is also socially responsible. The club is very aware of its Corporate Social Responsibility (CSR) for the consequences of its actions and has therefore strongly anchored its commitment to CSR in its philosophy. It wants to be seen as a responsible player both nationally and internationally, and to therefore consolidate its leading position in handball on and off the court.

The central communication instrument for CSR is this sustainability report, which handles the most important topics for which RK CPL is responsible. The report is aimed at creating transparency and helping readers to understand the development steps undertaken by the club. RK CPL recognises the potential of handball in action and through this report, the club wants to elaborate on the intrinsic values of the game, teamwork and inclusion, embedded at the core of the business. RK CPL's fundamental principles include a commitment to promoting ethics in sport, while behaving in a way that is in line with the core values expressed in the founding statute. For RK CPL, pursuing sustainability goals means not only telling the stakeholders how the club operates, but also establishing clear plans for improvement and innovation as the *modus operandi*. The main goal is focused on innovation through digitalisation in order to improve the quality of the sport and fan performance, and always investing in young talent. In line with the organisation's statute and through everyday endeavours, the club promotes their core values.

**ROKOMETNI KLUB CELJE
PIVOVARNA LAŠKO (RK CPL)
HAS TRADITIONALLY BEEN
CLOSELY CONNECTED WITH
THE LOCAL COMMUNITY
WHERE IT OPERATES
AND IS ALSO SOCIALLY
RESPONSIBLE.**



Sustainability is important for the club because it is embedded in the core values:

- Respect, pride, ambition, team, game, fair play and teamwork – how talent is developed into winners.
- Social responsibility and health are the club's way of life. With pleasure and according to possibilities, the club is always supportive of organisations that, with good work and advanced thinking, create a better world.
- Sponsors and other stakeholders of the club are important partners that provide the club with quality and professional cooperation, and development at the highest levels of the sport.
- All of the club's stakeholders build and respect the highest ethical values, giving Slovenian and European handball an important role.

It is because of this and the club's efforts and professionalism, that RKCPL are the only male Slovenian club, with the highest European laurel, that regularly participates and wins in the national and international sporting environment.

RKCPL GOALS

CLEAR VISION

TRANSPARENT LEADERSHIP

LOCAL COMMUNITY

DEVELOPING HANDBALL POTENCIAL

THE MAIN GOAL IS FOCUSED ON INNOVATION THROUGH DIGITALISATION IN ORDER TO IMPROVE THE QUALITY OF THE SPORT AND FAN PERFORMANCE, AND ALWAYS INVESTING IN YOUNG TALENT.



SUSTAINABILITY AS A DRIVER FOR CHANGE

Innovation is not only the most important attribute for open collaboration and dialogue, at RKCPL it is also the gist of sustainability. Under the leadership of RKCPL, sustainability means a focus on innovation and further development of the club's tradition to nurture and develop young players. In addition, sustainability also means open dialogue with stakeholders, consistent engagement with the local community and deeper identification within the territory where it operates. RKCPL's first sustainability report presents information about the club's social engagement and shows what is being done in the areas of fundamental importance to the club, such as education, integration, the environment and health.

A proactive attitude to sustainability implies a holistic approach to all the activities the club undertakes. Sustainability is an opportunity to create more shared value and potentially generate revenue by identifying any operational inefficiency, resolving reputational issues and better positioning the club vis-à-vis its stakeholders and the handball community. For a sporting club, value creation takes place through its players, its technical competence, its infrastructure, its human capital and the capacity to communicate what it is doing. Competitiveness is directly related to the development of the reality where the club exists, in line and in cooperation with stakeholder expectations.

With this move, the club seeks to not only emphasise how seriously it takes both engagement with sustainability and the reporting thereof in all respects, but also to show RKCPL's stakeholders a picture of the different activities that make a positive impact on the topics relevant to all. To this end, the club has decided to make the report available in Slovenian and English. Should there be misunderstanding or ambiguity, the Slovenian version prevails over the English version.

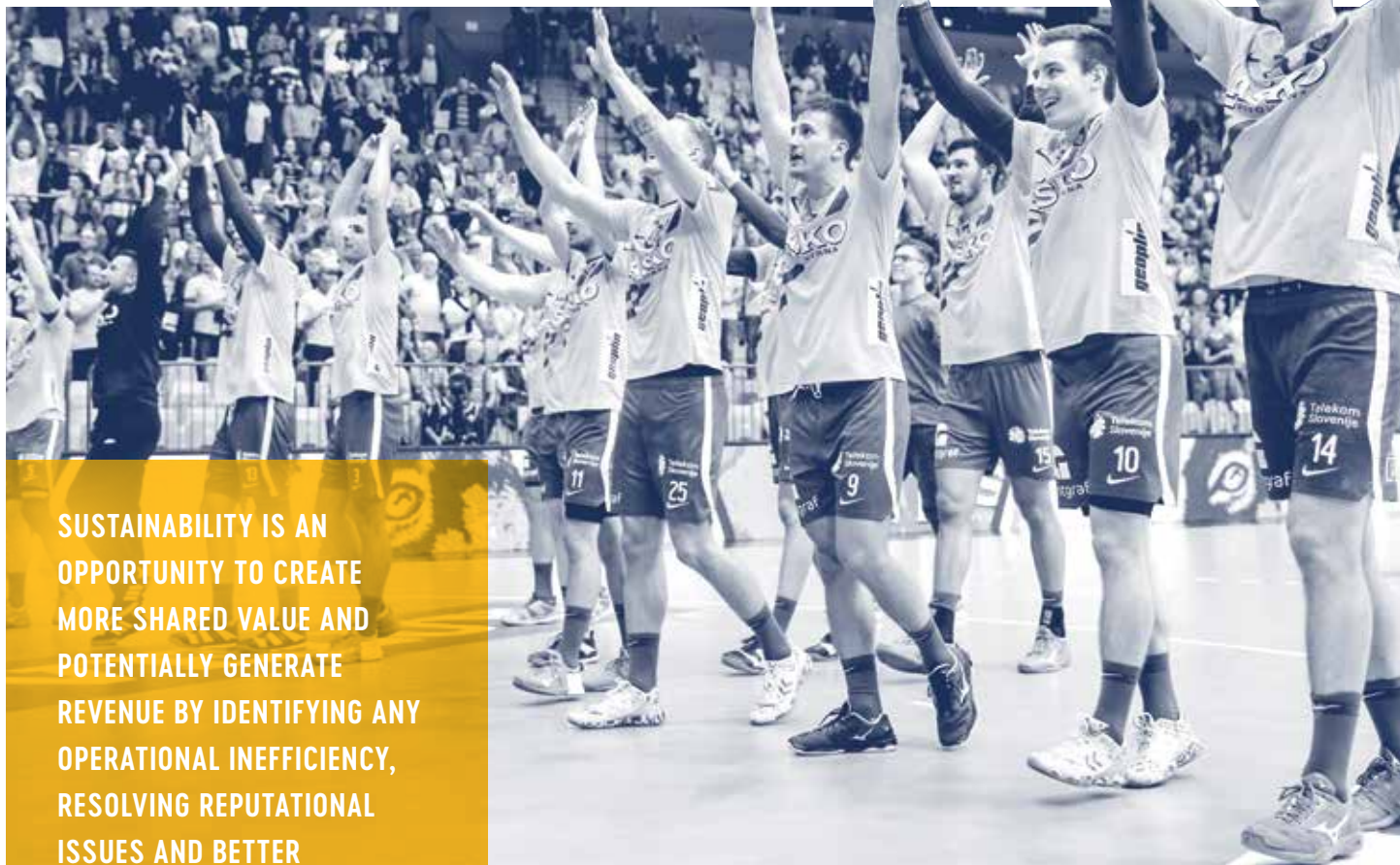
RKCPL GOALS

TO INTEGRATE INNOVATION AND TRADITION

TO TAKE A HOLISTIC APPROACH

TO CREATE VALUE

PLAYERS, TECHNICAL SKILLS,
DEVELOP HUMAN CAPITAL



SUSTAINABILITY IS AN OPPORTUNITY TO CREATE MORE SHARED VALUE AND POTENTIALLY GENERATE REVENUE BY IDENTIFYING ANY OPERATIONAL INEFFICIENCY, RESOLVING REPUTATIONAL ISSUES AND BETTER POSITIONING THE CLUB VIS-À-VIS IT'S STAKEHOLDERS AND THE HANDBALL COMMUNITY.



STRUCTURE OF THE REPORT AND METHODOLOGY

This sustainability report is the first of its kind published by a handball club affiliated with the Slovenian Handball Association (Rokometna Zveza Slovenije). As such, it is an innovative project that strives to set benchmarks for the dialogue with anyone who has an interest in the club's success and future growth. It highlights the fact that Rokometni klub Celje Pivovarna Laško considers the subject of sustainability an integral part of its activities, in line with the club's interaction with its stakeholders. In other words, this document provides a bundled overview of the team's achievements and represents the first phase of regular sustainability reporting. It is intended for fans, employees, partners, sponsors and all stakeholders, as well as all NGOs, organisations and representatives from society and business who are interested in advancing the role of sustainability in sport.

This first milestone for further engagement with stakeholders will inevitably strengthen the club, develop good practices in the management of stakeholders and create a more stable, credible, resilient and professional environment. The result will be another step toward forging an ever-better place for young talent to flourish, a trademark of RKCPL. While making public the full spectrum of RKCPL's activities to underscore the broad



THE RESULT WILL BE ANOTHER STEP TOWARD
FORGING AN EVER-BETTER PLACE FOR YOUNG
TALENT TO FLOURISH, A TRADEMARK OF RKCPL.

THE REPORT HIGHLIGHTS THE FACT THAT
ROKOMETNI KLUB CELJE PIVOVARNA LAŠKO
CONSIDERS SUSTAINABILITY AN INTEGRAL
PART OF ITS ACTIVITIES, IN LINE WITH THE
CLUB'S INTERACTION WITH ITS STAKEHOLDERS.



social value of the club, there has been no deliberate preselection or restriction. The content is based on talks and discussions with the members of staff responsible for managing the club's daily operations.

Reflecting the requirements expected of a sustainability report, a classic reporting structure has been chosen. Along these lines, the club has identified materiality issues that are pertinent to its activities. Materiality refers to how RK CPL determines the relevance of issues to address and report on. The steps that have contributed to the construction of this process range from everything that the club has done in terms of sustainability to the identification of key subjects for RK CPL; from dialogue with internal stakeholders to the wide array of activities for involving external stakeholders. This setup has therefore allowed the company to identify the specific key performance indicators for each materiality issue, which will be used to monitor how the club is operating to reach its goals.

STRUCTURE

This document is divided into two major parts. The first sets the stage and describes the vision of the club, its values, mission and philosophy with a description



of its history. This part is enriched by presentation letters from the president of the club, the presidents of the Handball Association of Slovenia and European Handball Federation, the club's main sponsor, and the mayor of the Celje where the club is based.

The second part deals with materiality issues that pertain to the club's life. Materiality issues are the core features of sustainability and they are identified through the internationally accepted reporting standards of the Global Reporting Initiative (GRI). The club has identified four materiality issues relevant to its life and they are:

1. Investing in Young Talent ,
2. Innovation for Development,
3. Corporate Social Responsibility (CSR)
4. Structure of the Club

For more information and news about these topics and the team's endeavours, please visit the club's website at <https://www.rk-celje.si/sl/>.


NOTE ON METHODOLOGY

This report has been prepared in accordance with the Global Reporting Initiative (GRI) guidelines and standards, which represent global best practice for reporting publicly on a range of economic, environmental and social impacts. Sustainability reporting based on GRI Standards provides information

about an organisation's contribution to sustainable development. The GRI Standards are the first global standards for sustainability reporting. They feature a modular, interrelated structure and are designed primarily to be used as a set to prepare a sustainability report focused on material topics. Preparing a report in accordance with the GRI Standards provides an inclusive picture of an organisation's material topics, the related impact and how they are managed.

More specifically, the present report has been prepared in accordance with GRI 102: General Disclosures 2016, which set out reporting requirements on contextual information about an organisation's profile, strategy, ethics and integrity, governance, stakeholder engagement practices, and reporting processes. The disclosures in GRI 102 provide the context for subsequent, more detailed reporting using other GRI standards, should the organisation decide to do so. Contextual information about an organisation is important to help stakeholders understand the nature of the organisation and its economic, environmental and social impact.

Rokometni klub Celje Pivovarna Laško (RK CPL) is the official name of the organisation which is the subject matter of this report. The terms 'handball team', 'club', and 'organisation' have been used interchangeably throughout the report, despite the formal name identifying and defining the legal entity "klub". This



MORE SPECIFICALLY, THE PRESENT REPORT HAS BEEN PREPARED IN ACCORDANCE WITH GRI 102: GENERAL DISCLOSURES 2016, WHICH SET OUT REPORTING REQUIREMENTS ON CONTEXTUAL INFORMATION ABOUT AN ORGANISATION'S PROFILE, STRATEGY, ETHICS AND INTEGRITY, GOVERNANCE, STAKEHOLDER ENGAGEMENT PRACTICES, AND REPORTING PROCESSES.

RKCPL GOALS

TO RAISE AWARENESS
ABOUT THE CLUB'S
ACTIVITIES OFF THE COURT

TO ENCOURAGE DIALOGUE
WITH STAKEHOLDERS

TO RESPECT INTERNATIONAL
STANDARDS

sustainability report is intended to explain the depth of RKCPL's engagement and responsibility towards its stakeholders and illustrate that the Management Board has been following a structured approach in these activities during the period covered in this report.

The information provided has not been subject to external assurance, except for the certifications in the Appendix which have been externally verified. For questions or comments concerning this document, please contact the club at info@rk-celje.si.

INCLUSION AS A COMMON DENOMINATOR

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LETTER FROM THE PRESIDENT OF THE CLUB

Last year has been a turning point, from many aspects, in the Handball Club Celje Pivovarna Laško. The club successfully completed the financial rehabilitation that lasted for several years, giving the opportunity to consider the way forward, what our meaning is and our environmental impact.

We live in a fast-paced world, determined by a change in attitude toward our environment and sponsors,

pushing us to establish long-term cooperation to fulfil our common interest. In order to be, and stay, competitive, sporting organisations need to explore new perspectives and improve the experience for all individuals. The ability to innovate is the feature that has always distinguished our club from all others. This is why we decided to take one more step forward and embrace the future challenges, while not forgetting our rich history. The Handball club Celje Pivovarna Laško is the most successful sporting club in Celje – as well as one of the more successful in Slovenia – on a daily basis. The club's grassroots training activities involve more than 500 children, by far the highest number in Celje and one of the highest in Europe.

Our goal is not to make a lonely venture into sustainability, but to incorporate sustainable behaviour into all spheres of our activities and in addition, to encourage all our partners, suppliers and fans to join us. We believe that in the coming years, sustainable development will enjoy an ever bigger and more importantly, strategic role in the club. Through this particular document, we would like to underline our aim to change our approach toward the internal processes and daily decisions necessary to sustain our goals.

Intertwining our basic activities with sustainability is a regular daily process, and our aim is to achieve and maintain it. It is a marathon, not a sprint, but we have to start running now!

Jernej Smisl,

President of the Club



LETTER FROM THE CEO OF PIVOVARNA LAŠKO UNION

Dear All,

At Pivovarna Laško Union, we believe that our initiative "Brewing a better world" can positively influence the local environment that hosts us. This is our sustainability strategy, a common denominator in our company. We believe that every individual is important, carries an important message and contributes to a better world for the human race, the local environment and our planet.

Sustainable development is an integral part of our business strategy, it is our value and a feature of our business excellence. Our endeavours in promoting sustainability are focused on six main areas: protecting clean water sources; decreasing CO₂ emissions; using sustainable sources; responsible drinking; health and safety; and engaging the local community where we live and work.

We are committed to giving back to society and are very proud of our 30 year cooperation with the handball community in Slovenia. Our partnership with the Handball Club Celje Pivovarna Laško, has contributed significantly to teamwork, fair play and higher standards, be it at the club or international competition level. Today, we can easily say that due also to our involvement, the club has become a synonym for excellence in Slovenia and in Europe, and a great role model for the young.

Sport unifies, it creates and establishes a society's atmosphere and identity. Our collaboration with the Handball Club Celje Pivovarna Laško extends to promoting a winning mentality, teamwork, responsibility, respect, creativity and many other ideas. Our relationship is cordial, allowing us to rise ever higher, as we believe in a sustainable future for everyone.

Good luck and to many new victories!

Zooullis Mina,
General Director



LETTER FROM THE PRESIDENT OF THE EUROPEAN HANDBALL FEDERATION



When it comes to sustainability, no modern organisation can afford to ignore its impact on the social fabric where it operates, as any sporting, recreational and physical education activities are an integral part of society. By the same token, sporting organisations create economic value and contribute to stronger communities.

It is difficult to imagine a VELUX EHF Champions League season without RK Celje Pivovarna Laško, which has been a regular fixture in the competition. This leadership has also been shown off the court – from stakeholder engagement to managing the environment and disclosing its endeavours, RK Celje Pivovarna Laško epitomises the gist of sustainability and sport.

From this perspective, sustainable development issues should be seen as resilience over time. Organisations that can survive shocks are intimately connected to healthy economic, social and environmental systems. All these aspects are highlighted in this sustainability report, which has shown, once again, a capacity to innovate and open new opportunities. It is hard not to believe that other teams will follow this example.

Michael Wiederer,

EHF President

LETTER FROM THE PRESIDENT — OF THE HANDBALL ASSOCIATION OF SLOVENIA —

The sports industry is a huge business, bringing in hundreds of billions of euros in revenue globally and growing. But, until recently, there hasn't been a deep focus on the broad reach of sustainability in sport.

The main challenges that the sporting sector faces to be more sustainable involves knowledge and

understanding, this is not to say that all sports managers or practitioners don't know what they are doing. In fact, we have many examples of individuals, teams, leagues/federations and organising bodies that are very knowledgeable, but we still have misperceptions of how fans and other stakeholders will react to an active push by sport to actively engage and promote sustainability in all its facets. In the sporting world, we've witnessed the growing emphasis on sustainability over the last decade, especially in North America and Northern Europe. But to find true success in the highly competitive sporting industry, being anchored in the other two components of sustainability, business and human, is instrumental.

For these reasons, sustainability efforts, such as this by RKCPL, will contribute to the vision and the overall objectives of the Slovene championship, where work is conducted in an ethical and legally correct manner, and we follow the applicable agreements, laws, ordinances and regulations.

Organisations that are sustainable have been shown to attract and retain employees more easily, and experience less financial and reputational risk. These entities are also more innovative and adaptive to their environments, as the RKCPL example stands out to prove. This report is a great way to move the sustainability position forward in handball, inspire, challenge and make an international impact. Therefore, I wish RKCPL every success and encourage them to keep up the good work they are already undertaking.



Franjo Bobinac,

President of the Handball Association of Slovenia

LETTER FROM THE MAYOR OF CELJE

Taking care of the environment we live in is our civil duty, binding each and every individual, as well as local communities and the state itself. Sustainable development represents the future for humanity and endurance in business. Companies incorporating sustainability principles in their activities are able to work well, as sustainability is closely related to prosperous economic, social and environmental systems. In addition, such companies create economic value and contribute to strong communities. This is the definition that applies fully to the Handball Club Celje Pivovarna Laško.

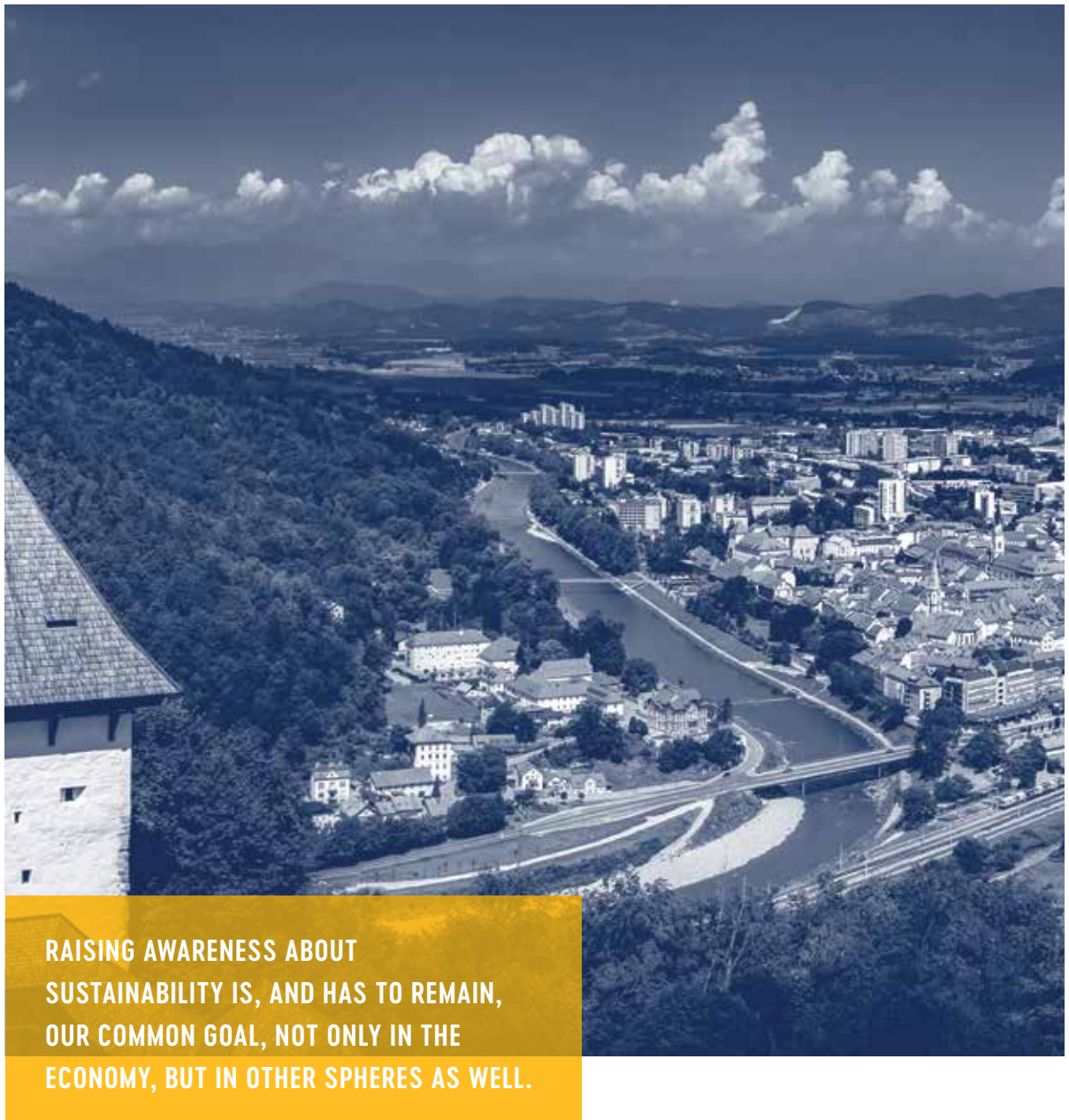
Raising awareness about sustainability is, and has to remain, our common goal, not only in the economy, but in other spheres as well. Sporting clubs need excellent vision and great leadership in order to respect sustainability principles.

The club has to be a role model for all those that could play an important part in guaranteeing respect for the environment and socially fair behaviour. Among other things, clubs participate in innovative projects, which are important from a socioeconomic perspective. I am most happy that RKCPL is a socially responsible organisation, but even more so that it has agreed to transfer its knowledge to others.

I look forward to many successes by the club, be it in sport, social or environmental arenas, while of course also all the luck in its eventful voyage across Europe.

Bojan Šrot,
Mayor of Celje





RAISING AWARENESS ABOUT
SUSTAINABILITY IS, AND HAS TO REMAIN,
OUR COMMON GOAL, NOT ONLY IN THE
ECONOMY, BUT IN OTHER SPHERES AS WELL.

HISTORY OF THE TEAM

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THE BEGINNINGS



1949 - prvič republiški prvaki

THE FIRST MATCHES, PLAYED IN 1946 RIGHT AFTER THE WAR SHOWED RISING POPULARITY OF THE SPORT, AS TWO LOCAL TEAMS FOUGHT FOR THE TITLE, OLIMP AND CELJE

local teams fought for the title, Olimp and Celje. In 1947, the rival teams merged and formed the central club, Kladivar, consisting of 21 different sporting sections, including handball. The first state championship was played in 1949, with the team from Celje winning titles until 1954. In the five year period, Celje lost only three times and tied once to other Slovenian teams.

The Yugoslav championship was organised for the first time in 1953 and the Celje team also played. In the following years, there was a distinction between the "big" and "small" handball and a parallel league, Celje played in the district leagues, returning to the state league in 1961..

Winning the Slovenian title in the 1965/66 season brought Celje the possibility to play in the Yugoslav elite handball league the following season and until 1984, the Celje club was a staple in the league, making it three times to the final of the Yugoslav championship. An important factor contributing to the popularisation of the sport was television, with the first Celje live matches aired in 1971.

Handball club Celje Pivovarna Laško has an impressive and trophy-rich history. It was founded in the early 1940s, initially working at the grassroots level, to then establishing an outstanding handball school, engaging the local community and mostly due to a clear and a well set vision for the club, developed into one of the most known European handball clubs. Despite having started and achieving great results in Yugoslavia, the club obtained its most important results after 1991, **in independent Slovenia.**

The first matches, played in 1946 right after the war (the year was deemed as the official start of handball in Celje), showed rising popularity of the sport, as two



1966, Prvič prvaki malega rokometu



Ekipa 1985/86 ob
40. obletnici rokometa
v Celju

In addition to the victories of the first team, the youth team also distinguished itself. From 1976 to 1991, the team won the state title four times and were runner-up five times.

The first real breakthrough was in 1988 when the club signed an initial, one year, sponsorship agreement with the Laško brewery (Pivovarna Laško). The agreement provided the much needed financial means and a clearer vision and solid plan for further club activities. This move also contributed to handball becoming the most popular sport in Celje and its surroundings. Celje made it back to the top Yugoslav league in 1991, only a month before Slovenia declared independence. The best was yet to come, in the following decades the club achieved top level results in Slovenia and in Europe.

The new environment brought new responsibilities the club happily embraced. Furthermore, it contributed actively to forming the necessary bodies of the Slovenian Handball Association, while the majority of players in the first national match, against neighbouring Italy, were from the club. At the match, the guest of honour was the first elected President of Slovenia, Milan Kučan.



Team 1996

**THE FIRST REAL
BREAKTHROUGH CAME IN
1988, WHEN THE CLUB SIGNED
AN INITIAL, ONE YEAR,
SPONSORSHIP AGREEMENT
WITH THE LAŠKO BREWERY
(PIVOVARNA LAŠKO)**

THE CLUB IN THE 21ST CENTURY

BETWEEN 1992 AND 2004, THE CLUB'S ENDEAVOURS PAID OFF, WINNING THE EUROPEAN CHAMPIONS LEAGUE TITLE. THE TEAM HAS ALWAYS BEEN AMONG THE FIRST IN THE SLOVENIAN CUP AND CHAMPIONSHIP, SO FAR WINNING 22 SLOVENIAN TITLES AND 21 CHAMPIONSHIP TITLES.

Despite the changes at the beginning of the 21st century, when the first investment-related breakthroughs were also made in the other Slovenian clubs, the club from Celje, due to its well-established strategy and the grassroots handball school, managed to maintain its relevance in the state championship and proved that it was still able to compete with the best in Europe.

Another important milestone in the ascent to the European throne happened in 2003, when Celje opened a new handball sports hall, Zlatorog, that became the home of the club. Construction of the hall, built also for the needs of the 2004 European Handball Championship, was very fast, with the first foundations laid in April 2003, assisted by the Mayor of Celje, Bojan

Šrot and the then President of the Slovenian Handball Association, Zoran Jankovič, with the first match played in December 2003 against the Spanish champion, Ademar Leon.

The 2004 European championship was really successful for the Slovenian team, as it finished second, the greatest achievement in a team sport until 2017, when Slovenia won the European title in basketball. Celje played an active part in preparing and organising the event, with the first part of the championship played in the Zlatorog hall in Celje.

The aspirations of the home fan club that, in 2004, won the Slovenian fair play award, grew after the "magic" match against Ademar, when the club from Celje was 12 goals behind, but managed to scrape a victory in the end, making it to the European Champions League finals and winning the European title, the first ever for a Slovenian club. Arriving at the airport in Brnik, the team was met by a few thousand fans, while in Celje, 20,000 people gathered to show their support for the local team.

That same year, the club also won the European Super Cup and all the possible titles in Slovenia.

Celebrations took place over a few days, handball could be "felt in the air" in Celje. The team was received by the Mayor of Celje, Bojan Šrot, while the fan club, Florijani, organised a public reception in the city centre. The fans, considered the eighth player on the court, started organising themselves in 1993, initially there were only 80 and now their number has increased to a few





hundred. The fans usually accompany the club at both home and away matches, and they are recognisable by their yellow-blue attire, as well as the club's mascot, Poki the Capricorn. The only criteria to join the fan club is to attend at least 10 matches in a season. In addition, they categorically avoid hooliganism and are famous for their fair play, bringing them the special state award in 2004.

Overall, the Celje team has, so far, participated 20 times in the European Champions League, reached the semi finals six times, holds the title of having the best brand

in the EHF Champions league (EHF Champions League Branding Award) and is the club with the most trophies in Slovenia.

Between 2007-2010 the club faced a minor crisis, the bad economic conditions in Celje were reflected in the club's ability to keep up with the best European clubs. Despite this, the team nonetheless obtained good European league results and won the state title. The conditions improved in 2011, when the new club strategy was passed which underlined the importance of young sporting talent, trained in the home handball school. The club thus became even more engaged with the local environment, which soon showed in higher attendance at the matches. In 2013 a LLC as established to improve sales of the club merchandise and that same year, the now traditional summer handball training camp was organised for the first time.

THE CLUB FROM CELJE ALSO CURRENTLY PARTICIPATES IN OTHER, SOCIALLY IMPORTANT ACTIVITIES. THE CLUB ORGANISES THE TRADITIONAL CHILDREN'S HANDBALL CAMP, COOPERATES WITH THE MOVEMENT, UTRIP HUMANOSTI AND SUPPORTS THE EUROPA DONNA CAMPAIGN AGAINST BREAST CANCER BY PLAYING PREDETERMINED MATCHES, IN OCTOBER, IN SPECIALLY DESIGNED PINK UNIFORMS.





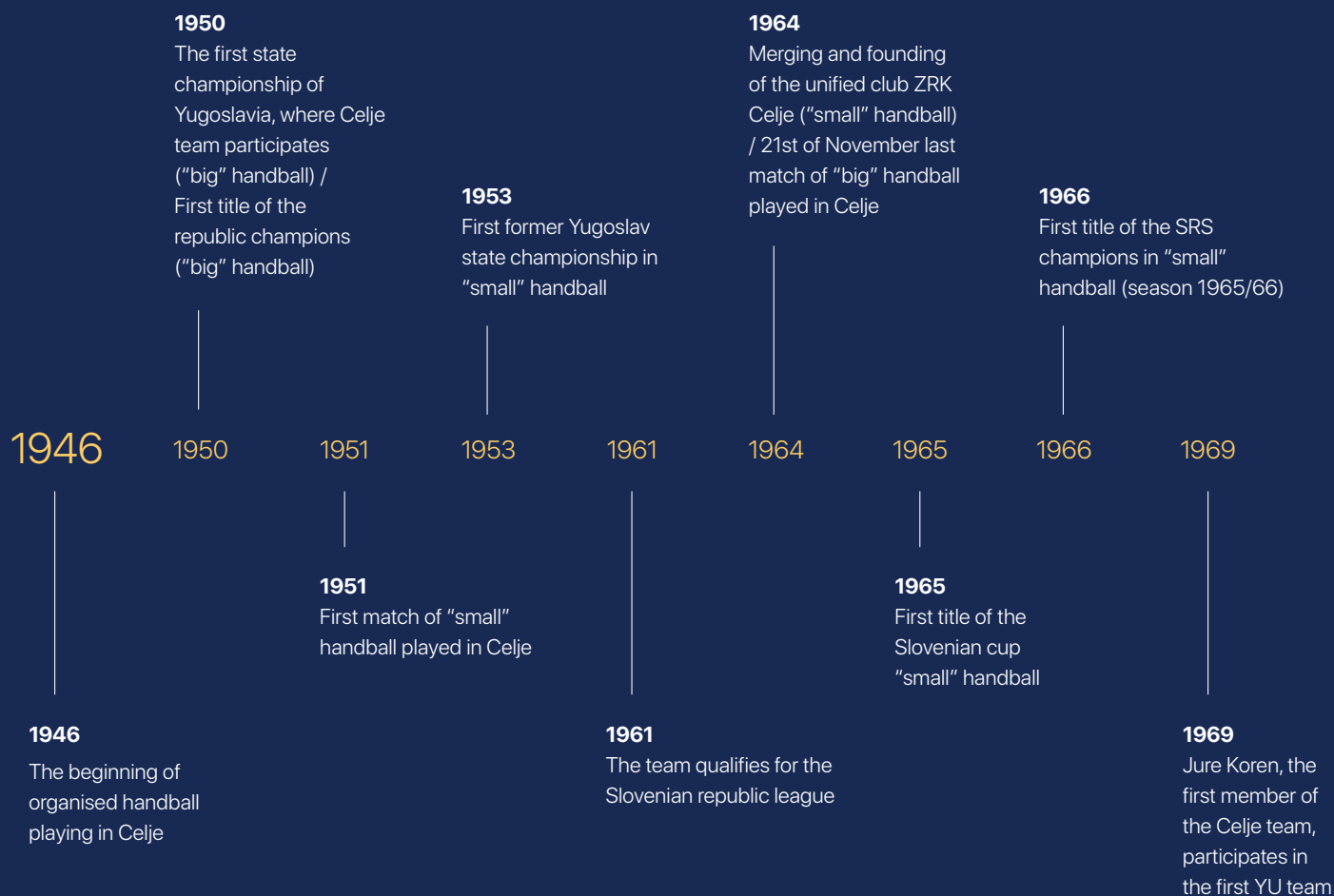
The Celje club returned to the handball throne in the 2013/2014 season, when it won all three titles, and since then, has always been at the top of the Slovenian competitions. The club represents an important part of Celje, with 11 members of the first team coming from the club's own handball school in the 2015/2016 season, when the club again won all of the three titles. The final match against Velenje, played in Celje, was seen live by 5,200 spectators, the highest so far and what is more, the club again participated in the elite European Champions League.

The 2016/2017 season brought the 21st consecutive state champion title, the twentieth title of the cup and the fifth title of the Slovenian Super Cup. A record 40 matches were broadcast on television – all of this indicating the importance and popularity of handball, not only in and around Celje, but also in Slovenia.

The club from Celje also currently participates in other, socially important activities. The club organises the traditional children's handball camp, cooperates with the movement, Utrip humanosti and supports the Europa Donna campaign against breast cancer by playing predetermined matches, in October, in specially designed pink uniforms.



CLUB THROUGH HISTORY



23 TIMES
SLOVENIAN CHAMPIONS

21 TIMES
WINNERS OF THE
SLOVENIAN CUP

7 TIMES
SLOVENIAN SUPERCUP
WINNERS



1 TITLE
OF EUROPEAN CHAMPIONS

1 TITLE
OF EUROPEAN SUPERCUP WINNERS



MATERIALITY ISSUES IN A HANDBALL ORGANISATION

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GENERAL OVERVIEW



RKCPL is proud to promote an awareness of sustainability through its practices. As a user of physical, natural and human resources, we aim to ensure that our operations are conducted in sustainable ways and will develop appropriate systems to monitor and improve performance. As a responsible and committed organisation, at RKCPL we encourage all staff and players to progress sustainability initiatives and share best practices. The management team has a leading role; however, sustainability is the responsibility of all those who work with and for RKCPL, and all staff and players recognise their potential contribution to the achievement of a sustainable organisation. In order to identify the most relevant sustainability issues for RKCPL, we have proceeded to address the organisation's materiality issues, which are issues that are material insofar as they are important to our stakeholders and contribute to our organisation's growth and trust.

A materiality assessment is an exercise in stakeholder engagement designed to gather insight on the relative importance of specific environmental, social and governance issues. Such insight is most commonly used to inform sustainability reporting and communication strategies, but it is also valuable for strategic planning and operational management. At RKCPL, we believe that the participation and involvement of stakeholders, from internal staff and players to fans and suppliers, are key elements that contribute to the development of the club on and off the court, because they create mutual trust between them and together we can all strive to improve our conditions.

The following three-step materiality analysis process took place to identify the materiality issues relevant to RKCPL:

- Identification of key stakeholders and their commitment to sustainability through meetings, email exchanges and review of internal documents;
- Prioritisation of issues according to risk, i.e. likelihood and impact, stakeholder expectations, GRI guidelines and examples of best practice and action plans;
- Validation of material issues and incorporation into sustainability activities.

In making a commitment to achieving sustainability and operating within a framework that includes economic, environmental and social factors, RKCPL aims to incorporate the principles of sustainability into all aspects of organisational policies and practices across every area of its operations.

A MATERIALITY ASSESSMENT IS AN EXERCISE IN STAKEHOLDER ENGAGEMENT DESIGNED TO GATHER INSIGHT ON THE RELATIVE IMPORTANCE OF SPECIFIC ENVIRONMENTAL, SOCIAL AND GOVERNANCE ISSUES.

Based on the stakeholder dialogue, RKCPL has identified key sustainability aspects and focus areas for its business in a materiality analysis. The results were discussed and validated during meetings with the club's management, as well as with operational staff from multiple business areas. The results of the materiality analysis are as follows:

MATERIALITY ISSUES

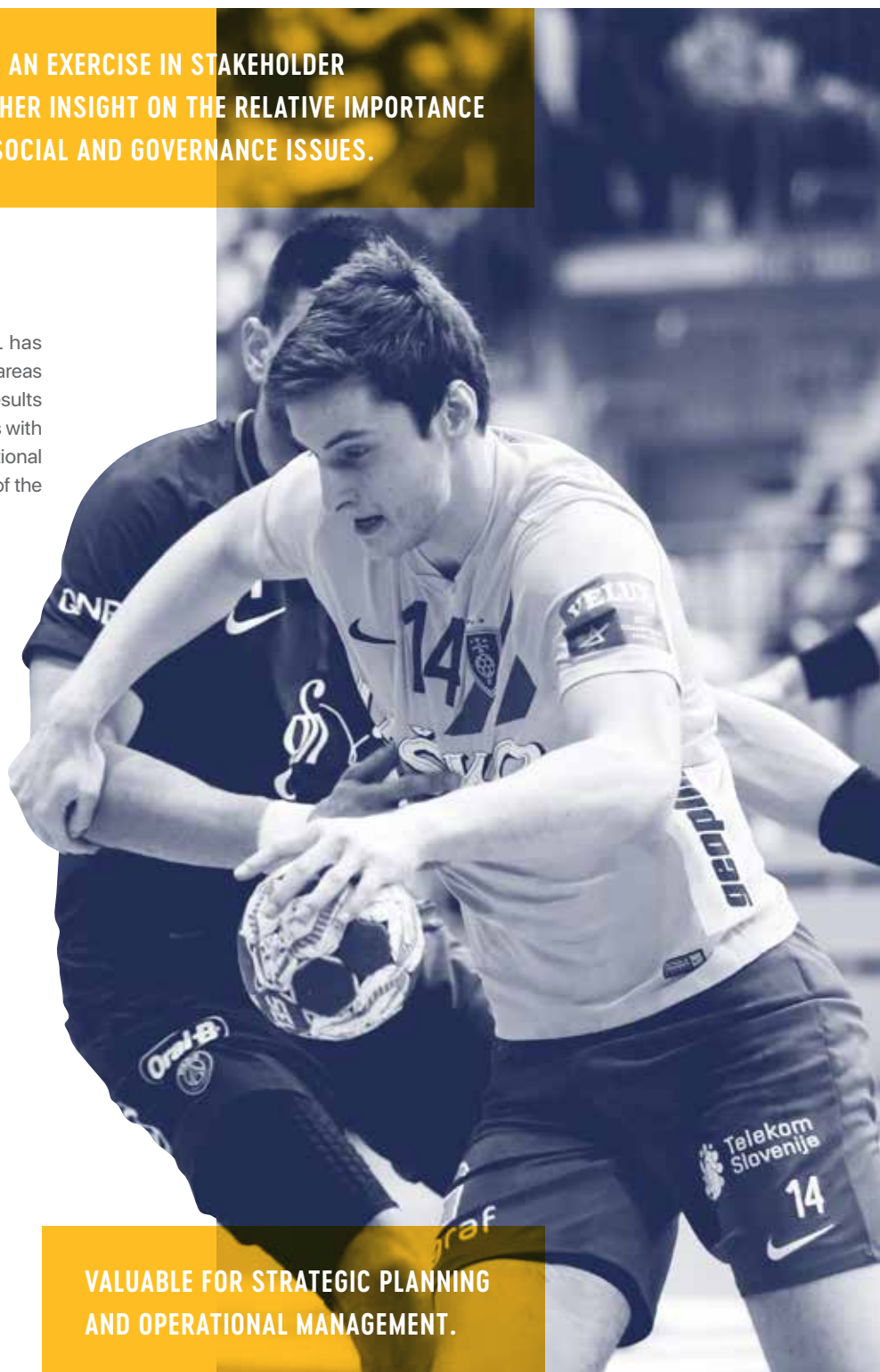
**INNOVATION AND
DIGITALISATION**

YOUNG TALENT

**CORPORATE SOCIAL
RESPONSIBILITY**

**STRUCTURE OF
THE CLUB AND
ORGANISATION**

**VALUABLE FOR STRATEGIC PLANNING
AND OPERATIONAL MANAGEMENT.**



YOUNG PLAYERS

As a handball club, RKCPL also bears responsibility for ensuring that the main team and the young players in the youth squads not only progress in the sporting sense, but also in terms of personal and professional development. The club's strategy for young players is about investing into their talent, growth and wellbeing, and is based upon the long term view that a successful young player is one that makes it through the ranks to the main team. RKCPL wants to be the best club in Slovenia, to attract the country's best talent, and its organisational structure at the youth level is geared toward that goal, which combines both sporting and the cognitive aspects. It is all too clear that not every young, talented player can eventually become a professional handballer, or even manage to play at the professional level for a significant number of years. As a modern employer, RKCPL provides training and further education opportunities for players,

as well as employees, within its own organisation, often in cooperation with training providers and business partners.

The RKCPL educational philosophy intends to provide youth with capacities that will help them mature and grow as healthy, balanced and efficient personalities that can face the challenges of life. In particular, its task is to encourage a sporting culture that promotes communication, interpersonal relationships, group management and emotional support for youth. Furthermore, the club supports the development of a sporting career elsewhere should there be a parting of ways. In recent decades, 62 players from the youth ranks have made to the first team where they have played, on average, 4.2 seasons. Five players stayed 10 or more seasons, while the longest serving player stayed in the club for 14 seasons.

PARENTS AND COACHES PLAY ON THE SAME TEAM

The role of families is fundamental for the growth of the child and the athlete. RKCPL is committed to developing a relationship with parents, especially from the cognitive and organisational perspectives. This is facilitated through Sports-Portal, an application for parents that engages them and monitors their son's performances, but also fosters regular encounters with parents from each



THE RKCPL EDUCATIONAL PHILOSOPHY INTENDS TO PROVIDE YOUTH WITH CAPACITIES THAT WILL HELP THEM MATURE AND GROW AS HEALTHY, BALANCED AND EFFICIENT PERSONALITIES THAT CAN FACE THE CHALLENGES OF LIFE.



THE OBJECTIVE IS TO ENSURE PARENTS ARE AN ACTIVE PART IN THE HANDBALL (AND NOT ONLY) DEVELOPMENT OF THEIR CHILDREN, THUS BECOMING ALLIES AND NOT COMPETITORS.

team. In the event of specific problems, an individual encounter can also take place. The objective is to ensure parents are an active part in the handball (and not only) development of their children, thus becoming allies and not competitors. The various activities promoted include team building with off-court activities dedicated to the analysis and management of team dynamics.

RKCPL is committed to reinvigorating its cycle of encounters dedicated to the families of the children who participate at the base level, with a series of events geared towards sharing and presenting the club's organisational structure and the activities offered to the children and the staff. The ultimate goal is to fully involve the families and ensure they understand the meaning of the technical itinerary proposed, as well as the growth of the youngster and the player. Children from six to 10 are enrolled in mini-handball, which has only some of the elements of handball and is focused on combining education and fun. From age 11, a more structured approach to training and playing handball begins with the registration of the players with the

Slovene Handball Federation. Accordingly, the young players are shown how they can properly assess their own resources and motivation to further improve their handball and school performances, and they are also provided with advice so that they can learn about the connection between nutrition and health.

INNOVATION AND DIGITALISATION

The sports industry is characterised by constant and rapid waves of innovation, often in close collaboration with other industries such as textiles or electronics. It can be easily said that any modern sporting organisation

IN PARTICULAR, DIGITAL INNOVATION IS PROVIDING A WHOLE RANGE OF SUPPORT AND DRIVERS OF CHANGE IN THE SPORTING INDUSTRY, AND HAS GAINED THE ROLE OF ENHANCER, BEING AN IMPORTANT DRIVER OF PRODUCTIVITY AND COMPETITIVENESS.

belongs to the so-called experience business, and handball is no exception, especially for a club as active and successful on the international stage as RKCPL.

In particular, digital innovation is providing a whole range of support and drivers of change in the sporting industry, and has gained the role of enhancer, being an important driver of productivity and competitiveness. RKCPL have identified opportunities for digital innovation to better promote their sustainability stance and social responsibility, through specific applications and social media. Furthermore, enhancing the digital infrastructure of the club also means the pursuit of revenue improvement, due to real time information to better understand consumer desires and expectations, and on the court, for increased monitoring and live images during matches.

Digital transformation at RKCPL is contributing to the development and growth of club life in several ways. During the 2017/2018 season, the IT infrastructure was overhauled with two fundamental goals: to improve the

management of the athletes, i.e. their efficiency on the court for consequential improvement of the results; and to enable the team support staff to work better and boost the experience of the fan community.

Switching to a cloud system fundamentally means more efficient operations and a reduced impact on the environment, as it enables all staff members and interested parties to access the same applications. This also implies that there is less time required for maintenance as cloud-based workflow enables users to make real time updates. Cloud computing also reduces the size of data centres and eliminates the related footprint. The reduction in the numbers of servers and the software cost means greater efficiency and less impact on the environment, thus improving the 'green' credentials.

The new digital technologies are transforming the fan experience, in particular by implementing new business models for ticketing, media consumption and sponsorship. Improved IT infrastructure has also been introduced into the Zlatorog Arena, which is becoming a 'smart' arena. The Zlatorog Arena is now equipped to provide fans with an immersive, multimedia experience, with an innovative digital video and content distribution system that centrally controls and delivers targeted, high-definition video and highly relevant digital content to the fans. Several TV screens have been placed in optimised segments of the hall so that fans can live a better match experience, from warm up zoom-ins to social media contests and posts before the match, and other initiatives in real time that enhance the sense of community and create an open dialogue between the team and the fans.

The fan experience, through technology, is evolving into an expansion of the interaction of the fans with their team and favourite players, contributing to the development

IMPROVED IT INFRASTRUCTURE HAS ALSO BEEN INTRODUCED INTO THE ZLATOROG ARENA, WHICH IS BECOMING A 'SMART' ARENA.

of new ways of relationship and to stimulating the merchandising market. To this end, this year the club has introduced CLUB 1946, the official fan club, named after the year that the first handball matches were played in Celje. It gives fans the opportunity to financially sustain the club, but in return receive privileged access to the club, matches and even enjoy a dinner with their favourite player (a draw every three months). The main purpose of CLUB 1946 is to unite all fans under one umbrella and offer them additional benefits, such as facilitated entry into the sports hall and other, optional benefits, from the sponsors. The perks are connected with the digitalisation of the club, as the club can offer interesting content to members that is not available to all fans.

By giving fans an opportunity to see inside the club, they also receive regular updates, through online platforms, and real time news and updates on club life. By creating a forum for discussion, supporters become commentators and share their opinions with people from different areas, reinforcing the solid relationship that already exists and enlarging the fan base across the whole spectrum.

TO THIS END, THIS YEAR THE CLUB HAS INTRODUCED CLUB 1946. THE MAIN PURPOSE OF CLUB 1946 IS TO UNITE ALL FANS UNDER ONE UMBRELLA AND OFFER THEM ADDITIONAL BENEFITS.

Athletes are a capital asset of the club and the sponsors who invest in them. It is only normal that technological advances have been introduced to manage solutions such as data acquisition, analysis and management ("big data"), with the goal of winning on the court while making sure that the club is managed ever more efficiently. Digital innovation has also been introduced in the area of athletic performance, which has always had a strong relationship with technology. The desire to measure the ability of the athletes, to understand their limits, to optimise rehabilitation post-injury processes, has now become a reality due to the creation of a

database and dedicated apps that facilitate the work of the coaching team.

REBRANDING THE CORPORATE IDENTITY

Another area of innovation has been the rebranding of the corporate identity, in 2017, through a redesign of the team's entire graphic image. The process involved a broad plan that intends to make tangible the club's philosophy, the relentless search for excellence through new initiatives, projects and experiences, in which handball will always be the origin but never the limit.

DIGITAL INNOVATION HAS ALSO BEEN INTRODUCED IN THE AREA OF ATHLETIC PERFORMANCE, WHICH HAS ALWAYS HAD A STRONG RELATIONSHIP WITH TECHNOLOGY.

The new logo consists of a shield, a sword and a handball, and represents the essence of RKCPL. The coat of arms of RK Celje has changed several times during its history, the common features are the stars and the yellow and blue. The current version connects all the old elements with those of the city of Celje, giving lasting value to the image. The overall graphic image is derived from the idea that Celje Pivovarna Laško Handball Club is an institution that, through tradition, knowledge, experience and team spirit, gives younger generations an ideal place to grow and thrive, while at the same time the logo exudes pride and trust for older generations.

The shape of the shield, with a smaller graphic modification, is derived from the Žovnek and Vovbrški family (Celje) coat of arms from the middle of the 14th century. Today, the shield symbolises a safe shelter for all stakeholders and shows that it is always necessary to fight fairly and defend the clubs honour and pride. The sword is also a symbol representing the City of Celje and its knightly history. These elements blend into a unique and dynamic symbol, capable of representing a handball team and its deep connection to the local identity and reality, showing a sense of belonging and a philosophy. It is a logo capable of expressing itself with strength in any physical or digital context.



CORPORATE SOCIAL RESPONSIBILITY



THE ROBUST HEALTH OF PLAYERS AND EMPLOYEES IS FUNDAMENTAL TO THE ECONOMIC AND SPORTING SUCCESS OF ANY SPORTING ORGANISATION, AND RKCPL STANDS BY THIS TRUTH.

INTEGRATED APPROACH TO HEALTH

Good management is the key for any sporting club to be successful. The robust health of players and employees is fundamental to the economic and sporting success of any sporting organisation, and RKCPL stands by this truth. Therefore, the club works intensively to ensure physical and psychological wellbeing by pursuing an integrated approach to a healthy lifestyle. To do so, the club invests time, resources and innovative solutions to guarantee the best health status for every player and member of the RKCPL community. Twice per year, all the players are thoroughly checked by sport medicine specialists.

The professional staff constantly try to improve the physical preparation of the players, working to prevent injuries and to athletically rehabilitate a player after injury.

This also translates into implementing and adopting useful management and monitoring tools in line with the industry's latest technological innovations, such as medical records, training checks and schedules, monitoring indicators etc., with the goal of improving the quality management system that includes medical and sport diagnosis.

Furthermore, significant attention is placed upon strengthening the psychological aspects that are key to obtaining success in sport and in life. The psychological aspect is comprised of a series of significant and interconnected dimensions, such as nutrition, the environment – the structure where the athletes train and in some cases reside or for young players to attend school – personality, socialisation and relationships with important adult figures. This approach allows the club to form athletes with adequate soft skills, personal and competitive, to make them fully mature people, capable of positively integrating in their social environment.

To maintain the health and match availability of its players, RKCPL has a team doctor available to each of its teams. In addition, there are physiotherapists and masseurs, as well as excellent cooperation with the Celje Community Health Centre and their Occupational, Traffic and Sports Medicine Centre. The responsibilities of the team in charge of player health include regular monitoring of the overall health of each player, as well as numerous supporting measures. Nevertheless, it is not always possible to completely avoid injuries.

In addition, RKCPL is an active supporter of the Europa Donna initiative, which involves raising awareness about breast cancer. In order to promote the goal, the club plays some matches dressed in the Europa Donna's pink uniforms. RKCPL believes that good deeds do not need

IN ADDITION, RKCPL IS AN ACTIVE SUPPORTER OF THE EUROPA DONNA INITIATIVE, WHICH INVOLVES RAISING AWARENESS ABOUT BREAST CANCER.







a special moment, therefore the club provides ongoing support for the Foundation of Humanity, contributing to a better, more friendly, fairer society as well as to a greener, natural environment. Together with other supporters and the national, non-profit movement The Natural Lifestyle (www.lifestylenatural.com), within which the Foundation of Humanity operates, the club constantly draws attention to the problems of modern society and facilitates endeavours for their solution.

PROMOTING RESPONSIBLE BEHAVIOUR IN PUBLIC

The players of RK CPL are permanently in the public spotlight. Being a role model, however, is also associated with a high level of responsibility. Players not only have to face the high expectations of fans, but they also represent the club at all times. Because they are well-known personalities, players can support sustainability issues such as responsible behavior and a healthy lifestyle. In the case of misconduct, however, players not only damage their own reputations, but also that of their team and the club. RK CPL therefore has an obligation to educate its players about how to behave in public and to protect them where necessary.

IZJAVA

5 podpisov te izjave kot udeleženec izjavljam, da bom skrbel za

7 POZICIJ = 7 ZAVEZ RK CELJE PIVOVARNA LAŠKO

- 1. Spoštovanje**

V prometu spoštujem predpise in etične norme med udeleženo proteta. Tako kot v športu, tudi v prometu prihaja do veliko napetosti, zato je pomembno, da se znanja na takšne situacije pravilno odzivam. **Pošten in spoštljiv odnos**, ki se vid v odzvih z izrečeno besedo in v dejanjih, iz sac dela bišče ljudi, vznika in izpodriva.
- 2. Ponos/Zgled**

Kot športnik nogajem ugled svojega kluba. S tem pa tudi sponzorje, ki podpirajo klub in igralec. Ugled vzdržujem z načelom »**Ko vozim, ne pijem**«. Lahko se zabavam, vedno pa je »0,0« mjučno vedilo pri vožnji, če sem v vozilu sam ali koga vozim do sebe.
- 3. Ambicija**

Imam ambicije in poslanstvo, da sem družbeno odgovoren in se vsilodaj izobražujem. Zato klub vlogo v izobraževanje o varni vožnji. Moja ambicija je, da kot »mladi voznik« ambicioznim opravi program varne vožnje pri partnerju v **AMZS Centru varne vožnje na Vranskem**.
- 4. Moštvo**

Kot moštvo smo povezani in enotni tako na igrišču kot zunaj njega. Ko v vozilu vozim s prijatelji, prijatelji ot, katerokoli osebo, preverim in od nje zahtevam, da prene varnostni pas. Varnost je na prvem mestu. **Mladim sem za zgled na igrišču in na cesti.**
- 5. Predvidljivost**

Kot se vnaprejš pripravi na nakupnika, predvidim in poskrbim za vsilodnevno varno pot mene in soudeležencev v prometu. V kolikor na cesti potrebujem pomoč, vem da se vedno lahko obrnem na AMZS, saj sem član in podpir AMZS-ja.
- 6. Osredotočenost**

Kot sem osredotočen na igrišču, tako ravnam tudi v prometu. **Med vožnjo ne uporabljam telefona**, če ta ni nastavljen na prostoročno telefoniranje. Telefon med vožnjo zniža pozornost, zato lahko hitro izgubim oblast nad vozilom, podobno kot lahko v rokometu do nepozornosti izgubim zogo.
- 7. 2 minuti**

Če se mi mudi in bom na cji zamudil 2 minuti, zamudim **Varnost na cesti, upoštevanje prometnih pravil** in izogib kazenskim sankcijam, je pomembnejše kot 2 minuti zamude k prijatelju. Raje poskrim da privočasno uidelem in se primerno pripravim na pot.

Vrnsko, 30.8.2019



FURTHERMORE, SIGNIFICANT ATTENTION IS PLACED UPON STRENGTHENING THE PSYCHOLOGICAL ASPECTS THAT ARE KEY TO OBTAINING SUCCESS IN SPORT AND IN LIFE.



Over the last few years, the club has developed social-media behavior workshops, extended to first-team players as well as staff, whereby it contributes to the understanding of how to use and engage with the community of fans, reminding them that engagement through social media is just one means of interaction, although the team spirit is particularly developed through offline communication and interaction. True to its words, the club promotes a healthy lifestyle through campaigns and messages on social media channels.

The Vransko Driving Centre event on safe driving is one of the many events the club organises to improve awareness about responsible drinking – zero tolerance for drinking while driving and the entire main team collaborates and is present at this event. The club signed a special agreement defining seven traffic behaviour goals, applicable to all club members, thus being a positive role model for younger generations. At the same time, the club also provides training for young players in this area.

To minimise any critical communication situations, the club developed a code of conduct and communicated it effectively. The integrated training philosophy also includes a media communication course. Since 2017, RKCPL has held workshops, coaching the players, at a very early age, on how to handle their social media profiles

ENVIRONMENT

Aside from the reduced impact created by the switch to cloud computing, RKCPL supports a paperless environment and the reduction of plastic use within its premises. These practices are further reinforced by an initiative with the Celje City Council for cleaning the environment in which the main team players and RKCPL staff participate in the community project to clean the local environment.

Efficiency is a crucial factor for the club in achieving improvements in all areas. RKCPL has therefore committed all employees and its management to operate in an efficient way to protect the environment, save resources and reduce costs, and to further develop operating processes with this objective in mind. In terms of environmental stewardship, RKCPL and its management have been looking at their impact by systematically collecting the main environmental metrics on its facilities and processes. The club uses the data to adopt specific measures, design more efficient processes and to achieve the highest possible level of



efficiency, especially on match day. The club has invested in new barcode scanners that allow QR code reading at all entry points, which allows for the possibility of e-tickets on mobile phones, which in turn means reducing the consumption of paper and ink. In addition, the club facilitates separate waste collection in the hall itself.

SOCIETY AND INCLUSION

Playing sport at a professional level demonstrates time and again that national origins, religion and skin colour are irrelevant for successful teamwork, and that more can be achieved when a range of people work together. RKCPL promotes inclusion and integration, and does everything within its power to prevent any kind of exclusion. For decades, the club has welcomed several foreign players, from the youth ranks to the main team, who have made the fortunes of the club and enriched the RKCPL community. The first team is proud to have had in its ranks, foreign players from countries all over the world, perfectly integrated into the team's dynamics on and off the court. It actively brings alive the "welcome

culture" every day and sends a strong signal against discrimination due to its clear position on this issue.

RKCPL behaves as a responsible corporate citizen by including underprivileged kids into its activities, by enabling them to attend training and summer camps without any fee. Additionally, the main team players frequently participate in the "Goodwill days", organised by schools for kids with special needs. The initiative makes a lasting impression on the kids and the players alike, whilst also reinforcing the sense of community.

WORKING TOGETHER TO REMOVE BARRIERS

RKCPL has set itself the task of creating a barrier-free environment. This target has already been largely achieved in the Zlatorog Arena, where the entrances are suitable for wheelchair users and there are 10 specially equipped places for wheelchairs on the main stand. People with disabilities and their accompanying person to assist can attend the match free of charge, provided the latter do not have a place elsewhere in the stand. People with disabilities are directed to the adapted places by the stewards and there is also a lift that allows access to higher floors.

FANS AND THE LOCAL COMMUNITY

RKCPL sees itself as a fan-friendly, service-oriented handball club and considers systematic and open fan communication to be of great value. Furthermore, RKCPL is proud to be identified with the community where it operates, as its handball endeavors thrive on emotion and identification with the club. Therefore, the club profits from its active fan base and the collective enthusiasm of its followers. At the same time, it is also important that the handball experience is inclusive for all participants. This can only succeed when the various members of the RKCPL community are in open dialogue with one another.



Enthusiastic, organised fans are just as important as scoring goals, especially when the team plays in Zlatorog hall, known at the national and European levels as one of the most difficult and passionate stadiums to play in because their support is the basis for the sporting and economic success of the club. The fans are explicitly invited to raise their concerns, suggestions for improvements and any criticisms they may have, also through digital platforms and social media. To achieve this, the club is involved in regular and open dialogue with all fan groups as it continuously works on improving the services for fans and visitors.

The club plays a special role as a prestige vehicle driving forward the development of the region and is a source of considerable attractiveness – also at the international level where it wants to act as a role model in terms of social responsibility, to raise awareness on sustainability and motivate people to join. Several initiatives were borne out of these premises and in cooperation with the Celje City Council, the club has developed a cooperation with two prominent handball teams, Grevenbroich in Germany and Veszprém in Hungary. Aside from a ‘twinning’ of the cities, the exchange with Veszprém has been intense to the extent that Zlatorog Arena has become the model to replicate for their new sports hall, with the Celje City Council donating the building plans for the hall. z Vezprémom, ki je dvorano Zlatorog vzel za model svoje športne dvorane, Mesto Celje pa je Veszpremu podarilo načrte.

RKCPL THEREFORE HAS AN OBLIGATION TO EDUCATE ITS PLAYERS ABOUT HOW TO BEHAVE IN PUBLIC AND TO PROTECT THEM WHERE NECESSARY.



ORGANISATION OF THE CLUB

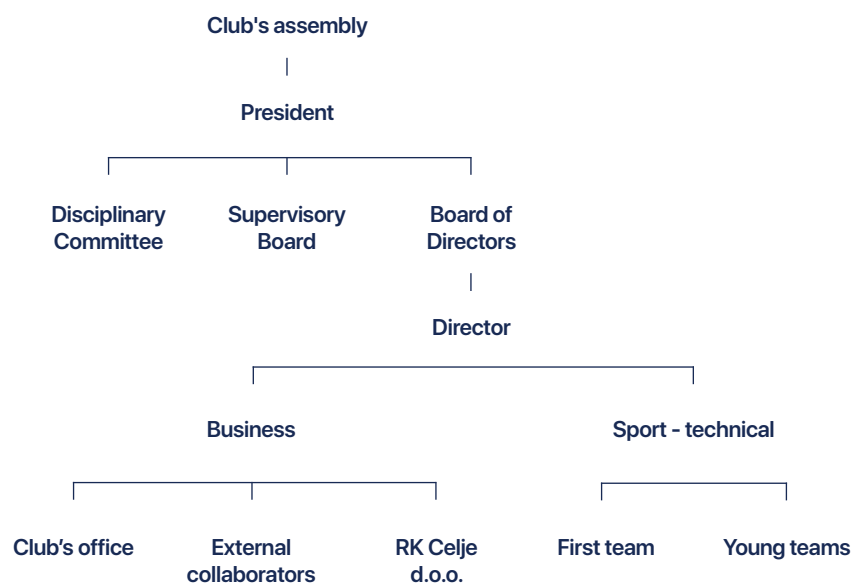
LEADERSHIP

Forward-looking planning is of great importance for sustainable sporting and economic success in handball. The links between the city, the club and other sponsors, which have grown over a period of many decades, provide a safe platform through which RKCPL realises its sustainability goals. The main values are outlined in the Code of Conduct, which defines the behavioral principles that must be applied in the management of the company's activity and identifies the tasks and responsibilities of the collaborators.

The committees of the club, with representatives serving a four year term, are the:

- Club's assembly,
- Board of Directors,
- President,
- Disciplinary Committee
- Supervisory Board

STATUTE OF THE CLUB AND MANAGEMENT STRUCTURE



INTEGRITY AND GOOD CORPORATE GOVERNANCE

RKCPL places a high priority on the integrity and transparency of its corporate actions because infringing them would not only have serious consequences for it as a company, but also for its employees and partners. Credibility is essential for any organisation. Transparency, good corporate governance and compliance are the foundations for this credibility in business as they are in sport, and for RKCPL it is no exception. As part of its integrated sustainability approach, RKCPL encourages its suppliers to implement responsible business practices and to heed sustainability in day to day activities. It therefore conforms with the expectations of external stakeholders and makes use of its ability to influence others.

Attentive employees can make a significant contribution to improving the processes, workflows and working environment within a company. For this reason, RKCPL invites its employees to take part in a structured way and to systematically harness its own innovation culture by asking them for improvements, including specific sustainability aspects.

THE LINKS BETWEEN THE CITY, THE CLUB AND OTHER SPONSORS, WHICH HAVE GROWN OVER A PERIOD OF MANY DECADES, PROVIDE A SAFE PLATFORM THROUGH WHICH RKCPL REALISES ITS SUSTAINABILITY GOALS.

Analysis: defining materiality issues

Working on the Club's values

Improving relations in all areas

Role-model for the younger generation, for the community

Charity work

Responsible work

SUSTAINABILITY GOALS AND KPIs

5

GOALS – KPI

WE CONCLUDE THIS REPORT WITH STATING THE FUTURE GOALS IN THE FIELD OF SUSTAINABLE DEVELOPMENT:

INNOVATION AND DIGITALISATION

Monthly challenges on social networks about a specific topic;

Promoting smart mobility among stakeholders and the Club's activities;

Audio content on the website;

Club-parent interaction through an application;

Club-fan interaction through an application;

Updating infrastructure according to the market trends.

YOUNG PLAYERS

Posters promoting sustainability messages in the locker rooms;

Cooperation with young players when organising workshops on employment and orientation (e.g. a reverse sponsor day where a young player is available for the club);

Training and campaigns on raising awareness about proper nutrition and a healthy lifestyle (e.g. the dangers of consuming alcohol and drugs, risk awareness);

Training youth about cybersecurity and online safety.

CORPORATE SOCIAL RESPONSIBILITY

Cooperating with a local partner on separate waste collection on match days and reducing waste at all events

Campaigns for responsible behaviours, similar to those against alcohol consumption, organised together with sponsors;

Maintaining order and cleanliness in the locker rooms and at home and away matches;

Cooperating with the fans and the city council, meeting twice per year or on other occasions, establishing a forum for all interested parties;

Year-long socially responsible projects with different organisations.

ORGANISATION OF THE CLUB

Internal act on promoting sustainability for the stakeholders;

Raising awareness about sustainability at home matches (motto about sustainability);

Volunteer activity day with the Club's employees, fans, suppliers and sponsors;

Editing, organisation and updating of legal acts;

Prompt communication about changes in the Club;

Transparency and local community engagement





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Graphic design: Medias kreativ d.o.o.
Photo credits: Club's archive and Gregor Katič

November 2018



