

Corporate
Social
Responsibility
Report

Bulgaria

20
22

#WeGiveWhereWeLive

In 2022, we created lots of remarkable moments together and celebrated the good all TELUS International Bulgaria team members did.



Celebration of Good

We marked the **10th anniversary of TELUS Days of Giving** in Bulgaria and celebrated the social impact of TELUS International over the past decade.

Throughout the last 10 years, we have supported over 150 charities and educational organizations, positively impacting over **250,000 people** in the country. The social investment in local communities totals over **BGN 2 Million**. Thanks to the over 7,000 volunteers at TELUS Days of Giving, we renovated schools and children's centers in Sofia and Plovdiv, planted a forest of 12,000 trees, and renovated iconic sites such as the Sofia Zoo, all contributing to over **45,000 hours of volunteer work**.

Moreover, Darren Entwistle, President and CEO of TELUS, Jeff Puritt, President and CEO of TELUS International and Marilyn Tyfting, Chief Corporate Officer of TELUS International, were special guests at the Celebration of Good event.



2022 in numbers



The communication of **TELUS Days of Giving** aired on TV and many online media outlets, reaching an audience of about **half of a million people.**

TELUS International Bulgaria Community Board allocated **BGN 170,000** to 13 socially significant projects with the help of over **100,000 beneficiaries.**



5 significant
CSR awards and recognitions
received.

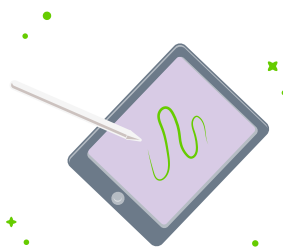
The social investment that TELUS International Bulgaria made in local communities amounted to nearly **BGN 400,000.**

500+ volunteers

became beekeepers for a day at **TELUS Days of Giving 2022**, resulting in nearly **4,000 voluntary hours.**



Our good-doers built new homes for **3,600,000 bees.**



160 refurbished tablets

donated to Ukrainian children and youth who came to Bulgaria.

The social impact of the TELUS International Bulgaria Foundation

At **TELUS International**, we understand that each community has unique needs. Through the **TELUS International Bulgaria Community Board** funds, the local charities are making a difference for hundreds of people in the country each year: empowering youth to study, people with different abilities to have an equal opportunity to work, vulnerable groups to have access to professional health care, and many more. Since its establishment in 2015, the Foundation has funded **152 projects: 69 in Education; 59 in Healthcare and 24 in the Environment.**

In 2022, we welcomed new members to the Community Board: Ivanka Shalapatova, CEO at the 'For Our Children' Foundation and Chair of the jury; Teodora Bakardzhieva, Executive Director at Bulgarian Donors' Forum; Henrieta Ilieva-Stoyanova, Master in pedagogy, clinical and consultative psychology; Grigor Ivanov, Basketball player in wheelchair at Sofia-Balkan. Our honorary internal members in the jury are Kristina Ivanova - new vice chair of the Community Board; Desislava Danova, HR Strategic Initiatives Manager; Yordanka Georgieva, Director Procurement and Internal Controls; and Petar Dimov, Director of Global Learning Excellence.

During the two open calls over 150 projects from more than 60 locations across the country applied. The total value of **BGN 170,000** was allocated to 13 socially significant projects helping over **100,000 people nationwide**. The supported organizations and projects in 2022 are:

Community Board Foundation

TELUS International Bulgaria



Deaf Kids Power Foundation **Project: Singing hands - baby sign language**

Within the framework of the project, a complete structured system for baby sign language will be developed and distributed in Bulgaria. That will contribute to the early establishment of communication between children and parents.



Association 'For Kids - 2017' **Project: Crafts for my today and tomorrow**

At the Center for Protected Employment 'Garden of Inspiration' in the town of Bozhurishte, dozens of young people with special needs will have the opportunity to learn new work skills in pottery and weaving. The products made by the young people will be sold in charity bazaars, providing an additional income and hope for a fulfilling and dignified life.



Life with Scoliosis Foundation **Project: ScoliHelp**

The project will provide a new way of supporting nearly 200 children aged 9-16 diagnosed with scoliosis, as well as those who show symptoms but are neglected due to misunderstanding the seriousness of the problem. Informational materials on the topic will be produced in plain language and distributed online free.



Association for Shared Learning ELA **Project: Stop motion - group work to address violence in schools**

The project aims to minimize one of the main problems in dealing with school violence by increasing the preparedness of adults to manage conflicts - both among themselves and between children. Priority is learning skills on how to deal with cyber-violence, as it is currently the most common form, and cases often remain unexamined and undocumented.



Foundation Community in Help for the Addicts **Project: 'The decision is in your hands!'**

The project incorporates the establishment of a micro-social enterprise for the procurement of healthy food in Popovtzi village, St. Iliia Therapeutic Center. Participation in it forms an active behavioral model in addicts through occupational therapy, acquisition of new knowledge and skills for independent living and re-socialization after leaving the center, and improved health status of addicts with the implementation of a cleansing diet.

Community Board Foundation

TELUS International Bulgaria



Association Clean Struma Project: Clean Banshtitsa River

The project offers a solution on how to increase the quality of the waters of the Banshtitsa River through a specially designed facility for capturing garbage at its source. That will also contribute to reducing the pollution flowing into the Struma River, with the active participation of volunteers and the locals.



ARTON-Bulgaria Foundation Project: 'Art therapy for children from the Clinic of Pediatric Oncohematology'

The project aims to minimize one of the main problems in dealing with school violence by increasing the preparedness of adults to manage conflicts - both among themselves and between children. Priority is learning skills on how to deal with cyber-violence, as it is currently the most common form, and cases often remain unexamined and undocumented.



EMPROVE Foundation Project: #EarlyRaiser chatbot: awakened for a life free of toxic relationships

Within the framework of the project, creation of an easily accessible, interactive and rich database for the chatbot will be funded, which will become a trusted support channel for women who have experienced violence, as well as increase the level of awareness and prevention.



Community Fund Chitalishta Association Project: 'Beyond the Barrier'

They will implement an innovative approach to personal change and growth for girls from the boarding school 'Hristo Botev' by the peer teaching method. The project will contribute to overcoming the isolated way of life and returning to their re-socialization and subsequent reintegration into society.



Association Sea Club 'Friends of the sea' Project: It's fun. It's easy!

Within the project, dozens of children from Varna region aged 10 to 15 that suffer from respiratory, musculoskeletal or cardiovascular diseases, spinal curvatures, flat feet, will be supported. They will have the opportunity to improve their overall health, by participating in a 10-month rehabilitation program using the deep therapy method (under-water therapy, diving).



Community Board Foundation

TELUS International Bulgaria



IVOR Foundation Project: #HIVisBorderless

Continuation of life-sustaining HIV therapy for refugees arriving in Bulgaria is allowed to start only after providing a positive HIV test result performed on Bulgarian territory. Thus, 1,100 people in need received free tests, and psychological support.



Green Balkans - Stara Zagora Association Project: 'A home for the peregrine falcons in Bulgaria'

To stimulate the natural increase in the number of falcons by creating conditions for young pairs to nest and look after their offspring in Bulgaria, ten new nesting platforms were installed in their natural habitat.



Maria's World Foundation Project: 'Urban organic agriculture for young people with intellectual limitations in the social park 'Nadezhda'

The project includes young people with intellectual limitations in urban organic agriculture and horticulture as part of their social integration and work skills training. There they receive labour practice and get prepared for future independent jobs.









TELUS Days of Giving

Beekeeper for a Day

TELUS Days of Giving 2022 gathered over 500 busy 'bees' during its 10th anniversary in Bulgaria. Hundreds of our team members put aside their daily activities and joined this common cause and the biggest-ever volunteering event dedicated to bees in the country. This very special edition of TDOG 2022 was in collaboration with our long-term partners within the 'Adopt a beehive' program - the 'Istinski med' Foundation.

All good doers stepped into the shoes of beekeepers to go through the entire process of creating all the necessary materials for beekeeping. Within a whole day, the alleys at Sofia Zoo turned into workshop stations, each of which was dedicated to a key element:

-  **Hive assembly alley** - where the volunteers assembled the wooden parts into construction of 30 Dadan Blatt and 30 Langstroth Ruth brand new beehives.
-  **Painting alley** - there the beehives had to be covered with impregnating paint to protect them from external weather conditions (rain, wind, cold, moisture). After that the volunteers get to paint the hives in different bee-friendly colors.
-  **Frames making and waxing alley** - the volunteers assembled a total of 1,200 wooden frames. They first had to braid a wire mesh on them, then fix and stretch it, and then place the wax bases on each of the frames.
-  **Watering station** - the youngest and most creative volunteers got to assemble specially designed bee watering stations. The children created hundreds of those colorful and very important tools.
-  **Info materials and booklets station** - the children of TELUS International employees got involved with the important work to put interesting facts about bees, the bee family, and their life cycle together in special booklets and wooden puzzles.
-  **Extraction point** - where the volunteers got to learn how to harvest honey from the full honeycombs and extracted 600 jars of honey in a single day.

TELUS Days of Giving

Beekeeper for a Day



In addition, the company financed and donated **10 centrifuges (extractors)** to help the beekeepers to increase their work efficiency by over 50%.

Raising awareness about this good example of volunteering and care for the environment resulted in: **over 30 publications** in national and regional media, radio and TV coverages. The story of TELUS Days of Giving 2022 aired on TV and many online media outlets, reaching an audience of about half of a million people. On our Social Media, the positive impact of this led to over **225K people reached across** all our social media channels.

Over **240 posts and stories** were published on our corporate pages and shared by more than **60 team members and partners**. For the same period, there were **over 14K external profile visits** in our Facebook, Instagram and LinkedIn profiles.



TELUS Days of Giving




Beekeeper for a Day

The approach to having an in-person event and giving a chance for remote participation through an online workshop made it possible for all good-doers who wanted to join, to take an active part in the volunteering event together with their friends and family. Dozens of professional beekeepers got involved in the preparation and execution of the event. The volunteer work was aimed at producing and assembling materials to create modern apiaries. We managed to provide much-needed aid to 50 small-scaled beekeepers from all over the country.

The TIB volunteers and their family and friends spared over **3,500 hours of volunteer work** in support of biodiversity and 50 small-scale beekeepers all over Bulgaria.



TELUS Days of Giving Beekeeper for a Day

-  Assembled and painted 60 beehives creating brand new homes for about **3.6 million bees**
-  Built **1,200 honey frames**
-  **600** jars of honey extracted

By means of this, thanks to their work **50,000,000,000 plants** will be pollinated next year and over **2.5 tons of bio honey** will be produced. The volunteers showed in one day that it is enough to improve the working conditions for 50 beekeepers, annually caring for 60 million bees and pollinating trillions of plants in total.



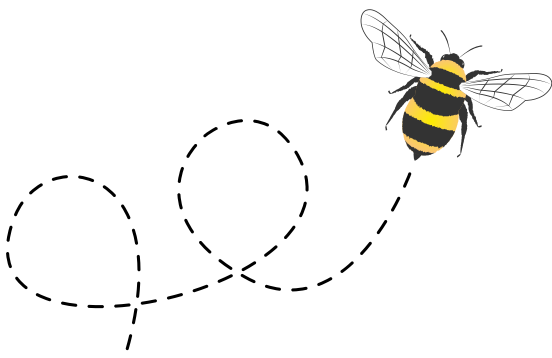
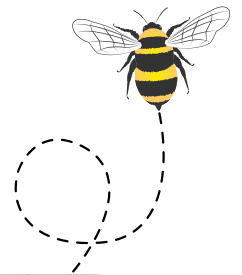
TELUS Days of Giving

Beekeeper for a Day



TIBee Program

Furthermore, our Bee Volunteers spent a day with the Omaysky family at their bee farm in the Village of Drugan. They learned about beekeeping and joined the whole process of honey production. The visit was part of the 'Adopt a beehive' program which the company has been supporting for three years, and takes care of approximately **750,000 bees**, pollinating over **900 million flowers annually**, apart from TDOG 2022.



TDOG 2021 milestones in 2022

The renovated Complex for early childhood development in Plovdiv supported during TELUS Days of Giving 2021 through the **#EverestChallenge** opened. The common efforts of **40 organizations**, we were able to financially support the complete renovation and transformation of the former orphanage into a brand new facility. Thus, providing a new and safe environment for children and their parents to find help through special consultations, practices, and therapies.

Furthermore, a new modern and fully equipped family room has opened its doors in the Medical and Social Care Center in Pleven. This cozy space for newborn babies and their parents was built by the 'Our Premature Children' Foundation with the financial support within **TELUS Days of Giving 2021**. Over 100 premature babies from the Pleven region receive care there annually and now their parents have the opportunity to practice kangaroo-care (skin-to-skin contact) and involvement in the daily care of the babies.

TELUS International Bulgaria team members experienced an exceptional “wild” outdoor activity - releasing several buzzards back into nature. The birds were previously rescued and taken care of by the Green Balkans Rescue Center that had received a brand new “wild” ambulance within the cause **#ForOurNature** during TDOG 2021.



#GoodDoers in 2022

The backbone of our caring culture is the team's unique volunteer efforts. We strive for our team members to be totally committed to the causes supported, considering their interests and skills, and telling the real stories of the people we help. This internal volunteering initiative engaged nearly **100 team members** who donated over **300 hours of voluntary work** to various causes.

TELUS International Bulgaria formed a team and participated in the biggest charity sports event in the country - **Run2gether marathon** with our friends from the Wheelchair Basketball Club Sofia-Balkan. All ran in support of the cause to include and motivate people with different abilities to be more active. The event was held by Social Future Foundation and JAMBA-Career for all, with which we have been partnering for years in various endeavors.



#GoodDoers in 2022

We encourage all team members to use sustainable and eco-friendly practices on and outside the workplace. For years, our team members are part of the #PlasticFreeJuly movement and support the 'Caps for Future' national campaign by collecting hundreds of kilograms of plastic caps for recycling. In 2022, this resulted in the recycling of over 300 kg of plastic caps. Furthermore, a variety of online awareness campaigns provided tangible and easy to implement tips and tricks for more eco-friendly daily habits.

The #Stand4aCause program gives the chance to all team members to help other charities. All funds from products they purchase from the CSR stands in our offices are donated to causes of their choice. In 2022, the TIB members voted for three new causes:

- ♥ Deaf Kids Power Foundation and their cause Deaf kids can do anything!
- ♥ Association 'Parallel World' - Center for social rehabilitation and integration for children Plovdiv.
- ♥ The Bulgarian Environmental Partnership Foundation - To have more trees in the future.

In support of refugees arriving in the country, our team members volunteered their free time through various NGOs (Mother Ukraine, Bessarabian Bulgarians in Bulgaria, For the Good Foundation, Bulgarian Red Cross, etc.). Some carried out charity sales, including one of our colleagues who donated money from selling his paintings to provide humanitarian aid to people from Ukraine situated in Bulgaria, others acted as coordinators and translators.





Supporting the people and children of Ukraine

In support of humanitarian relief efforts for the people of Ukraine, the Bulgarian team conducted multiple activities to assist Ukrainian refugees and enable team members to support them. From collecting essential goods to volunteering, and company donations, our team members have proven the fundamental importance of our caring culture.

Our team members in Sofia and Plovdiv collected and donated approximately **200 kg of long-lasting food supplies and essential items.**

TELUS International Bulgaria launched a company matching donation campaign on Platformata.bg as part of the TELUS International pledge to double the team members' donations. The funds raised were distributed by the Bcause foundation in coordination with charities that support the people of Ukraine.

The TELUS International Bulgaria Community Board Foundation made an on-time donation of **BGN 15,000** to the first fundraising national campaign launched, directly in support of humanitarian relief actions for the people of Ukraine. Furthermore, funded with another **BGN 15,000** a project in the area of Health - #HIVisBorderless, with a focus on life-sustaining HIV therapy for Ukrainians arriving in Bulgaria.



Supporting the people and children of Ukraine

As additional support, TELUS International Bulgaria donated **160 tablets** for the children of Ukraine. Some were provided to the day-center of the 'For the Good' Foundation where thousands of children receive psychological support and care daily to use them in their sessions. Others were donated through 'Mati Ukraine' Association to children arriving in Bulgaria in order to continue their education online.

In June, Darren Entwistle, President and CEO of TELUS visited and volunteered at the 'For the Good' Foundation Humanitarian Aid center, providing donations of IT equipment, art materials, board games and other educational materials for the children of Ukraine.

Since the beginning of the war, TELUS International has supported Ukraine and its people. Our company was among the first to lend a hand in support of Ukrainian refugees across the globe. To date, global donations from TELUS International, together with our parent company, TELUS, total more than **CAD\$3.5 million** to help the people of Ukraine.



CSR ecosystem of shared values

TELUS International Bulgaria teams-up with non-profit organizations and charity associations to create and sustain benefits for the social progress of different groups of the local society. Our trusted partners enable the development of the current and future donation and volunteer programs in support of grassroots charities across the country and the active involvement of TELUS International team members.

Bulgarian Donors' Forum

In 2022, our partnership with the Bulgarian Donors' Forum (BDF) was extended and we held several initiatives together.

The national survey 'How does Bulgarian business donate?' with over 50 representatives of enterprises and the civil sector presented data on corporate donation practices, and was conducted on behalf of the BDF by the Alpha Research agency in May 2022. Zaharina Vetseva, Director Brand and Culture, was part of the special experts' panel and discussions during the event. This research is part of a project promoting the development of the donor ecosystem in Bulgaria.

We collaborated on the mentoring program for NGOs and took part in the module 'Fundraising: Steps in Fundraising Planning', sharing the business perspective and know-how from the Community Board Foundation's work. Our representative was Nikolinka Stoilova, Senior CSR Specialist. The purpose of the program is to support the development of skills in civil organizations to raise funds for their causes and improve their public communications and the understanding of donation programs in the country.

BCause Foundation

Over the years of partnership with the BCause Foundation, we have worked side by side on numerous fundraising programs and projects for immediate and timely assistance to those most in need. We collaborated on joint fundraising campaigns on Platformata.bg in help of different vulnerable communities and for the children fleeing from Ukraine.

For a seventh consecutive year, we joined the **'Ready for Success' scholarship program** to help students who lost one or both of their parents. For the 2022/2023 school year, TELUS International Bulgaria financially supports six scholars: four students at state universities and two High school pupils. All scholars are talented young people with excellent grade point average results. Since 2016, our support has reached **32 students and 17 high school pupils.**



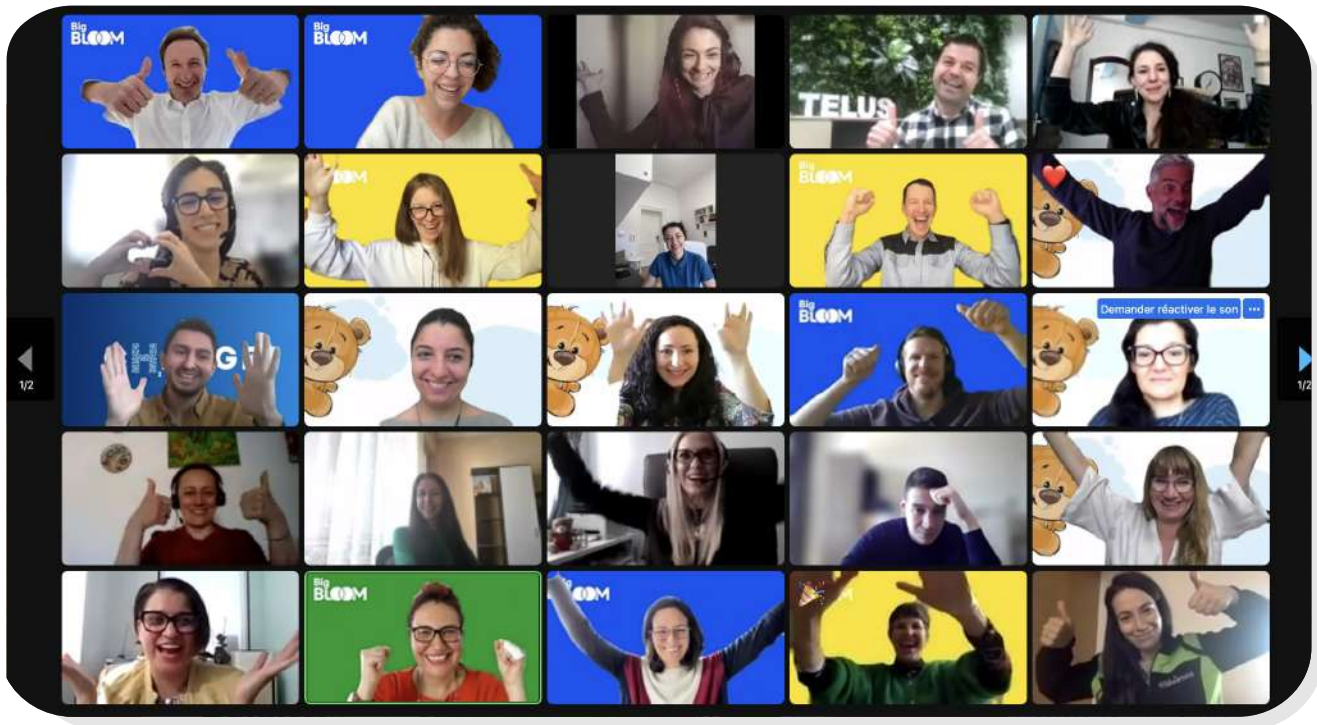
JAMBA, Social Future Foundation

TELUS International Bulgaria and Community Board embrace the cause and support people with different abilities to upgrade their skills and conquer new horizons in their careers; including through funding the Social Future Foundation work at their HUB of Possibilities. In 2022, the FEMtrepreneurship academy for women with disabilities and mothers of children with disabilities funded by the Community Board took place. During the Academy, the ladies received valuable experience and knowledge on generating and validating ideas, company identity and branding, the legal side of entrepreneurship, marketing, finances, and business development from professionals representing each domain. As part of the mentorship module Yordanka Georgieva, Director of Procurement and Internal Controls, shared her professional experience and knowledge in the field of Finance and opportunities for sustainable business growth.

Recognized as an Agent of Change in the category of **‘Business with a cause’** in the previous edition, we had the honor to present the 2022 silver medalist - our partners from BeeSmart Technology (the founders of the ‘Istinski med’ Foundation). Their contribution to biodiversity in Bulgaria received well-deserved recognition.



Operation Teddy Bear



“Dear friends from TELUS International, thank you for believing and supporting our fight for a better future for the underprivileged, talented Bulgarian children! It is easier for our talented youth to follow their dreams when they have you supporting their dreams every year!” the ‘Operation’ Teddy Bear Foundation.

Once a civic volunteer initiative, giving presents to 40 children from a single foster home, today an NGO, the ‘Operation Teddy Bear’ Foundation, brings back Christmas to nearly 10,000 children deprived of parental care, children with disabilities, and children at risk every year.

In 2022, we had the opportunity to develop our partnership and support their cause. Together, we partnered in the first-ever Big Bloom Hackathon for Good in Eastern Europe. Our representatives, Vladimir Kerelezov, CSR manager, part of the jury and Nikolinka Stoilova, senior CSR specialist, participant, offered their expertise to help discover the right solution to the sole goal of the hackathon - How to grow the initiative ‘The Hidden Talents of Bulgaria’? This is their educational project that gives a chance for studying in university and professional realization to talented children, deprived of parental care and children at risk. The team led by TELUS International Bulgaria impressed the Jury and received their endorsement to put the pitched idea into practice.

Social entrepreneurship

We continued the support for social entrepreneurs through the LET'S GO program of The Bulgarian Center for Non-for-profit Law. The intensive 3-month training and mentoring program gives the finalists the opportunity to pitch their business ideas to the jury of the Best NGO Business Plan Contest. The winners of 2022 are social entrepreneurs striving for equality and diversity by providing job opportunities for the less fortunate: the 'Opportunities without limits' Association, the 'Made with love 21' Association, People's community center 'Lyuben Karavelov - 1897'.



Awards and Recognition

We are humbled and grateful for the awards and recognitions received this past year from our partners and the society for the work done by TELUS International in Bulgaria and the TIB good-doers over the years.

Best Volunteer Program for 2021, Annual Awards 2022 of the Bulgarian Donors' Forum has recognized the **TELUS Days of Giving, '#GoActiveStayGiving'** for its significant contribution to effective and sustainable social change in support to **#OurNature** and **#OurChildren**.

Investor in the Environment, Silver honor for the campaign **#ForOurNature** within our largest volunteering initiative **TELUS Days of Giving 2021** at the **Annual Responsible Business Awards 2021**, Bulgarian Business Leaders Forum.



Awards and Recognition

Investor in Education, Silver honor for our partnership and support for the **Ready for Success scholarship program**, established by **BCause Foundation**, at the Annual Responsible Business Awards 2021, Bulgarian Business Leaders Forum.

Gold Honor Mark for **TELUS Days of Giving 2021**, Annual Awards 'Responsible Company - Responsible Employees', organized by BCause foundation, Bulgarian Public Relations Association, the Bulgarian Association for People Management, and the Bulgarian association of CSR professionals

CSR activity/program 2021, for **TELUS Days of Giving 2021** - the volunteering initiative to support the causes #ForOurNature and #ForOurChildren at **Employer of choice Awards 2022** by To The Top Agency.



#WeGiveWhereWeLive
