



RESPONSIBLE BUSINESS

Investing in human capital may provide a competitive advantage.

A focus on human capital has brought people and their skills, potential and personality to the forefront of today's economic agenda, making it key for achieving market leadership. For companies, these trends mean new priorities: to overtake peers, they now must invest in hiring and retaining the best talent in the long run.

Well aware of these challenges, members of the Russian business community seek to improve performance and image of their firms and promote a healthy work-life balance. One example is PolyER, where better employee loyalty has long been a strategic objective and a pillar supporting its progress.



PolyER is a leading manufacturer of polymer food packaging and PP, PET and PS sheets for automatic packaging and thermoforming lines. It has a manufacturing site in Pereslavl-Zalessky and more than 500 employees.

PolyER has earned a hefty return on its investments in social responsibility programmes, which have been a priority from the company's very inception. Now, it is the leading manufacturer in the Yaroslavl Region.

Last year, Governor Dmitry Mironov for a third time hailed PolyER as the Best Enterprise in the Yaroslavl Region. According to Andrey Kulagin, the company's focus on investing in equipment and production facilities is aptly complemented by a commitment to providing social support and fostering professionalism among its employees. It offers voluntary health insurance plans, pays gym membership fees and encourages any sporting activities at large, with its football team commanding great respect in Pereslavl-Zalessky. At any time of day and night, staff members can enjoy free meals in the on-site canteen. Family leisure is also very important to PolyER – children's parties, tours (including one to the 2014 Sochi Olympics), summer stays at a seaside resort are all available to its personnel.

All this contributes to strong employee loyalty that can actually be measured in hard numbers – despite the difficult economic environment, the manufacturing volumes grew by 23%.



Andrey Kulagin, Development Director.

“We invest heavily in cutting-edge equipment and want highly qualified and motivated specialists to operate it. A company without good talent cannot compete in the current environment, where success hinges on people,” said Andrey Kulagin.



Canteen for the employees.

“People are the main asset of any business, and their intellectual potential and experience represent the drivers of growth,” said Natalya Solomatina, Employer Branding and Graduate Recruitment Expert at SIBUR. “Care for employees and their families and a wider range of social benefits in line with the laws ultimately result in increased productivity and a competitive edge for the company.”

PolyER regularly undergoes the Sedex SMETA 4-pillar social audit, while its social programmes are reviewed by leading global firms.



PolyER site in Pereslavl-Zalessky.

Another important factor of employee loyalty is corporate charity programmes that unite the participants under a common cause and change the world for the better. The plant has a lasting record of donating to an orphanage and various city programmes. It has become a corporate tradition for partners to receive cards on New Year, with the funds that would otherwise be spent on expensive gifts going to charity. Employees embrace the company's policy, with many eagerly taking part in the volunteer programmes.



PolyER production facility.

“PolyER largely follows SIBUR's example when developing and implementing its social programmes. We believe that their management thoroughly analyses the social and environmental effects of the company's activities, striving to benefit all stakeholders – from shareholders and investors to local people in the regions of operations. This approach allows SIBUR to have a great positive effect on the country's social and economic development,” says Andrey Kulagin.