

ANNUAL REPORT OF THE THOMAS BATA FOUNDATION 2017

# ANNUAL REPORT

# 2017

• VÝROČNÍ ZPRÁVA NADACE TOMÁŠE BATI 2017 •



THE THOMAS BATA  
FOUNDATION



# Mission statement



*To perpetuate the values of community and entrepreneurship that are synonymous with the Bata name through the support of culture, education and youth.*

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NAŠ ZÁKAZNÍK - NAŠ PÁN  
CO CHCEŠ, MŮŽEŠ  
DEN MÁ 86.400 VTEŘIN

[www.koma-modular.cz](http://www.koma-modular.cz)

[www.batova-vila.cz](http://www.batova-vila.cz) | batovavila | #140Ton

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# People of the TBF

**Board of Directors**

<b>Rosemarie Bata Blyth</b>	Chairperson of the Board of Directors of the Thomas Bata Foundation
<b>Martin Dorotík</b>	consultant
<b>Petr Dostál</b>	Personnel Manager of Continental Barum, spol. s r.o. Otrokovice
<b>Miluše Hasoňová</b>	Personnel Manager of Tescoma s.r.o. Zlín
<b>Karel Ježík</b>	consultant
<b>Stanislav Knotek</b>	Lawyer
<b>Stanislav Martinec</b>	director, KOMA Modular, s. r. o.
<b>Petr Sába</b>	Rector, The Tomas Bata University Zlín
<b>Petr Zahradník</b>	consultant

**Supervisory Board**

<b>Karel Hnilica</b>	Director of B.F.P., Lesy a statky Tomáše Bati, Chairperson of the Supervisory Board
<b>Stanislav Machovec</b>	Chief Financial Officer, Continental Barum, spol. s r.o. Otrokovice
<b>Andrea Kadlčíková</b>	Chancellor, the Thomas Bata University in Zlín

**The Foundation Team**

<b>Pavel Velev</b>	Executive Director
<b>Gabriela Culík Končítíková</b>	Projects Manager
<b>Jitka Zvolská</b>	Assistant / Secretary
<b>Jana Benková</b>	Accounts Administrator

# Report on Activities

January – December 2017







## **BATA HERITAGE**

- **STUDENT PROGRAMMES**

- **SCIENCE**

- **COMMUNITY EVENTS AND SPECIAL INTERESTS**

## A Day with Bata for KOYO Olomouc

TBF continued in organizing Days with Bata for interested companies. The programme included a lecture on Tomas Bata, a tour round the Villa, visit to the museum in Building 14 and visit to Building 21. The day was full of information about the entrepreneurial and life philosophy of Tomas Bata and explained the Bata system principles to the participants.

TBF arranged for other services related to the event.

**10 March 2017, 30 persons**

## Reminder of the anniversary of the birth of Tomas Bata

Information on TBF's facebook profile and more detailed reminder of the personality of T. Bata on TBF's web. Laying flowers by the tomb and statue (by TB University) of Tomas Bata.

**3 April 2017**

## „Bata serves the Zlin region – energy, emotions, money“

a lecture by PhDr. Zdenek Pokluda for employees of the Zlin Region and Municipal Authorities

### The listeners learned:

- how the industrial and garden town Zlin was growing;
- how the agglomeration Zlín-Otrokovice-Vizovice was created;
- how the Zlin region was created;
- how the entrepreneur Baťa (1876-1932) was the Mayor of Zlin and worked in public administration

**4 April 2017, 12 persons**



It's already been 141 years since Tomas Bata's birth



PhDr. Zdenek Pokluda



Mr. Gerard Janssen  
in Zlín

## Organizing the stay of Mr. Janssen in Zlín

Gerard Janssen, long-term fellow colleague of Bata, Rory Fuerst, owner and CEO of Keen Footwear Mr. Tomáš Skála, Keen Footwear in Czech Republic visited Zlín. TBF arranged for a tour of Bata Villa, visit of Building 14 and 15, and Building 21 and visit to the Centre of Polymer Systems of Tomas Bata University.

4 and 5 April 2017

## Bata Book Module

As part of dissemination of Tomas Bata's legacy, the idea of active addressing the public by literature with Bata themes was created. To this end, the Bata Book Module was designed in cooperation with KOMA and Doom architects based on the City Module.

The Bata Book Module interior is furnished with book shelves having the shape of buildings in the former Bata factory, seats for readers and entertainment for children - a swing. Apart from dissemination of Bata ideas through literature, the aim is to increase the number of potential buyers of books with the given themes. We plan using the Book Booth not only during major events in Zlín, but also for all year round location at the centre of Zlín.

The Bata Book Module forms also a part of the Bata Week project, for which we received a grant of 55 thousand CZK in a tender announced by the Ministry of Culture of CR.



Bata Book Module  
in action

## May 1<sup>st</sup> Celebrations with the Thomas Bata Foundation

In cooperation with the Bata company, TBF organized already the 20th year of the traditional Bata May Day celebrations. Rich cultural programme was prepared for participants of the celebrations. Especially the children enjoyed a number of sports activities and contests held in the Bata Villa gardens. The Foundation cooperated closely with the Bata Company both on the preparations of and smooth course of the celebrations. As part of the cultural programme, several contests for children were held, the winners of which received interesting prizes from the Bata Company. The Bata family was represented at the celebrations by the chairperson of the board of directors of TBF Mrs. Rosemarie Blyth, Mrs. Monica Pignal and Mr. Thomas A. Bata. The celebrations were also attended by the Mayor of the Town of Zlín, Miroslav Adámek. In connection with the Tomas Bata Memorial reconstruction, Mrs. Rosemarie Blyth announced that the Bata family will sponsor the manufacture of a replica JU F13 aircraft in the crash of which Tomas Bata died.

**1 May 2017, 3,000 persons**

### Electra is coming home

The many months of preparations of the arrival of the original Bata aircraft Lockheed Electra at the Otrokovice airport were ended by the May Day Celebrations. TBF, together with the town of Otrokovice and the company Zlín Aircraft, organized the arrival of the legendary aircraft in which Jan A. Baťa returned from his business trip across continents 80 years ago. Visitors were allowed to inspect the aircraft close-up and even get inside. The Thomas Bata Foundation also prepared an exhibition „With Bata to the Skies”, which describes the development of the Bata aircraft industry. The visitors could also see clips from the flight of Electra over the Atlantic Ocean and shots from the aircraft cockpit.



May Day Celebrations

Bata's Electra  
at Otrokovice airport





Mrs. Rosemarie Blyth  
at Otokovice Airport



Bata Week



In the afternoon, the visitors could watch the show of the Red Bull Air Race pilot Martin Šonka. TBF prepared information leaflets and a booklet about this event. The event was very successful; 7,000 visitors attended the event. A selling brochure with the same name “With Bata to the Skies” was published on the occasion of the exhibition.

**1 May 2017, 7,000 persons**

## **Bata Week 15 to 19 May 2017**

TBF organized the first year of the Bata Week festival that consisted of several events.

### **Monday 15 May**

9.00 a.m. to 5.00 p.m. – opening of the Bata Villa library for the wide public

Tour round the Bata Villa, 45 persons

9.00 a.m. to 6.00 p.m. - Baťa Book Module in the Bata Villa gardens

### **Tuesday 16 May**

9.00 a.m. to 5.00 p.m. – opening of the Bata Villa library for the wide public

Tour round the Bata Villa, 50 persons

Lecture by Mr. Kolumber “The Bata Phenomenon in law”, 30 persons

### **Wednesday 17 May**

Tour round the Bata Villa, 50 persons

Author’s reading by G. C. Končítíková “Fellow Bata Colleague in His Heart”, 25 persons

### **Thursday 18 May**

Tour round the Bata Villa, 50 persons

Author’s reading by Z. Pokluda “Baron Haupt and Tomas Bata”, cancelled

Friday 19 May

2.00 p.m. to 5.00 p.m. – opening of the Bata Villa library for the wide public

Author’s reading by J. Herman „With Bata to the Skies“, 15 persons

6.00 p.m. to 9.00 p.m.

Night of Galleries and Museums, tour round the Bata Villa “from the cellar to the attic”, 300 persons

## Swiss and Czech Picnic

The long-term cooperation of the Thomas Bata Foundation with the Swiss town Möhlin resulted in the signing of a partnership agreement between the towns Zlín and Möhlin. The signature ceremony occurred on the occasion of the Swiss and Czech picnic in the Bata Villa organized within the framework of the International Film Festival for Children and Youth. The mayor of the town of Zlín, Miroslav Adámek, and the mayor of the town of Möhlin, Fredy Böni, confirmed the partnership with their signatures.

27 May 2017, Bata Villa, 200 persons



Fredy Böni (Möhlin) and Miroslav Adámek (Zlín) confirmed the partnership between two towns

## Launch of the book (Bata Tales)

TBF published a new book called *Baťovídky* (Bata Tales) which is intended for young readers.

The story of Tomas Bata is told as a fairy tale and Tomas Bata is Tom, the teddy bear. The fairy tales were written by the Slovak author Michaela Pribilincová and the complementary text by Gabriela Culík Končítíková. The book was illustrated by Ivica Fabóková. The book is bilingual, in Czech and Slovak, and includes a colouring book and pexeso memory game. The aim of the book is not only to tell to the children the successful and inspiring story of Tomas Bata, but also to promote Czech and Slovak solidarity and maintain the knowledge of both languages. The book was published in cooperation with the town Partizánské and sponsored by the Ministry of Culture of the Czech Republic. Total edition is 4000 copies.

TBF organized the book launch attended by the book author and by the book godfather, MUDr. David Rumpík, during which the book was presented to the public and media.

6 June 2017

Launch of the book Bata Tales





Children's Day in the Bata Book Module

## Children's Day in the Bata Book Module

TBF organized, in cooperation with Živý Zlín, an entertaining afternoon in the Komenský Park in Zlín. Activities such as reading from the book *Baťovídky*, painting the "Magical Shoe" and face painting were carried out inside The Bata Book Module. The afternoon was spent in a friendly atmosphere; 40 children and their parents participated.

15 June 2017



TBF's Book Module at Colours of Ostrava music festival

## TBF's Book Module at Colours of Ostrava

In cooperation with the Bata Company, the TBF's book module was installed in Dolní Vítkovice together with the Bata sales modules. The aim was to promote not only the Bata brand and its products, but link the presence with the Bata history through literature and offer the young generation information about the successful Bata era and TBF's activities as part of the Colours of Ostrava music festival. 55,000 participants were registered for the festival and the interest for the Bata space was enormous. TBF distributed 4,500 leaflets with slogans and sayings of Tomas Bata. TBF is becoming more and more the source of information for those interested in the Bata legacy.

20 to 23 July 2017

TBF's Book Module in the Comenius Park, Zlín

## TBF's Book Module in the Comenius Park in Zlín

After the book module return from Colours of Ostrava on 1 August 2017, it has been again placed in the Comenius Park. The interest in borrowing of books with Bata themes is still big. The book module is also the centre for other TBF's activities for children in cooperation with the organisation „Lively Zlín“.

August to September 2017



## Literary Competition – Spoken and Written Words Addressed to Mr. Bata

The Bata Week Festival is community activities organized by Thomas Bata Foundation to support the name Baťa.

**First year of the Bata Week festival has taken place 15. – 19. May 2017.**

14

As part of the first year of the Bata Week festival, the Foundation announced a literary competition. The topics of the competition were two - a letter to Tomas Bata and a reflection on the theme Enthusiasm Gives Us Wings. The competition was divided into three categories:

I.

Wide public unlimited by age and address

II.

Students from secondary schools of the so-called Bata Towns - Zlín, Sezimovo Ústí, Zruč nad Sázavou, Třebíč, Partizánské, Svit pod Tatrami and partner secondary schools. A total of 27 secondary schools were approached.

III.

Students of the Tomas Bata University, Faculty of Management of Economics, who studied the subject Bata Management System. The final evaluation of the competition was held at the beginning of July 2017.

**A total of 183 contributions were submitted for the competition, of which 156 ranked into category**

An evaluation committee was set up to evaluate the contributions in category I and II, the members of which were representatives of the Graduates of the Bata School of Work Club, business sector acknowledging the Bata legacy and experts on the Czech language and literature. The committee consisted of five members. Category III was evaluated by lecturers of the subject Bata Management System. Ten awards were awarded in categories I and II. The awards for winners were donated by the Thomas Bata Foundation and the Bata company. Three awards were awarded in category III; the awards were donated by the Thomas Bata Foundation and Faculty of Management and Economics of the Thomas Bata University in Zlín.



Literary competition from Bata Week festival







Junkers F13



## Junkers F 13

As previously mentioned, the City of Zlin was able to obtain funding from the Czech Ministry of Culture to rebuild the iconic Tomas Bata's Memorial Building. Construction is already well under way, and is due to be completed in October 2018. In May this year, the Bata Company agreed to provide €100,000 towards the reconstruction of the replica JU F13 plane which once formed the key feature of the Memorial.

The Thomas Bata Foundation has been instrumental in enabling this undertaking by:

- a) obtaining the original plans for the plane from Dessau, Germany;
- b) identifying companies able to execute the replica at a reasonable cost and within an acceptable time frame;
- c) evaluating the proposals received from potential builders in conjunction with the lead architect for the Memorial, Ing. Arch. Všetečka.
- d) establishing a funding programme, together with the City of Zlin, to collect the total cost of the construction of the replica

At the time of writing, the most likely builder has been identified as Tech Pro Aviation from Olomouc, a short distance from Zlin.

## Bata Day for Prague Avenue s.r.o. agency

A guided tour round the Villa, providing lunch in the Villa, organising a visit to Building 21 and Zlin Gallery

**8 September 2017, 23 persons, in English,  
tourists from UK and Canada**

## Conference "Principles of the Bata Management System in Practice"

In line with the plan of its activities, the Foundation organized the historically first conference presenting in full the principles of the Bata Management System and pointed out their applicability in today's business. The original principles of the Bata Management System were presented by the Foundation's staff (Gabriela Culík Končítíková and Pavel Velev), while the principles applicable today were presented by 6 entrepreneurs who have experience with application of the Bata Management System in their businesses and who were invited for the conference by the Foundation.

### The invited entrepreneurs were:

Ivan Bařka – Fosfa Břeclav  
 Peter Kriřtofovič – PK Academy Bratislava  
 Stanislav Martinec – KOMA Modular Vizovice  
 Radek Hradil – Docucom Praha  
 Petr Soler – CAVALIER Liberec

The two-day conference was held in the premises of the hotel Baltaci Atrium Zlín on 19 and 20 October 2017. The conference fee was set at CZK 4,999 and included also meals during the conference, evening venue and entrance ticket for the accompanying programme (Building 21, Bata Institute in Building 14/15). An important part of the conference preparation was its promotion. A special Web site for the conference, a poster and programme were created, which were also posted on Facebook and TBF Web site. The media partners were: EURO magazine, Kiss radio, Omnimedia which helped us to promote the conference in other media. Proceeds from the conference were used to spread the Bata legacy abroad through the English version of the book Entrepreneur Extraordinary Tomas Bata.

[www.batavpraxi.cz](http://www.batavpraxi.cz)

**19 and 20 October 2017, 90 persons, 61 paying participants**



Conference "Principles of the Bata Management System in Practice"





The success of the conference very positively influenced the interest in the 2018 Bata Academy, which was offered to the public on December 19, 2017.

We plan to organize a similar conference over a two-year period.

The topic of future conferences:

- 1. Bata's service in marketing and advertising**
- 2. Bata's employee care**

## 2018 Bata Academy

Get to know Tomas Bata not only as an ingenious entrepreneur, philosopher, teacher, politician, builder and pioneer, but also as an ordinary man who managed to live his American dream in Moravia and inspired tens of thousands of his colleagues with his dream, whose lives he changed. The Thomas Bata Foundation launched the Bata Academy, a one-year course dealing with the legacy of Tomas Bata. The course is intended for the wide public and is designed for adult participants. The course is divided into ten seminars and the participants will receive a certificate of attendance after the course completion. The seminars are held once a month in the afternoon from 4.30 to 7.00 p.m. The seminars will be held at the Tomas Bata Villa in Zlin.

The number of the course participants is limited. The precondition for the certificate award is participation in at least 7 seminars.

The price of one seminar is CZK 350 and the course price includes the costs of teaching materials and refreshments. The course fee can be paid annually and semi-annually. The special price for the entire course amounts to CZK 2,999.

Announcement of Bata Academy December 2017

**As of 1. March 2018, 34 persons are registered, annual payment 29 persons**

## Guided tours of Bata Villa

**Total 45 tours, 1084 persons**

Tours of the Bata Villa are provided for free for students, others pay and entrance fee of CZK 130.

### 19 January 2017

Mr. Jayaraman Sreedhar, Bangalore, 3 persons

### 6 February 2017

Elementary School Okružní Zlín, 40 persons

### 11 February 2017

Mrs. Racková, Prague agency, 25 persons

### 14 February 2017

Mrs. Jane Thompson, British Ambassador to CR, 5 persons

### 25 February 2017

employees of KOMA Vizovice, 30 persons

### 1 March 2017

Mrs. Škaroubková, 6 persons

### 7 March 2017

Secondary Entrepreneurial School Zlín, 20 persons

### 8 March 2017

Elementary School Okružní Zlín, 40 persons

### 8 March 2017

Mrs. Hlobilová, 4 persons

### 18. March 2017

Mrs. Racková, Prague, 45 persons

### 24 March 2017

Elementary School Horní Lideč, 35 persons

### 6 April 2017

Gymnasium Staré Město, 20 persons

### 19 April 2017

Gymnasium and Language School Zlín, 30 persons

### 21 April 2017

Ing. Kristýna Zelienková, MP, 1 person

### 4 May 2017

AXA Brno, 20 persons

### 5 May 2017

Ms. Těšáková, 6 persons

### 10 May 2017

Gymnasium Holešov, 20 persons

### 15 May 2017

Bata Week, 45 persons

### 16 May 2017

Bata Week, 50 persons

### 17 May 2017

Senior Club Třinec, 50 persons

### 18 May 2017

Senior Club Ostrava, 50 persons

### 18 May 2017

Ms. Horká, 5 persons

### 19 May 2017

Night of Galleries and Museums, 200 persons

### 19 May 2017

SCG Zlín, 20 persons

### 23 May 2017

prof. Rick Edgeman, Head of Management Department and Shingo Institute at Jon M. Huntsman School of Business at the Utah State University, 4 persons

### 29 May 2017

Hana S. Svobodová, 5 persons

### 30 May 2017

Mr. Nedbal, 6 persons

### 8 June 2017

secondary school Palava, 30 persons

### 17 June 2017

MUDr. Tesař, 5 persons

### 20 June 2017

secondary furniture-making school in Bystřice pod Hostýnem, 30 persons





**21 June 2017**  
secondary  
technical school in Vsetín,  
20 persons

**21 June 2017**  
Senior Club Olomouc,  
40 persons

**22 June 2017**  
ambassadors, 40 persons

**26 June 2017**  
Ms. Vášová, 2 persons

**14 July 2017**  
FaME TBU, Prof. Shahzad  
Uddin, Essex Account-  
ing Centre, Essex  
Business School, USA and  
Ing. Popesko (TBU Zlín),  
4 persons

**16 August 2017**  
Mrs. Karasová, 4 persons

**18 August 2017**  
Mr. Wyatt – new Manag-  
ing Director of Baťa, a.s.

**7 September 2017**  
scientists attending TBU  
conference, 45 persons

**24 September 2017**  
Municipal Authority and  
Library, Svit pod Tatrami,  
23 persons

**20 October 2017**  
USA, 4 persons

**28 October 2017**  
UTB Zlín, doc. David  
Tuček, 4 persons

**8 November 2017**  
Czech Freedom Fighters’  
Union, District Organisa-  
tion Valašské Meziříčí,  
35 persons

**10 November 2017**  
Mrs. Herrmannová,  
4 persons

**13 November 2017**  
Ing. Zbyněk Vales, Area  
Sales Manager Czech  
Republic & Slovakia,  
Bata Industrials,  
Netherland, 4 persons

**21 December 2017**  
Ing. Gellert, Austria,  
4 persons

## Lecture “Tomas Bata – Entrepre- neurial Model” by Pavel Velev or Gabriela Culík Končítíková

Total 23 lectures, 1564 persons

**For Partners in Seč**  
4 January 2017, 130 persons

**For Bata, a.s. – meeting of store managers in Seč**  
1 February 2017, 150 persons

**For CSOB bank in Olomouc**  
12 April 2017, 100 persons

**For Secondary school in Holešov**  
4 May 2017, 50 persons

**For Mr. Suchý in Nové Město nad Metují**  
11 May 2017, 25 persons

**For UNILEVER in Prague**  
15 May 2017, 30 persons

**For Red Button in Prague**  
25 May 2017, 30 persons

**For NWT in Zlín**  
5 June 2017, 60 persons

**For Via Humana in Skalica, Slovakia**  
8 June 2017, 45 persons

**For Summer School of Masaryk University Brno in Zlín**  
12 June 2017, 45 persons

**For Cavaliere in Prague, in Lucerna**  
22 June 2017, 390 persons

**For Red Button Conference in Brno**  
22 June 2016, 76 persons

**For the Summer School of Masaryk University Brno in Zlín**  
30 June 2016, 28 persons,

**for Z-Style in Zlín**  
14 July 2017, 60 persons

**as part of the game Zlín in Bata Times in Zlín**  
17 August 2017, 25 persons

**for company MULLENLOWE in Sázava**  
31 August 2017, 60 persons

**as part of the game Zlín in Bata Times in Zlín**  
5 September 2017, 15 persons

**lectures as part of the conference „Let's Make it According to Bata“ in Bratislava, Slovakia**  
19 September 2017, Pavel Velev, G. Culík Končítíková, 80 persons

**lecture and tour round the Villa for journalists as part of the event Press trip Baťa in Zlín**  
G. Culík Končítíková  
26 September 2017, 12 persons

**for participant of game Bata's town Zlín**  
5 October 2017, 13 persons

**for company Z-Style Zlín**  
4 December 2017, 40 persons

**for Red Button in Prague**  
6 December 2017, 50 persons

**for Partners in Černá Hora**  
8 December 2017, 50 persons



## Lecture Tomas Bata Example of Entrepreneurship for Bata Company

The second serious of lectures about the Bata development in the period from 1894 to 1924 was presented to Bata store managers at their regular collection evaluation meeting, this time in Hate in the Znojmo district.

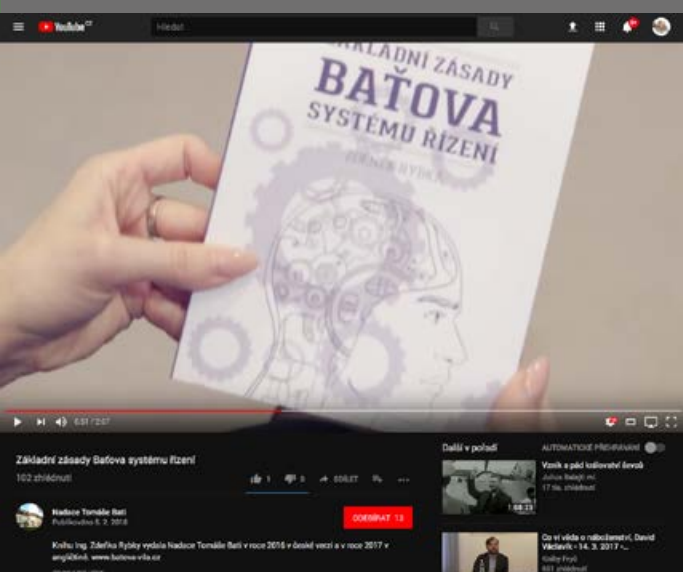
26 July 2017, 150 persons



## Video spots for sales promotion

Based on the recommendation of the Board of Directors of the Thomas Bata Foundation we prepared 6 short video spots in which 8 books from the Foundation offer were presented. The aim of the video spots is to increase customer awareness about the Foundation products and sale increase. The video spots were posted on the Foundation Facebook profile, web site and Youtube channel.

December 2017

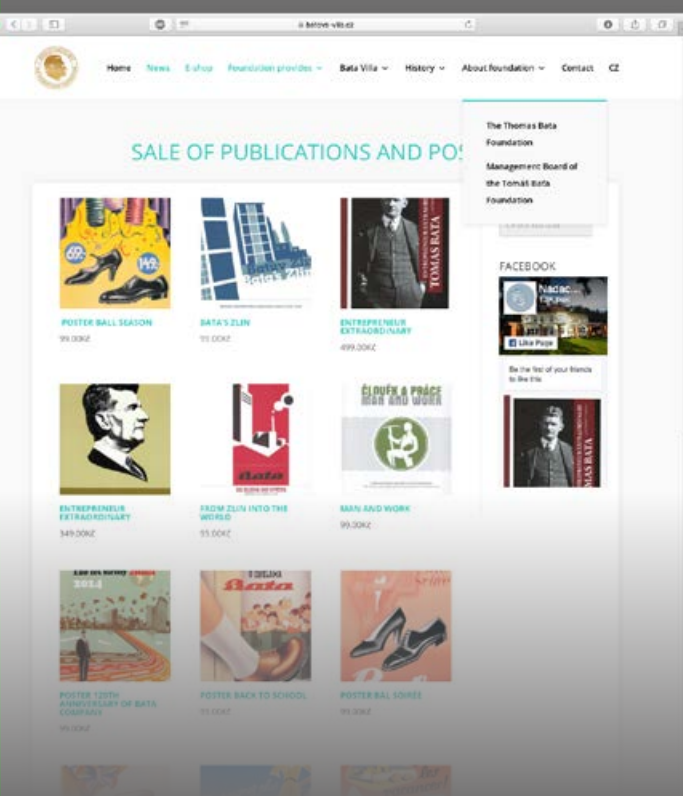


## E-shop

The Thomas Bata Foundation offers its books also through e-shop that was opened on 27 May 2016. The e-shop forms part of TBF's web site at [www.batova-vila.cz](http://www.batova-vila.cz).

Sales of books through TBF's e-shop in 2017:

**209 orders settled**  
**622 items sold**  
**for CZK 126.398 excl. VAT**



## Etiquette and Table Manners for Students

TBF organized another course of etiquette and table manners for students of the Tomas Bata University in Zlin. The course was intended for members of the TBU's Student Union members and consisted of three sessions. During the practical sessions, the students learn the rules of good manners, dining manners and the final session is devoted to practical demonstration of manners at a buffet party.

20 and 27 March 2017, 3 April 2017, 20 persons



Etiquette and Table Manners for students

## 2017 Finals of the Contest for Potential Managers

On Wednesday 24 May, the national finals of the 2017 Contest for Potential Managers was held. This was already the seventh year of the contest organized by the Thomas Bata Foundation and JA Czech. The winning team of students was from the Technical University in Ostrava.

Eight two-member teams from higher education institutions from Czech Republic and Slovakia competed in the finals.

The winning team Vacore consisted of Aleš Horčíčka and Veronika Křížková from the Technical University in Ostrava, Faculty of Economics.

The second place was awarded to Filipiny team consisting of Filip Vydra and Filip Molnár from the Faculty of Management of the Comenius University in Bratislava.

The third place was awarded to Kagadobe team consisting of Kateřina Bělocká and Gabriela Dohnalová from the Technical University in Ostrava, Faculty of Economics.

The awards included branded tablets, printers and power banks. The sponsors of the awards are Hewlett-Packard and the Thomas Bata Foundation.

24 May 2017



2017 Finals of the Contest for Potential Managers



VACORE Team



## Student Sculpture Symposium WOOD 2017

TBF organized the 19th year of the international student sculpture workshop for university students of art colleges and schools from Europe. The aim of the workshop is to give an opportunity to young sculptors to work with wood. This year, maple and oak wood was mostly used during the workshop.

### Workshop participants:

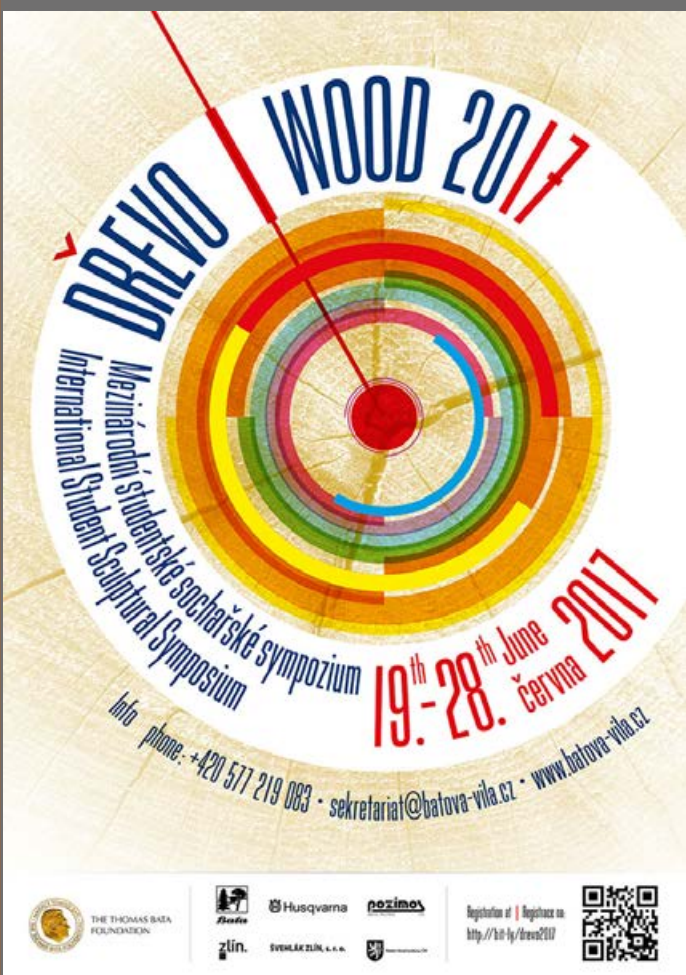
Agata Zboromirska	Poland
Maria Krasnodębska	Poland
Benjamin Podoba	Slovakia
Petr Mucha	Czech Republic
Zuzana Bartošová	Czech Republic
Olof Marsja	Sweden
Adam Turzo	Czech Republic

The award of the Town of Zlín for the best sculptures (financial award of CZK 5,000 and installation of the sculpture in the public space of Zlín).

Petr Mucha	Czech Republic
Benjamin Podoba	Slovakia

The opening night was held in the Bata Villa at 6.00 p.m. on 28 June.

**28 June 2017, 50 persons**



## “Compete and Do Business“ student contest

The Foundation was involved in the organisation of the regional round of the contest “Compete and Do Business”, which was held in the Bata Villa.

Pavel Velev was a member of the jury panel. 6 teams of secondary-school students from the Zlin Region presented their business plans.

The first place was awarded to Rostislav Gajzler team for the grammar school Gymnázium Lesní čtvrť Zlín for their project of leather book covers.

The second place was awarded to the team of Dalibor Herda and Martin Kožucharov with their project Flying Community from Creative Hill College - creativehill.cz.

The third place was awarded to Dominik Maniš and Aleš Omelka with their project OMstudium from the secondary school Střední škola podnikatelská a Vyšší odborná škola, s.r.o.

**11 December 2017, 32 persons**

## District round of FameLab – Let’s have fun with science

TBF, together with the British Council, organized the regional round of the international contest FameLab in the Bata Villa Zlin. The objective of the contest is to promote science and address the wide public. The contestants have only 3 minutes to explain their scientific work in an eye-catching way.



“Compete and Do Business“ student contest



Václav Mach  
„Quadrocopter in troubles“



Prof. Petr Sába gratulating  
FameLab ompetitors



FameLab Finals  
in Prague

The following students proceeded to the Czech national finals that was held in Prague on 14 May 2017:

1. **Václav Mach**  
field of study – Security Engineering  
at TBU Zlin, performance name  
„Quadrocopter in troubles“ ;
2. **Alois Kozubík**  
field of study - Bioinformatics  
performance name “Genetic-related  
book of good ideas“;
3. **Radek Pelc**  
field of study - Microscopy, performance  
name “Cellular Sky“;
4. **Grygoriy Zolotarov**  
field of study – General Medicine,  
performance name “Evolution within us“.

25 March 2017, 7 contestants

## Famelab Finals, Prague

By organising the regional round of the Famelab contest for young scientists, TBF became one of the main organisers of this event. The Prague finals held in Studio Ypsilon were attended by the managing director of TBF, Pavel Velev, who awarded the Audience Award to Martin Janda for his performance “Arms-Race“ (plant biochemistry).

The winner of the national finals was Tereza Mašínová with her performance “Under the Surface“ (microbial ecology).

The winner advanced to the international finals in Cheltenham, England.

14 May 2017, 200 persons, Prague

## Story of Civilization - lecture

Another of lectures on Ancient Egypt. These lectures are of great interest to the public. Lectured prof. Miroslav Bárta (archaeologist and Egyptologist) from the Czech Institute of Egyptology in Prague and Petr Horký (producer, explorer and traveller).

Miroslav Bárta and Petr Horký joined forces to work on a film tracing the path of formation, development and demise of many civilizations on this planet. It tries to answer questions such as: Why any civilization did not last forever, and what are the laws of this development?

11 January 2017, 95 persons

## Mathematics of scribblers in the river Nile country - lecture

Doc. Hana Vymazalová – archaeologist, egyptologist  
We learn about mathematical knowledge of ancient Egyptians from preserved texts. The texts reveal much about counting methods of that time. The significance of mathematics for ancient Egyptians went far beyond the common clerical practice, as it was one of the tools for maintaining the world order.

22 April 2017, 80 persons

## „For a drink with Ivan Hodač” - forum

Based on the experience from cooperation with Martina Dlabajová, a member of the European Parliament, TBF collaborated on organizing a forum with Ivan Hodač, “the most influential Czech in EU”. Ivan Hodač is the grandson of the former economist F.X. Hodač, who was a very close friend of Tomas Bata. The forum was moderated by Martina Dlabajová.

30 March 2017, 50 persons



Story of Civilization - poster



Mathematics of scribblers in the river Nile country - poster

## Computer Courses for Senior citizens

TBF continues in organizing individual courses of work with PC for the public. The course consists of 6 two-hour lessons per week. Seniors are currently the main clients. We satisfied the requirement and the course participants work on their own laptops.

14 February – 21 March 2017, 3 persons



## Dinner with Ambassadors

TBF was involved in the preparation of a meeting of Bulgarian, Israeli, Ukrainian and Greek ambassadors with entrepreneurs from the region. A Member of the Parliament of the Czech Republic and Vice-Chairperson of the European Union Matters Committee Kristýna Zílenková invited the ambassadors and entrepreneurs to the Bata Villa to discuss the possibilities of cooperation. TBF provided its premises and arranged for the accompanying programme for the ambassadors, which included a tour of Building 21, tour round the Bata Villa and visit to the Rudolf Jelínek Distillery Land in Vizovice.

22 June 2017, 40 persons



## Summer camp with the Astra Children's Home in the footsteps of Tomas Bata

TBF organized the summer camp in cooperation with the Astra Children's home. The summer camp was organized with the aim of presenting to children the legacy of Tomas Bata in an entertaining way.

10 to 14 July 2017, 20 children

Summer Camp in Bata's Villa

## Summer camp with INSPIRATION Zlin – History of Zlin

TBF was involved in the preparation of the summer camp for children with focus on the history of Zlin, including the Bata era.

17 to 21 July 2017, 20 children

28

## Summer camp with Klára Suchá – artistic techniques

TBF was involved in the preparation of a summer camp for children with focus on artistic techniques, yoga for children and stay in the nature (Villa gardens).

7 to 11 August 2017, 20 children



Summer camp with Klára Suchá – artistic techniques

## Let's Talk about Immunology – Lecture by Prof. Blanka Říhová

Annotation: Our immune system is hugely important because it protects us not only from the external, but also internal infections, in general foreign antigens. Despite its unquestionable effectiveness, immunity sometimes fails. Such as in cases of autoimmune disorders, allergies and tumours. This will be the subject of the discussion. Why, when, how and whether it can be positively affected.

Lecturer: prof. RNDr. Blanka Říhová, DrSc. (Charles University Prague)

22 September 2017, 50 persons

## “Lost Civilization of Southern Africa“

Lecture by Mgr. Jan Turek PhD. (Institute of Egyptology Prague)

From hunter-gatherers to the Great Zimbabwe kingdom

22 November 2017, 45 persons



Let's Talk about Immunology - poster



What is an illness - poster

## “What is an illness“ Lecture by MUDr. Ivana Wurstová

A talk with a medical doctor who has been combining various points of view on health and illness during her entire professional career. She builds a bridge between the Western, Eastern and Shaman medicine. She applies her experience from trips to Amazonia and other psyche states in her day-to-day medical practice.

11 December 2017, 60 persons

## Christmas parties for children

The Foundation has as usual organized Christmas parties for kindergartens and first grade pupils. Students from the Higher Art School in Zlín performed a Christmas concert with carol singing. The children sang Christmas carols together with the students and watched the story of the trip to Bethlehem. Each child was given Christmas gingerbread when leaving.

19 December 2017, total of 240 children per 2 performances



Christmas party at Tomas Bata's Villa

## Wedding Ceremonies

4 February 2017, Mr. Zmeškalová

1 April 2017, Ms. Hlůšková

13 May 2017, Ms. Luňáčková

2 September 2017, Miss Marta Holbová

23 September 2017, Miss Romana Dvorščáková

16 December 2017, Mrs. Salajková

# Report on Business Management in 2017







**Auditor's Report**

**Balance sheet**

**Profit and loss account**

**List of grants provided**

**by the Thomas Bata Foundation in 2017**

**Overview of gifts and grants**

**provided to the Thomas Bata Foundation**

context of materiality, i.e. whether any non-compliance with these requirements could influence judgments made on the basis of the other information.

Based on the procedures performed, to the extent we are able to assess it, we report that:

- The other information describing the facts that are also presented in the financial statements is, in all material respects, consistent with the financial statements; and
- The other information is prepared in compliance with applicable law or regulation.

In addition, our responsibility is to report, based on the knowledge and understanding of the information contained in the financial statements, whether or not the information contains any material misstatements, whether due to fraud or error.



## INDEPENDENT AUDITOR'S REPORT

To the Single Member of **Nadace Tomáše Bati**

### Audit Opinion - UNQUALIFIED

We have audited the accompanying financial statements of **Nadace Tomáše Bati** (hereinafter also the "Company") prepared in accordance with accounting principles generally accepted in the Czech Republic, which comprise the balance sheet as at 31 December 2017, the income statement, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information. For details of the Company, see Note 1 to the financial statements.

In our opinion, the financial statements give a true and fair view of the financial position of **Nadace Tomáše Bati** as at 31 December 2017, and of its financial performance and its cash flows for the year then ended in accordance with accounting principles generally accepted in the Czech Republic.

#### Basis for Opinion

We conducted our audit in accordance with the Act on Auditors and Auditing Standards of the Chamber of Auditors of the Czech Republic, which are International Standards on Auditing (ISAs), as amended by the related application clauses. Our responsibilities under this law and regulation are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Act on Auditors and the Code of Ethics adopted by the Chamber of Auditors of the Czech Republic and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Other Information in the Annual Report

In compliance with Section 2(b) of the Act on Auditors, the other information comprises the information included in the Annual Report other than the financial statements and auditor's report thereon. The Statutory Authority is responsible for the other information.

Our opinion on the financial statements does not cover the other information. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. In addition, we assess whether the other information has been prepared, in all material respects, in accordance with applicable law or regulation, in particular, whether the other information complies with law or regulation in terms of formal requirements and procedure for preparing the other information in the

MG Credit, s.r.o., Růžová 195, 763 02 Zlín - Louky, evidenční č. 153  
Strana 1 (celkem 3)

presentation of the financial statements in the Czech Republic and to enable the preparation of the financial statements due to fraud or error.

is responsible for assessing the financial statements in accordance with applicable, matters related to the financial statements by the Statutory Authority either in accordance with applicable law or regulation or an alternative but to do so.

the financial statements as to whether they are free from material misstatements due to fraud or error, and to issue an audit opinion of a high level of assurance, but not a guarantee. Above mentioned laws and regulations and misstatements can arise from fraud or error. If, in our opinion, they could reasonably be expected to be material on the basis of these financial statements, we should

we exercise professional judgment and we also:

the financial statements, whether due to fraud or error, and to obtain sufficient audit evidence for our opinion. The risk of material misstatements is higher than for one resulting from fraud or error, misrepresentations, or the

in order to design audit procedures that are appropriate for the purpose of expressing an

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Ing. Renata Nedbálková

2098

25 April 2018



## Balance sheet as at 31 December 2017 (in thousands CZK)

<b>Assets</b>	<b>Gross</b>	<b>Adjustment</b>	<b>Net</b>
Fixed assets	85 670	-18 641	67 029
Inventory			955
Cash on hand			59
Current Account			23 949
Receivables			552
Deferred expenses and revenues			110
<b>Total</b>			<b>92 654</b>
<b>Liabilities</b>			
Equity			88 398
Funds			2 814
Gains or losses from revaluation of assets			35
Payables			88
Employees			131
Health and social security insurance			76
Other payables			223
Estimated payables			201
Deferred revenues			174
Accumulated losses from previous years			624
Profit/loss of current accounting period			-110
<b>Total</b>			<b>92 654</b>

## Profit and loss account for the period from 1 January to 31 December 2017 (in thousands CZK)

<b>Expenses</b>		
Cost of organized events	Operating expenses	2 728
Personnel expenses		2 930
Depreciation of fixed assets		3 300
Other expenses		235
Total contributions provided		279
Profit/loss of current accounting period		-110
<b>Total</b>		<b>9 362</b>
<b>Revenues</b>		
Gifts, contributions, grants		4 129
Revenues from principal activity		2 581
Revenues from financial assets		2 652
<b>Total</b>		<b>9 362</b>

The Notes accompanying the financial statements form an integral part of the Annual Report.

## List of grants provided by the Foundation in 2017

In line with the Foundation Statutes, the Foundation awarded 12 grants in the total amount of **CZK 269 500,-** in this taxable period.

<b>Provided to</b>	<b>Amount in CZK</b>	<b>Approved by the Board of Directors</b>
Club of the Bata School of Work Alumni, Zlín <b>Newsletter of the Club Bata School of Work Alumni</b>	12 000,-	09.02.2017
Grammar School Zlín – Lesní čtvrť, Zlín <b>Global Classroom 2017</b>	15 000,-	09.02.2017
Czech-Moravian association for automation, Prague <b>Scientists, Inventors and Entrepreneurs in Czech lands (series of books)</b> (Škoda, Křížik, Kolben, Klement, Baťa).	30 000,-	09.02.2017
Regional Gallery of Fine Arts in Zlín, p.o. <b>IXth New Zlín Salon 2017</b>	30 000,-	09.02.2017
Furniture Making and Business High School, Bystřice p. H. <b>Bata heritage at the Secondary Furniture Making and Business School in Bystřice pod Hostýnem is revived</b>	30 000,-	09.02.2017
Hlaváček Pavel, PhDr., Zlín <b>“Words encourage, examples motivate” – book publication</b>	30 000,-	09.02.2017
SKILL production s.r.o., Zlín <b>Modernization of the website “Old Zlín” (www.staryzlin.cz)</b>	35 000,-	09.02.2017
OPEN ART, z.s., Stará Paka <b>21<sup>st</sup> year of the International Violin Contest of Maestro Josef Muzika for Children and the Youth and Laureate Concert</b>	15 000,-	02.05.2017
Tomas Bata University, Zlín <b>EXI(S)T 2017 (Fashion Show)</b>	10 000,-	02.05.2017
Association of Václav Hudeček, Zlín <b>Violin Academy of Václav Hudeček</b>	20 000,-	09.02.2017
Observatory of Valašské Meziříčí, <b>„EXPERIMENTARIUM 3 – MECHANICS OF LIQUIDS“</b>	22 500,-	03.10.2017
Fundchaser CZE s.r.o., Praha 3 – Žižkov <b>Compete and Do Business, contest</b>	20 000,-	03.10.2017

The Notes accompanying the financial statements form an integral part of the Annual Report.

## Overview of gifts and grants provided to the Thomas Bata Foundation

In this taxable period, donations in the total amount of **CZK 4,018.941,06** were received.

Donor (donations)		Amount in CZK
<b>BATA SCHUH STIFTUNG (Founder)</b>		3 818 500,-
<b>Barum Continental s.r.o., Otrokovice</b>		40 000,-
<b>Advokátní kancelář Knotek, spol. s r.o., Zlín</b>		80 000,-
<b>Others</b>		2 981,06
<b>TESCOMA s.r.o., Zlín</b>	Non-monetary gift	15 600,-
<b>Fosfa a.s., Břeclav</b>	Non-monetary gift	59 760,-
<b>Others</b>	Non-monetary gift	2 100,-
<b>Grants</b>		<b>Amount in CZK</b>
<b>Ministry of Culture Czech Republic</b>		110 000,-

Contribution and gifts were used for 100 %.

Funds were used for cover the Activities of the Foundation

The Notes accompanying the financial statements form an integral part of the Annual Report.

## The Thomas Bata Foundation

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Gahurova 292, 760 01 Zlín, Czech Republic

**Telephone:**

+420 577 219 083

**Web sites:**

[www.batova-vila.cz](http://www.batova-vila.cz)

[www.facebook.com/batovavila](https://www.facebook.com/batovavila)

**E-mail:**

[velev@batova-vila.cz](mailto:velev@batova-vila.cz)

[sekretariat@batova-vila.cz](mailto:sekretariat@batova-vila.cz)

**Bank details:**

Unicredit bank 760 01 Zlín

**Account number:**

50392-006/2700

**Company identification No:**

658 22 374

**Tax identification No:**

CZ 658 22 374

Zlín, 3th June 2018



Approved by

**Rosemarie Bata Blyth**

Chairperson of the Board of Directors of the Thomas Bata Foundation



Prepared by:

**Ing. Pavel Velev**

Executive Director of the Thomas Bata Foundation



ANNUAL REPORT  
OF THE THOMAS BATA FOUNDATION  
2017

VÝROČNÍ ZPRÁVA  
NADACE TOMÁŠE BATI  
2017



THE THOMAS BATA  
FOUNDATION

