

## Mission of Thomas Bata Foundation



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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# People in the Thomas Bata Foundation

**Supervisory Board** 

**TBF** Team

Martin Dorotík	Consultant
Petr Dostál	Personnel Manager of Continental Barum, spol. s r.o.
Miluše Hasoňová	Personnel Manager of Tescoma s.r.o. Zlín
Karel Ježík	Consultant
Stanislav Knotek	Lawyer
Stanislav Martinec	Director, KOMA Modular, s. r. o.
Petr Sáha	The Tomas Bata University Zlín
Petr Zahradník	Consultant (until 26. 09. 2019)
Ivan Baťka	Director of Fosta a.s. (from 26. 09. 2019)
Karel Hnilica	Director of B.F.P., Lesy a statky Tomáše Bati, Chairperson of the Supervisory Board
Stanislav Machovec	Financial Consultant
Andrea Kadlčíková	Chancellor, the Tomas Bata University in Zlín
Pavel Velev	Managing Director
Gabriela Končitíková	Program Manager
Jitka Zvolská	Assistant/Secretary
Jana Benková	Accounts Administrator
Zdeněk Lupač	Bata Villa staff
Drahomíra Velevová	Bata Villa staff

**Rosemarie Blyth - Bata** Chairperson of the Board of Directors of the TBF

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### Activities Of the Thomas Bata Foundation January-December 2019



- BATA LEGACY
- STUDENT PROGRAMMES
- CULTURE AND SOCIETY DEVELOPMENT

#### 2018 BATA ACADEMY, ZLÍN

In 2018, the Thomas Bata Foundation introduced a new educational activity, the Bata Academy. The first 10 sessions were held in the Bata Villa in Zlín. The Bata Academy presents the Bata Management System principles and the personality of the founder Tomas Bata, his entrepreneurial and life philosophy.

The first round of the Bata Academy was concluded by the final seminar "Life Balance according to Tomas Bata" in January 2019. The Bata Academy participants were awarded a certificate during the final gala session.

10/01/2019, 31 persons

#### **2018 BATA ACADEMY, PRAGUE**

In September 2018, the Thomas Bata Foundation opened the second round of the Bata Academy in Prague, which continued in 2019 when another 5 Bata Academy seminars were held in the premises of Hub Hub na Příkopě.

07/01/2019, topic: Trade at Bata in 1930s 04/03/2019, topic: Personnel activities in the Bata management system and Corporate culture - social care, culture and sport 01/04/2019, topic:

**Motivation and education** 06/05/2019, topic:

#### Principles of remuneration in Bata

The final seminar of the Bata Academy Prague (10th meeting) was held in Zlín in the Bata Villa on two dates due to all the participants not being able to attend on the same date. TBF prepared a programme including a guided tour of the Bata Villa, visit of Building 21 with a ride in the lift-office and gala lunch. The lunch was followed by a lecture "Live Balance according to Tomas Bata" and a course certificate handed-over ceremony. Price: CZK 5,999.

03/05/2018 – 25/06/2019, 35 persons, 10 seminars



Bata Academy, Prague 2018

The end of the Baťa Academy 2018 in the villa of Tomas Bata in Zlín on 10 January 2019



**BATA LEGACY** 

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#### 2019 BATA ACADEMY II ZLÍN

On 18 April 2019, TBF opened the second round of the Bata Academy, Zlín. Based on experience from the first round, the Academy was reduced to 7 seminars with 1 seminar per month, whereas the original content was preserved and evenly distributed during the period. 22 persons participated in the Bata Academy. Lecturer: Gabriela Končitíková 18/04/2019, topic: Tomas Bata and his Philosophy – Inspiration for Today

16/05/2019, topic: Principles of Bata Management System and Close Colleagues of Tomas Bata 13/06/2019, topic: Trade, Promotion and Advertising – Our Customer – Our Master

26/09/2019, topic: Humans Give Life to Machines or the human resources in the Bata Management System

17/10/2019, topic: Corporate culture - Education, Social Care, Culture and Sport

14/11/2019, topic: Motivation and Remuneration at Bata

12/12/2019, topic: The Significance of Life Balance according to Tomas Bata

During the final 7th session, the participants of the second round of the Bata Academy received a certificate.

#### **BATA ACADEMY FOR CREAM ZLÍN**

TBF organized a special Bata Academy for the employees of Cream, a company based in Zlín. The individual lectures were given in the period 08 - 12 2019 in the premises of Building 34. The course was held by Gabriela Končitíková. The last lecture and the course conclusion were held in the Bata Villa together with a tour round the Villa and hand-over of the certificates.

13/12/2019, 24 persons



#### **JUNKERS F 13 SITE INSPECATION IN TPA**

According to the production schedule of the aircraft model JU F 13 for Thomas Bata Memorial in Zlín, regular inspection days took place in the premises of TPA in Olomouc in the presence of technical supervision of prof. A. Píštěk and P. Velev. The aim of the site inspections is to monitor compliance with the time schedule of works and consult technical procedures of the model manufacture and other details. **Dates 10/01, 07/02/, 07/03, 28/03, 05/04., 17/04, 24/04/2019** 

#### 4.0 PHENOMENON - CONFERENCE

TBF was one of the partners of the conference 4.0 Phenomenon, which was organized by the Zlín-based educational agency CE-PA and Grafton. Gabriela C. Končitíková presented a lecture in the conference HR stage "How to build a strong employer brand according to the Bata Management System" and Pavel Velev presented a lecture in the conference Business stage, panel Future 5.0 – "It will depend on people". **24/01/2019, 300 persons** 

#### VISIT OF THE CANADIAN AMBASSADOR

The Canadian ambassador, Mrs. Barbara C. Richardson, visited Zlín in order to learn about the Bata history. She visited also the Thomas Bata Foundation. TBF's managing director presented to the ambassador the activities of the Foundation; during the tour round the Villa, he acquainted her with the history of the Bata company. **20/02/2019** 

#### INTERVIEW OF GABRIELA KONČITÍKOVÁ WITH PROF. JAN KOŠTURIAK ABOUT BATA LEGACY

https://bit.ly/31A8xQ2 22/02/2019





Skeleton of an airplane JU F 13



Poster Fenomén 4.0



Dinner with Canadian ambassador

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# Bata-Acroso

Building of the Baťa company in Borovo, in Yugoslavia, today's Croatia



#### **BATA FASHION WEEKEND (BFW)**

Baťa organized a Fashion Weekend (BFW) for the media, which was held at Žofín in Prague. TBF actively participated in the Prague BFW by selling books and promotional items. BFW was attended by journalists from all over the world, who were informed by the Bata management about new trends. The event offered also an opportunity to discuss other ways of cooperation. There was great interest in the books on Bata history and the TBF's promotional items.

12/04 - 14/04/2019

#### FROM ZLÍN INTO THE WORLD – THE STORY OF TOMAS BATA

From Zlín into the World - the story of Tomas Bata is one of the most successful books published by TBF. Author Zdeněk Pokluda. TBF published already the 4th revised edition. **07/03/2019** 

#### BATA BUSINESS IN YUGOSLAVIA – A BOOK

As part of the cooperation between TBF the Tomas Bata University on the research of Bata history and legacy we supported the research of Mgr. Milan Balabán from the Bata Centre of TBU, who collected documents from the Bata town Borovo located in today's Croatia and wrote a book Bata Business in Yugoslavia. 500 copies were published and TBF offers the book in its online store. **16/03/2019** 

#### BATA BEST APARTMENT - CON-TEST WWW.BYTOVASOUTEZ.CZ

TBF was involved in the creation of a website that introduces the 1935 international architectural contest of the Bata Company.

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**ANNUAL REPORT 2019** 

exhibitions were held in Europe. In January 1935, the Bata Company announced an international best apartment contest in Zlín, the aim of which was to obtain the best plans for the construction of stylish but at the same time cheap and functional apartments including the furniture lay-out. 550 companies were approached and 289 domestic and international projects applied for the contest. The jury consisted both of the Bata Company representatives: Jan A. Baťa, Dominik Čipera, Arnošt Sehnal and František L. Gahura, and major architects Le Corbusier, Edo Šen, Pavel Janák, Jaroslav Syřiště, Dušan Jurkovič and Bohuslav Fuchs.

The contest results were announcing on 5 May 1935 and awards were distributed in the total value of CZK 94,500. Prizes were awarded for the project of Adolf Beneš and František Jech, and the project of the Swiss architect Erich Svedlund, the joint project of three architects Karel Janů, Jan Štursa and Jiří Voženílek, and VI. Potočnijak from Zagreb. The architects Vladimír Karfík, Jaroslav Kosek, Antonín Vítek and others were also awarded. Apart from the main prizes, a big number of other awards and certificate of merits were awarded

#### INSTALLATION OF THE JUNKERS F 13 GE AIRCRAFT

On 22 and 23 May the long expected installation of the model of JU F 13 aircraft in the TB Memorial was carried out under the supervision of TBF's managing director. On 22 May, the manufacturer of the model, TPA Olomouc, brought the aircraft fuselage and wings on a platform car. The employees of Ganas managed to slide the fuselage in through the entrance with the help of a crane and with the assistance of other entities and then assembled the wings and the entire model during the afternoon. On 23 May, the model was lifted 5 m high using a special crane and placed on 4 supporting pillars. **22 and 23/05/2019** 





Mrs. Monica Pignal, granddaughter of Tomas Bata at the T. Bata Memorial in Zlín



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#### OPENING OF THE TOMAS BATA MEMORIAL WITH JU F 13 AIRCRAFT MODEL

Thanks to the delivery and installation of the aircraft model, TBF made possible the gala opening of the TB Memorial. On invitation of the Town of Zlín and TBF, the opening ceremony was attended by personalities from the Zlín Region, sponsors of TB Memorial and the aircraft model and other guests. A part of the programme was a speech of the managing director of TBF, in which he mentioned the joy of the Bata family at the TB Memorial reconstruction completion and installation of the aircraft model, and he also briefly mentioned the process of the aircraft model manufacture.

Sand animation with the TB Memorial was presented. **27/05/2019** 

#### **JUNKERS F 13 IN TB MEMORIAL**

The one-month period for the preparation of the proposal for removing arrears of work on the JU F13 model expired and so on 25 July a meeting was held with the model manufacturers in the TB Memorial. Technical modifications and improvements concerning the cover of the landing gear, distance between the propeller and the engine, adding passenger seats in the cabin and sheet metal covering of the seam between the middle section and wings.

25/07/2019

#### **BATA WEEK 17 - 21 JUNE 2019**

TBF prepared for the Zlín public the 3rd year of the Bata Week with the following programme:

 Guided tour of the Bata Villa with the managing director of TBF Mr. Pavel Velev.
 17, 18, 19/06/2019, 50 persons

 Guided tour of the Bata Villa with Gabriela Končitíková
 17, 20, 21/06/2019, 60 persons  Lecture by Gabriela Končitíková: Main Principles of the Business Philosophy of Tomas Bata
 17/06/2019, 20 persons

4. Lecture by Gabriela Končitíková: Build Yourself First or the Life Balance according to Bata Philosophy 18/06/2019, 25 persons

5. Lecture by Mgr. Lucie Šmardová: Bata Housing 19/06/2019, 15 persons

6. Lecture by Mgr. David Valůšek: Marie Tomášová Baťová 20/06/2019, 30 persons

7. Lecture by Gabriela Končitíková: Principles of the Motivational Philosophy of Bata before 1939 21/06/2019, 20 persons



Drawing of the actual state factories and the Letná district in 1930.

99 sweet dots by Marie Baťová

#### BATA DAY FOR THE TCPA PRESIDENT

TBF prepared a one-day programme for the TCPA President, Mr. Aoki and his wife. The introduction was held in the Bata Villa, where the managing director of the TBF explained to Mr. Aoki the entrepreneurial principles of Tomas Bata and the working methods in the Bata company, as well as showed them around the Villa. Then we visited Building 21, took the mobile office-lift to the terrace and viewed the factory and town from above. After lunch we visited the museum in Building 14 and the Tomas Bata Memorial. During the visit, Mr. Aoki asked many interesting questions about the operation of the Bata company and social aspects of its business undertaking. **08/08/2019** 

#### **99 SWEET DOTS OF MARIE BATA**

In August 2019, we managed to complete the extensive project of the book of dessert recipes 99 Sweet Dots of Marie Bata. The book came into being thanks to the enthusiasm of the Project Manager of the Foundation, Gabriela Končitíková, and the original recipes brought into the Foundation by the grand-







Mr. and Mrs. Gregor Brzobohaty in the villa of Tomas Bata - September 2020

daughter Rosemarie Blyth-Bata. The book contains recipes, but the introduction describes also the life of the Bata family in their villa in Zlín. 5,500 copies were published with the financial help of Cream. TBF offers the book for advance sale in its e-shop for a reduced price of CZK 419 (starting from September the price will be CZK 499).

08/2019

#### PUBLISHING ARTICLE AT NOVINKY.CZ AND IDNES.CZ "99 SWEET DOTS OF MARIE BATA"



#### VISIT TO ZLÍN FOR THE FACES OF BAŤA COMPANY

TBF organized in cooperation with the Bata Marketing Department for the spouses Gregor-Brzobohatý, the 2019 Faces of Baťa, a guided tour round the Bata Villa and the Tomas Bata Memorial. **05/09/2019** 

#### 99 SWEET DOTS OF MARIE BATA – PRESENTATION OF THE NEW BOOK TO THE PUBLIC

The new book 99 Sweet Dots of Marie Bata, which contains recipes of Marie Bata and which was published by TBF, was presented at the festive launch of the book. The project partner was Cream.

The book launch was highlighted by the degustation of desserts prepared according to the new dessert cookbook and by the music performance of the Slovak Paper Moon Trio band. The goodfather of the book was Tomáš Baťa himself, whose part was played by Gustav Řezníček, an actor of the Zlín Municipal Theatre. The book presents sweet cuisine prepared in the Tomas Bata Villa. The book author is Gabriela Končitíková. For a short video



**BATA LEGACY** 

recording from the performance go to YouTube: https://youtu.be/Y9gyiKIfaRY **11/09/2019, 75 persons** 

#### **RADIO EMISSION AT ČRO ZLÍN**

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With the approaching date of the Bata's Legacy to Europe conference, the organizers of which are TBF and FaME TBU, TBF's managing director and the director of the Institute of Finance and Accounting of FaME presented the conference in live broadcast. During their 20-minute appearance, they informed about the goals of the conference, the speakers, individual sections and accompanying programme. **30/08/2019** 

#### PROMOTION OF THE BATA'S LEGACY TO EUROPE CONFERENCE IN THE GOOD MORNING PROGRAM OF CZECH TV (ČT)

With the approaching date of the Bata's Legacy to Europe conference, the organizers of which are TBF and FaME TBU, the TBF's programme manager Gabriela Končitíková and the dean of FaME David Tuček appeared in the Good Morning programme of ČT. During the live broadcast they informed about the conference objectives, presenters, individual sections and accompanying programme. **12/09/2019** 

#### BATA'S LEGACY TO EUROPE CONFER-ENCE – PEOPLE – CHALLENGE FOR THE FUTURE OF ENTERPRISE

After 5 years. TBF and FaME TBU organized another expert conference. The conference was held under the auspices of the Rector of TBU, Governor of the Zlin Region, Mayor of the Town of Zlin and a Member of the European Parliament M. Dlabajová. The general partner of the conference was Baťa which celebrates the 125th anniversary of its formation this year. The conference programme was divided into two block, morning panel and afternoon sec-







Bata's legacy to Europe conference

Bata Innovation Camp in Bata Villa



tion. 8 speakers presented in the main panel. In the four afternoon sections on the themes:

A wise man learns from others, Challenges to enterprise, people and the digital world, Town and people inspired by the legacy of Tomáš Bata, Sharing knowledge, capacities and new trends in mechanical engineering

other 50 speakers appeared. The conference was held in the Zlin Congress Centre and was attended by 330 participants.

18/09/2019, 330 persons

#### BATA'S LEGACY TO EUROPE CONFERENCE:

https://www.novinky.cz/ vase-zpravy/zlinsky-kraj/ zlin/5391-56816-lide--vyzvapro-budoucnost-podnikani-batuv-odkaz-evrope-.html



#### **BATA INNOVATION CAMP**

TBF was in cooperation with JA, TBU and Bata involved in the organization of a creative camp for students of higher education institutions. The objective of the meeting was to prepare a project focusing on technological and material innovations of footwear. At the beginning of the camp, Ing. Velev acquainted the participants with the history of Bata company, then they visited the Bata Principle exhibition in in the Museum and viewed Zlin, the town build by Bata, from Building 21. In the afternoon and the following day, they worked on project preparation with the help of Bata employees in the premises of the TBU Technological Park. The closing ceremony was held in the Bata Villa in the present of Mrs. Monica Pignal, the granddaughter of Tomáš Baťa, Caroline Jenner, JA President, Prof. Sáha, Prof. Emriho a Shervina Chua and Ing. Velev, who at the same time constituted the panel evaluating the projects. The winning team, consisting of five students from the Ostrava University, Prague School of Economy, **BATA LEGACY** 

Technical University in Liberec and Comenius University in Bratislava, provided the most convincing solution which impressed the panel.

The winning team designed own trainers for affordable price, which featured various changeable components. The innovative concept is based on the customer's creativity. The trainer is divided into three components (sole, upper and laces). The customer is the designer of his/her own unique trainers.

02/10 - 04/10/2019

#### 99 PRACTICAL OBSERVATIONS OF TOMAS BATA - NEW BOOK

TBF published another book called 99 Practical Observations of Tomas Bata. The book presents the personality of Tomas Bata in 99 stories and tens as yet unpublished photographs. People around him did not perceive him as an ingenious entrepreneur, but as a boss. A boss, whom they respected because he was one of them and was close to them. People around Tomas Bata felt that they were creating the Opus Magnum together with him and not only for him. They respected him for his straightforwardness and easy connecting with anybody who was a part of the company. Each employee could come to Bata with any problem; Bata was interested in his colleagues, in the dayto-day life in the factory and outside the factory. Tomas Bata liked people. The strongest recollections of those working for Bata were not of above-standard remuneration, company benefits etc. Their recollections were of personal meetings with Tomas Bata; they were fascinated by his thinking and straightforwardness. October 2019

#### THOMAS G. BATA AND HIS WIFE SARAH – STAY IN ZLÍN

The grandson of Tomáš Bata, Thomas G. Bata, and his wife Sarah came to Zlín to discuss with the representatives of TBU and TBF about the foundation of a new commercial school for Bata managers,



The launch of the book 99 apt observations by Tomas Bata





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President of the Slovakia, Mr. Andrej Kiska together with Mr. Velev in Bata's villa

Tomas Bata's grandson, Thomas G. Bata and his wife Sarah at the Tomas Bata Memorial in Zlín

which is to be based in Zlín. They both visited the family Villa and Ing. Velev showed them round the Tomas Bata Memorial. **21/10/2019** 

#### VISIT OF THE PRESIDENT OF THE SLO-VAK REPUBLIC, ANDREJ KISKA, IN ZLÍN

Zlín has its bench of Václav Havel. The unveiling ceremony was attended by the former Slovak president, Andrej Kiska. During his visit he accepted the invitation of TBF and visited the Bata Villa.

We spoke about the thinking and moral of Bata and Masaryk, democracy and national pride. Tomas Bata contemplated the issue of national pride quite frequently. His words: "The skill of Czechoslovaks is immense, they only need to overcome their fears and worries "apply also today.

The managing director of TBF also invited the President for a coffee to the Villa of Hugo Vavrečka (the grandfather of Václav Havel, a close friend and colleague of Tomas Bata), where they continued in the pleasant discussion.

14/11/2019

# AAKA JUNKERS

#### 99 PRACTICAL OBSERVATIONS OF TOMAS BATA – LAUNCH OF A NEW BOOK IN ZLÍN

TBF presented the new book called 99 Practical Observations of Tomas Bata, which presents him not only as a boss, but namely a man who stands behind his decision, can apologize and admit a mistake and never gives up his dreams.

The godfathers were Pavel Rímský, who read some of the stories, Gustav Řezníček, who played the part of Tomáš Bata in the play Baťa Tomáš, Alive. The book was further launched by the managing director of TBF Pavel Velev, the author Gabriela Končitíková and Martin Jarolím from the Cream Group. The book was created with the financial assistance of the Cream Group. The book was designed by Oleg Slepcoff.

27/11/2019, 60 persons

#### LAUNCH OF THE NEW BOOK 99 SWEET DOTS OF MARIE BATA IN BRATISLAVA

TBF presented the new book 99 Sweet Dots of Marie Bata in the premises of the Panta Rhei bookstore in Bratislava. The opening speech was given by the managing director of TBF Pavel Velev and more detailed information about the preparation and contents of the book was given by the project manager Gabriela Končitíková. The period atmosphere of the 1930s was illustrated by the Paper Moon Trio band.

Tomáš Baťa considered moments spent with friends at a table eating good food, including cakes, as an important part of happy life. Marie Bata knew how to prepare such great moments and her desserts were the cherry on top of such moments. The desserts of Maria Bata are in line with the philosophy of her husband: their preparation is fast and easy, they are delicious and made from basic ingredients.

08/12/2019, 100 persons

#### **TOMBSTONE RENOVATION**

TBF looks after a total 7 tombs at the Forest Cemetery. At the beginning of April 2019, a renovated tombstone remembering Thomas J. Bata and his wife Sonja Bata was installed on the tomb of Tomas and Marie Bata.

#### ANNIVERSARIES OF BATA FAMILY MEMBERS:

#### BIRTH ANNIVERSARY OF ANTONÍN BATA (1874 - 1908)

On 7 June, we remember the birth anniversary, and on 8 June, the death anniversary of Antonín Bata, the older brother of Tomas Bata. Antonin was Tomas' role model and they were very close. Antonin was a good-looking man who pursued numerous sports activities and was one of the founding members of the gymnastics organization Sokol in Zlin. Tomas was respected and honoured by his colleagues, while they loved Antonin. Antonin was kind and benevolent. The difference between the two brothers is best described by a recollection of one female colleague: "We liked Tomas, however, when Antonin came to the workshop, everybody was singing soon". Antonin died of tuberculosis. Tomas was strick-



Pie baked from a recipe in a book 99 sweet dots by Marie Baťová



Baptism of a new book of 99 sweet dots Marie Baťová in Bratislava

Extended tombstone in the Forest Cemetery



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en by his death and couldn't come to terms with it for a long time.

#### **BIRTH ANNIVERSARY OF MARIE BAŤOVÁ**

On 22 June, we remembered the 126th birth anniversary of Marie Batova, née Menčíková, on TBF's Web and Facebook.

#### 87TH ANNIVERSARY OF THE PLANE CRASH IN WHICH TOMAS BATA TRAGICALLY DIED

TBF reminded the public by laying flowers on the tomb and at the statue of Tomas Bata about the anniversary of the tragic plane crash, in which Tomas Bata and the chief pilot Jindřich Brouček died on 12 July 1932. Mr. Velev and the Mayor and councillors of Otrokovice also laid flowers near the place of the plane crash in the premises of Toma Otrokovice.

#### REMEMBERING THE DEATH ANNIVERSARY OF MRS. MARIE BATA

Remembrance at the TBF's Web and Facebook profile. Flowers were laid on her tomb at the Forest Cemetery **27/02/1954** 

#### **BIRTH ANNIVERSARY OF JAN ANTONIN BATA**

This year, we remember the 121st birth anniversary of JAB. TBF remembered the event by posting a photograph and brief article on TBF's Web and Facebook. **8. 3. 2019** 

#### THOMAS BATA BIRTH ANNIVERSARY

This year, we remember the 143rd birth anniversary of Thomas Bata. TBF remembered the event by posting a photograph and a brief article on TBF's Web and Facebook. Flowers were laid on the tomb and by the statue of TB. **03/04/2019** 

#### REMEMBERING THE DEATH ANNIVERSARY OF TOMAS BATA, JR. – 1 SEPTEMBER

#### REMEMBERING THE BIRTH ANNIVERSARY OF TOMAS BATA, JR. – 17 SEPTEMBER

The anniversaries were remembered on TBF's Web and FB profile; flowers were laid by the bust of Tomas Bata.

#### REMEMBERING THE BIRTH ANNIVERSARY OF SONJA BATA 08/11/2019 on TBF's Web and FB profile

#### LECTURES BY PAVEL VELEV "THOMAS BATA ENTREPRENEUR EXTRAORDINARY"

#### For students for free, for companies CZK 5,000 Total of 8 lectures, 400 participants

25/01/19, the students of the master's degree programme of the Prague International Business School were given as part of the conference 4.0 Phenomenon in the TB Villa premises, 9 persons 06/02/19, Red Button, 15 persons 15/02/19, COP Valašské Meziříčí, 80 persons 04/03/19, Prague School of Economics Prague, 120 persons 18/04/19, 2019 Bata Academy Zlín, 21 persons 23/05/19, participants of the contest Zlin Grail, 20 persons 03/11/19, Partners, Seč, 95 persons 05/11/19, Zlín Business Academy, 40 persons

#### LECTURES BY ING. GABRIELA KONČITÍKOVÁ

Price of the lecture is 7,000 CZK + reimbursement of travel expenses

#### Total 53 lectures, 2,685 participants Topics:

- Principles of human resources activities in the Bata Company until 1945 and their application today;
- Finding the sources of intrinsic motivation according to the philosophy of the Bata Company;
- Cooperation as the basic prerequisite for application of the Bata Management System in today's business;
- Basic principles of the Bata Management System for today's manufacturing companies;
- Basic principles of the Bata corporate culture;
- Principles of human resources activities in the Bata Company and their application in the present-day building of work teams;
- Basics of business ethics according to the Bata principles and entrepreneur self-building;
- The personal story of Thomas Bata a man is not born a personality, but becomes a personality;





 Corporate culture – social, health, sports and cultural care of the Bata Company

07/03/19, Bratislava, 20 persons 14/03/19, Karlovy Vary, 21 persons 18/03/19, Zlín, SPUR, 23 persons 21/03/19, Praha, Plantyst, 115 persons 26/03/19, Zlín, ŠVEC, 44 persons 28/03/19, Prague, Military Hospital, 88 persons 31/03/19, Prague, Partners, 249 persons 02/04/19, Bratislava, as part of Brain and Breakfast, 30 persons, https://youtu.be/8NasCTu53js 03/04/19, Bratislava, Le talk of Top Coach, 32 persons 07/04/19, Zvolen, PK Academy, 215 persons 10/04/19, Zlín, Andy Winson, 12 persons 12/04/19, Bratislava, participants in the Forbes conference, 14 persons 04/05/19, Bratislava, HOLLEN s.r.o., 50 persons 05/05/19, Bratislava, Salve Group, 200 persons 07/05/19, Zlín, Mr. Biesik, 10 persons 14/05/19, Poprad, Salve Group, 100 persons 16/05/19, Bratislava, Salve Group, 100 persons 18/05/19, Zlín, Úklid, 25 persons 19/05/19, Prague, Partners, 30 persons 21/05/19, Prague, Štěpánka Duffková, 50 persons 22/05/19, Zlín, ETA, 90 persons 31/05/19, Svit pod Tatrami, 60 persons 12/06/19, Bratislava, Topcoach, 200 persons 19/06/19, Brno, ČSOB, 300 persons 26/06/19, Bratislava, IBM, 100 persons 15 and 16/07/19, LETMO, Zlín, 20 persons 14/07/19, Salve Group, Zvolen, 60 persons 17/07/19, Salve Group, Bratislava, 80 persons 11/08/19, Salve Group Zvolen, topic: Business of the Bata Company before 1945, 30 persons 06/09/19, firma Allrisk, Zlín, 25 persons 08/09/19, Salve Group, Bratislava, 70 persons 10/09/19, ČSOB, Prague, 60 persons 10/09/19, Štěpánka Duffková, Prague, 40 persons 12/09/19, Partners, Hradec Králové, 40 persons 13/09/19, CREAM, Zlín, 22 persons 02/10/19, Švec a spol., Partyzánské, 70 persons 04/10/19, CREAM, Zlín, 30 persons 06/10/19, Salve Finance, Demenovská Dolina, 85 persons 18/10/19, CREAM, Zlín, 30 persons

24/10/19, FC Czech s.r.o., 28 persons 01/11/19, CREAM, Zlín, 30 persons 10/11/19, Salve Finance in Zvolen, 25 persons 15/11/19, Franklin Covey, Prague, 50 persons 16/11/19, Czech Stomatological Academy in Prague, 60 persons 20/11/19, Duffková, Zlín, 22 persons 21/11/019, ČSOB, Hustopeče, 50 persons 22/11/19, CREAM, Zlín, 30 persons 26/11/19, Mrs. Petra Janková, Ostrava, 30 persons 08/12/19, Salve finance, Zvolen, 60 persons 13/12/19, CREAM, Zlín, 24 persons 17/12/19, IMP SR, 60 persons

#### **GUIDED TOURS OF TOMAS BATA VILLA**

duration about 60 minutes, price CZK 130 per person. The guides are Pavel Velev, Gabriela Končitíková or Jitka Zvolská

Total 42 guided tours, 883 visitors

04/02/19, Mrs. Smíšková, 8 persons 14/02/2019, Mrs. Poláchová, 5 persons 21/02/19, TBU Zlín, 50 persons 25/02/19, Alpiq Germany, 5 persons 13/03/19, Mrs. Pořízková, Secondary Technical School Staré Město, 50 persons 20/03/19, TBU Zlín, 30 persons 09/04/19, Luc Valentin, Claudio Alessi, Bata, 3 persons 15/04/19, TBU Zlín, 10 persons 24/04/19, GOODWILL Frýdek Místek, 45 persons 03/05/19, Mrs. Kaiserová, 6 persons 28/05/19, Mrs. Tejchmanová, 47 persons 10/06/19, Mrs. Trnková, 4 persons 12/06/19, Seniors Club Veselí na Moravě, 45 pers. 14/06/19, Travel Agency Velvet Voyages Praha, 45 pers. 18/06/19, Mrs. Svobodová Partizánské, 10 persons 22/06/19, group of tourists from Hungary, 45 persons 01/07/19, Mrs. Pospíšilová, 45 persons (Velev) 02/08/19, Mr. Řehák, 6 persons 12/08/19, Mr. Vizina, 4 persons 13/08/19, Mr. Stojar, 4 persons 13/08/19, Mrs. Kateřina Machů, 6 persons 16/08/19, CREAM, 12 persons 19/08/19, tourists from Croatia, 3 persons 23/08/19, Mr. Hnilička, 5 persons 23/08/19, Mrs. Škávová, 5 persons 25/09/19, students of Zlín Business Academy, 45 pers.

02/10/19, Mrs. Vitovjáková, 50 persons 07/10/19, SOŠ Zlín, 45 persons 09/10/19, Mr. Svoboda, 6 persons 21/10/19, Mr. Sedláček, 7 persons 25/10/19, Mrs. Ritterová, 2 persons 29/10/19, Mrs. Najmanová, 4 persons 29/10/19, Mr. Škumpa, 2 persons 04/11/19, Mr. Sedláček, 3 persons 12/11/19, Mrs. Nováková, 8 persons 13/11/19, Mrs. Franková, 4 persons 20/11/19, Mrs. Duffková, 22 persons 22/11/19, TON Bystřice p. Hostýnem, 15 pers. 29/11/19, Mrs. Miriam Miková, 5 persons 02/12/19, TBU students, 40 persons 04/12/19, students of Gymnasium Bystrc Brno, 45 persons 06/12/19, Mrs. Blatná, 6 persons

#### **E-SHOP**

Sales of items with Bata themes including yearly and half-yearly subscriptions of the Bata Academy course through TBF e-shop in Jan. to Dec. 2019:

- 110 orders settled
- 216 items sold in total
- sales CZK 140,845 (VAT exclusive)

Participants of the regional Moravian round of the international competition FameLab





The director of the Tomas Bata Foundation congratulates the participants of the national finals of the FameLab competition

#### FAMELAB, LET'S HAVE FUN WITH SCI-ENCE- CONTEST OF YOUNG SCIENTISTS

TBF organized already the ninth Moravian round of the international contest FameLab. TBF has helped the British Council with organizing the contest from the beginning. 7 candidates participated, of which the following proceeded to the national finals in Prague:

Lukáš Górecki, project "Dark side of science" Jan Kolčava, project "Good, bad natalizumab" Daniela Máčalová, project "Bio-film, it is a murder" Lukáš Maryška, Miroslav Peřina, Daniela Máčalová was awarded also the audience award The jury consisted of:

Dr. Michael Londesborough – chairman, Mgr. Jana Doležalová, Doc. Karel Oliva 23/03/2019, 40 persons

The national finals were held with TBF's support in Prague in the Ypsilon theatre on 12 May. 9 finalists fought to find their place in the international finals, which are traditionally held in the English Cheltenham. The panel consisted of prof. Václav Pačes, Dr. Michael Londesborough and Dr. Marie Rodinová. The winner of this year's finals was Lukáš Maryška with the performance "From the Life of Rapeseed." The director of NTB presented the prize to the winner of the Audience Prize, which happened to be the winner of the final. **12/05/2020, 200 persons** 

The winners of the Contest For Potential Managers



#### 2019 CONTEST FOR POTENTIAL MANAGERS

In cooperation with s JA Czech, TBF announced another year of the international Contest for Potential Managers. Promotional materials were distributed to all universities and higher education institution in the Czech and Slovak Republics. Students of higher education institutions from the Czech and Slovak Republics registered for the contest by 18 March 2019. Using the Titan software, the contestants simulated the financial management of a company depending on the economic situation. Two-member teams of students of higher education institutions from the Czech Republic and Slovakia competed in 7 rounds via the Internet.

The finals were held in the Prague headquarters of Hewlett Packard Enterprise on 11/06/2019. The 8 best teams competed here. The winning team of the 2019 Contest for Potential Managers is the team "Upáci" - Tomáš Nevima and Michaela Horváthová from the University of Pardubice.

The prizes for the first three teams were donated by the organizers, the Thomas Bata Foundation and JA Czech, the students received valuable prizes in the form of vouchers for the purchase of electronics, books on Bata topics and commemorative coins of the Thomas Bata Foundation. The prizes were handed over by the managing directors of TBV, JA and a representative of HP Enterprise.

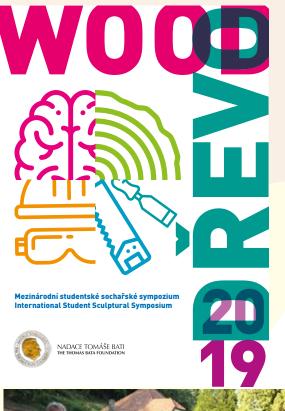
For more information go to www.jamanazer.cz May 2019

#### INTERNATIONAL STUDENT WORK-SHOP DŘEVO / WOOD 2019

TBF organized the 19th year of the international student sculpture workshop. This year was dedicated in memoriam to the long-term guarantor of the workshop, ak. Arch. Michal Uher, who gave birth to the idea of the student workshop. 6 students participated in the workshop. Piotr Czaban, Academy of Fine Arts Łódź, Poland, Róbert Ferko, Academy of Fine Arts in Bratislava, Jakub Matušek, Fine Arts Faculty, Technical University Brno, Olena Piskova, Fine Arts Faculty, Technical University Brno, Michał Popek, Academy of Fine Arts Łódź, Poland, Adam Turzo, Fine Arts Faculty, Technical University Brno.

The gala opening of the exhibition of the International Student Workshop DŘEVO/WOOD 2019 was held on Wednesday 26/06/2019 in the Bata Villa gardens. The students presented their works, which were installed in the Bata Villa gardens, to the public. The Town of Zlin was the workshop partner and awarded 2 works of art by a financial award of 5,000 CZK. The awards were given to Róbert Ferko and Olena Piskova.

We would like to thank the following companies for their support: Lesy a statky Tomáše Bati v Loučce, Husqvarna, Continental Barum, Švehlák Zlín s.r.o.,











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Celebration of the life of Mrs. Sonja I. Bata on the 1st anniversary of her death.

Pozimos and Rotary club Zlín. All the works of art are exhibited in the gardens of the Tomas Bata Villa. 17 - 26/06/2019

#### **CONTEST "COMPETE AND DO BUSINESS"**

TBF is a partner of the nationwide contest "Compete and Do Business", which this time attracted young contestants with the slogan "We are looking for another Tomáš Baťa". Individual or teams compete with their business ideas and have to prove the feasibility of their project in their presentation. The regional round of the Zlín Region was held in the Bata Villa. The contest was held in 8 regions and the finalists proceeded to the national finals held in Prague. The winner receives a 14-day internship in Chicago **09/12/209, 40 persons** 

#### CELEBRATION OF THE LIFE OF MRS. SONJA I. BATA

On the occasion of the approaching 1st death anniversary of Mr. Sonja Bata, TBF organized a concert to remember her extraordinary life. Before the concert started, Mrs. Sonja was remembered by her daughter Rosemarie Bata, and by Messrs. Stanislav Knotek and Pavel Velev. The performers were talented violin players, graduates from the Václav Hudeček's Violin Academy, Klára Lešková and Kateřina Krejčová, who played to the piano accompaniment of Lukáš Klánský. **24/01/2019, TB Villa Zlín, 60 persons** 

#### **"BATA INTERNET, MEDIA, REALITY"** A LECTURE BY PHDR. ZDENĚK POKLUDA

We can learn about Thomas Bata all sorts of things including mistakes, half-truths and myths on social networks and in the media. The lecture by PhDr. Pokluda explained how to face the distorted information.

12/02/2019, 50 persons

#### **"SNAKES AND DEMONS" - LECTURE**

Another lecture from the cycle of lectures on the Ancient Egypt was given by Mgr. Renata Landgráfová, PhD. from the Institute of Egyptology in Prague, who spoke about the meaning of symbols and texts discovered in the tombs and mastabas in Abusir. 21/03/2019, 50 persons

#### **2019 MAY 1ST CELEBRATIONS**

TBF in cooperation with Bata organized already the 21st year of the May 1st Celebrations in the Bata Villa premises. The preparations and the event were held in close cooperation with Bata. A number of contests and sports activities were prepared for the children in the gardens of the Villa. The celebrations were attended by the chairperson of the Board of Directors of TBF, Rosemarie Bata Blyth, and by Thomas G. Bata on behalf of the Bata family. Invitation was received also by the Mayor of the Town of Zlin, Jiří Korec, and members of the European Parliament, Martina Dlabajová and Dita Charanzová, as well as by a number of important guests from partner companies and organizations.

The interest of the public in the May 1st celebrations in TBF is always huge and we always manage to extend the programme by new activities. This year, in addition to the traditional programme for children and adult, we have introduced a specially manufactured module dedicated to the 125th anniversary of establishing the company Bata and we have opened a coffee shop of Marie Bata, where the visitors could taste desserts prepared according to recipes of Marie Bata, the wife of Tomas Bata.

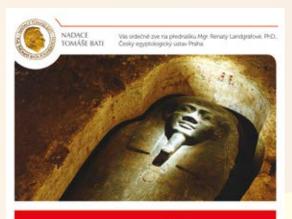
Date: 01/05/2019, 3,500 persons

#### **NIGHT OF GALLERIES AND MUSEUMS**

TBF regularly participates in the nation-wide event Night of Galleries and Museums. TBF held two night guided tours of the Bata Villa. The public showed great interest in the event. 17/05/2019, 120 persons

#### INTERNATIONAL AVIATION DAY IN BRECLAV

On request of Aeroklub Břeclav, the Foundation exhibited the exhibition "With Bata into the Skies" on the occasion of the international aviation day and European Acrobatic Contest at the Břeclav airport. At the same time, books with Bata themes were offered. The link between the Bata aviation and Břeclav is the chief pilot of Tomas Bata, Jindřich Brouček who was



#### HADI A DÉMONI

V šachtových hrobiách kníze luty a generita Menochibnekora v Abiáliu byla objevena oslá ňada jedinečných testů. Mnohé z nich se zabývají ochranou zemřekého a usnadhními jeho cesty do véčného šírota. Mesi ochránce patřílo mnoho demonů - strážců podivětních bran a bytostí v podobě posvátných hadů, manifestaci stunečního boha a prapůvodních istověníkských síl.



Virtupnit 70 Kč Reservace předent nutná: sekretaristétbatova-vila.cz [ +420 605 459 181 | www.tatova-vila.cz

#### May 1 in Bata's villa in Zlín







Smyslem seminkše je seznámit posluchače s aktuálními technickými s organizačními možnostmi pro zajšířéní individuální nebo skupinové dovolené. Na peaktických přibladech ukázat nejen možnosti, ale také liskali je kneym dochází při vyběvu či nakupu dovolené.



born in Břeclav. The Foundation was represented by Gabriela Končitíková and Pavel Velev. About 4,000 visitors attended the aviation day. **13/07/2019** 

#### **"TROUBLE-FREE TRAVELLING", JAN ŠTILEC**

The lecture was a practical guide through buying or self-organizing holiday, and offered practical demonstrations of how to buy an air ticket, book accommodation, taxi etc. Some very interesting references to mobile application or web sites were given. The lecturer is the owner of the Fly United travel agency, Mr. dr. Jan Štilec **21/11/2019, 30 persons** 

#### **CHRISTMAS PARTY FOR CHILDREN**

The traditional Christmas party in the Bata Villa was intended for the youngest ones from kindergartens and 1st grades of elementary schools. Students of the Vocational Art School gave 2 performances with Christmas themes and sang Christmas carols with the children. The children were fully absorbed in the performance. Each child received a biscuit made according a recipe of Marie Bata. **17/12/2019, 250 children** 

#### WEDDING CEREMONIES

16/03/19, Ms. Daňková, 11/05/19, Ms. Blažková

#### **OTHER ACTIVITIES**

• felling of trees around the Tomas Bata Villa afflicted by the bark beetle and removing brushwood

• promotion of TBF's activities in press, on the Web and TBF's FB profile

- sale of books and promotional items on the e-shop, commission sale and direct sale in the Bata Villa
- work on the Bata e-learning project

 solving the connection of the accounting system to the s-shop

- negotiations on planting new trees around the Villa
- cooperation on removing arrears of work on the JU F 13 aircraft in the Tomas Bata Memorial
- meeting of the Governor of the Zlín Region with
   M. Čiperová in the matter of the Čipera Villa

# Report on business management



AUDITOR'S REPORT BALANCE SHEET PROFIT AND LOSS ACCOUNT LIST OF GRANTS PROVIDED BY THE FOUNDATION IN 2019 OVERVIEW OF GIFTS AND GRANTS PROVIDED TO THE TBF CONTACT



#### INDEPENDENT AUDITOR'S REPORT

To the Single Member of

Nadace Tomáše Bati,

Gahurova 292, Zlín

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 2019, 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 2019, and of its financial performance and its cash flows for the year that ended on 31 December 2019 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.

, among other matters, the planned scope uding any significant deficiencies in internal

MG Credit, s.r.o. Růžová 195, 763 02 Zlín-Louky 153 Ing. Miroslav Hladík

1147 17 April 2020



MG Credit, s r.o., Růžová 195, 763 02 Zlín - Louky, evidenční č. 153 Strana 1 (celkem 4)

MG Credit, s r.o., Růžová 195, 763 02 Zlín - Louky, evidenční č. 153 Strana 4 (celkem 4)

#### Balance sheet as at 31 December 2019 (in thousands CZK)

Gross	Assets	Correction	Netto
Fixed assets	71 462	-20 377	51 085
Financial assets			32 483
Inventory			1431
Cash on hand			57
Current Account			10 133
Receivables			746
Deferred expences and revenues			33
Total			95 968

#### Liabillities

	07.075
Equity	87 935
Funds	5 704
Gains or losses from revaluation of assets	109
Payables	525
Employees	183
Health and social security insurance	101
Other payables	192
Estimated payables	64
Deferred revenues	266
Accumulated losses from previous years	891
Profit/loss of current accounting period	-2
Total	95 968

#### Profit and loss account

#### as at 31 December 2019 (in thousands CZK)

Expenses	
Cost of organized events	4 743
Personnel costs	3 768
Depreciation of fixed assets, securities sold	2 673
Other expenses	323
Contributions provided	247
Profit or loss for the current period	-2
Income tax	17
Total	11 769
Revenues	

Gifts, contributions, grants	4 511
Revenues from principal activity	4 481
Revenues from financial assets	2 777
Total	11 769

The notes to the financial statements are a separate and integral part of the Annual Report.

#### List of grants provided by the Foundation in 2019

#### In 2019 it was provided

#### 14 endowment contributions in the total amount of CZK 246 940.

Recipient Name of Project	amount in CZK	Approved by the Board
Secondary School of Furniture and Business Bystřice p. H.		
Realization of the Bata exhibition in the Senate	25 000	24.01.2019
Gymnázium Zlín – Lesní čtvrť <b>Global Classroom 2019</b>	20 000	24.01.2019
Student Union TBU z.s., Zlín <b>Majáles 2019</b>	10 000	02.05.2019
Spolek VH Zlín <b>Akademie VH 20197</b>	20 000	02.05.2019
SKILL production s.r.o. Zlín web Old Zlín	34 000	02.05.2019
Club of graduates of Baťa's school of work, zs. Zlín <b>Report KABŠ 2019</b>	20 000	02.05.2019
Education and Business Endowment Fund Prague Compete and do Business	<u>20 0</u> 00	02.05.2019
B. Vašek, Rožnov p. R. publication of the book O Zbojníkoch	30 000	26.09.2019
J. Beránek, Újezd u Tišnova publication of the book Batas in Singapore	20 000	26.09.2019
STAGE, z.s. Brno Motion Hub Brno	20 000	26.09.2019
Tomas Bata University in Zlín Conferrence re/START/	10 000	26.09.2019
Prizes for the winners of the competition Manager in roug ALZA - vouchers	h 10 015	
Prizes for winners FameLab	4 500	
Milan Balabán	3 425	

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In 2019, the following grants were received: Provider	Amount in thousands CZK
Statutory city of Zlín	50
Zlínský kraj	80
Total	130

All the above grants have been fully used.

In 2019 the following grants were received:	Amount	Comment
Provider	in CZK	
Founder BATA SCHUH STIFTUNG	4 029 985	
TRINITY BANK a.s., Praha	50 000	
Z-STYLE CZ, a.s., Zlín	50 000	
Continental Barum s.r.o., Otrokovice	40 000	
Pavel Hajný, Praha	70 000	
POZIMOS, a.s., Zlín	17 250	
TESCOMA s.r.o., Zlín	13 508	Non-monetary gift
David Růža, Frýdek-Místek	5 000	
Junior Achievement o.p.s., Praha	3 000	
Dott. Martina Dlabajová, Kostelec	30 000	
Law Office Knotek, spol. s r.o., Zlín	66 000	
Pavel Mašek	1 320	
Tomas Bata University, Zlín	4 000	Non-monetary gift
Bata Family, Toronto	800	Non-monetary gift

#### **Thomas Bata Foundation**

**Address:** 

Gahurova 292, 760 01 Zlín, Czech Republic

Phone:

+420 577 219 083

#### Web sites:

www.batova-vila.cz www.facebook.com/batovavila

#### E-mail:

velev@batova-vila.cz 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, 20 June 2020



Approved by:

**Rosemarie Bata Blyth** Chairperson of the Board of Directors of the Thomas Bata Foundation

Ing. Pavel Velev

Prepared by:

Managing Director of the Thomas Bata Foundation



ANNUAL REPORT THOMAS BATA FOUNDATION 2019



THE THOMAS BATA FOUNDATION

