

# SMS MAGAZINE

HALF-YEAR JOURNAL OF SMS INFOCOMM



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Zuzana Šebelová  
HR Manager

## 10 YEARS WITH SMS

Dear colleagues,

this year we are celebrating the 10th anniversary of the establishment of SMS InfoComm branch in the Czech Republic

Let's remind the main historical milestones and facts about our branch in Brno:

2007

ERC - European Repair Centre was established on June 1, 2007 as the part of the Czech company Wistron. We were located at Tuřanka 102 and had around 50 employees in the first year (currently we have around 400).

In 2010, the company moved to new address - K letišti 1792/1 in Šlapanice. We shared the premises with company ČSAD.

2010

2012

In 2012, Wistron in the Czech Republic split into 2 separate companies and SMS InfoComm was established with about 150 employees. Tom Young became the first general manager.

As of January 1, 2016, Eric Hsiao became the general manager of the company.

2016

2017

Between 2017 and 2018, the number of employees almost doubled. We had the highest number of employees in 2018 - around 550.

There are more men at our company (about 55%), and the average age of SMS employees (both male and female) is 35 years old.

We currently have over 60 employees who have been with the company for more than 10 years, 9 of them joined the company in 2007 and 4 of them work in the NPI department 😊.

Globally, SMS branches have about 5,500 employees in more than 20 branches, and the head of SMS branches is Peter Tung. We are part of the Wistron Corporation, headed by Simon Lin, and have over 83,000 employees in more than 25 branches worldwide.

We hope you will enjoy this issue focusing on the past years of our Brno office.

Enjoy your summer 😊!

# CORE VALUES

We believe in the power of recycling not only in our SMS but also in our other branches around the world. This year, our parent company introduced a new unified vision of "sustainability through innovation" and our new mission to become a " trusted Innovation Partner for Technology, Sustainability & Better Lives".

As a service company for repairing computer motherboards and mobile phones, sustainability is not new to us, nor is the need for innovation. However, we cannot say that we are done and stop working on ourselves. In order to be able to fulfill the new vision and mission in the long term, it is necessary to rely on the values that determine the direction in which the company is heading and give our joint efforts greater meaning.

And we would like to introduce you to these four new key values below.



CUSTOMER FOCUS

## CUSTOMER FOCUS

Continuous use of new technologies and data to gain insight into customer needs; building an intelligent model of service for quick response to internal and external customers and creating higher added value. The key is to understand customer needs based on data, continuously optimize and provide the best service solutions, set goals higher than industry standards, and strive to exceed customer expectations.



INTEGRITY

## INTEGRITY

Turn words into deeds, keep promises, appreciate the credibility of individuals, teams and organizations. The key is to adhere to ethical and social values, to consider the company's goal as the highest priority, to communicate honestly and to keep promises, to be positive and to turn words into deeds.



SUSTAINABILITY

## SUSTAINABILITY

Understanding the value of sustainable development for society and individuals in implementing sustainable development into daily operations. Active promotion of responsibility for environmental protection, society and governance to achieve sustainable development. The key is to actively promote responsibility for the environment, society and governance, to examine the growth of sustainable business with partners in the ecosystem, to initiate cooperation and diversity, and to lead by example by sustainable behavior in everyday work.



INNOVATION

## INNOVATION

Think smart, react quickly to changes in the market, dare to break out of the old rules, accept change, experiment quickly and learn from failures to succeed. The key is to question the old established ways, use technology to anticipate external and internal change, and encourage experimentation and improvement.

# HISTORY

## OF SMS INFOCOMM (CZECH) S. R. O.

10 years since establishment of SMS InfoComm (Czech) s. r. o.

15 years of repair center in Brno

### Who we are?

In the world of ICT, as well as on the labour market, our company is known as one of the largest European centres focused on the repair of computer motherboards situated in Brno. Our parent company is Wistron Corporation located in Taiwan. Within Wistron corp. we belong to the Service Business Group, which is internationally known under name SMS (Service Management Solution).

#### Wistron Corporation

- Provides state-of-the-art design, manufacturing, services and systems related to information and communication technologies
- Operates in more than 25 countries
- Give employment to more than 83,000 employees
- Head: Simon Lin



Simon Lin

#### SMS/Service Business Group

- Owned by Wistron Corporation
- Provides comprehensive services to its customers in the information and communication technology market
- Operates in more than 20 countries
- Give employment to more than 5,500 employees
- Head: Peter Tung, his deputy Ted Chiu



Peter Tung

### And how did it all start?

One could say that there are two important milestones in the history of our company. 15 years ago, a service centre was established under the name of the Brno branch of Wistron, and it has been 10 years since it became independent.

#### Wistron Corporation

- Establishment of the repair centre in Brno: 1.6.2007
- Responsible person: Tom Young
- Number of employees at the end of 2007: approx. 20 employees

#### The idea of establishment

Originally, the European repair centre was located in the Netherlands, specifically in the town of Tilburg, which is close to the larger and better known city of Eindhoven. However, running a branch in Holland was quite expensive, and costs kept rising, so the management in Taiwan decided it would be better to move it. The opportunity arose to add it to the planned Wistron branch in the Czech Republic, specifically in Brno, and the decision was made. The service centre was now strategically located in the middle of Europe.

#### Establishment of the ERC

Although the new service division under the Wistron name had been in the making for several months, the first employees started on June 1, 2007. There were approximately 4 employees in IDL positions, among them, for example, the current Plant Manager Jana Haltmarová, or BSO Supervisor Lucie Součková.

Almost two and a half months later, recruitment to repair line took place, with approximately 15 employees joining, including current NPI department manager Martin Oplatek, Screen Line Supervisor Pavel Krchňavý and experienced technician Miroslav Uhlík.

Both groups of employees agree that the beginning of their careers at SMS was marked by very intensive training. Alan Luo, the current Repair and Engineering Manager, was in charge of training on the repair line, but experienced colleagues from the Philippines branch also came to help train.

The repair center was slowly growing, gaining its first customers, and by the end of the year had nearly 20 employees. Formally headed by then-CEO Joseph Hsu, but the entire operation was managed by Tom Young.



First employees of ERC division, 2007

## Establishment of an independent service centre

### SMS InfoComm (Czech) s. r. o.

- Establishment of a separate service centre: July 2012 (29.6.2012)
- Number of employees: 316
- Responsible persons Tom Young, Jana Haltmarová (formerly Peřinková)

#### The idea of establishment

Wistron was growing, and its repair center was also thriving. In the world of information and communication technology, the two parts operated under a common name, causing many customers to mistakenly believe that Wistron's service division was only capable of repairing Wistron products (other manufacturers include Quanta, Compal). However, at that time the service center already had other so-called non-Wistron customers and wanted to continue to attract new ones.

By becoming independent, SMS InfoComm (Czech) s. r. o. wanted to prove that it is an independent repair company capable of repairing products from any manufacturer.



*Support from Philippines, Teambuilding, 2009*

#### Independence of SMS InfoComm

SMS InfoComm (Czech) s.r.o. was registered in the Commercial Register on 24.11.2011, but it took more than half a year before the actual split of the two companies took place. During this time many tasks had to be solved, such as: staff transfers, separation of systems, asset transfers etc.

The repair centre has been operating independently since July 2012, and Tom Young has officially become its General Manager.

#### Customers and service development

Since its establishment, the repair centre in Brno has gradually grown, developed, acquired new customers, and the portfolio of services has evolved along with it.

In its early days, the Brno repair centre was primarily dedicated to repairing computer equipment manufactured by Wistron. In general, the process setup for such a job and then the repair itself is easier. Our NPI team has all the documentation available, the branches have spare parts in stock and in general the features of the product can be consulted with colleagues. The first customer that the European service centre in Brno acquired was Medion (a local computer manufacturer for the German market).

However, the big challenge for everyone was to start repairing boards that were not made by Wistron. The first such customer was Dell. It was a step into the great unknown for the NPI team and all those who set up the processes, but it worked, and Dell was a loyal customer for many years. We have also received an award from Dell as Best Repair Dell Partner.

Other customers of the service centre included Motorola, Foxconn, Asus, HP, Sony or Acer, for which LCDs were repaired and a so-called clean room had to be built. Finally, we must not forget our current clients: Xiaomi and Huawei.

Initially, we focused mainly on repairing motherboards. Later on, we expanded our service portfolio and started to offer our customers comprehensive services including warehousing, logistics and distribution services, and spare parts inventory.

With the arrival of Acer's business, a clean room for LCD repairs was created and we started repairing whole units of tablets for ASUS, called WUR (Whole Unit Repair).

In 2017, we took on a new challenge and started repairing mobile phones for Huawei and then Xiaomi. Although the spectrum of services we provide is large, we certainly don't stop there, and on the contrary, this year we are all preparing for a new opportunity, which is drone repair.



*Clean room*



*Leaders, 2015*

## Service center management



*Tom Young*

*07/2012 - 12/2015*

Tom was behind the establishment of the Brno repair centre and in 2012 became the first Managing Director of SMS InfoComm (Czech). Besides the Brno office, he was also in charge of the branches in the Netherlands and Turkey, so his official position was General Manager SMS EMEA (Europe, Middle East and Africa). He served in this position until the end of 2015, when he was invited to the USA to become CEO of SMS North and South America. On his return to Europe in 2018, Tom retired after 25 years with Wistron/SMS.



*Eric Hsiao*

*01/2016 - till now*

Eric joined Wistron in 1998 and has held positions such as Repair Team Manager or Engineering Division Manager.

Although his native country is Taiwan, he moved around for work and worked in offices in Japan, the Philippines and China before moving to the Czech Republic after 11 years.

Eric became the Managing Director of SMS InfoComm (Czech) s.r.o. in 2016 and has been until now.

Wilson joined Wistron in 2019, and was appointed to the position of Chief Of Operation EMEA in the same year, which he still holds. He is the General Manager for EMEA (Europe, Middle East and Africa), which means he is currently responsible for SMS offices in the Czech Republic and Turkey.

Wilson came to the Wistron corporation with a wealth of very valuable experience. In the past, he worked primarily in director positions mainly in information and communications technology companies such as Askey Computer Corporation, Compal communications and AVP.

*Wilson Shen*

*2019 - till now*



## Service centre locations

During the existence of the service centre in Brno, whether independent or under the Wistron name, the company has moved 3 times. Although these locations were always within 7 km from each other, the move was always challenging for both management and employees.

*Tuřanka*

*2007-2010*



- Space shared with Wistron, in the building also were, for example, CSAD and RR Donelley
- The service center was relatively small and separated by a fence so that it was separate from the Wistron production
- Interesting fact: the original location of the Service Centre was close to the loading ramps, which caused problems when using the first BGA machine - the open doors made it unusable



*Šlapanice*

*2010-2014*



- K letišti 1792/1, Šlapanice
- Reason for moving out of Tuřanka: Wistron won a large contract and needed space for it, management had to find new premises within 3 months
- Company facilities such as changing rooms or canteen were set up in interconnected so-called unimo cells
- For the first and last time, a Christmas party for all employees was held in the warehouse with a band, good food and drink



*Slatina*

*2014-till now*



- Vlastimila Pecha 1269/10, Brno Černovice
- The reason for moving from Šlapanice: Wistron's planned project didn't work out and it had a large space available, so it invited the service centre to share it with it. SMS understood that it was better for both companies, so they moved.





# CULTURAL INTERESTING FACTS

*...what you may not have known about working in Asian company*

Working in an international company always has its specifics. There are usually people from different cultures working here, each with its own traditions, customs and, for example, perceptions of certain issues. Therefore, in order to be able to work together, it is necessary to understand and respect each other's differences.

We would like to bring you closer to the culture of our parent company, so we have prepared 3 interesting facts that you may encounter in our company

## Number 4

When you looked at the organizational structure of our company, was there anything that didn't play to you? If you look at it carefully, you will notice that in the numerical identification of the individual departments, the so-called department codes (e.g. CWZ500), the number 4 is always skipped; in the numerical series, the number three is immediately followed by the number five.

**Why is that?**

It is a superstition widespread in Asia that the number 4 is an unlucky number, so it is better to avoid it. This superstition is so widespread that, for example, in some hotels you won't find floors marked 4, or if you want to book a restaurant for four people, you say 3+1 people will come. Moreover, this number has a pronunciation in Mandarin (Chinese language) very similar to the word death. That's why our management doesn't want to take any chances.



## Leaving the manager from work

Another interesting feature, which may be encountered here, but will be more prevalent in the Asian branches of our company, is the departure of a manager from his/her job.

**What is this all about?**

In Asia, it is common because of respect for their supervisor, employees do not leave work before their manager. However, a large number of managers handle this matter in their own way. They leave their workplace as soon as possible and continue working from home so that their employees do not feel obliged to work, for example, overtime when it is not necessary.

## Nicknames of Asian colleagues

You must have noticed that most of our colleagues, managers from Taiwan or China do not use their Chinese names, but we call them by their nicknames, for example Eric, Arlene, Alan.

**Why is that?**

Most Europeans or Americans find it quite difficult to pronounce Chinese words, because in Chinese it is not only the pronunciation that matters, but also, for example, the intonation and stress, only a small deviation can change the meaning of the message. Therefore, to prevent various misunderstandings when communicating with foreign countries, Asian colleagues choose and use their nicknames. They usually choose these nicknames when they are schoolchildren in English language classes. There is no rule for what nickname they choose. For this reason, in addition to the classic English names like Linda or Mary (which they mostly know from books), we can see more unusual ones like Candy, Cookie or Queen.

# INTERVIEWS

*with long-term SMS employees*



*Jana Haltmarová*

**Plant Manager**

Janča is originally from Brno. She joined SMS, then still Wistron, in 2007 in the BSO department and has been working in the current position of Plant Manager since 2011. She has two children and loves cycling, reading and reading books.

## **Can you remember your first day in SMS? What was it like?**

Of course, even though it is almost 15 years old, I remember taking up the position of BSO in the company Wistron, it was a big step for me at that time from a smaller Czech company into a new multicultural environment. The service center within Wistron was just getting started, we started in a very small team, the first customer, Medion, gradually transferred from Wistron in the Netherlands. It's been a long time, yet the basis of the then team has been operating within SMS Infocomm to this day.

## **What do you like most about your job?**

Variety and diversity of tasks, inspiring colleagues, demanding customers, technological innovations with which we work and which we service, as well as a multicultural environment.

## **Do you have friends among your colleagues?**

Over the years, I met a lot of interesting people, I like to meet them in my free time, and during that time we took a number of events, went down a few rivers and visited some wine cellars.

## **Which company event did you like the most?**

The company moved from Tuřanka to řlapanice within 3 months, when it was necessary to quickly find a suitable building and move the company within 3 months.

## **Do you have any funny story/memory you would like to share?**

I remember at the beginning how the whole team celebrated the sending of repaired motherboards - it was sent once a week on Thursdays and we celebrated, for example, 1000 units sent per month. If we celebrated every 1000 repaired pieces today, we would not be doing anything else 😊

## **What would you wish the company for the next years?**

What every good company needs - satisfied and loyal employees who come up with interesting ideas. And also a bunch of high-tech customers who motivate us to constantly develop, work with new technologies and whose projects we will all simply enjoy.



*Martin Oplatek*

**NPI Manager**

Martin comes from Valařské Meziřiči, he joined our company in 2007 as RC Process Engineer and currently heads the NPI department. He has 3 sons and his biggest hobbies include playing musical instruments, making models, cycling and photography.

## **Can you remember your first day in SMS? What was it like?**

Times go by very quickly and this year it will be 15 years since my first day here. It was a mild August day and at that time I basically just moved from one hall in CTP in Tuřanka to another, where Wistron company was based at the time. Thanks to several familiar faces and a friendly welcome, I quickly felt like a fish in water in my new job.

## **What do you like most about your job?**

The best thing about my job is that it's not boring and my job is not just a routine. As the company is constantly changing, either on its own initiative or under the influence of customers, I am constantly faced with new tasks.

## **Do you have friends among your colleagues?**

I have to say that the team in SMS is completely friendly and I really appreciate it. We have the same hobbies with some of our colleagues, so after work we met more than once for a beer or outside to "walk" remote control car models. But most importantly, I found my wife here, with whom we have 3 children and a happy life.

## **Which company event did you like the most?**

I would say Christmas parties. These are always great events when people party until the next day.

## **Do you have any funny story/memory you would like to share?**

I have a lot of memories, however, their length would exceed the format of this interview. That's why I'd rather leave them for another occasion and maybe a different, more informal environment 😊

## **What would you wish the company for the next years?**

Especially smart, loyal and skillful employees at all levels, because without them the company can be what it wants, but it will not achieve good results. And also a lot of satisfied customers who will still be happy to use SMS services.





*Pavel Krchňavý*

**RC Supervisor**

Pavel comes from a beautiful village in the Znojmo region called Trstěnice. He has been working in our company since 2007, when he started on the position of RC Operator, however, he currently works in the position of RC Supervisor. He has 2 children and devotes most of his free time to them and working on the family house.

**Can you remember your first day in SMS? What was it like?**

I remember it like it was yesterday when we walked through the empty hall of Tuřanka 102, where the first Wistron production line was assembled at the end of it, with the promise that the repair center would be somewhere in the middle. The first days at work were quite demanding, one is scared of everything and is afraid that something will go wrong, but we were quite relieved that after the start of the event there was not much in the hall and we could step by step build a background at that time still small repair center, which has evolved over time to its current form. I like to remember that and nostalgically remember the beginnings of the repair center at that time as a department of Wistron.

**What do you like most about your job?**

In my work, I like that I can be part of a company with a positive environmental nature of work, and that I can do work that I really enjoy. As a boy from the village, I have a very good relationship with nature and I enjoy electrical engineering, so after graduating from electric school, the repair center was a clear choice. I always loved the opportunity to build something and the very frequent variety of work I encountered here. Contact with perhaps all departments in the company during the launch of new projects was the order of the day and gave me the opportunity to meet a lot of great people working in all possible positions in the company and many times outside.

**Do you have friends among your colleagues?**

After years of working with some colleagues, I would not be afraid to say that one already perceives them almost as family members, but unfortunately we have recently met mostly at work due to commuting and reassessment of personal requirements for family life and building my house, but I believe that we will find time again to have fun at some of the corporate events.

**Which company event did you like the most?**

I remember the first Christmas parties very much, they were much wilder than they are now and at the end the memories used to be a bit blurry ☺ But overall, I consider Christmas parties to be the best events I really like to attend and I'm glad they have survived to this day.

**Do you have any funny story/memory you would like to share?**

Up to this day, I keep in mind the not entirely cheerful memory of how my colleagues tried to connect a hot air furnace in the Tuřanka 102 hall, and unfortunately our electrical distribution network did not have much understanding for this device from Asia. After the flames shot out of the device, the fuses flew over half the hall, where they stopped against the wall. We were quite shaken at the time, but today we remember it as a happy memory we will probably never forget.

**What would you wish the company for the next years?**

For the future, I would like to wish the company at least as well as it has so far, to achieve its long-term goals and to continue to fulfill the positive environmental nature of its work. Furthermore, I would like to wish health to all employees, because without them the company could not be where it is.



*Jan Budar*

**NPI Technician Senior**

Honza comes from Třebíč and started working in our company in 2007 as an RC Operator, currently he works as a senior technician in the NPI department. He has 2 children and in his free time he likes to ride a bike and go swimming.

**Can you remember your first day in SMS? What was it like?**

The first day is a bit in a fog for me, after all it's been a while, however, a high wire fence, a bare concrete floor and an entrance to some strictly guarded building stuck in my memory. The greater the contrast was the team and the pleasant working atmosphere, which was like I found myself back in high school.

**What do you like most about your job?**

Things have changed many times in that long time, but if I had to sum it up, it would be a feeling of a job well done.

**Do you have friends among your colleagues?**

During that time, I had the opportunity to meet a lot of people. Here at work I also met (like many others) my wife.

**Which company event did you like the most?**

There were a lot of corporate events during that time and each one was something special. I remember one of the first teambuildings.

**Do you have any funny story/memory you would like to share?**

I was on a business trip to the Turkish Service Center in Istanbul and I just note that it was my first flight in life. Upon arrival, I went through the check-in, picked up my luggage and was looking for a person to pick me up at the check-in area. People with names on signs stood here in the hall, just as I knew from the movies. Unfortunately, there was no inscription on them that would remind me or my company name. All that was left was to call the local contact and find out what happened ... The man who is to pick me up is said to be waiting at the stand of the local mobile operator. Okay, there were several stalls here, but I soon found it, but the notified person was nowhere to be seen. Maybe you got the wrong place to wait? All that was left was to call again! I learned that this is a local taxi driver. And where is he? At the stand. At the stand with the inscription I also see. However, no one around the stand anywhere. How did it end up? The guy was really standing at the same stand as me, but behind the glass outside the building, so that when he looked inside, the stand completely covered him.

**What would you wish the company for the next years?**

Large stable orders, but also interesting smaller ones on which we can make a name and gain new experience.

*Looking back...*

# LAST HALF YEAR IN SMS

The last six months have been marked by many events in the company, despite the covid waves, let's remind them together in this article!

We confirmed once again that we have kind employees, when Saint Nicholas visited us in December and gave to all of us a Merci collection of delicious chocolates. In the Christmas spirit, we also continued with contribution on Christmas gift on Edenred card and Christmas lunches, which were again cooked by an external chef and we could choose from a tenderloin with mushroom sauce, beef cheeks or filleted duck breast with various desserts.



We celebrated Valentine's Day with Raffaello or Ferrero Rocher pralines, and we could also enjoy free coffee from all vending machines.

With the arrival of spring, we started spring cleaning in the company as well, and gradually women's and men's changing rooms are given a new modified look. New cabinets were bought so so they will look all the same, along with the matching blue benches, and the walls were freshly painted. We hope that everything will last as long as possible as new and we thank our EQ and Facility teams for the work they have done.

We would also like to thank all those who participated in the company's collection to help Ukraine in the form of financial assistance or donations of sleeping bags, blankets and mats, from which several large boxes were selected. In SMS, we try to be in solidarity with our environment too, which is why the Green Challenge project was created, in which you can also get involved with your idea of how to support ecology in the company.




The coming summer is season of trips and what is better than packing into your SMS backpack for travel an SMS thermos, which keeps the drink cold in the summer and warms it up in the winter. But before we all go on vacation, we will hopefully meet at the company teambuilding 10.6. at Šneksport. On the occasion that we will also celebrate the 10th anniversary of SMS here, you can look forward to live music, stand-up comedian Miloš Knor, a photo corner and much more. However, we do not end there and during the summer or the whole year it will be possible to enjoy teambuilding for individual departments, where for a given calendar year the department manager can have 800 for each employee in the team.

**We hope that you have a pleasant memory of events that have already taken place and we will look forward to what the next six months will bring again!**

# HOW TO REDUCE YOUR CARBON FOOTPRINT ?

## TIP 1

### AVOID FLYING

Air travel is one of the world's biggest greenhouse gas emitters per kilometre. It is estimated that the average plane uses 60,000 litres of fuel per transatlantic flight. This is equivalent to the amount used by the average car for a journey of more than 1 million kilometres. The CO<sub>2</sub> output of such a flight is 140 tonnes.



## TIP 2

### CUT DOWN ON CAR DRIVING JUST TRY CYCLING!

If you drive 10,000 km, you will produce more than 1 ton CO<sub>2</sub>. We can choose available alternatives such as public transport, cycling or even walking. This way of transport can often be not only a more pleasant but also a cheaper alternative, and you will also benefit to your physical condition and health. If you can't manage without a car, at least try carpooling. What about electric cars? They may save energy during operation, but what an electric car saves in operation, it will consume during the manufacturing process. According to the manufacturer's data, the production of an electric car produces about 70% more CO<sub>2</sub> emissions than the production of petrol models.

## CARBON FOOTPRINT IMPACTS

- A popular way to determine impact of your lifestyle on the environment is to measure your carbon footprint. Calculate an impact of activities on the production of greenhouse gases. It is calculated in tonnes of CO<sub>2</sub> equivalent produced per year.
- To calculate your carbon footprint, you can use the carbon footprint calculators offered free of charge by various websites.  
<https://www.uhlikovastopa.cz/cs/osobni-uhlikova-stopa>
- The sustainable carbon footprint per person is currently about 3 tonnes of CO<sub>2</sub> per year. However, many people exceed this limit. To give you an idea:
  - regular car journeys can add up to 2.5 tonnes of CO<sub>2</sub> to your annual carbon footprint
  - one return flight across the Atlantic Ocean will mean an extra 1.6 tonnes of CO<sub>2</sub>
  - regular meat consumption will increase your carbon footprint by 0.8 tonnes of CO<sub>2</sub>

### TIP 3

## REDUCE CONSUMPTION OF ANIMAL PRODUCTS, ESPECIALLY FOOD

According to available sources, a plant-based eating reduces an individual's carbon footprint by up to 25%. Sheep farming is the biggest burden per kilogram of meat, with cattle farming, i.e. the consumption of beef and dairy products, a close second.

But vegetarians are not "off the hook" in this area either - butter and cheese have a bigger carbon footprint than, for example, pork. If you become vegan, the amount of CO2 you produce roughly halves.



### TIP 4

## BUY LOCAL PRODUCTS AND LOCAL FOOD

If we think about the carbon footprint of transport, it is logical that it is reflected in all logistics flows. Buying seemingly organic products that have travelled halfway across the planet to our market will not help the environment much. If the majority of your meals are based on avocados, tropical fruits or daily necessities from China bought on AliExpress, this is not a good solution. On the other hand, local production, local products or farmers' markets are the best alternatives.



### TIP 5

## ELECTRICITY CONSUMPTION

One of the hidden sources of greenhouse gas production is power plants, especially coal-powered ones. There are energy suppliers on the market who have a sales strategy based on the fact that their electricity is green. However, most of this green electricity (about 75%) comes from the combustion of biomass (oilseed rape). A much better solution is simply to reduce electricity consumption. Replace light bulbs with energy-saving LED lights, buy low-power electrical appliances, don't leave appliances in stand-by mode, and always fill your kettle with just the amount of water that will actually make tea. Wash clothes at the lowest possible temperature, spin on a lower speed. If possible, dry clothes hanging loose, cut down on clothes dryer use. And if you can't do without a clothes dryer, don't buy combined machines (washer and dryer), as they consume up to 15% more than stand-alone machines. Keep your dishwasher fully loaded, use the economy setting. In addition to the climate, the reduction in consumption will also be noticeable in your wallet.



### TIP 6

## TRY TO MINIMIZE YOUR WASTE

Don't buy things in unnecessary packaging. Try to buy in your own packaging or at least recyclable packaging. The most reasonable solution is not to give in to consumerism and learn not to buy unnecessary things at all. Always carry a cloth bag and find your nearest 'no packaging' shop.

## TIP 7

### LIVE A MINIMALIST LIFESTYLE, AVOID UNNECESSARY PURCHASES OF NEW THINGS THAT YOU OFTEN DON'T EVEN NEED

If possible, just borrow or rent things you won't use regularly. Use second-hand shops to buy necessary things, or give your things another chance at local swap communities. You'd be surprised how many functional and perfectly maintained items you can get this way.

## TIP 8

### REDUCE THE COST OF HEATING YOUR HOUSE OR APARTMENT

The key is to keep the temperature at an optimum level and not overheat the rooms. Another effective measure is to insulate the building and reduce heat leaks by insulating doors, windows, thresholds and balconies. The savings you will make from this measure are usually significant and ensure a quick return on investment.

## TIP 9

### DON'T WASTE

Donate items and food that you don't use. Do you have a lot of food that you don't eat? Invite friends or neighbors for dinner, see how pleasant an evening it might be. Freeze what you don't eat in time. Offer the remains that you still can't use up to someone for feeding animals or compost them. Food waste is responsible for a surprisingly high percentage of greenhouse gases.

## TIP 10

### BE POLITICALLY ACTIVE

And if individual efforts aren't enough? Action must also be taken at the level of society, i.e. companies, municipalities, countries. There is a need to focus on changes also at the level of government, i.e. pushed through political will. And don't forget the climate even at the polls! Do you know what climate ambitions your favourite party has?

## GREEN CHALLENGE PROJECT

- As part of the Green Challenge project, a seminar on the Carbon Footprint was held on Wednesday, April 20. The seminar was attended by 25 employees. Mr. Josef Novák from CI3, s.r.o., who has been working in this field for 15 years, introduced us to the issue. His interesting presentation and expertise attracted the attention of all participants, followed by a beneficial discussion. We received your positive feedback from the participants and the whole team is happy about that. Thank you once again for your interest and participation.
- You can find the presentation from this training, containing useful links, on the internal KM server "SMS Announcements" or request to send:

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*Your „green“ IMS team*



# MUG CAKE WITH MASCARPONE

by Jiřina



## WHO IS JIŘINA KONEČNÁ?

I have been in SMS since 2017, when I started in the position of WH operator. I am currently two and a half years old in the position of WH Team Leader.

Jiřina lives with her family in Brno - Líšeň. She spends most of her time with her two daughters, but when she has some free time and is not baking, she likes to read a book, go to the theater or even to the sauna.

## INGREDIENTS:

- 2 eggs
- 1 cup (240 g) sugar
- 1 cup (250 ml) milk
- 1 tbsp lemon juice
- 2 cups (400 ml) semi-coarse flour
- 1 packet of baking powder
- 2 tablespoons butter

## FILLING AND FINISHING:

- 1 cup (200 ml) mascarpone
- 1 tub (250 ml) cottage cheese
- 4 tablespoons (80 g) powdered sugar
- 2 packets (500 g) strawberries or other fruit
- 2 packets cake jelly

## IF YOU HAVE EVERYTHING READY, WE CAN START BAKING:

- 1 Beat the eggs and sugar until thick and frothy. Then gradually beat in the milk and lemon juice. Finally, stir in the flour sifted with baking powder and melted butter.
- 2 Spread the prepared dough into a baking dish lined with baking paper (or greased) and bake in a preheated oven at 180 °C for about 25 min. After baking, let the cake cool.
- 3 Whisk the mascarpone with the cottage cheese and sugar and spread over the cooled cake in the baking dish. Spread the sliced strawberries (fruit) over the filling and put the dessert in the fridge for about an hour to set.
- 4 Prepare the cake jelly according to the instructions on the packaging, pour it over the surface of the cake and put it back in the fridge to set.

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