

## **P2A: One hour with Olga Pleshakova**

In Russia, the CSR standards are still in the first stage of development partly because of the complicated shift from communism to liberal capitalism. Few companies truly assume their social responsibility. Economic leaders are aware that they have to first be an example themselves, if they want to witness a significant change in their country. Efforts need to be carried out especially for the first hundred biggest companies that own one quarter of the Russian economy.

Transaero Airlines (T.A) figures as one of the most dynamic Russian companies. Some concrete facts can indeed confirm this rank. Transaero Airlines saw his market share increase from 7% in 2006 to 14% in 2008 to eventually reach 20% in 2011. Foreign-made aircraft have been added to its fleet and destinations are now diversified with more than 150 locations with Moscow as departure point.

When communism fell, the company immediately innovated by reinforcing safety for the passengers, offering a higher level of service, and modernizing their fleet. T.A's success has been possible thanks to the democratization of their services divided into classes: imperial class, business class, premium economy class and finally tourist economy class. Their staff has also been trained to welcome disabled customers on board. T.A was the first airline company to do so.

From an environmental point of view, the company now gives priority to its CSR policy. T.A wants to value each individual to create well-being amongst employees (around 8500 worldwide). Providing training and offering opportunities to develop personal careers remain one of the most important aims for the company. Employees can also follow their education in the best foreign training centers in Europe, Asia even America. In return, T.A was recognized as Russia's best employer in 2010.

T.A has also decided to be more socially involved. Indeed, they created a Russian family program that improves the quality of life for cancerous children and disabled people. During their treatment, children are more closely accompanied to get an active and social life back. Moreover, they can fly for free from Russian provinces to their hospital (Moscow, Saint Petersburg and abroad). Campaigns about charitable ideas are regularly given to employees. Also, T.A supports many educational projects for their volunteer staff only.

With a clear fleet strategy, Transaero Airlines has competitive advantages, which made them obtain good financial performances: T.A is currently the second-largest airline in Russia. By respecting the CSR, Transaero Airlines is now the leader in an ever-changing world. It is one of the country's most attractive employers and as an active member of society.