



Annual Report
of the Thomas Bata Foundation
2022

“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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Pavel Velev	Director
Gabriela Končítíková	Project Manager
Jakub Malovaný	PR and Project Manager
Jitka Zvolská	Director's Assistant
Jana Benková	Accountant

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Publishing Activity

In 2022, the Thomas Bata Foundation published five new books dealing with Bata themes:

- **Výchova k podnikavosti (Entrepreneurship Education)** – Jan A. Baťa
- **Zámožnost všem (Affluence for All)** – Tomáš Baťa
- **Do nové práce (For Your New Job)** – Antonín Cekota
- **Rozhovory Tomáše Bati a Huga Vavrečky: Jak překonat hospodářskou krizi (Talks with Tomáš Baťa and Hugo Vavrečka: How to Deal with Economic Crisis)** – Tomáš Baťa, Hugo Vavrečka
- **Viděl jsem Baťu růst (I Saw Bata Grow)** – Eduard Malota

At the same time, three earlier published books that are still popular with the readers were reissued.

A total of seven books were reissued:

- **Geniální podnikatel Tomáš Baťa (Entrepreneur Extraordinary Tomas Bata)** – Antonín Cekota
- **Reflection and Speeches** – Tomas Bata
- **Baťova soustava řízení (Bata Management System)** – Zdeněk Rybka
- **Tomáš Baťa s úsměvem (Tomas Bata with a Smile)** – Josef Mach
- **Tomáš Baťa ve vzpomínkách našich prodavačů (Tomas Bata as Remembered by Our Sales Staff)** – Jan Knap
- **600 Quotes** – Vilém Veselý
- **František Lýdie Gahura** – Ladislava Horňáková

New Publications

In 2022 we remembered 90 years since the last flight of Tomáš Baťa as well as 700 years since the foundation of the town of Zlín. The Thomas Bata Foundation decided to remember the two important anniversaries by the inspiring legacy of Tomáš Baťa, namely by means of books that have not been published yet and the reader could find them only in the archives. The individual books were carefully selected not only for their historic value, but also in order to inspire the readers to apply the knowledge in them to the present-day business environment.

Entrepreneurship Education

On 5 August 1938, Jan A. Baťa presented a speech at the Czechoslovak Congress of Teachers, in which he appealed to the teachers how to guide young people to entrepreneurship. In the words of Jan A. Baťa: “Who is an entrepreneur? It is a man who has inborn, but also learned ability to act with initiative, responsibility and transform thoughts into deeds!” By his “Entrepreneurship Education” speech, Jan A. Baťa pointed out the need of change in the education of pupils and students. The speech was relaunched by the Thomas Bata Foundation on the occasion of the new statue of Jan Antonín Baťa unveiling ceremony in March 2022.

This book is part of the new “pocket” edition. Its size of 15x15 cm enables the reader easy storage. 1,000 copies were issued.

Affluence for All

This book was written by Tomáš Baťa with the aim of improving his colleagues’ financial literacy, relationship to money and their healthy use. The Thomas Bata Foundation presents an issue that combines Czech, English and German language versions.

This book is part of the new “pocket” edition. Its size of 15x15 cm enables the reader easy storage. 1,500 copies were issued. This book publication was sponsored by Continental Barum.

For Your New Job

For Your New Job is the basic authentic document of the Bata company. This thin book was to acquaint each new colleague with the ideas of Tomáš Baťa and later with those of his brother Jan. It acquainted each new colleague with the main principles of the Bata company philosophy. This timeless document containing several sets of the Ten Commandments prepared by the Bata company for its colleagues in 1927 – such as Mental Health, Physical Health and Ten Reasons to Exercise. This book remains an inspiration for many today's companies and serves as model new employee adaptation brochure.

This book is part of the new “pocket” edition. Its size of 15x15 cm enables the reader easy storage. 1,500 copies were issued. This book publication was sponsored by Fosfa a.s. and Fosfa a.s. also purchased a part of the issue and has been further disseminating it.



Talks with Tomáš Baťa and Hugo Vavrečka: How to Deal with Economic Crisis

This is a very treasurable treatise written not long before the death of Tomáš Baťa. It represents a record of talks between Tomáš Baťa and his close friend Hugo Vavrečka. The main theme of their long talks was finding the causes and solutions of economic crisis. They discussed topics such as key industrial raw material prices, personality of an entrepreneur, attitudes of the state towards entrepreneurs, transparency in public administration, but also morals and ethics not only in business undertaking and public administration, but also in the society in general.

This book is part of the new “pocket” edition. Its size of 15x15 cm enables the reader easy storage. 2,000 copies were issued. This book publication was sponsored by Fosfa a.s. and Fosfa a.s. also purchased a part of the issue and has been further disseminating it.



I Saw Bata Grow

The book *I Saw Bata Grow* by Eduard Malota brings a unique view of the phenomenon of entrepreneurship. Eduard Malota was a Zlín citizen and a friend and colleague of Tomáš Baťa, but at one time also a competitor of the Bata company. He had the unique opportunity to watch the Bata company, from this different aspects, both to grow, and overcome hard times during World War I and during economic and social crises.

The author strived for impartiality. His efforts are admirable when we take into account the fact that he could later perceive the Bata company as the main reason for his own business failure and ultimately bankruptcy.

Author: Eduard Malota. The book was prepared for publishing by: Gabriela Končítíková, Jakub Malovaný. Size: 20.8 x 13.5 cm. Number of pages: 152 pages. Hardback. 1,800 copies were issued.

Reissues

In 2022, the most popular books launched by the Thomas Bata Foundation on the market since 2016 were reissued as the books were gradually sold out due to the growing interest in the Bata themes. A total of six books were reissued and the seventh book, František Lýdie Gahura, was originally published by the Regional Fine Arts Gallery.

The design of the reissued books was adjusted in order to unify the look of all books published by the Thomas Bata Foundation.

Entrepreneur Extraordinary Tomas Bata by Antonín Cekota. 2,000 copies were issued in March 2022.

Reflections and Speeches by Antonín Cekota. 1,000 copies were issued in March 2022.

Bata Management System by Zdeněk Rybka. 2,000 copies were issued in March 2022.

600 Quotes by Vilém Veselý. 1,600 copies were issued in May 2022. Sponsored by ATT Investments.





Tomas Bata with a Smile by Josef Mach. 1,600 copies were issued in May 2022. Sponsored by ATT Investments.

Tomas Bata as Remembered by Our Sales Staff by Josef Knap. 1,600 copies were issued in May 2022. Sponsored by ATT Investments with the amount of CZK 45,000.

František Lýdie Gahura – Projects, Execution and Sculptural Works of Art

The Thomas Bata Foundation in cooperation with the Regional Gallery of Fine Arts and the Town of Zlín re-published the extraordinary publication dealing with the life and work of František Lýdie Gahura. It was published for the first time in 2006 as an exhibition catalogue. It was sold out rather quickly and was unavailable to the wide public.

Since the 1920s, the architect František Lýdie Gahura has had a crucial impact on the creation and architectural appearance of Zlín. His extensive architectural, town planning and sculpture work as well as complex fate were doomed to be forgotten after 1945 due to his close ties with the Bata company and namely its management – Tomáš Baťa and later Jan A. Baťa and Dominik Čipera.

The Thomas Bata Foundation perceives the reissue largely as an effort to keep publications dealing with Bata themes available to the wide public. 2,000 copies were issued. The book was financially supported by the Town of Zlín.



Audiobooks

The two audiobooks, **Entrepreneur Extraordinary Tomáš Bata** and **Affluence for All**, were also reissued. And the book **Reflections of Speeches** was newly published on a CD.



The design of the audiobooks was also adjusted in line with the new concept of the Thomas Bata Foundation. Both the paper books and e-books are available in the e-shop of the Thomas Bata Foundation and at other distributors.

Exhibitions

In 2022 the Thomas Bata Foundation organized two exhibitions dealing with the Bata phenomenon. Co-authors of both exhibitions are Gabriela Končítíková and Jakub Malovaný. The exhibitions were held under the expert supervision of Pavel Velev.

Both exhibitions were prepared in collaboration with external colleagues. In this way, the Thomas Bata Foundation has been trying to involve other experts inspired by the Bata theme.



Exhibition “Minulost je dnes” (“The Past is Today”)

The exhibition “The Past is Today: Buildings are just piles of bricks, concrete and iron – it’s people who give life to it” will bring you almost a hundred years back and will show you how the face of the Town of Zlín has changed or maybe has not changed.

Gabriela Končítíková and Jakub Malovaný prepared together with Kristián Majzlánek a unique exhibition that shows in 16 collages how the look of the Town of Zlín has changed. The places selected are linked with the Bata life. Individual photographs were complemented with interesting texts adding informative content to it. For the first time the exhibition was presented during the May the 1st celebrations in the Thomas Bata Villa. Since July and until the end of 2022 the exhibition has been and will be displayed in Baťa Department Store at Dlouhá street in Zlín.

The exhibition will also be available online on the website of the Thomas Bata Foundation. Nadace Tomáše Bati.



„Bud' prvním!“

90 let od úmrtí Tomáše Bati

Výstava „Bud' prvním!“ je představena v jubilejním roce, kdy si připomínáme 90 let od posledního vzletu Tomáše Bati a zároveň taky 700 let od první písemné zmínky o městě Zlín. Osobní příběh Tomáše Bati, jeho spolupracovníků a filozofie Baťa, ať je nám inspirací, že v našem městě se někdo odvážil být první a právě díky této odvaze, bylo město Zlín světové.

Exhibition “Bud' prvním!” (“Be the First”)

The exhibition is displayed on large panels in the Comenius Park; exhibition duration from 11 July to 31 October 2022.

The exhibition named after the iconic slogan of the Bata company presents pioneering activities, thanks to which Zlín became worldwide, and commemorates the 90th death anniversary of Tomáš Baťa in a manner typical for him – through pioneering. The authors of the exhibition are Gabriela Končítiková, Jakub Malovaný and Vladimír Parížek who is a long-term admirer of the Bata legacy.

The objective of the exhibition is to define the main pioneering activities of the Bata company, which it implemented as first or among the first. It focuses on defining the primacy of the Bata company not only in the area of technologies, innovations or production, but also in the area of working conditions and day-to-day life in the garden town. It does not omit architecture, construction, production, distribution, export, personnel principles, customer service, sales techniques and advertising tools.

The exhibition was supported from the Cultural Fund of the Statutory Town of Zlín with the amount of CZK 34,000. A catalogue and website were also prepared for the exhibition, where the exhibition can be viewed (www.budprvnim.cz). English version of the website is being prepared.

Pracovní prostředí

Firma Baťa byla průkopnicou v řešení otázek personální práce i rozvoje spolupracovníků. Jako jedna z prvních se zaměřovala na komplexní rozvoj člověka, a to jak v oblasti profesního, tak také osobnostního.

1904

Při práci přesčas jídlo zdarma

Firma Baťa byla vůbec první firmou u nás, která zavedla bezplatnou stravu pro dělníky pracující v době přesčasů. V roce 1904 byla osmihodinová pracovní doba. Na tehdejší poměry se jednalo o revoluční přístup k dělnictvu. Od roku 1918 byla práce přesčas zakázána.



Národní práce věnovaná památce předsedy vlády Václava Štěrky, oběti 1. svět. války, rok 1918, sign. 205, 206

1930

Pětidenní pracovní týden

Firma Baťa byla jednou z prvních, která zavedla pětidenní pracovní týden. Ještě ve 30. letech 20. století byly zcela běžné pracovní soboty. Ty ale Tomáš Baťa zrušil s odůvodněním, že je národně, aby si lidé odpočinuli a jednodenní odpočinek sňhřadil jako nedostatečný. Na pětidenní pracovní týden se vřázilo také pětidenní plánování výroby. Pět dnů bylo podle Tomáše Bati maximem, které mohlo být součástí lidského nitřního rytmu.



Národní práce věnovaná památce předsedy vlády Václava Štěrky, oběti 1. svět. války, rok 1918, sign. 205, 206

1930

Pracovní týden začíná středem

Firma Baťa byla jedinou firmou v Československu, ve které pracovní týden začínal ve středě. Bylo totiž důležité eliminovat zátěž stereotypu, které zpomalují lidskou práci. Mnoho lidí mělo zavedeno, že pondělí je nepřijemné, protože jde o první pracovní den, naopak úterý přitom již byl v práci myšlenkově rozštěpen, protože jim týden končil a přemýšleli nad stávajícím víkendem. Firma však vyžadovala plný pracovní výkon v kterémkoliv den: Týden tedy začínal středem, takže byl teprve třetí pracovní den, avšak po třech odpracovaných dnech už člověk potřebuje odpočinek – proto s víkendem přišla možnost odpočinout si od práce fyzicky i mentálně. Člověk získal novou energii a pondělí pro něj nebylo zvláštním dnem, naopak – byl to teprve čtvrtý pracovní den v pětidenním cyklu, při jehož splnění se pak dostavilo nadstandardní odměna v podobě odpovídající mzdy. Člověku se navíc dostalo i dostatečného množství energie a potřebné

1918

Osmihodinová pracovní doba

Firma Baťa byla údajně první firmou v Československu, která zavedla osmihodinovou pracovní dobu. Pracovalo se od 7:00 do 12:00 a od 14:00 do 17:00. Osmihodinová pracovní doba byla součástí vize Tomáše Bati o ideálním rozložení dne a pravidla 8-8-8. Osm hodin spánku, osm hodin práce a osm hodin odpočinku.



Společná práce v roce 1938, která byla součástí Baťky pro pracovníky „Jednotlivý pracovní den“ (1938), oběti 1. svět. války, rok 1918, sign. 205, 206

Neomezené mzdy

Podle všeho byla firma Baťa také jedinou firmou v Československu, která neměla omezenou výši mzdy, a to pro jakoukoliv pracovní pozici. To bylo způsobeno zejména tím, že člověk, kdo ve firmě Baťa pracoval, měl možnost přijít s návrhem na zlepšení, za který mu náležela odměna, pokud byl jeho návrh akceptován. Ve firmě neexistovalo žádné pravidlo, které by stanovovalo limit výše mzdy. Také platila zásada „nejlepšímu a nejochotnějšímu plat nejvíce“.



Life in the Thomas Bata Villa

May 1st Celebrations

After a two-year break caused by the Covid-19 pandemic measures, the traditional and popular May 1st Celebrations returned to the Bata Villa premises and the adjoining garden.

The Bata tradition of holding May 1st Celebrations has been maintained by the Thomas Bata Foundation since its foundation. It continues in the idea of Tomáš Baťa, the founder, who believed that it was important to thank to the colleagues and citizens of the Town of Zlín for their work done throughout the year.



Life in the Thomas Bata Villa

The current celebrations in the Bata Villa traditionally offer a morning programme for children full of games and contests with a reward for each competing child. The event offers also rich accompanying programme for adult visitors.

This year, over 750 children participated in the competitions, a new rest area was opened for the parents and whole families could have created a memory in the May photo booth/wall. The exhibition “The Past is Today” was opened in the Villa premises. The celebrations were sponsored by Baťa, a.s., Fosfa, a.s. and the Town of Zlín.

Mrs. Rosemarie Bata Blyth, the Chairperson of the Board of Directors of the Foundation, arrived for this event from Canada, and welcomed all the people present and wished them a day full of fun. On behalf of the Town of Zlín the visitors were greeted by the Mayor, Jiří Korec.



2022 Night of Galleries and Museums

On 20 May 2022, the Thomas Bata Foundation participated in the already traditional cultural event – the Night of Galleries and Museums. The special night tour round the Bata Villa was guided by Gabriela Končítíková. The night atmosphere in the adjoining garden is always unforgettable – also the bunker behind the Villa was opened and the pathways in the forest behind the Villa were made accessible. 46 visitors attended this guided tour.

Opening night of the exhibition “Be the First!”

On 11 July 2022, the opening of the exhibition “Be the First” was held. The Thomas Bata Foundation prepared also accompanying programme in the Comenius Park – a music performance of some members of the Fleret band and snacks according to the recipes of Marie Baťová.



More than one hundred persons attended the opening night. The authors of the exhibitions presented the main milestones which defined the pioneering activity of the Bata company, the event moderator was Pavel Velev. The Mayor of Zlín, Jiří Korec, extended his thanks to the authors of the exhibition. The exhibition attracted great media interest.

For a brief spot from the event see the link: <https://www.youtube.com/watch?v=spW2jkJSynU>



Commemorative Events on the Occasion of the 90th Death Anniversary of Tomáš Baťa

On the occasion of the tragic death of Tomáš Baťa, the Foundation organized several commemorative meetings. The first one was held by the statue of Tomáš Baťa in Otrokovice in the morning. Pavel Velev gave a speech and provided an interview for a nationwide TV channel.

A wreath laying ceremony by the memorial of Jan Antonín Baťa and Tomáš Baťa in the Zlín Town centre followed. At 1:00 PM the main commemorative event – a meeting at the grave of Tomáš Baťa – was held. In cooperation with the Town of Zlín, the Foundation prepared a one-hour programme attended by representatives of important institutions from Zlín and



Otrokovice. The even moderator and main speaker was Pavel Velev who mentioned, among others, the extensive and comprehensive reconstruction of the grave of Tomáš Baťa. Speeches were also given by the Mayor of Zlín, Jiří Korec, and the Governor of the Zlín Region, Radim Holíš.



The commemorative day was concluded by a social event in the Thomas Bata Memorial. Pavel Velev gave a brief speech and thanked for the preparation of the exhibition “The First of Our Colleagues Fell!” (Padl náš první spolupracovník!). The Foundation provided snacks according to the recipes of Marie Baťová for the exhibition opening ceremony in the Thomas Bata Memorial.

For a video from the commemorative event at the grave of Tomáš Baťa, visit the link: <https://www.youtube.com/watch?v=W7aa0jK4kjM&t=3s>

Launch of Three New Books

The Thomas Bata Foundation presented to the wide public the new books published as part of the commemorations of the death of Tomáš Baťa, namely: For Your New Job, Affluence for All and Talks of Tomáš Baťa and Hugo Vavrečka. The book launch ceremony was held in the Thomas Bata Villa. The books were christened by a renowned theatre director Dodo Gombár, who is the author of theatrical productions presented in the Municipal Theatre Zlín - Baťa Tomáš, Alive and Baťa III.



The book launch ceremony was accompanied by a piano concert by Jan Laník, and snacks prepared according to the recipes of Marie Baťová. 65 persons attended the event.

You can view the atmosphere in the Bata Villa on the evening of 13 July by going to <https://www.facebook.com/media/set/?vanity=batovavila&set=a.5332464336871346> For a podcast about the new books visit: <https://www.youtube.com/watch?v=s5-FhYhk8lg>

Bata Week 12 to 16 September 2022

As part of the events commemorating the last flight of Tomáš Baťa and 700 years since the foundation of Zlín, the sixth year of the Bata Week Festival was devoted to the visions of Tomáš Baťa when he built the factory industrial towns at home and abroad. The main theme of the festival was to present the vision of an industrial town, its implementation and life in the present-day Bata towns. The lectures and exhibitions focused this time on less known facts about the Bata towns. The lecturers included, among others, representatives from individual towns and institutions that have been trying to bring back life to the former Bata factories. The programme included also a discussion evening about the future of such places and accompanying programme having the form of screening of period films or their restored copies. On Friday 16 September, a unique discussion was held with the actors and directors of the Zlín Municipal Theatre, who were involved in the theatrical performance dealing with the Bata fate.

Monday 12 September

15:00 – 16:00 **Guided tour round the Villa**
The wide public was guided by Gabriela Končítíková. 63 persons attended.

17:00 – 18:00 **Life in Zlín of the Era of Baťa**
A lecture by the historian Zdeněk Pokluda, which was followed by the screening of a yet unscreened period film called Batanagar, which the audience could view with Czech subtitles. 64 persons attended.



18:30 – 19:30 **Guided tour round the Villa**
The wide public was guided by Jakub Malovaný. 50 persons attended.

Tuesday 13 September

15:00 – 16:00 **Guided tour round the Villa**
The wide public was guided by Gabriela Končítíková. 35 persons attended.

17:00 – 18:30 **Life in the Bata House**
A lecture, where the presenters were Katarína Janíčková, Miriam Miková, Lucie Šmardová and Vladimír Parížek. 55 persons attended.

18:30 – 19:30 **Guided tour round the Villa**
The wide public was guided by Jakub Malovaný. 68 persons attended.

Wednesday 14 September

16:00 – 17:00 **Guided tour round the Villa**
The wide public was guided by Gabriela Končítíková. 60 persons attended.

17:10 – 18:30 **Life in Bata Towns**
A lecture, where the presenters were Katarína Janíčková, Miriam Miková, Lucie Šmardová and Tatiana Dučaiová. 60 persons attended.



Thursday 15 September

15:00 – 16:00 **Guided tour round the Villa**
The wide public was guided by Gabriela Končítíková. 64 persons attended.

17:00 – 18:00 **The Ingenious Architect František Lýdie Gahura**
A lecture given by the art historian Ladislava Horňáková. 45 persons attended.

18:00 – 19:00 **Guided tour round the Villa**
The wide public was guided by Jakub Malovaný. 68 persons attended.



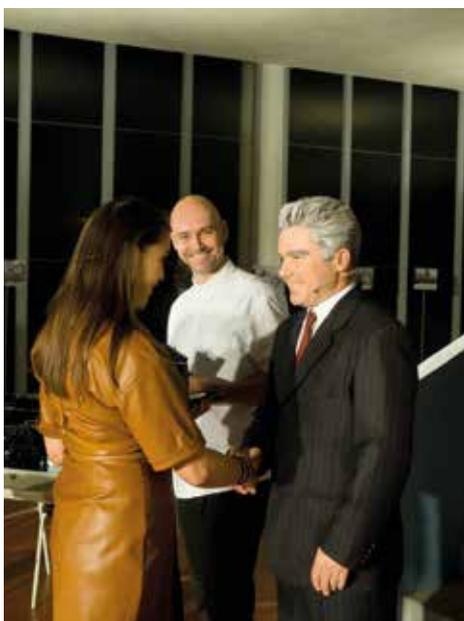
Friday 16 September

16:00 – 17:00 **Guided tour round the Villa**
The wide public was guided by Gabriela Končítíková. 64 persons attended.

17:30 – 18:30 **Baťa on Boards that Mean the World**
A unique discussion with the actors Gustav Řezníček, Rostislav Marek and Radovan Král, and the directors Dodo Gombár and Patrik Lančarič from the Zlín Municipal Theatre on the topic of “the Bata trilogy on the stage”. 64 persons attended.

19:00 – 21:00 Concert of the Band Franc Alpa

The programme was concluded with the concert of the Zlín based band with the actor Marek Příkladký as its frontman held in the Bata Villa gardens. A stand with refreshments and a rest area were prepared for the visitors. Entry was free, without the need of registration.



Award Presented to Actors of the Zlín Municipal Theatre

Actors and creative artists from the Zlín Municipal Theatre, who were involved in the production of the theatrical performance Baťa III, were awarded a commemorative medal of the Thomas Bata Foundation. The featured role was played by Radovan Král, and the other roles were played by Marie Vojtěchová, Pavel Vacek and Štěpán Princ. The script author and director of the performance is Dodo Gombár, who is, among others, the author and director of the performance Baťa Tomáš, živý (Bata Thomas, Alive).

The Thomas Bata Foundation awards commemorative medals for exceptional contribution to the dissemination and applying of the Bata legacy. The medals were last

awarded in 2017 to entrepreneurs who have been using the Bata principles in their business operation. The management of the Thomas Bata Foundation newly decided to award the medals also in the cultural area. The Zlín Municipal Theatre has significantly increased awareness about the Bata legacy among the wide public in a quite untraditional way.

The medals were awarded in the Thomas Bata Memorial after this year's last performance of Bata III. On behalf of the Thomas Bata Foundation the medals were awarded to the actors and the entire team by Gabriela Končítíková and Jakub Malovaný.



Evening Teas

The Thomas Bata Foundation follows up in the tradition of the notorious social and cultural events called Evening Teas, which were held by Tomáš and Maria Baťa in their Zlín Villa. The Villa premises became a cosy place for pleasant meetings of people who shared an interest not only in culture and art, but in all social issues.

The aim of the irregular meetings were not only efforts at delivering a given artistic experience, but it was also important to connect people who were to build new relationships within the Bata company and throughout the town.

Večerní čaj

ve vile Tomáše Bati

26. 10. 2022
v 17:00 hodin

„Kolik příležitostí má růže?“

Komorní klavírní koncert
Hudba Leoše Janáčka
Poezie Jana Skácela

Účinkují:
**Vendula Urbanová
a Gustav Řezníček**

16. 11. 2022
v 17:00 hodin

„Samet v divadle“

Aneb jak probíhala sametová revoluce v tehdejším Gottwaldově?

Účinkují:
**Helena Čermáková
Rostislav Marek
Jakub Malovaný
Patrik Lančarič**

Hudební doprovod:
Martin Šramka

16. 12. 2022
v 17:00 hodin

„Písně, co mě provází...“

Recitál Tomáše Davida

Účinkují:
**Tomáš David - zpěv, kytara
Ladislav Richter - piano**

Vstupné dobrovolné

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The first Evening Tea was held on 26 October when we could have listened to the music of Leoš Janáček and the poetry of Jan Skácel, whose 100th birth anniversary we commemorate this year. As part of the programme called “How many chances a rose has?” a renowned music teacher and great musician Vendula Urbanová, who works mostly in France, played the piano; the evening was moderated by Gustav Řezníček, a long-serving actor of the Zlín Municipal Theatre. 63 people participated.

On Wednesday 16 November, on the eve of the national holiday, a special discussion entitled „Velvet in the theatre“, during which the course of the Velvet Revolution in the then Gottwaldov was recalled. The main Zlín faces of the crucial moments of our modern history - actors Ivan Kalina and Rostislav Marek - shared their stories. The evening was hosted by Gabriela Končítíková, and also present were Patrik Lančarič, artistic director of the Zlín Municipal Theatre, and Jakub Malovaný, a publicist who, together with these personalities, wrote the book Velvet in the Theatre, detailing the events of November 1989 in Gottwaldov. 52 people participated.

The last Evening Tea in this calendar year was served on Friday 16 December. In the season of Advent, the Bata Villa was welcome the actor and musician Tomáš David with his recital “Songs that accompany me...”. This member of the theatrical troupe of the National Theatre Brno, who has been nominated for the Thalia Awards this year, will present not only his own production, but also songs which, as he himself says, stuck to his heels and became his companions due to many reasons, which we will certainly here about during the evening. You can be looking forward to a varied selection of pieces – from American folk songs through soul songs to hits by Eric Clapton. 68 people participated.

Educational events for children

The mission of the Thomas Bata Foundation includes also support of the youth and therefore, we were involved in organizing a concert of the Elementary Art School Otrokovice held to commemorate the death anniversary of Tomas Bata.



Christmas party for children in Želechovice

On 04/12/2022, the Thomas Bata Foundation helped to prepare and run the traditional St. Nicolas party in Želechovice. The Foundation supported the event by prizes for children participating in contests, purchase of sweets. The event moderator was Jakub Malovaný. Milan Laštůvka (the manager of the Bata Villa) was one of the main organizers, and also Gabriela Končítíková was involved. The event was attended by 87 local children and their parents.

“You can do what you want to do” – A concert of the Elementary Art School Otrokovice

The concert, in which the pupils and teachers of all four departments – dance, visual arts, music and drama – performed, was held in the Otrokovická beseda hall for the pupils in the morning and for the wide public in the afternoon.

The Foundation made a grant to fund the concert. The event was moderated by Jakub Malovaný. Gabriela Končítiková helped with the historical data. As part of the event, a short animated spot on the life of Tomas Bata, which was produced by the Foundation in 2022, was screened.

24/11/2022, 200 persons



Guided Tours round the Villa

The Thomas Bata Foundation made the Bata Villa premises accessible to the wide public through regular guided tours. The tours are held each first Sunday in the month, the visitors are guided by Pavel Velev and Jakub Malovaný. The interest in the Sunday tours is big and their capacity is full almost always several weeks in advance.

The tours take place from 11:00 to 12:00 a.m. The visitors then have an opportunity to visit the Foundation store.

A total of 7 Sunday tours were held in 2022.

At the same time, a further 38 public tours were carried out, attended by 1,153 people.

Visit of the Italian ambassador

On 26 May 2022, the Thomas Bata Foundation organized in cooperation with the Baťa company and Martina Dlabajová, MEP, a programme for the Italian ambassador Mr. J. E. p. Mauro Marsili and his entourage. The guests were first of all guided round the Bata Villa (their guide was Pavel Velev) and then they had a lunch in the Bata Villa together. The other visitors were Martina Dlabajová (MEP), Danilo Manghi (Chairman of CAMIC), Matteo Mariani (General Secretary), Marco Farnetani (Country Manager Baťa) and Kateřina Stolínová (interpreter).

Reconstruction of the grave of Tomáš Baťa

In connection with the 90th anniversary of the tragic death of Tomáš Baťa and also considering the condition of the grave, it was decided to carry out a substantial reconstruction of the grave of Tomáš Baťa at the Forest Cemetery in Zlín.

In March 2022, several meetings with the Town of Zlín and the company HaServices were held to discuss the process and financing of the reconstruction of the grave at the Forest Cemetery. Exploration works were started, which identified the need of the repair.



After discussions of Pavel Velev with the Mayor of the Town of Zlín, Jiří Korec, on the grave reconstruction, an application for a reconstruction grant was submitted. The Municipal Council approved the grant application in the amount of CZK 200,000.00, and together with the grant for exploration and analysis of the grave condition, TBF received the amount of CZK 215,000.00 from the Town of Zlín.

The construction works started at the beginning of May 2022 and on 30 June 2022, the reconstructed grave was handed over by the company Ha Services s.r.o. During the reconstruction all structural elements of the grave were removed and only the monumental grave plate remained. The concrete frame under the grave plate was injected and reinforced, around which a foundation plate from waterproof concrete was made for 56 pieces of pink granite cubes. During the reconstruction, the container with the remains of Marie Bata, the wife of Tomáš Baťa, had to be placed in the grave again. Finally, greenery was planted around the grave edges.



Management of graves and commemoration sites

The Thomas Bata Foundation takes a regular care of the graves at the Forest Cemetery. The graves are cleaned twice a month plus on anniversaries and commemorative days. Existing plants are trimmed and cut and new ones planted when necessary, flowers etc. are laid on the grave on anniversaries. At the same time, the Thomas Bata Foundation maintains also other commemorative sites in Zlín, which are connected with the personality of Tomáš Baťa, the founder, and Tomáš Baťa, Jr.



Commemorating Baťa anniversaries

The Thomas Bata Foundation annually actively commemorates important anniversaries and personalities connected with the Bata legacy. Through commemorative events and social networks, it has been pointing out to the fact that tens of personalities from the Baťa family and close collaborators of the Baťa company were associated with the Bata phenomenon. Each year, the merits of individuals are remembered through documentaries, photographs or short notices.

In 2022, 24 media outputs were devoted to these personalities, flowers were laid on the occasion of 12 commemorative events.

Wedding ceremonies

The Thomas Bata Villa has been, among others, an extraordinary wedding venue for wedding ceremonies. In 2022, three weddings took place here:

6. 8. 2022 – Mr. and Mrs. Wheeler

19. 8. 2022 – Mr. and Mrs. Korec

3. 10. 2022 – Mr. and Mrs. Hluchý

The price for the lease of the premises for a wedding ceremony is CZK 10,000.00.



Cooperation with the company PRIM

In 2022, the Thomas Bata Foundation was involved in designing limited-edition watches produced by the renowned Czech watchmaking company PRIM, which were inspired by the personality of Tomáš Baťa. Pavel Velev and Gabriela Končítíková provided several consultations which helped to better understand and define Tomáš Baťa's attitude towards time. Gabriela Končítíková and Jakub Malovaný prepared the texts contained in the brochure, which tell the story of the watches.

Coordination meeting on the theme of “How to implement the Bata legacy”

At the end of September – on 26/09/2022 – the Thomas Bata Villa hosted the first more extensive coordination meeting of all institutions, whose activities involve, wholly or partially, the Bata legacy management. The aim of this initial meeting was to find out how the respective institutions work and what can they offer in the area of the Bata legacy, as well as what help they would appreciate. The Thomas Bata Foundation was represented by Gabriela Končítíková and Jakub Malovaný. The other institutions represented at the meeting were, for instance, the Regional Fine Arts Gallery, Museum of Shoemaking, Destination Agency of the Zlín and Luhačovice Region, Filmový uzel (Film Nod), Obchodní dům (Department Store), Thomas Bata Memorial, Department of Culture of the Town of Zlín, Hotel Zlín, the Living Zlín organisation etc.

In the subsequent meetings, the working group will focus on finding a joint identity and then on preparing a strategic plan of how to ensure unified communication of the Bata legacy to visitors coming to Zlín.



Lectures and Educational Activities

The Thomas Bata Foundation has been actively spreading the legacy of Tomáš Baťa also by means of expert and popular lectures on various Bata themes. The lecturers are Gabriela Končítíková and Pavel Velev. The expert lectures are designed for entrepreneurs, managers and those wishing to apply the Bata principles in practice. Popular lectures are intended for students and wide public. The lectures can take the format of a single lecture or lecture series. In case of interest, the complete Bata Academy can be offered, or an educational activity can be tailored to one's needs.

Lectures and trainings

The Thomas Bata Foundation has actively pursued lecturing activities for companies, as well as for expert and interest groups. By October 2022, a total of 65 expert lectures were held, attended by 2,859 people. The lecturers are Gabriela Končítíková and Pavel Velev.



Topics of the lectures:

Gabriela Končítíková

1. Tomáš Baťa – leaders are not born but made
2. Bata Management System – not only workshop self-governance and share in profit and loss
3. Care for employees – “I did not build a business, but a man who built the business”
4. Business. Satisfied customers – the best reference: How to build customer relationships

5. Advertising: Service in advertising
6. Education: Education as a precondition for internal freedom, manner of education and development of colleagues in the Bata company
7. Bata remuneration system
8. Corporate culture – loyalty cannot be purchased or forced, but built
9. Motivation – you cannot motivate, but you can inspire
10. Balance in life: Rule 8-8-8 – if you want higher performance, give yourself leisure time

A total of 86 commercial lectures were held in 2022, attended by 3,036 people.



Bata Academy

In 2022, the Thomas Bata Foundation opened the Bata Academy both in the in-person and online form. For the online courses the Zoom application is used; two online rounds, the spring and autumn round, were held 2022. One session takes 90 minutes. A total of 5 sessions are held, during which individual topics are presented and the participants learn about the Bata principles also through practical exercise.

The spring online round was attended by 11 participants. The autumn rounds started in September. The in-person courses was attended by 20 participants, the online courses are attended by 17 participants.

Topics of the Bata Academy:

1. Tomáš Baťa and his philosophy
2. Principles of the Bata Management System and its current use.
3. Corporate culture and motivation
4. "People give life to machines" or human resources management in the Bata Management System
5. Selling, promotion and advertising – "Our Customer – Our Master"
6. "Build Yourself First" or the meaning of live balance according to Tomáš Baťa

Akademie Baťa pro společnost Fosfa, a. s.

In 2022 the Bata Academy for Fosfa, a. s. continues. The Academy is provided to three different groups and lasts ten months. It was divided into ten sessions, when each month one session on a selected theme was held. The Academy round started in September 2021 and ended in July 2022 and was completed by a total of 62 participants.

The topics offered by the Academy are: 1. Tomáš Baťa / 2. Bata Management System – not only workshop self-management and share in profit and loss / 3. Care for employees / 4. Business / 5. Advertising / 6. Education / 7. Bata remuneration system / 8. Corporate culture / 9. Motivation – you cannot motivate, but you can inspire / 10. Balance in life

Akademie Baťa online

začínáme
3. 3. 2022
24. 3. 2022
7. 4. 2022
28. 4. 2022
11. 5. 2022

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In 2022 another podcast format was added, namely video recordings, thanks to which the video can also be watched on YouTube.

The podcasts are published each Monday and they are very popular. The average number of podcast downloads is 384 during the first 24 hours.

Each episode earns over 1,000 downloads from the Buzzprout platform during the first month. The most used platform for the podcast listening is Apple Podcasts (42%), followed by Spotify (28%) and Google Podcasts (11%).

Podcast Inspired by Bata

The Thomas Bata Foundation has its own podcast series called Inspired by Bata (Inspirace Baťa), which is moderated by Gabriela Končítíková and on occasion by Jakub Malovaný. The podcasts come in two formats: short podcasts that present certain Bata themes, rule or principle, and long podcasts which are conducted as interviews. The podcasts are published on the following platforms: Spotify, Google Podcasts, Apple Podcasts and on the website of the Thomas Bata Foundation.





The podcast content is prepared by Gabriela Končítíková, the podcast production is managed and coordinated by Jakub Malovaný. The podcasts are produced in the Thomas Bata Villa Premises, the video and audio technology is operated by Pavel Mašek, Petra Kopásková and Tomáš Chrástek.



In 2022, 48 episodes of the Inspiration Bata podcast were published.

9. 1. 2022	11/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Zdeněk
16. 1. 2022	12/ Baťa System vs. Baťa Philosophy
25. 1. 2022	13/ Employees, colleagues and fellow entrepreneurs
1. 2. 2022	14/ Trust is the basis of everything
7. 2. 2022	15/ Women in the Baťa Philosophy
13. 2. 2022	16/ Interview with the Director of the Thomas Bata Foundation, Ing. Pavel Velev
2. 3. 2022	17/ What everybody should know about Tomáš Baťa
7. 3. 2022	18/ Bata School of Work for Young Women
14. 3. 2022	19/ What everybody should know about Tomáš Baťa 2
22. 3. 2022	20/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Stanislav Martinec
30. 4. 2022	21/ Personal responsibility as the basis of the Bata Philosophy
11. 5. 2022	22/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Miroslav Zadák
11. 6. 2022	23/ Personnel clerk
27. 6. 2022	24/ Emotional stability as a basis of corporate culture
4. 7. 2022	25/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Jakub Malovaný
11. 7. 2022	26/ Personality of a sales assistant
18. 7. 2022	27/ Bata advertising philosophy
1. 8. 2022	28/ Leadership according to the Baťa Philosophy

8. 8. 2022	29/ Essential Bata books have been reissued
20. 8. 2022	30/ About the exhibition “Be the First”
22. 8. 2022	31/ Bata School of Work for Young Men
29. 8. 2022	32/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Eva Klabalová
6. 9. 2022	33/ 2022 Bata Week Festival
12. 9. 2022	34/ About “baťoviny” with Dodo Gombár
19. 9. 2022	35/ About “baťoviny” with Radovan Král
26. 9. 2022	36/ Everyday life in the Bata School of Work
3. 10. 2022	37/ About “baťoviny” with Gustav Řezníček
10. 10. 2022	38/ When a young man met a young woman
18. 10. 2022	39/ About “baťoviny” with s Rostislav Marek
24. 10. 2022	40/ About “baťoviny” with the traveller Tomáš Vaňourek
03/10/2022	37/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Gustav Řezníček
10/10/2022	38/ When a young man met a young woman
18/10/2022	39/ About “baťoviny” with Rostislav Marek
24/10/2022	40/ About “baťoviny” with the traveller Tomáš Vaňourek
31/10/2022	41/ Export school – determination was crucial
10/11/2022	42/ Ability to share as the basis for Bata corporate culture creation
14/11/2022	43/ About “baťoviny” with Patrik Lančarič, artistic director of the Zlín theatre
25/11/2022	44/ About “baťoviny” with Stanislav Knotek
28/11/2022	45/ Perception of the seasons according to the Bata Philosophy
05/12/2022	46/ How profound influence the Bata company wanted to have on personal growth
12/12/2022	47/ Christmas gift idea – new book release Viděl jsem Baťu růst (I saw Bata grow)
19/12/2022	48/ Bata Christmas
03/10/2022	37/ About “baťoviny” (or how to use Bata philosophy in everyday life) with Gustav Řezníček
10/10/2022	38/ When a young man met a young woman
18/10/2022	39/ About “baťoviny” with Rostislav Marek
24/10/2022	40/ About “baťoviny” with the traveller Tomáš Vaňourek
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28/11/2022	45/ Perception of the seasons according to the Bata Philosophy
05/12/2022	46/ How profound influence the Bata company wanted to have on personal growth
12/12/2022	47/ Christmas gift idea – new book release Viděl jsem Baťu růst (I saw Bata grow)
19/12/2022	48/ Bata Christmas

Red Edu

Red Edu is an learning platform of the Red Button association. Over 10,000 people are educated through this platform in the Czech Republic. The platform provides learning in companies. The Thomas Bata Foundation prepared a “Baťoviny” learning course. Gabriela Končítíková moderated a total of 9 sessions.

- 1/ Essence of Baťa Philosophy
- 2/ Leaders are not born but made – personal story of Tomáš Baťa
- 3/ The only possible way of changing the environment is personal example – Tomáš Baťa personality features
- 4/ Basic rules of Bata approach to people
- 5/ Bata work life balance – or it is good to know where the source of my energy is
- 6/ Personnel clerk
- 7/ People in the store
- 8/ Bata principle of substitutability
- 9/ Bata principle of sharing

The videos were produced without any claims for cost compensation or remuneration. The Thomas Bata Foundation contributed to increasing the public awareness on how to use the Baťa Philosophy in today’s life



Lecturing at the Tomas Bata University

Gabriela Končítíková gives lectures within the framework of the Bata Management System course at the Faculty of Management of Economics of the Tomas Bata University both to full-time and distance study students. In the 2021/2022 academic year, the lectures were given in both the semesters. A total of 412 students participated in the course.

Participation in the Camp of the ZET Foundation of prof. Zelený

The Thomas Bata Foundation actively participated in implementing the Camp of the ZET Foundation. As each year, the Camp focuses on creating a creative environment for children from children's homes. This year, the Thomas Bata Foundation for the first time provided also financial support in two different ways: by awarding a grant in the amount of CZK 25,000.00 and by purchasing books in the value of CZK 20,000.00. The funds were also used to support another participant of the Camp and last but not least, the Camp participants were invited in the Thomas Bata Villa. On 19/07/2022 Pavel Velev prepared an interesting lecture for the participants and Jitka Zvolská prepared accompanying programme – visit of important Bata monuments in Zlín. 15 students participated in the programme.

In 2023, the Thomas Bata Foundation will also become a partner of the Regional Camp in the Zlín region.



Charitable Activities

The Thomas Bata Foundation through its activities also responded to current events, namely both abroad and domestically. Although it does not primarily focus on charitable activities, in 2022 it financially and committedly supported the mitigation of the consequences of the war in Ukraine, as well as financially supported the Good Shepherd association in Slovakia.

Support to efforts to alleviate the consequences of the war in Ukraine

The Thomas Bata Foundation became actively involved in the efforts to alleviate the consequences of the war in Ukraine in several ways. CZK 100,000.00 from the budget was donated for humanitarian aid. In March to April, six Ukrainian girls who fled from the war to the Czech Republic were given work. The premises of the Bata Villa became the collection point for humanitarian aid intended for these girls. Companies supporting the activities of the Thomas Bata Foundation were also actively involved in helping the girls by providing food, clothing and equipment of their new homes. TBF helped the girls to find accommodation and other work opportunities for these girls and has remained in contact with them since.

Gabriela Končítíková donated 200 copies of the book Inspired by Bata to the students of the Tomas Bata University with the condition that they were to send a voluntary contribution – at least CZK 100.00 – for the book to the account of humanitarian aid for Ukraine. Based on available data, at least CZK 52,000.00 was sent to the account. We appreciate the approach of the students and their families.

Bata Academy for the Dobrý pastier Association

The Thomas Bata Foundation supported with their activities the operation of the Dobrý pastier (Good Shepherd) association. It operates in Slovakia and one of its main founders is the professor Jano Košturiak. Dobrý pastier association returns back to society people who found themselves on margins of society. Dobrý pastier is specific by its unique approach to such people – return back to society is possible only when they realize their own value, which cannot be in most cases achieved otherwise than by engaging the individual into active work. All clients of the centre must take active part in its building. The principle of its work is that it buys or leases a dilapidated building that the clients themselves help to improve, then plant vegetable gardens and breed domestic animals. The work of Dobrý pastier has attracted tens of businessmen. For them we prepared the Bata Academy that took place in the premises of a provisional chapel.



The Thomas Bata Foundation provided the Bata Academy for free, however, each participant paid a symbolic EUR 30 for a session. 60 participants attended on average and the Bata Academy round had 5 sessions. The Thomas Bata Foundation thus supported the operation of Dobrý pastier with an estimated amount of CZK 200,000.

Media outputs

The Thomas Bata Foundation has been very active on social networks. The most frequently used media include Instagram, Facebook and YouTube. Social networks represent an important tool for direct online sales of goods offered by the Thomas Bata Foundation. At the same time, they are a great tool for education and raising awareness about Bata themes.

The Thomas Bata Foundation has also paid active attention to all media – during 2022, a total of 12 radio interviews and 6 tv reportages were given. 32 articles were written for printed and online media. Some of them are given in more detail below.

Television and Radio

In 2022, 12 radio interviews have been given so far; the interviews were given by Gabriela Končítiková, Pavel Velev and newly also by Jakub Malovaný.

1/ Metro TV from Bratislava

On 13/04/2022 Gabriela Končítiková gave an interview for the Metro TV. The topic of the interview was Bata Philosophy and personality of Marie Baťová.



2/ Czech Television

On 12/07/2022 Pavel Velev gave several live interviews for the Czech Television. He presented in them the Foundation's activities and he remembered in particular the death anniversary of Tomáš Baťa, the founder.

3/ Slovácko TV

On 16/08/2022 Jakub Malovaný gave an interview on the Thomas Bata Villa to Slovácko TV. It was a brief appearance aimed at presenting interesting places in the region.

4/ Czech Television – documentary on architecture

On 18/08/2022 the Czech Television Ostrava took shots in the Thomas Bata Villa for a documentary on the Zlín architecture – the documentary moderators were Gabriela Končítíková and Pavel Velev. The TV series will be shown in the spring of next year.



7/ Presentation of the book I Saw Bata Grow on the Czech Radio

On 27/09/2022 Gabriela Končítíková and Jakub Malovaný took part in the afternoon broadcast of the Czech Radio Zlín. In three live spots the moderator Pavel Vacek asked them about interesting things concerning the new book I Saw Bata Grow.



5/ Czech Television – Baťa Crushes High Prices

On 01/09/2022 we remembered 100th anniversary of the important event “Bata Crushes High Prices” – a decision of Tomáš Baťa to reduce all goods by 50% and thus face the deep crisis. The Czech Television was shooting the reportage directly in the Thomas Bata Villa and the respondents were Gabriela Končítíková and Zdeněk Pohluda.

6/ Two-hour programme on the Czech Radio Vltava

On 22/08/2022 the radio journalist Miroslav Buriánek was recording interviews for his programme on the Czech Radio Vltava. The topic of the interview was the Thomas Bata Foundation and its founder Tomáš J. Baťa. Pavel Velev, Gabriela Končítíková, Stanislav Knotek and Jakub Malovaný contributed. Two one-hour programmes were produced, which were broadcast in October.





Jakub Malovaný participated in a television programme of Tele-veze Slovácko – TVS

During a 15-minute interview, Jakub Malovaný presented the mission and operations of the Thomas Bata Foundation, recent books and concept of cultural events, including the new event – Evening teas.

Articles and interviews

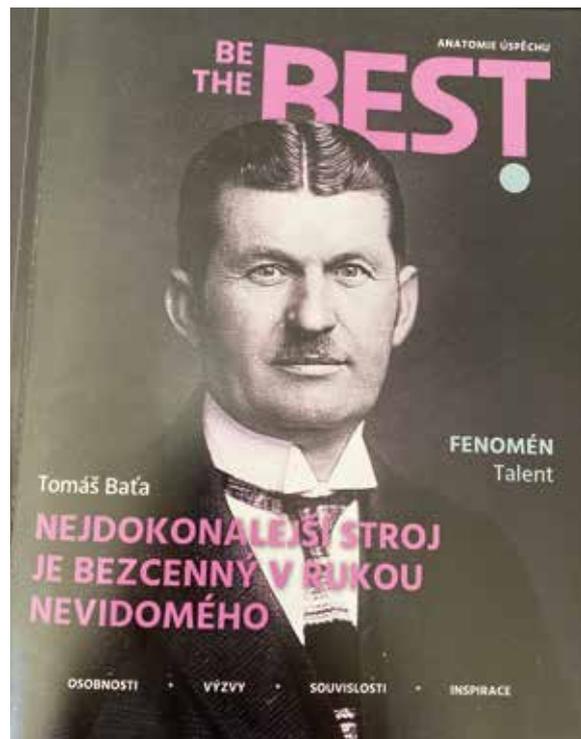
In 2022, 32 media outputs were published in journals, magazines and periodicals. Great attention was paid to the Bata legacy and activities of the Thomas Bata Foundation also in connection with the 90th death anniversary of Tomáš Baťa and in connection with the recently published unique books.

1/ inZlin

An interview with Gabriela Končítíková on the book Inspired by Bata and the mission of the Thomas Bata Foundation. The article was two pages long.
Published in February 2022

2/ Tescoma Magazine

Tescoma issues its own magazine and its spring number contained six pages devoted to the culinary art of Marie Baťová – it promoted both the dessert cookbook published by and activity of the Thomas Bata Foundation.
Published in April 2022



3/ SWISS LIFE MAGAZINE

An interview with Gabriela Končítíková about the Thomas Bata Foundation, personality of Tomáš Baťa and use of the Bata legacy in today's business environment. The article is six pages long.
Published in May 2022

4/ Patriot

“Happiness Isn't Found, It's Created“. An interview with Gabriela Končítíková for the Patriot journal about the Bata Philosophy, Bata phenomenon and functioning of the Thomas Bata Foundation. *Published in May 2022*

5/ FORBES

On the occasion of the death anniversary of Tomáš Baťa, the Forbes magazine published an article about the book Inspired by Bata, which emphasized the fact that the Bata Philosophy is still relevant and applicable in today's life.

Published in July 2022

6/ Be The Best

In July, the Be The Best magazine was issued, which published two articles on the Bata. The first article presented talks of Tomáš Baťa and Hugo Vavrečka on the theme of economic crisis; the article is twelve pages long. The second article describes how the Bata company worked with talents; the article is four pages long. Tomáš Baťa was also on the cover of the summer edition. The articles at the same time promoted the activities of the Thomas Bata Foundation. The article authors are Gabriela Končítíková and Jakub Malovaný.

Published in July 2022

Link to the article: [HTTPS://WWW.NADACETOMASEBATI.CZ/WP-CONTENT/UPLOADS/2022/08/EA6BC5A9-613A-46C9-9227-378DE7667137-SCALED.JPEG](https://www.nadacetomasebati.cz/wp-content/uploads/2022/08/EA6BC5A9-613A-46C9-9227-378DE7667137-SCALED.JPEG)

7/ Amazing Place

The Foundation was presented in the July edition of the magazine Amazing Place. The images from the Bata Villa were provided with comments by Gabriela Končítíková and Jakub Malovaný; the article contained six pages. The article focused on the life in the Bata Villa and the relationship of Tomáš and Marie Baťa. The presentation formed part of an overall presentation of Zlín and interesting places to see in Zlín.

Published in July 2022

8/ inZlín

Activities of the Thomas Bata Foundation were presented in the summer edition of the Zlín magazine In Zlín, in which the readers were invited for an exhibition, launch of new books as well as to the sixth year of the Bata Week.

Published in July – August 2022

9/ Magazín Zlín

Activities of the Thomas Bata Foundation were presented in the magazine Magazín Zlín, which invited the readers for an



exhibition, book launch and presented the interiors of the Bata Villa.

Published in August 2022

9/ Čajové listy (Tea Leaves)

The quarterly issued by the company Oxalis devoted two pages to an interview about the Bata Philosophy.

Published in September 2022

It needs to be pointed out that press releases made by the Thomas Bata Foundation are usually very well accepted by the media and shared on the Internet. The average engagement rate for the press releases is eight different magazines or websites.

Editorial in the Patriot magazine

Since November 2022, Gabriela Končítíková has been writing editorials for the Patriot magazine, in which she acquaints the readers with the Bata legacy. The following articles have been published so far:

November issue: Do not fear that you will not be able to complete tasks

December issue: Bata Christmas

10/ Editorial in the Patriot magazine

Since November 2022, Gabriela Končítíková has been writing editorials for the Patriot magazine, in which she acquaints the readers with the Bata legacy. The following articles have been published so far:

November issue: Do not fear that you will not be able to complete tasks

December issue: Bata Christmas

Instagram, Facebook and YouTube

Since Jakub Malovaný joined its team, the Thomas Bata Foundation's own presentation, communication with customers and educational activities have been consistently carried out on social media. Currently the platforms most frequently used by the Thomas Bata Foundation are Instagram, Facebook and YouTube. We've decided to pay more attention also to LinkedIn.

By 30/09/2022, 94 outputs were published on social media. Sharing stories is carried out on a daily basis.

Thanks to these communication channels, the online sales of the goods of the Thomas Bata Foundation have repeatedly increased by 50% on a month-to-month basis.

Facebook and Instagram recorded an average growth in the number of followers by 15%. The highest increase was recorded by YouTube, where we started to post also videos to the podcasts – the number of subscribers increased by 312% in the period from June to September 2022.

Social media are now administered on a daily basis and this care is reflected in the increased earnings from cultural and educational events offered by the Thomas Bata Foundation, increase of the sales of own goods and increase in the number of followers and subscribers.



Other Activities

Baťa Edition

In 2022, the Baťa Edition was expanded by other textile products – backpacks of different colours and sweatshirts with the quotes of Tomáš Baťa. The autumn collection of leather products with the quotes of Tomáš Baťa was expanded by new colours of the products. As regards new products, we newly offer leather bookmarks with Bata quotes. The Baťa Edition is now available online in the e-shop of the Thomas Bata Foundation, directly in the gift shop in the Thomas Bata Villa and in selected stores of the Baťa company.

The Baťa Edition contains also packaging and thank-you items (thank-you card, bookmarks etc.) – in 2022 we have designed and manufactured 4 cards, 1 bookmark and several variants of bags with the quotes of Tomáš Baťa.



Website of the Thomas Bata Foundation, e-shop

The Thomas Bata Foundation has been promoting all its activities on the website www.nadacetomasebati.cz. This website is used for online exhibitions, publication of podcasts and running the e-shop selling books and products of the Baťa Edition. The website is managed on a daily basis by Jitka Zvolská.

Since May 2022, the month-to-month online sales via the e-shop of TBF increased on average by 50%. This increase was brought about by intensifying PR activities which are now actively and regularly pursued by Jakub Malovaný. The e-shop of TBF is currently its most important sales channel.

Gift shop in the Thomas Bata Villa

Last year, the Thomas Bata Foundation opened a gift shop in the premises of the Bata Villa, in which all items offered by TBF can be purchased.

The gift shop is visited mostly during events held in the Villa, however, it has become more frequently visited also by the citizens of Zlín and tourists at other times.

Online orders are also dispatched from here. By end of October, goods in the amount of CZK 762,587.00 were dispatched from the e-shop (451 orders for 1,789 items of goods offered by the Thomas Bata Foundation).

2022 Business Report of the Thomas Bata Foundation

Ing. Renata Nedbálková, Nad Stráněmi 4681, 760 05 Zlín, evidenční číslo auditora: 2098

INDEPENDENT AUDITOR'S REPORT

To the Single Member of **Nadace Tomáše Bati, Gahurova 292, Zlín, IČ:65822374**

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 2022, 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 2022, 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.

Responsibilities of the Statutory Authority for the Financial Statements

The Statutory Authority is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the Czech Republic and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Statutory Authority is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Statutory Authority either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the above mentioned laws and regulations will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably

be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with the above law or regulation, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Statutory Authority.
- Conclude on the appropriateness of the Statutory Authority's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Statutory Authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report issued by

Name of the audit firm	Ing. Renata Nedbálková
Audit firm address	Nad Stráněmi 4681, 760 05 Zlín
Audit firm licence No.	2098
Date of auditor's report	24 April 2023

Signatures of statutory auditors determined by the audit firm to be responsible for performing the audit in the name of the audit firm



Thomas Bata Foundation

Balance Sheet as at 31 December 2022 /in thousands of CZK/

Assets	Gross	Adjustment	Net
Fixed assets	65,847	-22 937	42 910
Financial assets			26 902
Inventory			2 860
Cash on hand			74
Current account			14 700
Receivables			1 051
Deferred expenses and accrued revenues			224
Total			88 721
Liabilities			
Equity			86 613
Funds			0
Gains or losses from revaluation of assets			0
Payables to suppliers			47
Employees			182
Health and social insurance			93
Other liabilities			301
Estimated payables			79
Deferred revenues and accrued expenses			572
Retained earnings from previous years			-970
Profit/loss of current accounting period			1 804
Total			88 721

Profit & Loss Account for the period from 1 January to 31 December 2022 /in thousands of CZK/

Expenses		
Event expenses, operating expenses		5 151
Personnel expenses		5 220
Depreciation of fixed assets, sold securities		8 475
Other expenses		498
Provided contributions		349
Profit/loss of current accounting period		1 850
Income tax		46
Total		21 589
Revenues		
Gifts, contributions, subsidies		4 760
Revenues from primary business activity		8 325
Revenues from financial assets and assets sold		8 504
Total		21 589

Received subsidies and gifts, grants

In 2022 the following subsidies were received:

Donor	in thous. CZK
Statutory City Zlín (6 subsidies)	329
Total	329

All the above subsidies were fully used.

In 2022 the following gifts were received:

Donor	Amount	Commentary
Founder BATA SCHUH STIFTUNG	4 293 410	
Founder BATA SCHUH STIFTUNG	2	in-kind gift
Contiental Barum, s.r.o., Otrokovice	40 000	
Jozef Stančík, Banská Bystrica	49 640	in-kind gift
Lubomír Kos, Mokrý-Horákov	20 000	in-kind gift
Jan Herman, Otrokovice	23 155	in-kind gift
Small donations from individuals	3 729	
Small donations from individuals	721	in-kind gift

In 2022 the Foundation used all the above gifts in the amount of CZK 4 430 657.

In 2022 the following grants were provided:

Recipient	Amount in	CZK Approved by BD on dne
Vít Marek, Otrokovice/ Long Live Batov!	17 000	17.2.2022
Studentská Unie UTB z.s., Zlín/Majáles UTB 2022	5000	17.2.2022
Skryté příběhy, z.s. , Jablonec n. Nisou / Hidden Story - Inspiration of Tomas Bata	40000	17.2.2022
Spolek Václava Hudečka, pro pořádání houslových kurzů, Zlín/ Václav Hudeček Academy	20 000	per rolam 7/2022
Městské divadlo Zlín, příspěvková organizace/Site – specific project BATA III.	50 000	per rolam 7/2022
PhDr. Petr Slinták, Dolní Němčí/ In the footsteps of Bata's projects	27 000	per rolam 7/2022
Základní umělecká škola Otrokovice/ Bata Educational Concert	30 000	15. 11.2022
αArchitektura spolek Zlín/ Zlín Architectural Manual	55 000	15. 11.2022
Jana Šiváková, Svitavy/ exhibition Tomáš Baťa and his Zlín	5 294	15. 11.2022
Obec Dolní Němčí/ Children's Day and Children's Carnival	100 000	15. 11.2022

In 2022 a total of 10 grants were provided in the total amount of CZK 349 294.





**THE
THOMAS BATA
FOUNDATION®**

Gahurova 292 / 760 01 Zlín
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ID No: 658 22 374
VAT ID No: CZ65822374

Zlín, 18 June 2023

Approved by:
Rosemarie Bata Blyth

