



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

## Board of Directors of the Thomas Bata Foundation

<b>Rosemarie Blyth - Bata</b>	Chairperson of the Board of Directors of the Thomas Bata Foundation
<b>Martin Dorotík</b>	CEO at RIM CZ a.s.
<b>Petr Dostál</b>	HR Director at Continental Barum, spol. s r.o.
<b>Miluše Hasoňová</b>	CFO at Tescoma s.r.o.
<b>Karel Ježík</b>	Consultant
<b>Stanislav Knotek</b>	Lawyer
<b>Jiří Korec</b>	Mayor of Zlín
<b>Stanislav Martinec</b>	CEO at KOMA Modular, s. r. o.
<b>Petr Sába</b>	Vice-Rector of the Tomas Bata University
<b>Ivan Bařka</b>	CEO at Fosfa a.s.

## Supervisory Board of the Thomas Bata Foundation

<b>Stanislav Machovec</b>	Financial Consultant, Chairman
<b>Jakub Zapletal</b>	Director at B.F.P., Lesy a statky Tomáše Bati
<b>Andrea Kadlčíková</b>	Chancellor at the Tomas Bata University

## People of the Thomas Bata Foundation

<b>Pavel Velev</b>	Director
<b>Gabriela Končítíková</b>	Project Manager
<b>Jitka Zvolská</b>	Director's Assistant
<b>Jana Benková</b>	Accountant

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# Activities of the Thomas Bata Foundation in 2021

## 145<sup>th</sup> birth anniversary of Tomáš Baťa

In 2021 we commemorated the 145<sup>th</sup> birth anniversary of Tomáš Baťa. All activities organized reflected this significant anniversary. The main cultural, publishing and educational events included the Fokus Baťa discussion forum, publishing the book *Myšlenky Tomáše Bati* (Thoughts of Tomáš Baťa) and the exhibition “Tomáš Baťa, Global Entrepreneur Who Served the World”. The entire year was affected by the COVID-19 pandemic, however, we managed to organize several events for the community, spread the philosophy and system of management of Tomáš Baťa and publish several books.

145<sup>LET</sup>  
TOMÁŠ  
BAŤA  
1876-2021

## Bata Legacy

During the time of its existence, the Thomas Bata Foundation has built a position of a bearer and advocate of the legacy of Tomáš Baťa and ranks among the main facilitators of the Bata Philosophy and Management System, which represent the central theme the Thomas Bata Foundation's activities that include book publishing, organizing educational and cultural events such as the Bata Academy and, last but not least, the Thomas Bata Foundation launched the Bata Edition that makes the Bata legacy present in everyday life through various objects.

### Book

In 2021 the Thomas Bata Foundation published two new books, one of which was a reissue of an already published book. Due to constant interest of readers, the books *99 trefných postřehů Tomáše Bati* (99 Pertinent Observations of Tomáš Baťa) and *99 sladkých teček Marie Baťové* (99 Sweet Dots of Marie Bata) were reprinted by the end of the year.

### TOMÁŠ BAŤA – IRON JOURNEYMEN



The Thomas Bata Foundation reprinted the book *Železní tovaryši* (Iron Journeymen) by Stanislav Jandík. The book ranks among the most important literary works dealing with Bata Philosophy and Management System. It was first published in 1938. It contains the first objective and very interesting description of the beginnings of the Bata factory in Zlín and a comprehensive curriculum vitae of their founder Tomáš Baťa. It further contains a number of documents explaining numerous accompanying phenomena of the industrial revolution and rationalisation of production, the two factors that were the cause and effect of the huge development of shoe-making that was for the first time organized by Tomáš Baťa. In his book Stanislav Jandík avoided providing a mere description of the production and business undertaking and included all material and important information on rationalisation of work in the Fordism, Fayolism and Batism management systems, while at the same time not omitting to mention the spiritual, philosophical or moral aspects. The human side of Tomáš Baťa is obvious from the text, as the personality of

Tomáš Baťa represents the axis of the entire work. The book *Železní tovaryši* (Iron Journeymen) represents the first comprehensive, critical and objective work on the Bata phenomenon development in our literature. The book was prepared for publishing by Gabriela Končítíková, Jan Herman and Pavel Velev.



## THOUGHTS OF TOMÁŠ BAŤA

The book *Myšlenky Tomáše Bati* (Thoughts of Tomáš Baťa) was published on the occasion of the 145th birth anniversary of Tomáš Baťa and acquaints the readers with the crucial opinions, quotes and slogans of his. The book format is to serve as a fast and available source of inspiration to people who seek inspiration in the Bata legacy. The thoughts of Tomáš Baťa were voiced almost a hundred years ago, however, they still impact our daily lives by their timelessness. The book was prepared for publishing by Gabriela Končítíková and Pavel Velev.

## 99 SWEET DOTS OF MARIE BATA and 99 PERTINENT OBSERVATIONS OF TOMÁŠ BAŤA

At the end 2021, the books *99 sladkých teček Marie Baťové* (66 Sweet Dots of Marie Bata) and *99 trefných postřehů Tomáše Bati* (99 Pertinent Observations of Tomáš Baťa). The books were published for the first time in 2019. The graphic design of the second editions was adjusted in order to make the reader's experience even stronger and more authentic.



## Exhibitions

In 2021 the Thomas Bata Foundation presented one new exhibition called "Tomáš Baťa, Global Entrepreneur who Served the World", and two of the 2020 exhibitions were moved online.

### ONLINE EXHIBITIONS: "IMPOSSIBLE – NO WAY!"

The opening ceremony of the exhibition "Impossible – No Way!": The Colourful World of Bata" was held in the café *Kavárna Továrna* in the premises of the former Bata factory in autumn 2020. Digitally colourized historic photographs were exhibited there. However, due to the pandemic measures, the exhibition was opened only for a short period of time. Therefore, the exhibition was subsequently moved online, including the English version. On this occasion, the website [nejdeneexistuje.cz](http://nejdeneexistuje.cz) was created. The online exhibition was launched on 5 January 2021 and was viewed by more than 10,000,000 visitors worldwide by the end of 2021.

### "Impossible – No Way!" in the Netherlands

On request of the Czech Embassy in the Netherlands, the exhibition was presented and promoted also in the Netherlands. Subsequently also other embassies and Czech Centres showed interest in the exhibition.

### "Impossible – No Way!" in Israel

On request of the Czech Centre in Israel, we provided access to the exhibition web also in Israel, where the exhibition was widely promoted.





## TOMÁŠ BAŤA, GLOBAL ENTREPRENEUR WHO SERVED THE WORLD

In August 2021 the exhibition “Tomáš Baťa, Global Entrepreneur Who Served” was presented. The exhibition focused on his personality, thinking and perceptions. The exhibition was placed in the Comenius Park until 30 September. It was an open-air exhibition and so it was hard to measure how many visitors had seen it, but during the entire time of the exhibition,



## Tomáš Baťa,



světový podnikatel, který sloužil  
Gabriela Konžítková

VÝSTAVA  
Nadace Tomáše Baťi

1. 8. – 30. 9. 2021

V Parku Komenského, Zlín

Vernisáž 10. 8. 2021, 17:00 hodin

NADACE  
TOMÁŠE  
BAŤI

Nadace Tomáše Baťi  
Komenského 246, 760 01 Zlín

Baťa KOMA P Pomeranč Investice zlin. CESTOVNÍ KARTY Úřad města Tomáše Baťi

both professionals and the wide public showed great interest in the exhibition. Twelve exhibition panels explained the term of Bata service, Bata approach to people, work, business ethic, life in Zlín and the world. The exhibition represented a combination of texts and pictures. It included also personal recollections of close colleagues of Tomáš Baťa, his wife, but also top Czech and foreign personalities who had the honour to meet him. It, moreover, displayed several Bata decalogues which became an integral part of communication in the company and educational means. The exhibition was divided into eleven areas, which referred to the wide range of Bata’s life energy and entrepreneurial vision. Subsequently an indoor version of the exhibition was created, which travels across cultural, educational and social institutions in the Zlín region. The exhibition is available also online at the website of the Thomas Bata Foundation, in the section of Bata Legacy.

## BATA PEDICURIST

After the exhibition “Impossible – No Way!” had been successfully moved online, also the exhibition “Bata Pedicurist” followed suit online. The exhibition was created in cooperation with the Shoemaking Museum of the South-Eastern Moravia and the Town of Zlín in 2020. Due to the pandemic measures, only a limited number of visitors could see the exhibition and so a website [batuvediker.cz](http://batuvediker.cz) was created in 2021 where the exhibition can be viewed from anywhere. The exhibition in physical form has been travelling across the Zlín region; the travelling exhibition is managed, under the auspices of the Thomas Bata Foundation, by Jakub Neradílek, the great-grandson of František Kocourek, who was the first pedicurist in the Bata company and whom the most of the exhibition deals with.

Batův  
pedikér

NADACE  
TOMÁŠE  
BATY

z lín.

pedikúra Bata

František Kocourek

o výstavě

obchod

ke stažení

aktuality

CZ ▼

FRANTIŠEK KOCOUREK

# Batův pedikér

Výstava materiálů z pozůstalosti prvního  
baťovského pedikéra



skrolujte



SLUŽBA VEŘEJNOSTI

# Pedikúra Baťa

Moderní doba vyžaduje jako samozřejmost  
nejběžnější hygienické ošetřování nohou.



## Fokus Baťa (Focus on Bata) Discussion Forum

As part of the events commemorating the 145<sup>th</sup> birth anniversary of Tomáš Baťa, the founder, the Thomas Bata Foundation organized in cooperation with the Statutory City Zlín and the Tomáš Baťa Memorial a discussion forum with entrepreneurs on 28 October 2021. The forum was held in the premises of the Tomáš Baťa Memorial. As suggested by the title of the discussion forum, the attention was paid to Bata Philosophy and its use in today's life and for



the discussion were Gabriela Končítíková, Project Manager of the Thomas Bata Foundation, Ivan Bařka, CEO at Fosfa, a. s., Stanislav Martinec, CEO at KOMA Modular, s. r. o., Martin Horsák, CFO at Bařa, a. s., Jaroslav Smetana, founder of ALBIXON, a. s. and Jiří Korec, Mayor of Zlín. The programme was live-streamed by the Internet TV Seznam. A total of 68 persons attended the live discussion, the online broadcasting was watched by 6,238 viewers and the recording was viewed by more than 50,000 viewers during the first month.



solving problems in today's business environment. The subtitle of the event read: "How to hire today the right persons for a company, who will support the company in a time of crisis?" The other topics of the discussion included: impact of COVID-19, growing energy prices, lack of production materials, lack of quality labour. The moderators guiding the discussion were Petra Krmelová from TV Seznam and Pavel Veleř, Director of the Thomas Bata Foundation. Other participants in



## Bata Week Festival

The Thomas Bata Foundation in cooperation with the Town of Zlín organized the 5th year of the Bata Week Festival between 13 and 17 September 2021. The subtitle of the 5th year was

"Bata did not make only shoes". As part of the Bata Week Festival 2 lectures were presented live in the Thomas Bata Villa, which were attended by 68 listeners, and 6 lectures were held online via Zoom online due to the pandemic measures. This year's participants had a unique opportunity to view original objects from the 1930s. Four new display cases were installed in the Tomáš Bařa Villa; they presented non-traditional products of the Bata company, Bata marketing tools, as well as personal items of Tomáš and Marie Bařa. The 5th year newly focused on adventure guided tours for young children and elementary and secondary school pupils. Apart from the planned guided tour for the public, further 8 tours were held for pupils and 1 tour for the smallest children with their parents. A total of 453 visitors attended the Bata Week Festival in person and 214 online.



## Information System at the Forest Cemetery

In the 2021 spring months works started at the Forest Cemetery. The Thomas Bata Foundation installed an information system at this place of piety to facilitate to the visitors understanding of which Bata family members are buried here. The Thomas Bata Foundation decided to create an information board presenting individual family members and their relationship to Tomáš Baťa, the founder, based on its long-term findings that people often lack this information, as a result of which they misunderstand the relationships of the family members buried here. The board contains a brief bilingual, Czech and English, description of the lives of all the family members. The board is placed by the access road to this place of piety. The second board that was installed acquaints the visitors with the main idea beyond establishing the Forest Cemetery, which was formulated by Tomáš Baťa and Rudolf Gerbec. This board is placed at the entrance gate to the cemetery.



## Shop of the Thomas Bata Foundation – Bata Shop

In 2021 a new selling space was opened in the Bata Villa premises, namely in the Hugo Vavrečka room on the ground floor. The architectural design was prepared by Petr Hába. Emphasis was placed on functionality and, of course, also on design highlighting the elements of the Bata architecture. The wooden interior was enlivened by a selling counter in a light green colour used in the Bata factories. The space also includes a meeting area furnished with industrial pipe furniture – the chairs come from Bystřice pod Hostýnem, where the Slezák factory was seated, and which provided many Bata buildings with the industrial pipe furniture in the 1930s. The visual concept of the premises is complemented by an industrial pipe chandelier inspired by the 1930s. The premises serve for the sale of books and publications and other merchandise bearing the trademark of Bata Philosophy and produced by the Thomas Bata Foundation. The customer thus has an opportunity to examine all merchandise in the store and at the same experience the unique atmosphere of the Bata Villa.



## Trademark – Bata Philosophy

Recently, the Thomas Bata Foundation introduced its Bata Philosophy (Filozofie Baťa) trademark. Advocates of the Bata legacy can thus refresh their knowledge of the Bata thoughts from objects of daily life. In 2021 the collection was extended by leather and textile merchandise and chinaware.



### SWEATSHIRTS AND T-SHIRTS WITH A PORTRAIT OF TOMÁŠ BAŤA

In April 2021 sweatshirts and T-shirts with a portrait of Tomáš Baťa were introduced. Two iconic photographs were used, which were printed using the screen printing on textile, the origin of which was verified. The production was entrusted to the company Fabrika na trika, which is based in Zlín. The objective of the Thomas Bata Foundation is to bring on the market products with added value, not only in the form of the Bata legacy, but also by the selection of people or companies who are involved in the production. Local companies are preferred.





## LEATHER PRODUCTS WITH BATA QUOTES

These products represent a unique collection of leather goods displaying quotes of Tomáš Baťa. The collection is made from leftovers of high-quality leather from shoe production. The goods were produced in the Bata factory in Dolní Němčí, which is a unique shoe-making Bata factory in the Czech Republic. The goods were made by skilled stitching operators who have many years of experience in their craft. The collection contains leather notebook covers, purses, pen cases, business card holder case and key rings.



## TOGO CUPS WITH QUOTES

Cups with Bata quotes rank among the most favourite products. Three new versions were newly produced. You can choose from the quotes: There are 86,400 seconds in a day; Strong people love life and Enthusiasm gives wings.





## BACKPACKS, LINEN BAGS, SOCKS

Bata thoughts can be shared also through other textile products, such as backpacks, linen bags and socks. As regards socks with the Bata slogan: “Hurry slowly”, we are especially proud of the cooperation behind their production – the socks were produced in a former Bata factory where socks were formerly produced, namely the company Tatravít in Svit pod Tatrami in Slovakia.



# Tomáš Baťa

3. dubna 1876 - 12. července 1932

Pravého úspěchu docílíme, až naučíme lidi řídit svoji práci a to bude tím snadnějším, čím větší prospěch z toho budou mít.

## Nebojte se ničeho

Nebezpečí? Nejvíce lidí umírá v posteli, když se přestali hýbat. Zastavíte-li se, jste mrtvým. A když se zpomalíte, jste mrtvým napolo. Svět byl, je a bude nebezpečným vždýcky. Život je pohyb, nehybnost je smrt.

Odměnou vítěze je právo a příležitost sloužit druhým.

## Zbavme se své malosti a velikost nás nalezne sama.

Nehoňte se za penězi. Kdo se honí za penězi, ten je nedohoní nikdy. Služte! Když budete sloužit podle svých nejlepších sil, nebudete moci uniknout penězům.

Když se ocitnete ve zlých dobách, génius vám z nich nepomůže. Tehdy nezbyvá nic, nežli jednat a pracovat. V jedné a práci je život a jenom život vám ukáže, jak jednat a pracovat moudře.

## Náš zákazník - náš pán

Konejme jen takovou práci, která slouží veřejnosti. Obchod je služba lidu. Čím důkladněji pochopí obchodník tuto pravdu, tím více bude s to rozšířovat okruh lidí, kteří budou stát o obchodní spojení.

Chcete být vůdci práce mnoha spolupracovníků? Chcete-li s nimi vybudovat závod, vybudujte napřed sebe.

Jde mi o to, aby každý spolupracovník v podniku znal účetnictví. Chci, aby znal v číslech všechno, co se týká jeho práce.

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Uspořádejte svoji životasprávu tak, abyste se uschopili k velikým výkonům duševním a fyzickým.

## Bud' příkladem

www.nadacetomasibat.cz

## MOTIVATIONAL POSTERS WITH BATA SLOGANS AND QUOTES OF TOMÁŠ BAŤA

As part of the Bata Edition a poster with selected Bata slogans, quotes and a portrait of Tomáš Baťa was created. You can choose from two sizes and thus remind yourself daily of the principal thoughts of the Bata philosophy.



## Sunday guided tours for the public

The Thomas Bata Foundation opened the Bata Villa premises to the wide public through regular guided tours. The tours are held each first Sunday in the month and are usually guided by the Director of the Thomas Bata Foundation, Pavel Velev. The public has shown great interest in the Sunday tours which are usually fully booked for several months ahead. The Sunday tours are intended for individuals who are interested in seeing the entire premises, while bigger groups of visitors and school groups still have the possibility to visit the Bata Villa on a case-by- case agreement.



## Vstupenka na prohlídku vily Tomáše Bati

Termín si prosím rezervujte!  
tel.: 577 219 083, sekretariat@batova-vila.cz

## Podcast Inspirace Baťa (Inspired by Bata)

In August 2021 a new podcast series of the Thomas Bata Foundation – Inspired by Bata – was introduced to the public. The podcast presenter is Gabriela Končítíková. The podcasts are presented in two formats: short podcasts which present a certain Bata theme, rule or principle; and long podcasts, which are conducted as interviews. In 2021 invitation to an interview on a podcast was accepted by Messrs. Ivan Bařka, Zdeněk Rybka and Jaroslav Smetana. The podcasts are published on a two weekly basis and are available at common podcasts platforms, such as Spotify, Google Podcasts, Apple Music etc. They are also available at the website of the Thomas Bata Foundation. By the end of 2021, a total of 11 episodes were published.



## Donation of the replica of Junkers F 13 airplane to the Town of Zlín

One of the significant events of 2021 forming part of the celebrations of the 145th birth anniversary of Tomáš Bařa included a donation of the replica of the Junkers F-13 airplane to the Statutory City Zlín. On the occasion of the official donation of the full-size replica of the airplane in which Tomáš Bařa died by the Thomas Bata Foundation to the Town of Zlín a deed of donation was signed in the Tomas Bata Memorial on 22 October 2021. Based on this deed, the airplane became the property of the Town of Zlín. The deed of donation was signed, in the presence of guests, by the Chairperson of the Board of Directors of the Thomas Bata Foundation and the granddaughter of Tomáš Bařa, Rosemarie Blyth-Bata, and the Mayor of Zlín, Jiří Korec. The full-size replica of the airplane has been dominating the renewed Memorial since May 2019. The production, funding and installation of the model was arranged for by the Thomas Bata Foundation.

# Educational Activities

The Thomas Bata Foundation has actively pursued the dissemination of the legacy of Tomáš Baťa through both professional and popular lectures on various Bata topics. The lecturers are Gabriela Končítíková and Pavel Velev. Professional lectures are intended for entrepreneurs, managers and persons interested in application of Bata principles in practice. Popular and educational lectures are intended for students and the wide public. The lectures are held both as one-off events, and as a set of topics. In case of interest, a complete Bata Academy can be offered, or a tailor-made educational event can be created.

## Bata Academy online

In 2021 the Thomas Bata Foundation moved the Bata Academy online. Two runs were held using Zoom. The first one started in March and the second one in September. For online purposes, the number of sessions was changed to six. The first run was attended by 18 participants and the second run by 17 participants. The duration of one online session was 1.5 hours.

Topics of the online 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 online

začínáme  
23. 9. 2021  
21. 10. 2021  
18. 11. 2021  
16. 12. 2021  
20. 1. 2022

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The participants obtained a certificate of completion of the Bata Academy and a document summarizing all 5 online sessions.

## Bata Academy for Fosfa, a. s.

In 2021 the Bata Academy for the company Fosfa, a. s. was launched. The Academy will be held for three different groups and will last ten months. A total of ten sessions are planned; each month one session on a selected topic will be held. The Academy started in September 2021 and will be concluded in July 2022. A total of 62 participants will attend.

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

## Professional lectures for companies and specialists

The Thomas Bata Foundation organized lectures not only for companies, but also for professional and interest groups. In 2021 a total of 58 professional lectures were given, which were attended by 3,186 listeners. The lecturers were Gabriela Končítíková and Pavel Velev.

Lecture topics:

### Končítíková Gabriela

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

### Velev Pavel

1. Tomáš Baťa – Example of an Entrepreneur
2. Educational system in the Bata company



## Educational video seminar: Think like Tomáš Baťa

In 2021 a new video seminar presented by Gabriela Končítíková was created. The seminar called “Think like Tomáš Baťa” consists of a series of chapters which represent individual areas of the Bata Management System, Bata philosophy and corporate culture. The video seminar is available in the e-shop of the Thomas Bata Foundation.

Topic I “How to be useful to yourself and to your company” represents ten basic principles of the Bata Philosophy. You can use the principles both in your private and professional life. The Bata Management System was built on the principles.

Contents:

1. Put yourself in the first place
2. Service
3. Time is the most precious capital
4. Don't be afraid of responsibility
5. 100% plan = 70% capacity use
6. Be transparent
7. Experience cannot be bought
8. Discipline creates freedom
9. Be a role model
10. Learn to rest

**MYSLI  
JAKO  
TOMÁŠ  
BAŤA**

**I.**

s Gabrielou  
Končítíkovou



## Lectures for pupils and students

The Thomas Bata Foundation actively organized educational activities and lectures for elementary and secondary schools and higher education institutions. In 2021 a total of 21 lectures were given, which were attended by 1,148 students. The lectures are given either on the school premises, or in the Thomas Bata Villa premises.

## 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 2020/2021 academic year, the lectures were given in both the semesters. A total of 384 students participated in the course.

## SME Leadership Summit Conference

Gabriela Končítíková participated in the SME Leadership Summit conference in Bratislava. In the section “What the crisis took from us and gave to us, how to overcome it and learn from it?” a discussion took place with Vladimír Slezák (CEO of Siemens), Lucie Pašková (co-owner and exCEO of Curaprox) and Jozef Bardík (co-owner of Regal Burger).

The conference took place on 7 June 2021.

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# Student Programmes

The Thomas Bata Foundation has been actively involved in student programmes, where it has through the Bata legacy inspired young people to business undertaking, creativity and interest in education. In 2021 the Thomas Bata Foundation participated in several projects – the most important of which are FameLab, Contest for Potential Managers and Entrepreneurship Camp.

## FameLab – Let’s Have Fun with Science

For 10 years already, we have cooperated with the British Council on organizing a contest for young scientists, the main aim of which is to promote science and research. In 2021, the contest was announced in March and since the Moravian round of the contest could not be held in the Villa, the Thomas Bata Foundation took part in organizing the Master Class course for the contest finalists and the national finals. The finals were held on 19 September 2021 at the Czech University of Technology in Prague and the winner was a scientist from the Tomas Bata University, Oldřich Vojta. The Thomas Bata Foundation awarded the audience award.

## Contest for Potential Managers

The Thomas Bata Foundation and JA Czech organized the 13th year of the international contest intended for students of Czech and Slovak economic universities and higher education institutions. Two-member teams competed in the JA Titan game to prove their managerial knowledge and skills. The

finals were held ONLINE on 10 June 2021 in cooperation with the partners of the event, JA Czech, HPE, JA Slovensko and JA Alumni Czech. The main awards were prepared and handed over to the 3 winning teams by the Thomas Bata Foundation.

## Entrepreneurship Camp for children from children’s homes

As part of a week-long educational event organized by the Thomas Bata Foundation for children from children’s homes, a discussion was held on the theme of Tomáš Baťa in the presence of the Director of the Thomas Bata Foundation, Pavel Velev. The objective was to prepare an entrepreneurial project and present it. The main theme of the camp was Tomáš Baťa and his entrepreneurial principles. The event was held in the premises of the hotel Nemojanský mlýn. 16 participants of the camp received 2 books published by the Foundation: Ze Zlína do světa (From Zlin to the World) and Nedělní odpoledne s Tomášem Baťou (Sunday Afternoon with Tomas Bata).



# Media Outputs

The Thomas Bata Foundation has been actively promoting the Bata legacy in various media. In 2021 it was very active giving interviews on the radio, publishing online articles and appearing as a guest in podcasts.

## Television outputs

**Pavel Velev made an appearance in the regional broadcasting of the Czech Television (January 2021)**  
Pavel Velev, the Director of the Thomas Bata Foundation, presented the legacy of Tomáš Baťa and the current activities of the Foundation in the live broadcast. The news report was rebroadcast three times.

### News report on the exhibition “Impossible – No Way!” (February 2021)

On Saturday 6 February 2021 the news report on the exhibition “Impossible – No Way!” was produced for CNN Prima News. Pavel Velev, Gabriela Končítíková and Vladimír Parížek participated in the news report. The video footage was divided into 2 news report. Both the news reports were broadcast in the main news in February 2021.



### Shoot of the Czech Television Programme Herbář (Herb Book) in the Thomas Bata Villa (23 August 2021)

The aim of the shoot was promotion of the book 99 Sweet Dots of Marie Bata. Gabriela Končítíková presented several recipes from the book and spoke about the life of Tomáš and Marie Baťa. The programme was broadcast on ČT1 on 17 October 2021.

## Radio outputs

### Radio interview on the exhibition “Impossible – No Way!” on Český rozhlas (Czech Radio)

Gabriela Končítíková was a guest on Czech Radio where she presented the online exhibition “Impossible – No Way!”. The interview was conducted on 9 January 2021.

### Radio interviews on Rudolf Gerbec on Český rozhlas

Gabriela Končítíková was a guest in the radio show “Fellow countrymen known and unknown”. The interview was devoted to Dr. Rudolf Gerbec on the occasion of his birth anniversary. The interview was conducted on 12 January 2021.

### Czech Radio programme named “Rendezvous with Gabriela Končítíková”

Gabriela Končítíková was a guest in the programme “Rendezvous”. She spoke about the activities of the Thomas Bata Foundation and about novelties introduced in 2021. The radio interview was conducted on 25 February 2021.

### Radio interview on Jan Antonín Baťa on Czech Radio

On the occasion of the birth anniversary of Jan Antonín Baťa, Gabriela Končítíková gave an interview on Czech Radio. The interview was conducted on 7 March 2021.

### **Radio interview on the 145<sup>th</sup> birth anniversary of Tomáš Baťa on Czech Radio**

On the occasion of the 145<sup>th</sup> birth anniversary of Tomáš Baťa, Gabriela Končítíková and Pavel Velev presented the activities of the Thomas Bata Foundation and the personality of Tomáš Baťa. The interview was broadcast for the first time on the date of the anniversary – 3 April 2021 – and subsequently was rebroadcast not only by Český rozhlas Zlín, but also by other Czech Radio branches nationwide. The interview was conducted on 3 April 2021.

### **Radio interview to present the book Inspirace Baťa (Inspired by Bata) – Czech Radio, Radio ZET**

Gabriela Končítíková gave an interview to Český rozhlas on the newly published book Inspirace Baťa (Inspired by Bata). The book is to help readers apply certain selected Bata principles in their own professional and personal lives. The interview was conducted on 24 July 2021.

### **Radio interview on Bata Week on Czech Radio**

In September, Gabriela Končítíková gave an interview to Czech Radio on the 5<sup>th</sup> year of the Bata Week Festival. The interview was conducted on 14 September 2021.

### **Radio interview on the Focus Baťa discussion forum on Czech Radio**

Pavel Velev gave an interview on the planned Focus on Bata discussion forum in which he presented the personality of Tomáš Baťa on the occasion of his 145<sup>th</sup> birth anniversary. He further presented the individual speakers at the forum and main areas to be discussed. The interview was conducted on 20 October 2021.

## **Articles about the Bata legacy**

### **Online exhibition “Impossible – No Way!” (January 2021)**

The topic appealed to local and international media. Several articles were published both in printed and online media, such as: Forbes.cz, Česká televize, Novinky.cz, iDNES.cz, Hospodářské noviny, Hospodářská komora etc.

### **Forbes.sk**

Gabriela Končítíková prepared a series of articles for the magazine Forbes.sk. The articles received a high number of shares on social networks.

On 5 January 2021, the article “Do you want to change people around you? Tomas Bata knew that you have to first set an example” was published, which received 1,500 shares and 4,000 likes. The second article was published on 3 February under the title “Find joy in your work. Get inspired by Bata’s advice – 70% of energy achieves 100% of plan”. This article received a similar number of shares and likes.

### **Historie 100 + 1 (January to April 2021)**

The magazine Historie 100 + 1 published three articles referring to the exhibition “Impossible – No Way!”, which were complemented by information on the Bata Management System, Bata Philosophy and, last but not least, activities of the Thomas Bata Foundation.



### **Business News (May 2021)**

Gabriela Končítíková gave an extensive interview on the theme of legacy of Tomáš Baťa and its possible connection to the death of Petr Kellner to the daily newspaper Business News.

### **Magazine Venkov a styl (May 2021)**

Gabriela Končítíková prepared an article for the magazine Venkov a styl. The extensive article deals with the theme of women in the Bata company.

### **Startitup.sk**

Gabriela Končítíková prepared a series of three articles for the online magazine Startitup.cz

- 1) 9 January 2021: A business cannot be destroyed by prices or competition. It may only be destroyed by people from within.
- 2) 20 February 2021: The beginnings of Tomáš Baťa’s business undertaking with the title: “Legendary self-made man

Tomas Bata: We attended high society events, we wanted to belong to the powerful and rich“.

- 3) 20 March 2021: He dreamt that the entire world would be wearing his shoes and his dream came true. Tomáš Baťa, a shoemaker who achieved a worldwide success.

#### **Forbes.sk (August 2021)**

The Slovak online magazine Forbes published an extensive interview with Gabriela Končítiková on the Bata Philosophy, the book *Inspirace Baťa* (Inspired by Bata) and activities of the Thomas Bata Foundation.



#### **Forbes.cz (December 2021)**

In the pre-Christmas time Gabriela Končítiková helped to prepare an article on Marie Baťová and her recipes. The book *99 sladkých teček Marie Baťové* (99 Sweet Dots of Marie Bata) captivated the readers and the legacy of Marie Baťová attracted much attention.

#### **Podcast guest**

In 2021 Gabriela Končítiková was a guest in four different podcasts, in which she spoke about the Bata legacy and activities of the Thomas Bata Foundation.

#### **Podcast for Pronea (May 2021)**

Podcast on the theme of education and human resources in the Bata company. Gabriela Končítiková with Ondrej Grenčík spoke about the essence of education in the company Bata, work of the Thomas Bata Foundation and topicality of Bata legacy at the present time.

#### **Podcast for the Faculty of Law of the University in Trnava (June 2021)**

In the programme “Nejen o paragrafech” (Not Only about the Letter of the Law) Gabriela Končítiková spoke about the legacy of Tomáš Baťa and its use in daily life. She also described how Tomáš Baťa recruited the right persons not only in his close team, but in the company in general. She also noted the individual principles that can be applied by anybody and without delay so as to approach the Bata lifestyle.

#### **Podcast Financial literacy I and II (July and August 2021)**

Gabriela Končítiková prepared two episodes of the podcast series “Zlatá hodinka” (Golden Hour) for the company ATT Investmens. The theme was financial literacy of young people in the Bata company and impact of this education on their future. The second theme was the position of women in the Bata philosophy and in the keeping of household accounts.

# 2021 Business Report of the Thomas Bata Foundation

Ing. Renata Nedbálková, Nad Stráněmi 4681, 760 05 Zlín, Auditor license No. 2098

## INDEPENDENT AUDITOR'S REPORT

to the Board of Directors of Nadace Tomáše Bati (the Thomas Bata Foundation), Gahurova 292, Zlín  
ID No.: 65822374

### Auditor's Opinion

We have audited the accompanying financial statements of the Thomas Bata Foundation (hereinafter referred to as the "Foundation") prepared in accordance with the Czech Accounting Standards, which comprise the **Balance Sheet prepared as at 31 December 2021, Profit & Loss Account for the year ended 31 December 2021 and Notes to the financial statements**, including a summary of significant accounting policies and other explanatory information. For details of the Foundation, see Note 1 of the Notes to these financial statements.

**In our opinion, the accompanying financial statements give a true and fair view of the assets and liabilities of the Thomas Bata Foundation as at 31 December 2021, and of the expenses, revenues and profit/loss and cash flows for the year ended on 31 December 2021 in accordance with the Czech Accounting Standards.**

### 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 Consolidated Financial Statements section of our report. We are independent of the Group 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.

### Responsibility of the Board of Directors and Supervisory Board for the Financial Statements

The Board of Directors of the Foundation is responsible for the preparation and fair presentation of the financial statements in accordance with the Czech Accounting and for such internal control as the statutory body 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 body of the Company is responsible for assessing the Company's ability to continue as a going concern and disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the statutory body either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Supervisory Board is responsible for control over the financial reporting process.

### Auditor's Responsibility 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 above 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 scepticism 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 of the Company 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 body of the Company in the notes to the financial statements.
- Conclude on the appropriateness of the statutory body'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 are obliged to communicate with the statutory body 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.

The report was prepared by:

Name and surname of auditor	Ing. Renata Nedbálková
Registered office address	Nad Stráněmi 4681, 760 05 Zlín
Auditor licence No.: (registered in the list of auditors of the Chamber of Auditors of the Czech Republic)	2098
Date of the auditor's report	11 April 2022
Auditor's signature	



# Thomas Bata Foundation

Balance Sheet as at 31 December 2021 /in thousands of CZK/

Assets	Gross	Adjustment	Net
Fixed assets	65,893		
	-22,058	43,835	
Financial assets			34,402
Inventory			2,105
Cash on hand			51
Current account			5,855
Receivables			646
Deferred expenses and accrued revenues			238
<b>Total</b>			<b>87 132</b>
<b>Liabilities</b>			
Equity			86,845
Funds			0
Gains or losses from revaluation of assets			0
Payables to suppliers			68
Employees			224
Health and social insurance			126
Other liabilities			182
Estimated payables			50
Deferred revenues and accrued expenses			607
Retained earnings from previous years			-661
Profit/loss of current accounting period			-309
<b>Total</b>			<b>87,132</b>

Profit & Loss Account for the period from 1 January to 31 December 2021 /in thousands of CZK/

<b>Expenses</b>	
Event expenses	
Operating expenses	3,443
Personnel expenses	4,27
Depreciation of fixed assets, sold securities	11,500
Other expenses	311
Provided contributions	137
Profit/loss of current accounting period	-309
Income tax	0
<b>Total</b>	<b>19,109</b>
<b>Revenues</b>	
Gifts, contributions, subsidies	3,880
Revenues from primary business activity	4,631
Revenues from financial assets and assets sold	10,598
<b>Total</b>	<b>19,109</b>

## Received subsidies and gifts, grants

In 2021 the following subsidies were received:

Donor	in thous. CZK
Statutory City Zlín (2 subsidies)	49
<b>Total</b>	<b>49</b>

All the above subsidies were fully used.

In 2021 the following gifts were received:

Donor	Amount	Commentary
Founder BATA SCHUH STIFTUNG	CZK 3,720,325	
Continental Barum, s.r.o., Otrokovice	CZK 40,00	
Ing. Jaromír Beneš, Brno	CZK 10,000	
Ing. Radek Doležel	CZK 5,000	
POZIMOS, a.s., Zlín	CZK 10,000	in-kind gift
Ing. Gabriela Končítíková, Šumice	CZK 37,500	in-kind gift
Small gifts from individuals	CZK 8,340	

In 2021 the Foundation used all the above gifts in the amount of CZK 3,831,165.

In 2021 the following grants were provided:

Recipient	Amount in	CZK Approved by BD on dne
αArchitektura spolek, Zlín/“Zlín Architectural Manual”	CZK 50,000	per rollam 07/2021
Spolek V. Hudečka, Zlín/Academy of V. Hudeček	CZK 20,000	per rollam 07/2021
NATURALISTA, Poprad/“Bata Architecture”	CZK 20,000	per rollam 07/2021
SKILL production s.r.o., Zlín/“Old Zlín”	CZK 25,000	22/10/2021
Kos Lubomír, Mokrý-Horákov/Brochure BATA PRINCIPLE	CZK 20,000	per rollam 12/2021
ALZA – voucher/Contest for Potential Managers	CZK 10,059	
Voucher Baťa/FameLab	CZK 5,000	

In 2021 a total of 7 grants were provided in the total amount of CZK 150,059. An amount of CZK 13,059 was repaid.

**THE  
THOMAS BATA  
FOUNDATION®**

Gahurova 292 / 760 01 Zlín  
+420 605 459 181 / +420 577 219 083

[www.nadacetomasebati.cz](http://www.nadacetomasebati.cz)  
[www.facebook.com/batovavila](https://www.facebook.com/batovavila)  
E-mail: [sekretariat@batova-vila.cz](mailto:sekretariat@batova-vila.cz)

Bank details: UniCredit bank Zlín  
Account number: 50392006/2700  
ID No: 658 22 374  
VAT ID No: CZ65822374

Zlín, 18 June 2022

Approved by:  
Rosemarie Bata Blyth

