

# Zito Group – an innovative company in the Republic of Croatia

Being competitive in the market today means to be differentiated from others and what differentiates a business from others is innovation – innovation of products or services which are delivered to end users.

Innovative companies are always applying new and improved ideas, procedures, goods and services; improving the processes to bring new benefits or quality to the required application. A society that does not innovate is doomed to extinction. Innovation always decreases production costs and administration whilst increasing productivity, utilization of property and equipment and efficiency, improving the quality of products or services, increasing security and employee satisfaction, leading to increased overall competitiveness and profitability of the company.

In developed economies, and increasingly in our region, the word ‘innovation’ dominates and invention is becoming imperative for adding value. In the past we believed that assets or capital alone were capable of generating new added value. Nowadays it is recognised that knowledge, experience, localised innovation and high quality recruitment of human resources are the keys.

Recognising and developing innovative individuals and using intuition in business – these are the characteristics of top leaders. Mr. Marko Pipunić, B.Sc. Agriculture – Owner of Zito Group Ltd – is one of those top leaders who believes that satisfied employees add value to the company.

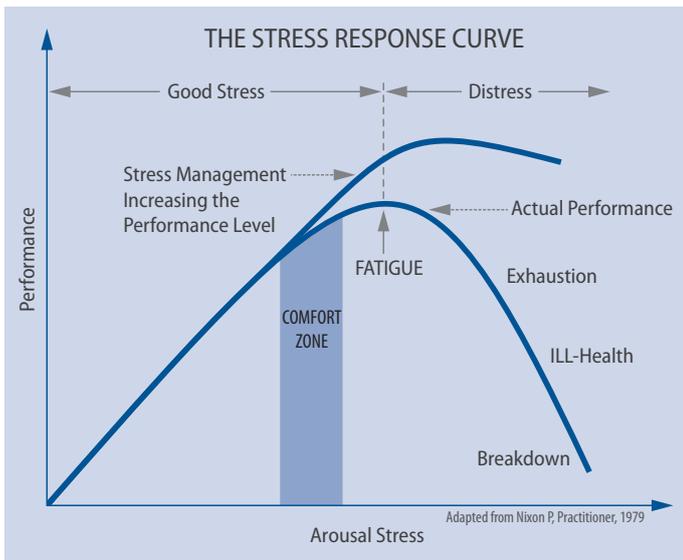
HDO within EFNMS presents an innovative company from Croatia which has implemented projects worthy of attention not only in our country but also in the EU. One of these projects is the establishment of an E Rejuvenation Centre within the company in Osijek with the intention of improving and preventing the health of their employees.

Zito Group was established in 1992 as a family company, based in Osijek, whose main trade is with agricultural crops and the raw materials required for agricultural production. Today this is a respected company with 2 170 employees and 1000 independent co-operatives which creates income without receiving any government support. Zito Group’s current turnover is more than 300 million Euros per annum. The Group consists of companies that horizontally link farming, stock, industry, food production (cereals, meat and confectionery), storage and trading of raw materials for agriculture.

In the process of consolidation and privatization of the agricultural sector in Croatia, they adjusted their strategy and within 5 years achieved significant growth through acquisitions (buying five pig farms and three silo storage units), which is the fundamental basis for operations and future development, for both the trading and production aspects of their business.

In its portfolio of physical assets Zito Group operates large industrial complexes such as silos, feed production factories, farm machinery, cattle,





pig and poultry farms; the activities of Facility and Asset Management are integrated and form the foundation for the business support of Zito Group.

Within their Facility Management programme the project of space management is worth the special attention of HDO. Zito Osijek was the first Croatian company to provide its employees with a corporate E Rejuvenation Program (ER) by establishing the first E Rejuvenation Centre (ERC) into the company. Their employees regularly use the ER programme (on a daily or weekly basis) to improve health, prevent health problems and manage stress. We all know that stress is the biggest cause of disease today resulting in increased absenteeism.

The main goal of company director Marko Pipunić is to have satisfied employees so ER has become a part of the corporate culture. He concludes the old saying says: “what you sow is what you reap” so happy and satisfied employees who work in an inspiring environment are aces up your sleeve who can effectively defeat any competition. Zito is the first company in Croatia to introduce the world’s newest trend for employee well-being programmes, primarily aimed at increasing the satisfaction and happiness of employees, in line with the OECD initiative, “Beyond GDP,” which is researching additional indicators crucial for the development and progress of humanity.

### What is Energy Rejuvenation?

It is a unique service in the global market, which directly stimulates the realization of personal potential and affects the quality of life. The E Rejuvenation programme directly improves the well-being of users, naturally releases stress and recharges their batteries so they have more energy for personal and business success.

The benefits that users of the ER programme experience are based on the fact that the level of an individual’s energy capacity determines their work capacity and performance levels.

Why is it necessary to have more energy?

In an economy that is based on knowledge, physical work is modified by the intellectual potential of individuals. The most successful results are achieved by those organisations and individuals who can constantly keep their quality of intellectual work on a high level.

The dynamic lifestyles and requirements of modern business weaken the immune system, life energy and creative vitality of the organism. The modern individual uses their energy faster than they can recharge it because of the increased speed of life and work – and we all tend to forget preventative health.

In today’s business world the winners are those who have above average levels of energy, innovation, intellectual strength, will and employee satisfaction in order to achieve sustainable goals for the company.

The ER programme was created for exceptional business people who need extra energy in order to increase their level of activity and business success. E Rejuvenation services change the way people live, work, cooperate, and

achieve goals, and this is increasingly essential because in the future change will become even faster. If we want to be successful we have to have above-average level of positive/creative energy and prevent the workplace stress that often undermines and even kills its best individuals.

Zito’s Corporate Social Responsibility policy talks about non-material investment in its most valuable asset – this is investment in people, their health care and well being. The users of the programme are not only managers but all employees, from those who take care of animals and crops on the farms up to board members.

Many global companies write visions and mission statements without any reality but HDO presents Zito, where the employee is an intrinsic part of the company’s responsible behaviour – thanks to their innovative and intuitive leader and owner Mr. Marko Pipunić.

### What effect is achieved by organizations/departments/teams by regular use of the E Rejuvenation programme?

- Advanced organizational environment
- Higher energy levels for key employees
- Encouraging new ideas and innovation
- Stimulation of personal quality of employees (passion, commitment, imagination, spirit, views)
- Better communication and better relationships
- Reduction in time required to perform tasks or projects

We believe that this is a light in the dark and a good example for other companies to increase efficiency and employee satisfaction to a higher level and to maintain energy for business success.

We believe that the project deserves attention, and a proposal for candidacy in the EU within the framework of EU-OSHA – the European Agency for Health and Safety at Work.