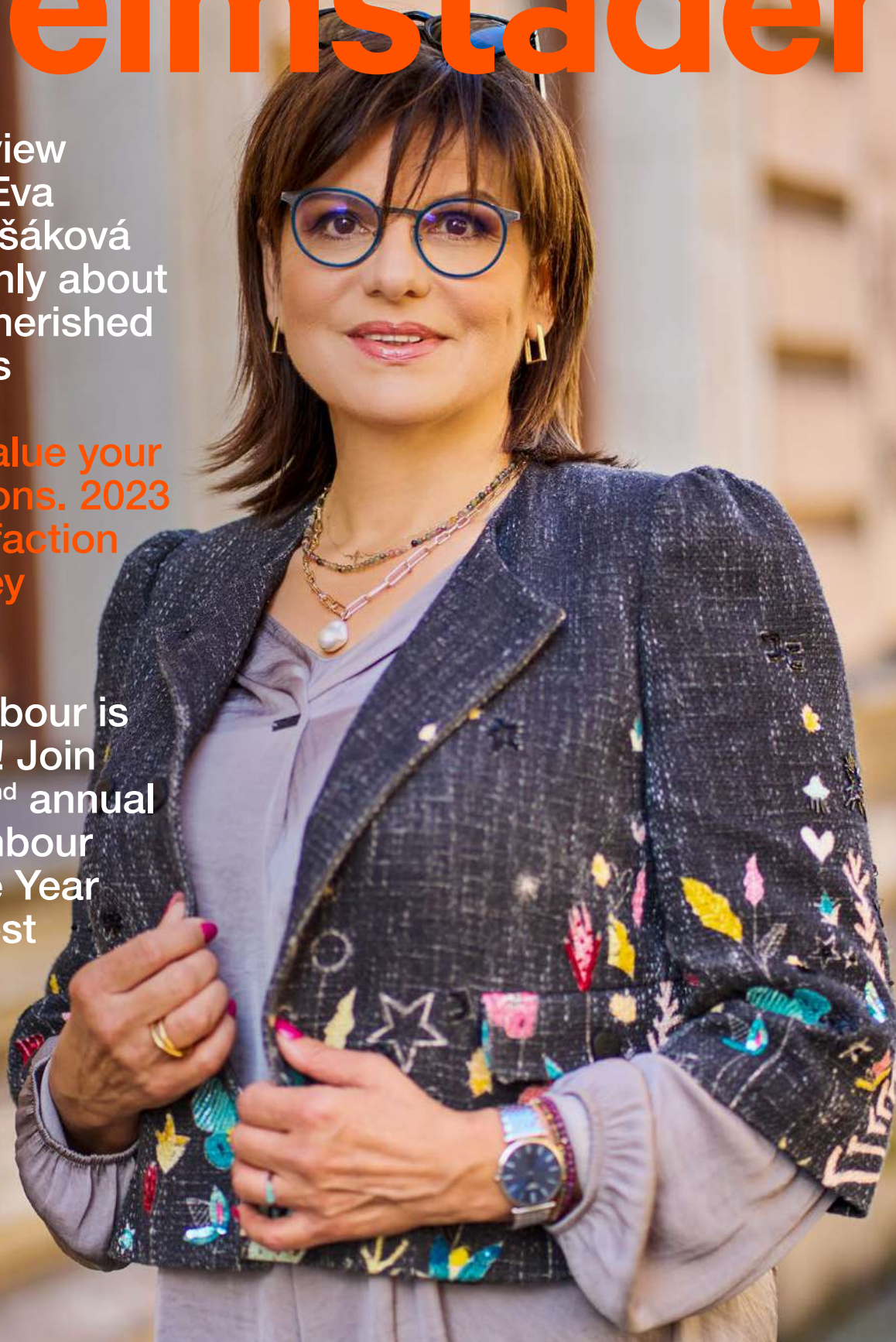


Heimstaden

Interview
with Eva
Katrúšáková
not only about
her cherished
books

We value your
opinions. 2023
Satisfaction
Survey

Good
neighbour is
a win! Join
the 2nd annual
Neighbour
of the Year
contest



Let your home be
the safest place
in the world in the
new year.



Heimstaden
Friendly Homes

Dear
readers of
Heimstaden
magazine,



There is nothing we can do about it – we are a year older once again. The year that is just ending has rushed by, partly because it has been really busy and eventful. Christmas is coming soon, so let's try to settle our minds for the festivities, without getting stressed out if things don't work out perfectly. Everything will be fine, the most important thing is to spend your time off in good health, in the company of your family and loved ones.

For Heimstaden, it is always a priority to make your home a friendly, relaxing place to live and we strive to improve our services to keep you satisfied. Our success is largely evidenced by the results of our continuous satisfaction survey, in which we have seen your record participation this year. We are also pleased that you see the projects we are implementing in a positive light, whether it is the safety project, which includes the sanitation of basements, or the self-help project, which includes cultivating the surroundings of houses or improving the My Home app, etc. Now in its fourth year, the surveys help us to better understand your needs and requirements. That is why we are also asking for critical opinions, and we consider your comments to be essential and very stimulating in our work. Let me say a big thank you to everyone who took part in the survey.

We wish to keep in close touch with you and seek to communicate with you in a more helpful way. We continue to minimise paper communication, saving not only your time but also the environment. For this reason, we are now introducing the electronic signature of lease amendments and 2024 will be the year of digitisation for all of us.

At Heimstaden, we offer houses and apartments to small and large families, seniors and students, and we do our best to make sure that it's not just about housing. We care about the maximum quality of service, the quality of the houses and apartments. I am confident that we will continue continue this trend.

Dear readers of the magazine and members of the Heimstaden family, let me wish you a wonderful holiday season, enjoy it in peace, good health and comfort.

Merry Christmas,

Jan Rafaj
CEO of Heimstaden

CONTENTS

8 2023 Satisfaction Survey

Thank you for taking the time to participate in the extensive Heimstaden survey.

14 Bon appetit

Three delicious recipes that will help you enjoy the New Year to the fullest.

18 This is us

Kristina Krpcová scores not only in women's hockey, but also as a specialist in apartment rentals.

20 Thank You Mountains

A report from the Thank You Mountains event, which was attended by two thousand volunteers, including our employees.

Kopřivná



Time together equals love

She is a native of Český Těšín, founded the Pygmalion language school. But above all, **EVA KATRUŠÁKOVÁ** is the driving force behind the exceptional project The Whole of Czechia Reads to Children, inspiring the enthusiasm of dozens of prominent celebrities and even more parents with children.

You are the founder of a successful language school. When did you come up with the idea of founding the non-profit organisation The Whole of Czechia Reads to Children?

Ever since I was a teenager, I carried in my head the idea that when I grow up and have the time and financial resources, I will help. I was inspired to found the non-profit organisation The Whole of Czechia Reads to Children seventeen years ago when I was abroad. I felt that spending time together was no longer a normal part of the day, as it used to be in my childhood. The project combines everything that is important to me. Family, time spent together, literature, reading... Thanks to my previous experience of running a language school, I was able to put together an enthusiastic team, launch the campaign and gradually build the momentum.

You are promoting reading together with children. Did you like books as a child or did you discover them later?

I always preferred the humanities at school. For example, mathematics was never my hobby and even now I claim it is possible to live a full life without it (laughs). I've read a lot since



I was a kid, but I would never call myself a bookworm. I had lots of friends, did gymnastics, was an active skier and danced in a folk group throughout my teenage years.

What was or is your favourite book?

You go through many different phases in life. I couldn't name "the best one" even if I tried. I like several authors, and I have read almost everything by them. These include Isaac Bashevis Singer, an American writer of Polish-Jewish origin. The Magician of Lublin has an essential place in my library. In the last sixteen years I have gone through two major life turning points, literally a tsunami. And so the literature I sought out at the time reflected the changes and the challenging period I was facing. I grew fond of the Czech scientist and theologian Marek Orko Vácha, whose books I recommend to anyone who wants to delve deeper. Currently, I'm really looking forward to reading Elizabeth Finch by British author Julian Barnes, a book waiting on my bedside table.

Do you have any tips for drawing kids back to books?

I don't have any tips for children, but I have a number of ideas for their parents. It all starts at home. Although our whole initiative is aimed at children, we reach out to them through their parents. Let's read to children for twenty minutes every day! How can you ask a child to enjoy reading if they don't have the support of their family? A child should have a parent who wants to spend time with them, who wants to read to them, talk to them and show them the world in all its colours and flavours. They want to share those magical moments that will not come around again. Time together equals love. It starts with the parents. Period.

How do you feel about kids who are hooked up to electronics?

Children today are online and in-touch. Most of them have succumbed to the incredible attraction of wasting their time. That's why the parental role is crucial, but I mentioned that in the previous answer. A child is like a sponge, soaking up everything they see and hear. If they see their parent with a book, playing sports or helping, they are very likely to include these activities in their own life. According to a Czech survey, seventy percent of children who are regularly read to as children become active readers. It should be joy and fun, never boring or sheer duty. Choose children books that they enjoy and look forward to. Reading is like a travel experience. You never know what you might encounter, and anything is possible.

Is there an age when it no longer makes sense to read to children and let it be up to them? Or is there no limit?

I think one of the biggest parenting mistakes is that the moment a child learns to read, we leave them to their own devices and stop reading to them. Suddenly the enthusiastic listener becomes a frustrated reader, or rather a non-reader. A seven-year-old son or daughter cannot yet read with understanding, they are crunching syllables – and we want them to be enthusiasts. Let's read to our children as long as we can!



You come from Český Těšín where you have lived for many years. In an interview you once said that Moravia and Silesia have always been Cinderellas. Do you still believe that?

I don't remember ever calling it that. Perhaps it is more likely that Silesia and Moravia are looked down upon by some residents of larger cities. Silesia is an amazing piece of land with rich traditions and beautiful nature. I have strong roots here, and they set us apart from others, we are special in our character. You can do great things in life, but you have to be rooted somewhere. This gives you a place on Earth to come back to.

How does a non-profit organisation survive in years hit by Covid, the war in Ukraine, inflation, when people and donors are saving every penny?

Most of the funds come from donations by private entities. And we are grateful to them! We also have a strong volunteer base. Let me also mention the Moravian-Silesian Region, which has been an important partner of ours for several years. We work on projects that are essential for society and support the mental and moral health of the youngest generation. Thanks to the fact that we have existed for seventeen years, we are based on several pillars. However, we are constantly looking for ways to raise enough funds to carry out our activities.

Do you also approach celebrities for cooperation? Are they happy to join the project?

So far we haven't been turned down by anyone. Be it people from the cultural sector such as film and theatre, writers, scientists or athletes... The only ones we don't seek out are politicians. The exception was Václav Havel, but we approached him primarily as a great literary figure, a philosopher. He read for us at the Prague Crossroads, and many other celebrities showed up as well. Zdeněk Svěrák, Michal Horáček, Petr Hapka, Barbora Špotáková... Those were the beginnings. We've come a long way, but there's more ahead of us.



Step into the online world

It's simple, fast and environmentally friendly. The progress is unstoppable, and so Heimstaden is switching to electronic signing of lease amendments in order to improve the quality and efficiency of our services. You don't need paper or pencil any more, there is no need for printing. You can do all of it online. And there is nothing to worry about.

The new feature will affect all clients whose lease amendments come into force from 2024 onwards. You can sign this document electronically from December this year. To make it easier for you to find your way around, we have prepared a simple guide on how the electronic signature of leases works in practice.

12 weeks before the lease expires

Step 1



If we already have your e-mail and phone number, you will receive all the necessary information by e-mail and you can also find it in your account in the My Home client portal. If we do not have your details, we will send you a draft of the new amendment via the Czech Post.

This is only a draft of the new amendment, there is no need to sign it or print it. This is only to inform you of the new conditions associated with the apartment use.

Within 2 weeks receiving the draft amendment

Step 2

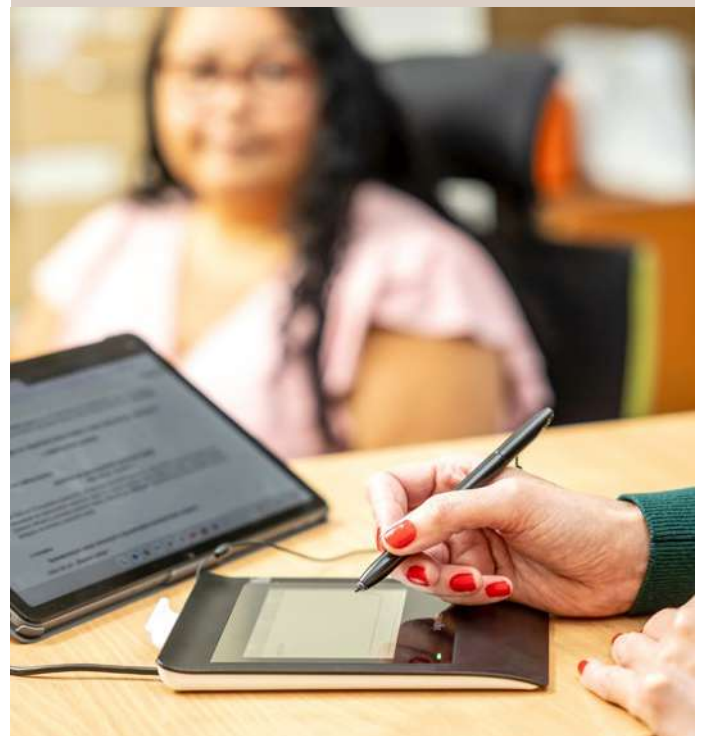


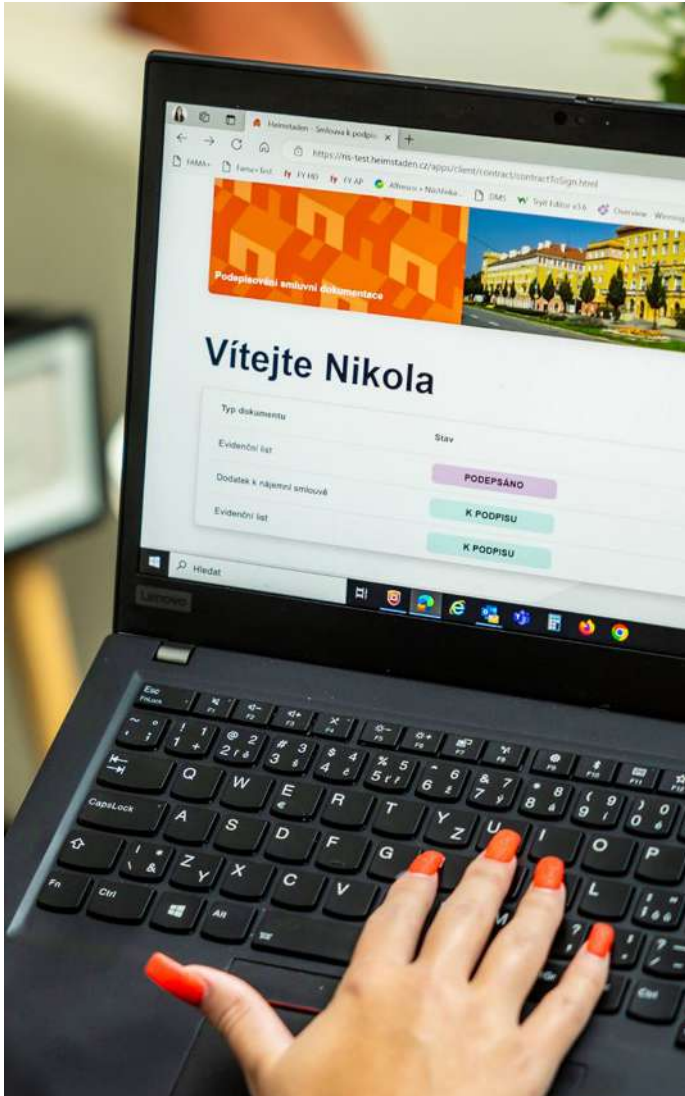
We will ask you to sign the amendment. You can provide your electronic signature in two ways:

1. Using your BANK ID – the electronic identity associated with your bank account and online banking.



2. Using a biometric signature – you can prove your identity with a personal ID at the Heimstaden Customer Centre and sign your lease amendment using an electronic pencil.





Within 1 week after signing the amendment

Step 3



We will send you the amendment to your e-mail address or by the Czech Post within one week of signing, cosigned by a Heimstaden representative. You can also find the amendment in your My Home portal account.

Within 1 week of the amendment coming into force

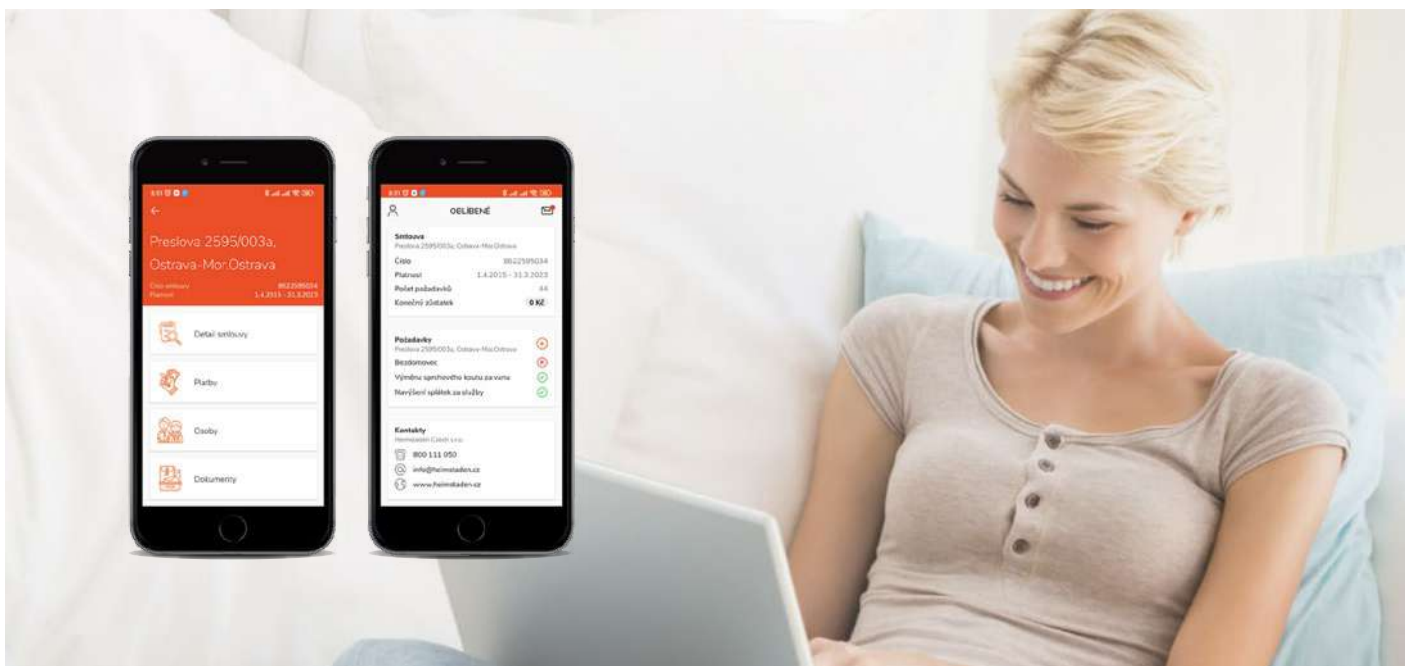
Step 4



We will issue you a certificate of the lease. You can find the document in your My Home account. If you do not have an account in the My Home online platform and need a certificate, please contact us. We will be happy to send you the document via the Czech Post.

For a seamless lease renewal, we recommend that you e-sign the document within two weeks of receiving the draft. This will prevent unnecessary complications.

**Please send us your current contact details
at info@heimstaden.cz.**



2023 Satisfaction Survey

We value your opinions. Thank you for taking the time to participate in our extensive survey again this year. The only way we can improve is by getting your opinion. This year we had a record participation of more than 6,000 respondents. **Thank you!**



75% of the clients surveyed **are satisfied** with Heimstaden. Thank you!



70% of clients would recommend Heimstaden as a landlord.



There was a **7.7% improvement** in the sense of safety in basements and common areas of houses. This is a project to which we devote considerable effort.



84% of you feel positive about our work on waste and its separation. We are delighted that we are making continuous improvements.



84% of clients are satisfied in case of service requests. We succeed in fulfilling them within a time frame that is optimally short for you.



We **improved to 67.6%** in the index related to the quality of housing, maintenance of houses, common areas and surroundings.



We saw a **3% increase** in client care satisfaction. We are very happy about this.



We **improved to 71.1%** overall in the issues related to communication, client care and sense of safety in and around the houses.



We saw an **increase of 6.4%** in information provided in relation to developments in your immediate area, i.e., directly in your apartment house.

We care about your every opinion. It is constructive criticism that helps us move forward.

Good neighbour is a win

THE 2ND ANNUAL COMPETITION



If you have a neighbour in your area who volunteers to serve others, nominate them for the NEIGHBOUR OF THE YEAR award. Please send applications by 28 February 2024.

Surely there is a number of people in your house who are great neighbours. You get along with each other, you meet not only in the common areas... If you know someone in your neighbourhood who is trying to inspire others, nominate them for the Heimstaden 2023 Neighbour of the Year award. Briefly describe what makes them special and why they deserve the Neighbour of the Year award. The award can be a way to express gratitude for what they do for the community around them. We will post the submitted stories on our Facebook account and all Heimstaden clients, including you, can vote for your favourite.

The winning candidate with the highest number of votes will receive a gift certificate for the purchase of household equipment worth CZK 20,000. For the first ten nominees with the highest number of votes, Heimstaden will host a neighbourhood barbecue party for the entire house where the awarded neighbour lives.

Please let us know by 28 February 2024 at casopis@heimstaden.cz.

The competition rules are posted at heimstaden.cz. Here you can also find detailed information about the competition.



My home

Join us.
Use the
My Home
app

More than 22,000 of you are already using the My Home platform. And we are grateful for that! The My Home mobile app and web-based client portal makes your life easier, saves you time and protects the environment. Here you can get the most important information related to your housing and solve most questions or issues from home. There is no need to print, call or go anywhere.

Thanks to the My Home app:

- 1 You gain access to all important documents.
- 2 Your utility bills are available to you the moment they are generated.
- 3 You can see the new payment prescription in advance.
- 4 You can submit your requests and get answers to questions.



An unforgettable sporting experience

On Sunday, 15 October, the eighth annual Heimstaden Havířov Ten race took place in the centre of Havířov. It attracted over a thousand runners of all ages to the starting line. In addition to the running records, a record was also set for the amount raised. "This year we raised CZK 155,000 for the disabled athletes of HSC Moravia. Many thanks to all the competitors, the main partner Heimstaden and last but not least to one of the other sponsors who rounded up the entire amount," says Martin Kučera, co-founder of the event. The amount raised and the overall spirit of the race confirmed that the Heimstaden Havířov Ten is not only about running, but also about connecting the community and helping those in need. We look forward to seeing you again next year. h10.cz



Give seniors a sense of security

Do you have someone close to you who deserves only the best? Try eHelper, a unique wireless electronic care system for seniors and people with disabilities. Using modern technology, it helps in sudden, non-standard and dangerous situations. The eHelper system is ideal for elderly or disabled people who live alone. It can identify an unexpected situation and send a message to the family or a selected person about the situation and location. In addition, it triggers an automatic voice recording and can also directly contact the 112 emergency line or designated phone numbers. For more information, please visit ehelper.cz.



We support your desire to change the world for the better

This year, Heimstaden clients can receive up to CZK ten thousand in two grant calls. In total, we donated CZK 160,000 this year. And for which projects?

- Sport club activities
- Promotion of hippotherapy and canistherapy for children with disabilities
- Recovery stay for oncology patients
- Programme to support people with autism and people with dementia
- Restoration of camping equipment
- Support for a climbing club
- Support for an addiction counselling centre
- Support for a project for families with a criminal history
- Agility training

When help is needed

Our goal is to know our clients, their needs, their life situations and help them when needed. We believe that this is why you perceive us as a strong and reliable partner. We work hard on social housing issues and helping vulnerable groups. We cooperate with a number of non-profit organisations and social departments.

The CRISIS HOUSING programme is designed to support individuals and families in unexpected life situations. It includes the opportunity of rental housing in five fully equipped crisis apartments for up to six months. The programme also offers individual social support from the PORTAVITA association and the Salvation Army. CRISIS HOUSING was established in May 2021 and has helped 13 families since then.



Equal opportunities

At Heimstaden, we take the issue of gender equality seriously. That's why we also attended a Prague meeting between representatives of companies – signatories of the Diversity Charter – and the Speaker of the Chamber of Deputies, Markéta Pekarová. Our aim was to bring experience and ideas to the Parliament on how to promote gender balance in the workplace. And it's not just words. At Heimstaden, we currently support the appointment of women to technical and craft roles.

Your new future

Are you serious about your business? Then you can contact the Centre for Business Support and Employment, which has an accredited expert. They can help you to assess your business case and effectively set up a business plan. You can now get a donation to cover the expert's services. Find more information at hrajemskrajem.msk.cz/opst-podnikani.



Many thanks to Moravian-Silesian
Tourism, s. r. o., www.mstourism.cz.
Photo: MS Tourism
For more information about winter trips,
please visit www.severnimorava.travel.



Let's go skiing!

Winter without skiing is like summer without swimming. Go and visit one of the many ski resorts in northern Moravia. You can enjoy the highest ski slope in the Czech Republic, great night skiing or modern chairlifts.



Bílá Ski Resort •

Where to find the newest and best equipped children's ski park in Moravia? In the heart of the Beskydy Mountains – at Bílá. But it's not just families with children who will fall in love with this place. Experienced skiers and adrenaline lovers will especially appreciate the FIS track certified for international competitions, the snow park or the funline track full of waves and twisting turns. The resort is prepared for ski mountaineers as well.



Kopřivná Ski Resort •

The resort near Karlova Studánka is one of the most popular in the Jeseníky Mountains. It boasts very modern technology. A heated "bubble" cable car takes you up the hill, and you can enjoy loads of fun in the snowpark, funpark, snowtubing or on the serviced bobsleigh track. The little ones can have fun in the children's park.



Gruň Ski Park •

If you find waiting for a lift nerve-racking, then you will fall for the ski park on the slopes of the Gruň peak in the Beskydy Mountains. Thanks to a two-seater chairlift and two other lifts with high transport capacity, visitors don't need to wait in long queues. This, together with the red tracks certified for alpine races, makes Gruň a place you'll love to return to.



Beautiful Jeseníky Mountains

Try the cross-country trail that connects Karlov with the Hvězda pass. Start your trip at the ski area in Karlov pod Pradědem, where you can park comfortably or take a bus. Head towards the Pod Vápennou crossroads, take the Jelení and Kapitánská road and finish the trail full of climbs and descents at Hvězda. Reward yourself for the effort with giant dumplings or a classic sirloin steak.



On the main trail

Get on the Lysohorská main trail, which is the highest route in the Moravian-Silesian Beskydy Mountains. You can choose from several trails and cross-country ski up to Lysá hora. For example, head from the Albín Square through the Malenovice basin to Ivančena, continue through Labažky, Zimný to the highest peak of the Beskydy Mountains. You can then spend the night at Bezručova Hut.

Golf courses

If you are a beginner in cross-country skiing or looking for an easy route, head to the golf resorts in Podbeskydí. In winter, they become serviced cross-country trails. SnowAréna Čeladná offers 15 kilometres of professionally serviced trails of varying difficulty, and an easy course is available at the Golf & Ski Resort Ostravice. You can enjoy several perfectly prepared trails with spectacular views of Lysá hora. And if you just want to try cross-country skiing, you can rent equipment on site.



Těšín Silesia

For cross-country skiing enthusiasts, the area around Mosty u Jablunkova offers quality cross-country ski tracks with a total length of 45 kilometres. You can get on the trails directly in the ski resort in Mosty. From there, you can head for a pleasant circuit through Kyčerka, Skalka, the Severka ski area and then back to Mosty. After the trip, you can enjoy classic Gorol specialties at the Grůň Hotel. For example, try the potato pancakes or halušky.



Tošovice HEIPARK

The winter park in the Odry Hills is a paradise for families with children. Don't expect long slopes, instead, lots of fun and ideal conditions for relaxed skiing. Children's park, snow park with Big Air Bag, bobsleigh track, tubing, ice rink, sledding, cross-country skiing trails and much more.





**Bon
appetit**

Welcome in 2024

Whether you are spending the New Year's Eve alone, as a couple, or with a large group, don't skip the festive table. Here are some simple recipes that will make you a star.

Canapés with smoked salmon

- 280 g fromage frais
- 100 ml whipping cream
- juice and zest of 1 lemon
- salt and pepper
- fresh baguette
- 200 g smoked salmon
- handful of dill
- 50 g capers

Whisk the fromage frais with the cream and lemon juice, season with salt and pepper. Spread the mixture on the baguette slices, which you can toast briefly. Garnish each slice with a piece of salmon, a sprig of dill, capers and lemon zest.

our tip

You can garnish the canapés with a little caviar.





Homemade grissini with prosciutto

- 500 g plain flour
- 10 g salt
- 1/2 cube of fresh yeast
- 300 ml lukewarm water
- 50 ml olive oil
- salt and herbs to taste
- slices of prosciutto for decoration

In a food processor, mix the flour, salt and yeast with the kneading hook, then slowly add the water and oil. Knead until the dough is smooth, then leave it to rise.

Shape the pieces or strips of dough into long sticks. Brush them with water mixed with olive oil and sprinkle them with salt or herbs. Bake the grissini in the oven at 220 °C for approx. 20–25 minutes.

our tip Before serving, wrap the grissini with slices of prosciutto.

Tuna spread

- 1 can tuna in brine
- 1 spread butter
- 2 hard-boiled eggs
- 1 small onion
- mustard, salt, pepper and lemon juice to taste

Mix the tuna and the brine with the spread butter. Add finely grated eggs and onion. Season with mustard, salt, pepper and a few drops of lemon juice. Let the spread rest in the refrigerator.

our tip Serve with salted crackers or sourdough bread.



How to enjoy a relaxing and sustainable holiday season



Pause for a moment to think. What feelings and ideas do you associate with Christmas? Is it really peace and quiet for you, or more like stress and an empty wallet? Try our tips for bringing back the essence of Advent and Christmas Eve.



Instead of comfort and love, many of us associate the holiday season with lots of stress, shopping and overeating. We waste metres of wrapping paper, ribbons and stickers. And all this just for a few moments by the Christmas tree, then the wrappers end up in the bin with all other garbage. Would you like it different this year? We'll be happy to give you some tips. Sustainably, with respect for the environment and your wallet.



1 Go for natural materials

Just like dressing, Christmas is subject to fashion trends. Every year, designers come up with new colour variations and retailers pile up new decorations on the shelves. The one thing that never goes out of fashion is the nature

itself. If you look there for inspiration, your Christmas decorations won't go out of style. Say goodbye to plastic decorations and dress up your home with decorations made from natural materials that you can not only buy, but also craft by yourself.

Be creative. You can use tree bark or dried citrus. Instead of chemical diffusers, aniseed, cinnamon or cloves will make your home smell great. Just let the spices heat up on the stove for a few minutes. And if the natural decorations lose their shine in the end, you can throw them away in the bio-waste.

2 Just as much as you need

We've kind of become accustomed to a full pantry and a fridge always on hand. Once we know that the grocery stores will be closed for the day, we tend to stock up, even though it's impossible to eat everything in time. Many households do the same with Christmas cookies. Every Advent Sunday turns into a hunt for more varieties and a fuller box, just in case.

You can start thinking sustainably when you buy your ingredients. Choose local sources, buy from local farmers and shop in packaging-free places. Plan carefully. Bake only the type and quantity of sweets you know you can eat. This saves you not only time, but also energy and money. And if you do manage to overdo it, treat your friends, neighbours and colleagues.

3 The best gift

All of us are delighted to find a bounty of gifts under the Christmas tree. What usually precedes it, however, is not so joyful... Picking the right presents, hours of wrapping, bows and pieces of duct tape... Try to keep it simple and set a number of gifts per person. Does it really have to be ten? For each of your loved ones, choose one or two quality and personal gifts.

You can find great inspiration for sustainable gifts at www.nakupnadobro.cz. They are packaged with zero-waste in mind and the shipping is eco-friendly too. You can find designer upcycled products, organic and fairtrade products, as well as charity items and services that support local businesses and non-profit organisations. Or you can start making your own gifts. It might be natural cosmetics, homemade jams or herbal pestos. A sustainable and above all memorable gift is, of course, experience vouchers.

Gift wrapping is also a big issue. When unwrapping, the paper often gets damaged and is no longer usable. The only option is to discard it. So try wrapping presents differently. Take inspiration from the Japanese furoshiki, which is wrapping using special scarves that can be reused.



Kristina Krpčová

In September this year, she celebrated her jubilee, and now it has been three years since **KRISTINA KRPCOVÁ** became an apartment rental specialist at Heimstaden. She is one of the first to meet our clients and help them find a new, friendly home.

Kristina Krpčová likes working with people, which is one of the requirements to make a great real estate agent and apartment rental specialist.

When you ask her what she likes best about her job, she answers without much hesitation: “Diversity. I like the fact that my job is not stereotypical. I love working with people and this position is perfect for that. I enjoy not having to just sit in an office. I drive a lot of kilometres every day, not only in Ostrava but also in the surrounding area.” Kristina Krpčová’s working day starts at 8 a.m. Even though she travels a lot, she visits the office every morning to deal with the necessary paperwork and schedule meetings. Afterwards, she heads for viewings and to takes photos of the apartments offered or soon to be offered by Heimstaden. After a few hours she returns to the office and calls new clients who inquire about housing.

Opava area, but her responsibilities also include the previously mentioned work with potential clients, preparing advertisements for the Heimstaden website and real estate web portals, viewing renovated apartments that are being

handed over to the new tenants, taking photos and creating video tours. It is no exaggeration to say that Kristina Krpčová knows every apartment.

She can handle up to six client viewings per day, and she arranges each appointment individually. “Together we go through the selected apartment, I give the client all the necessary information, tell them about repairs, new items and the price of rent and services.

If they like the place, the next step is to document the client’s employment contract or tax return to verify income. If everything is in order, we then proceed to the payment of the initial fees and sign the agreement. Today, we have the benefit of switching to electronic signatures, so clients can sign everything from the comfort of their homes using their bank ID,” says Kristina Krpčová, describing the procedure that every new client must go through. For Kristina, her work is not just routine. Often she gets to know all sorts of people’s stories, and sometimes it even happens that a client brings her a flower after the agreement is signed. As she says, this gives her work added value.

In addition to apartment tours, you can



also meet Kristina Krpčová on the ice. She has been playing ice hockey since the first grade, and although she comes from Bruntál, she has played the last twelve seasons for the women’s ice hockey team of Slezan Opava. She has taken a break from the sport for a while, but she definitely plans to be back as soon as possible. Apart from ice hockey, she also enjoys walking her dog around Ostrava where she now lives.



Kristina guides the prospective buyer through the entire process from the very beginning.



An integral part of her job is to view the apartments of potential Heimstaden clients.



In addition to apartment tours, you can also meet Kristina Krpcová on the ice. She has been playing ice hockey since the first grade.



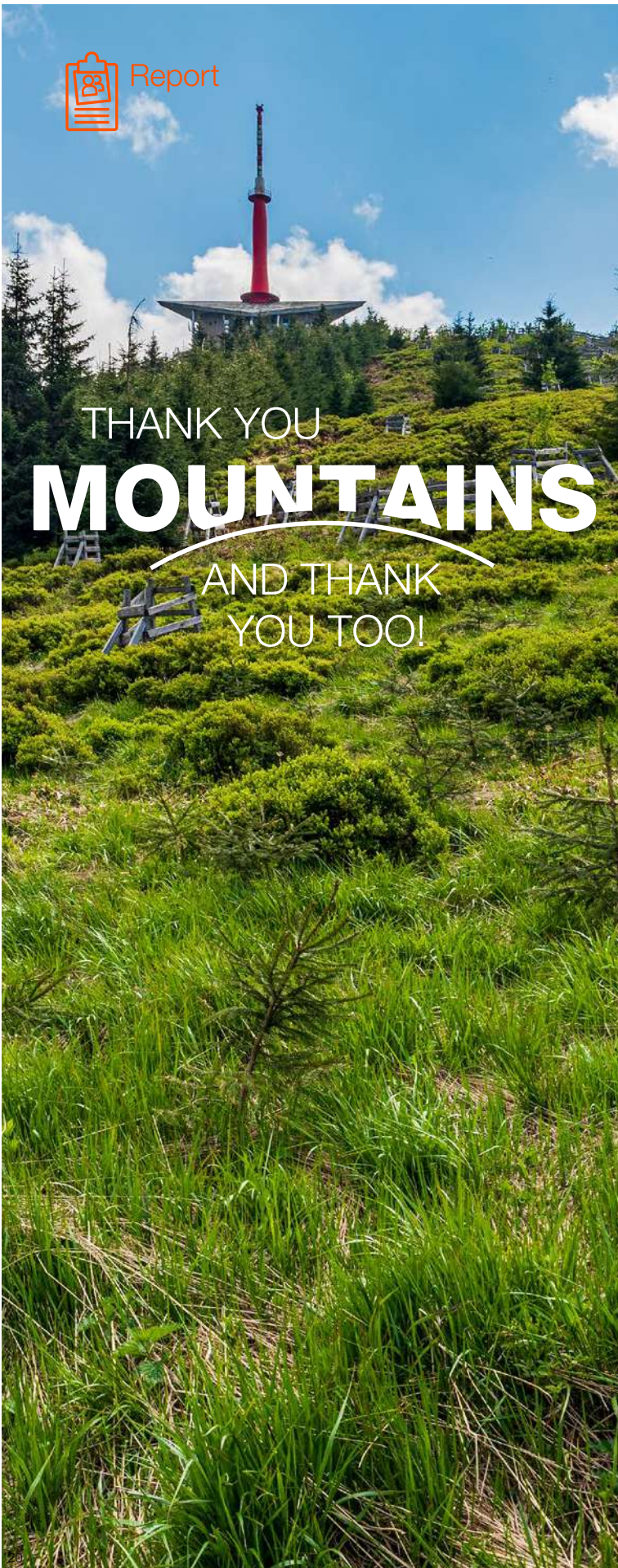
Kristina's great love is also her dog Bailey. She says that walking is the best way to relax and unwind.



Kristina Krpcová is a great lover of adrenaline experiences.

Kristina's working day starts at 8 a.m. In the office, she handles the necessary paperwork and schedules individual appointments.





THANK YOU
MOUNTAINS
AND THANK
YOU TOO!

On Thursday 28 September a wonderful event Thank You Mountains took place. Two thousand volunteers as well as our Heimstaden employees took part. This was one of the largest clean-up events in the Beskydy Mountains and the organisers particularly aimed to appeal to families with children and the younger generation by planting trees.

Thank You Mountains builds on the activities of the Clean Beskydy Association, which have been going on since 2015. This year, enthusiasts who are not indifferent to the state of Czech environment could participate at a total of four marked stands. In Čeladná by the Cyrilka chapel, in Ostravice by the Na Pile site, in Frýdlant nad Ostravicí on Ondřejnická Street and by the Ondřejníček log cabin.

“Unfortunately, despite a great deal of awareness-raising, many people still confuse our Beskydy forests with a landfill,” says Jan Rafaj, Heimstaden's CEO. “We want to provide a space for everyone who is not indifferent to the future of the planet and its gradual warming. In cooperation with Biskupské lesy, we have therefore made it possible for volunteers to plant their own piece of forest in the Beskydy Mountains,” he added. The tree planting took place in Podolánky near the Cyrilka chapel. It is not only a gradual renewal of the forest cut down due to the calamity caused by the bark beetle and Armillaria. Each new tree also absorbs part of the carbon dioxide emissions that we produce every day and which are warming the planet.

Volunteers removed five and a half tons of trash from the woods and roadsides. Families with children, young people, schoolchildren and scouts were the main participants. A further hundred volunteers planted a thousand new beech trees on the slopes of the Stolová mountain.

Our company Heimstaden, among others, is among the supporters. We have been working for a long time to promote and implement activities aimed at slowing down climate change. This year alone, we estimate that we will be able to eliminate 2,800 tonnes of CO₂.





We asked participants at the Thank You Mountains event

Tereza M., Volunteer

What made you join the Thank You Mountains event?

I have been coming here regularly for several years. I think it is right to help not only the mountains, but the environment in general. This year I went for the first time with my one year old daughter and a bunch of friends. Even though this isn't my first time, it never ceases to amaze me how much waste there is in the forest. And this clean-up happens every year. To those who are responsible for this mess, I would suggest to go and try cleaning up this amount of rubbish next time. Without our intervention, it will never decompose in nature or it will take hundreds of years to do so.



Jan Čeladín, Heimstaden employee

What do you think the planet will look like when the trees you are planting grow tall?

It reminds me of one of Jules Verne's science fiction novels: it presented a world beyond the wildest dreams. I don't know if live in virtual reality, but I will definitely come to see how "our" tree is growing and how the beautiful mountains we have here in North Moravia are doing.



Marie K., Volunteer

What would you say to the people who are responsible for all the mess in Beskydy?

They probably have no conscience. I can't understand the mentality of someone who throws away any kind of rubbish in such a beautiful place. Do they realise that if someone doesn't clean it up, it will be around for hundreds of years? It's a really rude and careless attitude. But one day our children and grandchildren will get to live here, and I take it as a duty to hand over the country in the best possible condition.



Let's save the Earth



According to experts, it's not five minutes to twelve for life on Earth, but one minute past twelve. If we want to do something about it, sustainability must be everyone's priority. And we can start, for example, in our own homes. Our Heimstaden company is committed to helping you along the way.

The planet Earth is warming rapidly as a result of our lifestyle. Scientific forecasts indicate that the average temperature in the Czech Republic will reach subtropical values around 2050. Do we need to address this problem now? Yes. So far, our planet has been able to cope with our lifestyle, but the pace of development is so fast that it will soon be too much. Sweden, the home country of Heimstaden, can serve as an inspiration to improve the current situation. There, people put 2.5 times less strain on nature than we Czechs do, despite a standard of living twice as high.



Get inspired to save both nature and money

1. What is the best way to save on electricity?
Saving electricity in Czech households could not only reduce the consumption of non-renewable resources, but also save you money. The new energy performance certificates are the best tool to help you find out how to save energy and money. They classify the energy consumption of appliances into seven classes, from A to G, not like the previous A+, A++, A+++ classes. Almost five million Czech households would save

a total of 4,445 gigawatt hours per year just by switching to the most commonly used energy-efficient appliances. This represents five percent of the total output of Czech power plants.

2. How to save water?
Our annual average water consumption is approx. 35,000 litres per person. The average price for 1,000 litres of water (i.e., a cubic metre) is CZK 114 in the Czech Republic, CZK 118 in Karviná and Havířov and CZK 97 in Ostrava. Thus, on average, we pay annually approx. CZK 4,000 per person for water. The purchase of water savers in toilets, showers and faucets costs CZK hundreds, but the savings can amount to 70%. The average household can thus save CZK 8,000 per year.

3. How to shop smart?
The key to smart shopping is to make a list so that you only buy what you really need. Choose regional products. Prioritising them saves significantly on the emissions released into the air when transporting goods from the other side of the world. This applies not only to fruits and vegetables, but also to clothes, appliances and toys.

4. Is packaging necessary?
Do you also feel that there is too much plastic packaging in shops and on products? Try to prioritise those with minimal packaging material. The environmental burden comes from both their production and subsequent recycling or, in the worst case, transport to landfill. Forget disposable packaging and bags. The best waste is waste not even produced.

5. How to manage waste properly?
Sorting is the most environmentally friendly way to manage waste. It is ideal to use colour-coded bins or special bags. You can then easily sort plastics, metal packaging and cans, beverage cartons, glass, paper or bio-waste. Dispose of old electrical appliances, batteries, light bulbs or bulky and hazardous waste at a collection site or special collection points.



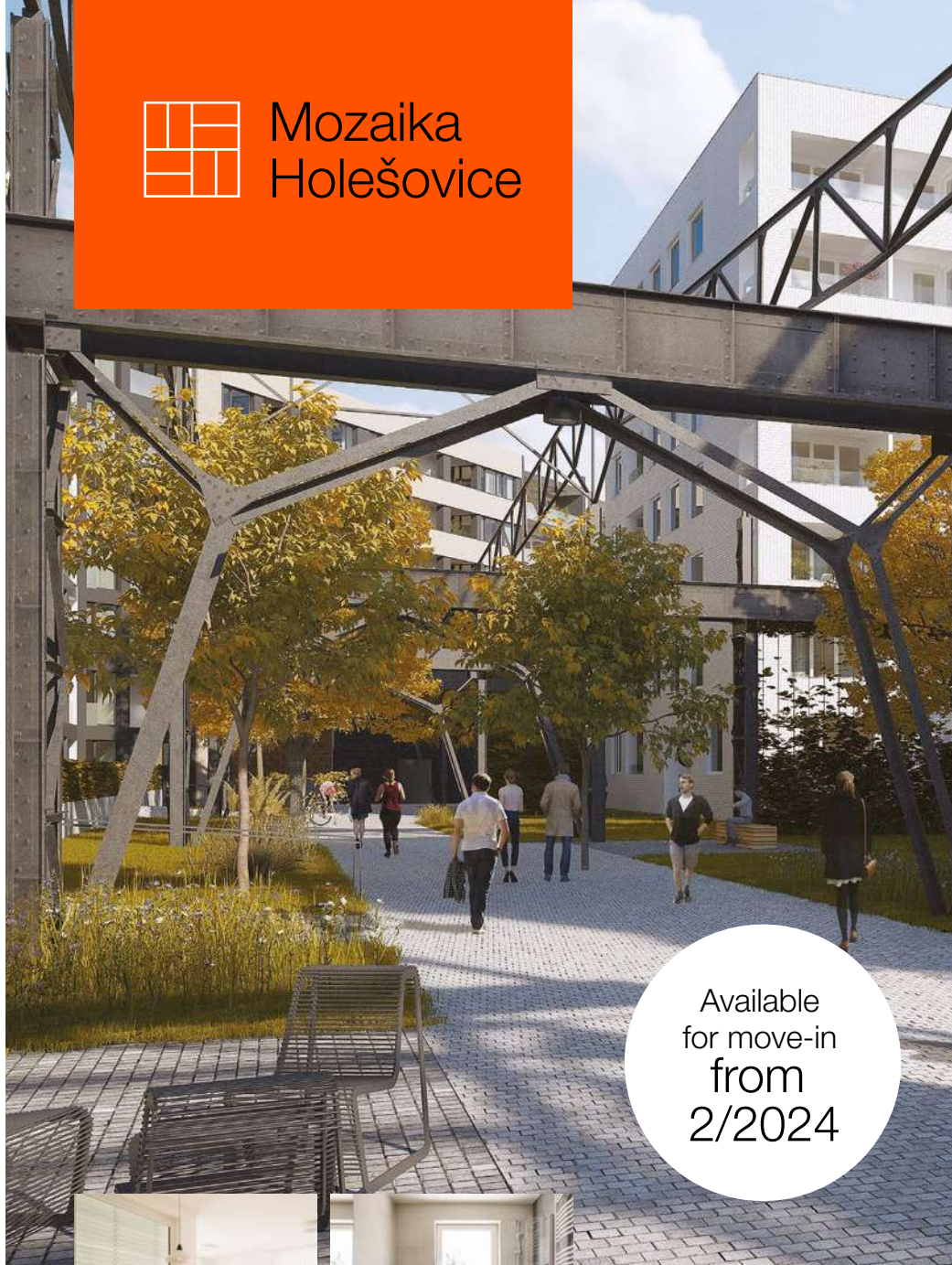
Mozaika
Holešovice

This year alone, our company has saved Heimstaden clients considerable energy costs by investing in home insulation.

Alongside this, 2,800 fewer tonnes of CO₂ were released into the atmosphere. We strive to inspire each of you with our approach. That's why we prepared a travelling project called "Economical Households" in the shopping centres Elán in Havířov, Korso Karviná and Laso Ostrava. At the booth in the form of a reduced studio household, you could personally learn how to achieve significant savings. The sample apartment was full of tips on saving electricity, water, heat or costs associated with transport and shopping. We are glad you were interested in this project, literally thousands of you arrived.



The booklet "Economical Household" with tips on how to save money and nature is available for download at: heimstaden.cz/cz/usporna-domacnost



Available
for move-in
from
2/2024



New apartments for rent
in Prague

Heimstaden

mozaikaholesovice.cz

Before autumn arrives

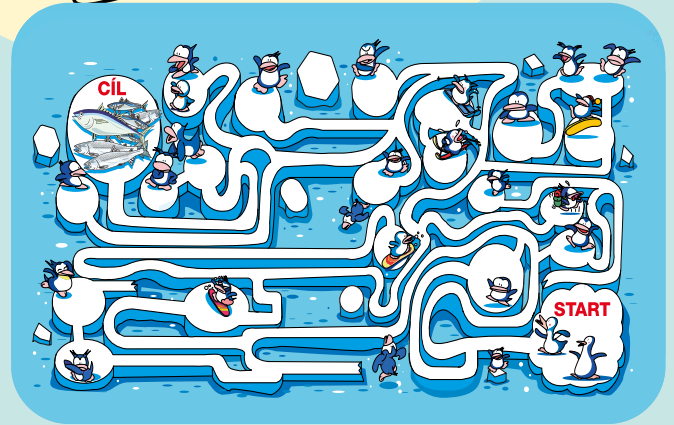
Christmas is just around the corner. Have you written a letter to Santa yet? You can pass the time with our playful quizzes.



A secret picture?
Of course not.
Just connect the numbers 1 to 56.

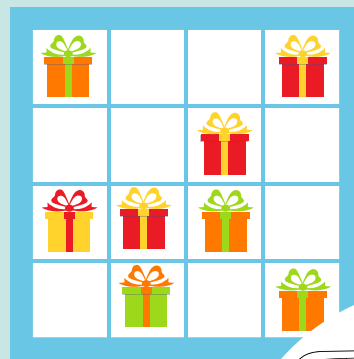


Are the pictures really the same? Find seven differences.



Help the penguins find their way to the fish and fill their bellies.

Take a good look at the big picture and find ten things from the small one.



Join us for a game of Sudoku with packets full of surprises!

It can be a real chore to score a goal. Can you help John to do it?



Everything you need to know

Heimstaden Client Centre

CLIENT CENTRE PLZEŇ

Technická 3000/9
Plzeň-Jižní Předměstí

Opening hours

Tuesday: from 9:00 a.m. to 12:00 p.m.

Thursday: from 1:00 p.m. to 4:00 p.m.

You can also contact us via e-mail at info@heimstaden.cz, or through online chat at www.heimstaden.cz.

Emergency lines

Fire department	150
Ambulance	155
Municipal police	156
Czech Police	158
Single European emergency number	112

Important phone numbers



TOLL-FREE CUSTOMER LINE

800 111 050

From Monday to Friday from 8 a.m. to 5 p.m., people interested in renting apartment and non-residential premises and existing clients can call us for administrative and technical matters, and we also deal with emergency life- or property-threatening and situations.



Holiday operating hours of the helpline and client centres:

23 Dec to 26 Dec	out of service	
27 Dec to 29 Dec	8 a.m. to 4 p.m.	8 a.m. to 4 p.m.*
30 Dec to 1 Jan	out of service	
2 Jan	8 a.m. to 5 p.m.	standard*

* Client centres – only for clients with a reservation to sign an amendment.

From Monday to Friday from 5 p.m. to 8 p.m., on weekends and holidays, we are only available to deal with emergency life- or property-threatening situations.



**The emergency line
is operational NONSTOP
during the holidays.**

Heimstaden – Information Magazine is published by Heimstaden Czech s.r.o., Gregorova 2582/3, 702 00 Ostrava, company ID: 05253268, VAT No.: CZ699002915.
Registration number of the Ministry of Culture of the Czech Republic: MK ČR E17176

Head of the Editorial Board: Jana Palová

The Editorial Board: Petr Nikel, Kateřina Piechowicz, Karina Vališová

Contact the editorial office: casopis@heimstaden.cz

Press: Printo, spol. s r. o.

Distribution: Česká distribuční, k.s.

This issue was published in December 2023.

Heimstaden – Information Magazine is published and distributed free of charge to clients and contractual partners of Heimstaden Czech s.r.o. In connection with the publication and distribution of the Heimstaden Information Magazine, personal data is processed on the basis of legitimate interest, or the performance of a contract within the meaning of the legal regulations on the protection and processing of personal data, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), and Act No. 110/2019 Coll., on the processing of personal data. All information on the processing of personal data is part of the Privacy Policy publicly available at Heimstaden Czech s.r.o., heimstaden.cz.