**“Hvězda z.ú. Zlín”**

The civic association “HVĚZDA – občanské sdružení” was founded by the Founding charter based on the notarial record from 6. 3. 2000. It is an independent legal entity, qualified by its own action to acquire rights to pledge according to Act No. 83/1990 Coll. as amended and statutes registered by the Ministry of the Interior of the Czech Republic under ref. n. VS/1-1/43725/00/R on 10. 5. 2000. (Changes of the civic association “HVĚZDA - občanské sdružení” statutes were acknowledged by the Ministry of the Interior of the Czech Republic on 19. 5. 2005, 3. 4. 2006, 14. 5. 2013.)

“HVĚZDA – občanské sdružení” has one identification number 708 29560, which was given to it by the Czech Statistical Office in Prague on 24. 5. 2000. Registration by the Financial Office in Zlín was carried out too.

“HVĚZDA - občanské sdružení” also has its tax identification number CZ70829560, which was given to it by the Financial Office in Zlín on 30. 7. 2008. It has been registered for VAT since 1. 9. 2008.

On 1. 1. 2014, legal form of the civic association “HVĚZDA – občanské sdružení” was changed (according to Act No. 89/2012, of the Civil Code and Act No. 304/2013 Coll., on the Public Registers of Legal and Natural Persons) to an association with its headquarters in Zlín, Malenovice, Masarykova 443, postcode 763 02, identification number 70829560, registered in the Register of Associations governed by the Regional Court in Brno, section L, number 7971 (further on also “HVĚZDA – občanské sdružení”).

 Subsequently, the legal form of the association was changed (by the notarial record N 79/2014, NZ 63/2014 written on 20. 2. 2014 by the notary JUDr. Eva Dufková, notary with headquarters in Zlín, Tyršovo nábřeží 401) to an institution with the name “HVĚZDA – z.ú.”. The record date of the legal form change was 1. 7. 2014. The extract from the constitutional register was put up on the public portal of the constitutional register, governed by the Regional Court in Brno, section U, number 22 on 28. 7. 2014.

On 25. 7. 2017, “HVĚZDA – z.ú.” was also given (by the Tax Office for Zlín Region) the authentication data in accord with the regulation § 13 Act No. 112/2016 Coll., on registration of sales, for access to the common technical equipment of the tax administration, enabling administration of the certificate for the regulation of sales and data for regulation of sales administration.

**Trademark**

The civic association “HVĚZDA – občanské sdružení” applied for the trademark registration (logo and name) at the Industrial Property Office of the Czech Republic on 5. 5. 2005. The trademark was recorded into the trademark register on 22. 12. 2005 under no. 277568.

Application for the new trademark record (no. O-544817) was filed by the institution “HVĚZDA – z.ú.” on 2. 1. 2018. The procedure of this trademark registration was ended by the Industrial Property Office of the Czech Republic on 9. 5. 2019 by its registration into the Czech Republic trademark register under no. 372704.

**The International Organization for Standardization (ISO)**

ISO standards are defined by the quality management system. The standards are issued by the International Organization for Standardization (ISO), which enable organizations to prove their ability to provide services in accordance with all necessary rules and needs of the client. The Czech Republic uses the abbreviation ČSN for marking its standards (in accordance with the International Organization for Standardization).

Since 2005, the organization has had the international certificate ČSN EN ISO 9001 (ČSN EN ISO 9001:2016), which guarantees the highest possible quality in the provided services. The organization defends this certificate every year.

In 2005, the certificate was defended at the company TÜV Rheinland Group (DIN EN ISO 9001 : 2000), and since 2008 (ČSN EN ISO 9001 /ČSN EN ISO 9001:2016/) at the company ITC – The Institute for Testing and Certification, a.s., CQS - The Certification of Management Systems and IQNET – The International Certification Network.

On 10. 8. 2019, this international certificate was defended again.

It means that the basic methodical segment of all activities is the management of processes, standards, innter regulations and other internal norms (organization rules of management and activites, inner regulations, methodical instructions, directives, operating rules, inner information, orders.)

**Organization Awards**

In 2008 the organization “HVĚZDA – občanské sdružení” was awarded the Fair Play Enterprise 2007. The organization got this award on the basis of the ethical audit done in the organization. It was defended in 2009 and the organization thus became holder of Fair Play Enterprise 2007 and 2008 (for 2007 it was awarded a bronze statue of FAIR PLAY ENTERPRISE and for 2008 a silver statue).

In 2014 the organization was evaluated with five stars (no other institution in Zlín Region got the highest possible evaluation) by the Association of Social Care Providors and then defended this award – called Quality Mark in Social Services - in 2017.

In the Czech Republic, the Quality Mark represents the first external evaluation system of social services quality from the point of view of the user. It is realised under the auspices of the Association of Social Care Providers of the Czech Republic. Five stars – the highest possible evaluation – includes quality evaluation in five fields – accommodation, alimentation, culture and leisure time, partnership and care. The whole evaluation system is highly objective, mainly due to the fact that it comes predominantly from the clients themselves and their relatives. This certificate testifies a high quality of services, which include mainly quality work of all workers in this institution.

In 2015, 2016, 2017 and 2018 the organization was awarded Verified Institution for no negative reviews, high ethics in the field of company activities and responsible approach towards obligations of clients and business partners. In 2019 it was not only awarded with this evaluation, it also received a platinum plaque as the only organization in Moravia.

In 2019, the organization was also awarded the European Certificate of Company Credibility.

In 2019, the organization was awarded a transparent board with golden fields, a congratulatory certificate and a diploma for being the Zlín laureate in the Eagles of Health Care 2019 project. The essence of the project lies in marking the best companies off from the average ones. The Eagles logo is linked with quality and satisfied clients.

The organization was also very successful in Grundtvig projects: Grundtvig partnership in Central Europe for lifelong education in social services and health care – Hvězda as the coordinator, realization: 2009 – 2011 (co-partners Slovakia and Italy). The organization also gained the NAEP certificate for a successful realization of Grundtvig project “Partnership for Life – Long-life Education in Health and Social Care” during the period between 1. 8. 2009 – 31. 7. 2011.

Other successful projects of the organization:

OPVK (Operational Program of Education for Competitiveness): Educational program for workers in the field of social-health services for seniors – Hvězda as the grant receiver, no partners, realization: 2013 – 2015.

In pursuance of the educational program, 11 short instructional videos were made.

OPVK: Partnership as a complex development of competences and education in the field of management in health care, receiver – Tomas Bata University in Zlín, realization: 2012 – 2014, Hvězda as a partner.

OPLZZ (Operational Program Human Resources and Employment): Deepening and improving level of specialized knowledge of non-medical workers and other skilled workers in health care focused on professional education and education in managerial skills – Hvězda as the implementor of the educational activities (courses), realization: September – November 2012.

The key workers of the project have long experience with EU projects. Moreover, the project manager (Jiří Schincke) has skills and experience in creating projects, sustainability, creativity and innovation (which he gained by means of Bohemia EU Planners s.r.o. organization). He also received the certificate Manager of Adult Education QMV (by Bank Institute High School Prague a.s.).

Grundtvig projects had ended and were then replaced by Erasmus+. Project The Blue Angel (case management), which the organization is currently preparing, will follow the earlier successful projects.

The organization has been cooperating in the field of geriatrics and gerontology with prof. Imre Semsei, Faculty of Health, Medical and Health Science Centre University of Debrecen (Hungary); Mr Urs Fernau, RothkreusCampusm Altenpleschule Kronberg (Frankfurt – Kronberg – Germany); Mr Ronald Söllner, DACHVERBAND NÖ SELBSTIHLFE (Austria); Mr Giacinto Tommasini from Udine (Italy), with Catholic University in Ruzomberok, Faculty of Theology Košice and Faculty of Managemnt at Thomas Bata University in Zlín (diploma and year thesis).

The cooperation is related to education and experience exchange, active participation at conferences and publishing.

In 2018 we started with a training center for the Secondary Medical School in Zlín and we have continued in this cooperation in 2019, too.