



Initiative  
Sustainable  
Greece 2020

**ANNUAL**  
**REPORT**  
**2014-2015**



Initiative  
Sustainable  
Greece 2020

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WITH THE COOPERATION: \_\_\_\_\_



## INITIATIVE SUSTAINABLE GREECE 2020

### A year together in a common dream with goals and results



We are delighted to present you the current **Annual Report** of the **Initiative Sustainable Greece 2020** which includes its first year results.

A year ago and against all odds, we have launched this Initiative with the vision to set the base for a **sustainable economy, society** with **quality of life** for all.



The Initiative is a lively example of **multistakeholder dialogue and cooperation** with all interesting parties, something that is so important for the Greek society at large, nowadays more than ever, especially at this period of time, during which insecurity, crisis and the demise of values is indisputable. Through the proposals and the opinions of all participating parties, the Initiative promotes an innovative dialogue approach as well as a systematic **engagement of stakeholders** regarding issues of Sustainable Development and Social Responsibility.

In order to achieve our goal, we must create those necessary **tools, processes and methodologies** that would allow organizations and all involving parties to integrate the principles of Sustainable Development in their daily operations. In parallel, we must develop the framework for a wider dialogue that would support public policies to come up with a new model of Sustainable Development.

We would like to warmly thank all the organizations that have supported actively the Initiative in its first year as well as all the representatives of governmental, business associations, civil society, the academic community as well as the local authorities who have participated in the various committees and working groups of the Initiative and who have worked with particular enthusiasm for the completion of the results of the first year.

**Spyridon Lioukas**  
President  
QualityNet Foundation

**Chrysoula Exarchou**  
Vice-President  
QualityNet Foundation

"Sustainable Greece 2020" Initiative is implemented by the QualityNet Foundation, the Network of Responsible Organizations and Active Citizens, with the cooperation of international, european and national Bodies in order to promote Sustainable Development and Responsible Entrepreneurship in Greece.

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**QualityNet Foundation** ([www.qualitynet.gr](http://www.qualitynet.gr)), the Network of Responsible Organizations and Active Citizens, is a non-for-profit social network, operating as a multi-stakeholder interactive platform that promotes social responsibility towards the private and the public sector as well as the wider civil society with a view to achieving **sustainable development and social cohesion**.

**QualityNet Foundation** has been established in 1997 as an open network and up until today has 2,850 member companies, 150 institutions, 340 NGO's, 21,000 active citizens while covering with its educational programs and activities the needs of 35,000 children in primary schools in Greece.

- ✓ **Communicates** with the institutional and scientific bodies, the business community and the civil society via specialized social networking tools.
- ✓ **Promotes the cooperation between the private and public sector** in order to develop actions/initiatives able to meet the social needs of our era.
- ✓ **Supports** the Organizations to adopt strategies, practices and actions highlighting their commitment with regards to Responsible Business and Sustainable Development.
- ✓ **Promotes** Social Responsibility through specific actions in order to inform, raise awareness and activate the wider public.
- ✓ **Records** the social needs, at the national level, through a systematic research and consultation with the institutional bodies and the civil society.
- ✓ **Contributes** to the creation of tomorrow's Active Citizens educating the primary level students.

[www.qualitynet.gr](http://www.qualitynet.gr)



**Initiative  
Sustainable  
Greece 2020**

## At a glance

- **It responds** to the need for shaping a new model of development in our country that ensures a **Sustainable Economy and Society**, through the balanced growth of financial activity together with environmental care and social cohesion.
- **It is developed** with the participation of a wide range of social partners within the greek society such as representatives from the Academic Community, the Institutional, Social and Business Associations, the Local Authorities and the Civil Society.
- **The Initiative aims** through a systematic dialogue:
  - To further inform the Greek market and raise the awareness with regards to Sustainable Development issues while placing it at the top of the agenda.
  - To create **tools and methodologies**, as well as to **make proposals**, in order to support the Organizations adopt Sustainable Development and Responsible Business practices.
  - To support the work of national authorities in their effort to shape public policies in the direction of Sustainable Development.
- **It collaborates** with the European Commission, the German Council for Sustainable Development (RNE), the World Business Council for Sustainable Development (WBCSD) and the scientific organization EIRIS, as well as Institutional Bodies in Greece such as the Ministry of Economy, Infrastructure, Shipping and Tourism and the Ministry of Productive Reconstruction, Environment and Energy.
- **It brings** together a broad stakeholders' network even from its first year of operation (2014-2015) such as: 33 Business Associations, 120 Companies, 17 Ministries/Regions and 44 Civil Society Organizations.
- **It is funded** by Companies which participate as "**Sustainability Ambassadors**" through an annual fee.

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## Initiative Sustainable Greece 2020

Greece is at a critical point of its history. It is high time we manage a totally new reality and seek **a new development model** which will allow us not only to exit the current economic crisis but also to create the basis for a **sustainable economy** while ensuring **social cohesion** through a balanced approach towards **economy-society-environment**. In order to come up with specific recommendations and actions that would contribute to the creation of a **sustainable society**, it is very important to involve all relevant parties and to strengthen cooperation between the public and the private sphere.

## Goal

**"Sustainable Greece 2020" Initiative** aims, through a systematic and extended dialogue, to create a development model that promotes competitiveness and openness of entrepreneurship in order to promote a **Sustainable Economy**.

### "Sustainable Greece 2020" Initiative has the goal to:

- ✓ To create the necessary tools and methodologies that would support both the private and public organizations in their effort to incorporate Sustainable Development in their operations.
- ✓ To support the work of national authorities in their effort to shape public policies in the direction of Sustainable Development, through a structured dialogue, the transfer of know-how and the development of common methodologies.
- ✓ To contribute to a change with regards to how our country is perceived abroad as far as sustainability is concerned, through actions developed by Organizations and Businesses.

## Outcomes

The outcomes of the Initiative, during its first year of operation, were carried out with the active participation of a wide range of stakeholders such as **33 Business Associations, 120 Companies, 17 Local Authorities** and **44 Organizations of the Civil Society**. Stakeholders participated in Dialogue Groups in order to shape together the following methodologies and tools:

### Sustainability Observatory

A monitoring mechanism of all the practices and the actions that are developed by companies and organizations, at the national level, with regards to issues of Sustainable Development and Social Responsibility.

### Bravo Sustainability Awards

An Initiative that highlights and rewards all the best practices developed in Greece and have been recorded in the Sustainability Observatory through a systematic dialogue.

### Greek Sustainability Code

A practical tool of transparency and self commitment for organizations with regards to issues of Sustainable Development which responds to the recent EU Directive for the publication of non-financial data.

### Sustainability Index

An evaluation tool for institutional investors, interested in socially responsible investments regarding listed companies.

### Policy Paper

Registration of the opinions and views of all the invited social partners, with the view to create a policy paper that would help formulate the legislative process with regards to Sustainable Development issues in our country.

### Action Greece 2020

Development of an Action Plan with specific goals regarding Sustainable Development which will be implemented through the cooperation between the private and public sector.

### Social Needs Recording Mechanism

A Mechanism that aims to systematically record the needs of Greek society at both national and local level, in order to connect them with the programs implemented by the private sector as well as promote the development of cooperation between the private and public sector.





# All together we shape the Sustainable Greece of tomorrow

## Inaugural Member Associations



The **Initiative Sustainable Greece 2020** was launched with a common vision that has been shared by the Initiative together with the main Associations in our country. Those Associations contribute each one of them according to its particular sector of activity to the overall economic growth of the country.

Taking into account that the role of the Business Community is crucial in ensuring the passage towards a Sustainable Economy with environmental concern and social cohesion, the Initiative started back in 2014 with the active participation of **7 Inaugural member Associations** which represent a wide spectrum of the Greek business.

Recognizing the fact that our country is at a crucial turning point, all the Initiative's participants are looking forward to the creation of a **Sustainable Economy and Society** which is based upon the model of Sustainable Development under the axis of innovation, competitiveness, extroversion for a welfare society without restrictions.

Under this context, the Inaugural members of the Initiative have signed the **Charter for a Sustainable Greece 2020**, a symbolic act with the goal to underline the continuous commitment and willingness of the Inaugural members to cooperate in practice towards the direction of Sustainable Development.



SEV and SEV Council for Sustainable Development have been pioneers in the creation of the Initiative Sustainable Greece 2020 and have contributed actively via the Initiative in the development of all the necessary tools and methodologies for the promotion of a modern business model with increased social responsibility and accountability.

We acted accordingly because we truly believe that Sustainable Development is the only real solution for an open and competitive economy in which the private initiative constitutes the main driver for growth and the state is the safeguard of institutions and social cohesion.

We face many challenges. Picking up a few of them, we can refer to the waste and water resources management, the protection of biodiversity, the cyclic economic, the energy effectiveness and energy mixture. All these issues can provide an opportunity for investment, employment while contributing to the upgrading of the environment.

The investment opportunities that will arise are indeed important and the state must make them attractive to Greek and foreign investors ensuring a stable and predictable environment.

**Eythymios Vidalis**

**General Secretary of the Board of SEV and President of SEV Council for Sustainable Development**



The Initiative Sustainable Greece 2020 which is implemented by QualityNet Foundation, the Network of Responsible Organizations and Responsible Citizens, constitutes an Initiative that brings together the business community, the State as well as the citizen's networks and associations with the common goal to promote Sustainable Development and Responsible Business in our country.

An Initiative, in which the Hellenic Bank Association participates actively as an Inaugural member and continues to support its important work in progress such as the creation of a Greek Sustainability Code.

The Code constitutes a practical tool for the promotion of Sustainable Development, transparency and competitiveness of the production setting the framework for the creation of other parallel incentives in cooperation with all involving parties such as Banks, Chambers of Commerce for the promotion of exports etc.

The Initiative Sustainable Greece 2020 becomes even more important in today's context of economic and social crisis where the point is to be able to create a new development model that would liberate creative forces while transforming our production base via innovation and openness.

**Louka Katseli**

**President of the Hellenic Bank Association and President of the Board of the National Bank of Greece**



Sustainable Development is one of the most crucial topics of our time. The actual term describes a development that is able to enhance –and not to deny– future opportunities. A development that meets people's needs, improves the quality of life and is based on efficient and environmentally responsible use of the societies', natural, human or financial resources. Sustainable Development Initiatives that take place in Europe have as main goal to enhance the transition to an efficient in terms of use of resources economy which will be disconnected from the use of energy. In parallel, it is important to apply policies that would help businesses especially SME's to respond to the challenges of globalization being competitive and efficient by revising their strategies and organizational structures.

The Initiative "Sustainable Greece 2020" has contributed substantially to the dialogue developed through an open consultation among businesses and all interested bodies as well as to the recording of actions and programs that have already been implemented.

Furthermore, the creation of methodologies and tools as well as the best practices registration constitute main goals of the Initiative which will support further the Organizations and the Enterprises towards the direction of Sustainable Development and will contribute to the efforts of the Greek State to develop equivalent public policies.

**Socrates Lazarides**

**Managing Director Athens Exchange Group**

# All together we shape the Sustainable Greece of tomorrow

## Inaugural Member Associations



Sustainable Development in terms of growth with social cohesion and respect for the environment constitutes a strategic choice of SEVT. During our times, where the environment is high on the agenda of the state and the social partners, the Food Industry launches initiatives and increases its efforts for the development and implementation of a long-term environmental strategy which will lead to the tackling of important and chronic issues that restrict sustainability and deter investments.

In this context, SEVT congratulated the Initiative Sustainable Greece 2020 as an effort of crucial importance and as one of its Inaugural members facilitated in the implementation of the Initiative's goals namely the promotion of Sustainable Development and the creation of methodologies its support.

In the first year of the Initiative, the active participation of representatives of the business community, the local authorities and the civil society had as a result the evolvement of sustainable development according to the priorities that had been set by the European Commission in terms of a balance amongst the economic growth, the social cohesion and the protection of the environment.

**Evaggelos Kalousis**

**President  
Federation of Hellenic Food Industries (SEVT)**



The further connection of the tourist activities of our country with the primary production, the employment, the local societies and the environment, are amongst the main priorities of the sector for the next coming years. In addition to that, it is the right moment for the touristic companies to promote, to develop and to make more systematic the practices of sustainable and responsible tourism they implements.

In this context, we believe that the Initiative Sustainable Greece 2020 has already shown in its first year an important outcome. With the support of more and more associations and businesses it is certain that this platform of exchange of knowledge and experiences will create the vehicle through which we could strengthen the dialogue on sustainability issues and the formulation of public policies for the future.

**Andreas A. Andreades**

**President of the Board  
Association of Greek Tourism Enterprises (SETE)**



In this great effort that our country is undertaking in order to restore stability, the Initiative is expected to be even more active.

The Medicine sector has at the heart of its philosophy the conviction that with continuous search for new knowledge and investment in innovation, it is possible to "cure" many economic malaises which do not allow the healthy productive forces to be developed and to create wealth for our country as well as security for our society.

As far as the most crucial reforms of all, the "reform of thought" and the most profitable investment of all, the "investment in innovation", SFEE and its member companies will continue to stand by the State and the Greek society. Our vision and mission is Health to be as a basic right for the citizens as well as a competitive advantage for a Sustainable Greece 2020 under a very demanding international environment

The strengthening of the Initiative showcases that entrepreneurship in our country is evolving and is developing the necessary antidote to the crisis and disappointment of society.

**Paschalis Apostolides**

**President of the Board  
Hellenic Association of Pharmaceutical Companies (SFEE)**



The Athens Chamber of Industry and Commerce participates with pride in the Initiative Sustainable Greece 2020. It is an association that can support in essence the promotion of a new, modern concept and practice in Greece with regards to issues of Sustainable Development and Social Responsibility.

A healthy, competitive and innovative entrepreneurship constitutes the key for overcoming the economic crisis, for restoring the social fabric but also for building a new, sustainable model of development in the country.

In this context, we need more companies which operate with vision. Businesses that can be profitable but they can also produce value for their surrounding societies. We need more knowledge and experience on issues of Sustainable Development, via networks and diffusion of good practices.

We also need a new culture at the level of the state and the society overall so as to make the private initiative to be viewed as a force not an enemy for the common good. Towards this direction, the contribution of the Initiative Sustainable Greece 2020 is very important during its first year of operation. We therefore continue to participate and to support the work and the goals of the Initiative.

**Constantinos Michalos**

**President  
Athens Chamber of Industry and Commerce (EBEA)**



# All together we shape the Sustainable Greece of tomorrow

## The role of the Sustainability Ambassadors

The **SUSTAINABILITY AMBASSADORS** are those organizations that have decided to adopt strategies of Sustainable Development, Responsible Business & Social Responsibility in their operations by recognizing a new model of development that would support simultaneously the principles of responsible operation, environmental care and social cohesion. Thus, they wish to connect their organization with national and European platforms of sustainability highlighting the new face of our country abroad through the actions and the initiatives they put forward.

### The Sustainability Ambassadors participate:

- ✓ In the signing of the **Charter for a Sustainable Greece 2020**.
- ✓ In the **Dialogue process** of the Initiative, via the submission of proposals and opinions with the view to contributing to the **draft of a policy paper** in support of the legislative work of national authorities. On the other hand, they contribute to the shaping of methodologies and tools of the Initiative via their participation in various working groups.
- ✓ In the **Sustainability Observatory** in terms of a monitoring mechanism of all the best practices and the actions developed by companies and organizations with regards to issues of Sustainable Development, Responsible Business and Social Responsibility within the context of the triptych of economy-society-environment in our country.
- ✓ In the **Knowledge and Experiences Exchange Network** which aims to present the programs/practices that implement the Sustainability Ambassadors as well as a tool for transferring know-how amongst organizations on issues of Sustainable Development and responsible operation.
- ✓ In the **Greek Sustainability Code**, in terms of a **practical tool of transparency and self-commitment** for organizations on issues of Sustainable Development and Responsible Business which responds to the requirements of the EU Directive on disclosure of non-financial data.
- ✓ In the **presentation of the actual profile of the Organization** in the Annual Report of the Initiative as well as in the online Directory of Sustainability Ambassadors with regards to issues of Sustainable Development and Responsible Business.

Organizations such as companies, local authorities and civil society groups can participate in the Initiative as **Sustainability Ambassadors**

## The Sustainability Ambassadors


# All together we shape the Sustainable Greece of tomorrow

## Charter for a Sustainable Greece 2020

### The Framework

Greece is at a critical point of its history. It is high time we manage a totally new reality and seek a **new development model** which will allow us not only to exit the current economic crisis but to create the basis for a **sustainable economy** while ensuring social cohesion through a balanced approach towards **economy-environment-society**. The current economic crisis showed that the principles of Sustainability have an important impact upon our financial systems and overall economy.

Therefore, we need a development model which will be formed according to the principles of innovation and competitiveness with the view to create a welfare and inclusive society. In order to come up with specific recommendations and actions that would contribute to the creation of a sustainable society, it is very important to involve all relevant parties and to strengthen cooperation between the public and the private sphere.

### Vision and Goals

We undertake a flagship Initiative "**SUSTAINABLE GREECE 2020**" which has the goal to promote Sustainable Development according to the basic directions and priorities set by the European Commission in terms of a balanced approach towards economic growth, social cohesion and protection of the environment. We are looking forward to a **systematic Dialogue** with representatives from the business community, the professional associations, the civil society and the academia with the view to contribute to the creation **methodologies and tools** that would support our country in its course towards achieving Sustainable Development at the micro and macroeconomic level.

### Expected Outcomes

The Dialogue will focus on the drafting of a **policy paper** which will be sent to the relevant national authorities and European institutions so as to contribute to the legislative process. The goal is to contribute to the development of a national strategy for Sustainable Development and Responsible Business by incorporating all the opinions and the commitments of the stakeholders who participated in the Dialogue process of the Initiative.

In addition, the main results of the Initiative are: the **Sustainability Observatory**, **Action Greece 2020**, the **Greek Sustainability Code**, a **Sustainability Index**, and a **Mechanism of registration** of social needs which will constitute the tools that would facilitate organizations and businesses to incorporate policies of Sustainable Development & Responsible Business supporting in parallel social cohesion.

In the Initiative **Sustainable Greece 2020** we participate all of us, national institutions, local authorities, business and professional associations, social partners, the academic community and the civil society with the aim to:

- Register the barriers for growth and the measures that support the real economy and minimize the social consequences of the current crisis and which correspond to the long-term goals of Sustainable Development.
- Improve the relationship between the cost-effectiveness of the policy decisions.
- Further promote innovative ideas and initiatives on issues of governance, corporate social responsibility and environmental technology in the public as well as the private sector.

### We are committed to contribute to:

- ✓ The attainment of the goals of the Initiative.
- ✓ Strengthen Greece's capacities with regards to embracing Sustainable Development giving emphasis to the dialogue amongst all involving parties.
- ✓ The improvement of national policies and actions so as to create the opportunity for better governance and overall development.
- ✓ Drafting of an Action Plan, taking into account the three dimensions of Sustainable Development: the economy, the environment and the society.
- ✓ The passage towards an economy of "value" which will incorporate in its economic results, environmental and social costs as well as benefits.
- ✓ The strengthening of partnerships that contribute to Sustainable Development such as scientific and technological cooperation, placing special emphasis upon minimizing environmental risks and tackling of climate change according to a European strategic framework.
- ✓ Fostering education and training by developing initiatives and strategic approaches through the exchange of knowhow and best practices with the view to developing further the capacities of our country's human resources.





The logo for the Sustainability Observatory is positioned on a dark blue horizontal bar. It consists of two stacked rectangular boxes. The top box is white and contains the word "SUSTAINABILITY" in a bold, dark blue, sans-serif font. The bottom box is white and contains the word "OBSERVATORY" in a bold, green, sans-serif font. A solid green vertical bar is located to the left of the logo.

**SUSTAINABILITY  
OBSERVATORY**

[www.observatory.sustainablegreece2020.com](http://www.observatory.sustainablegreece2020.com)

# SUSTAINABILITY OBSERVATORY

Sustainable Development & Responsible Business practices in Greece

## Sustainable Development and Responsible Business practices in Greece

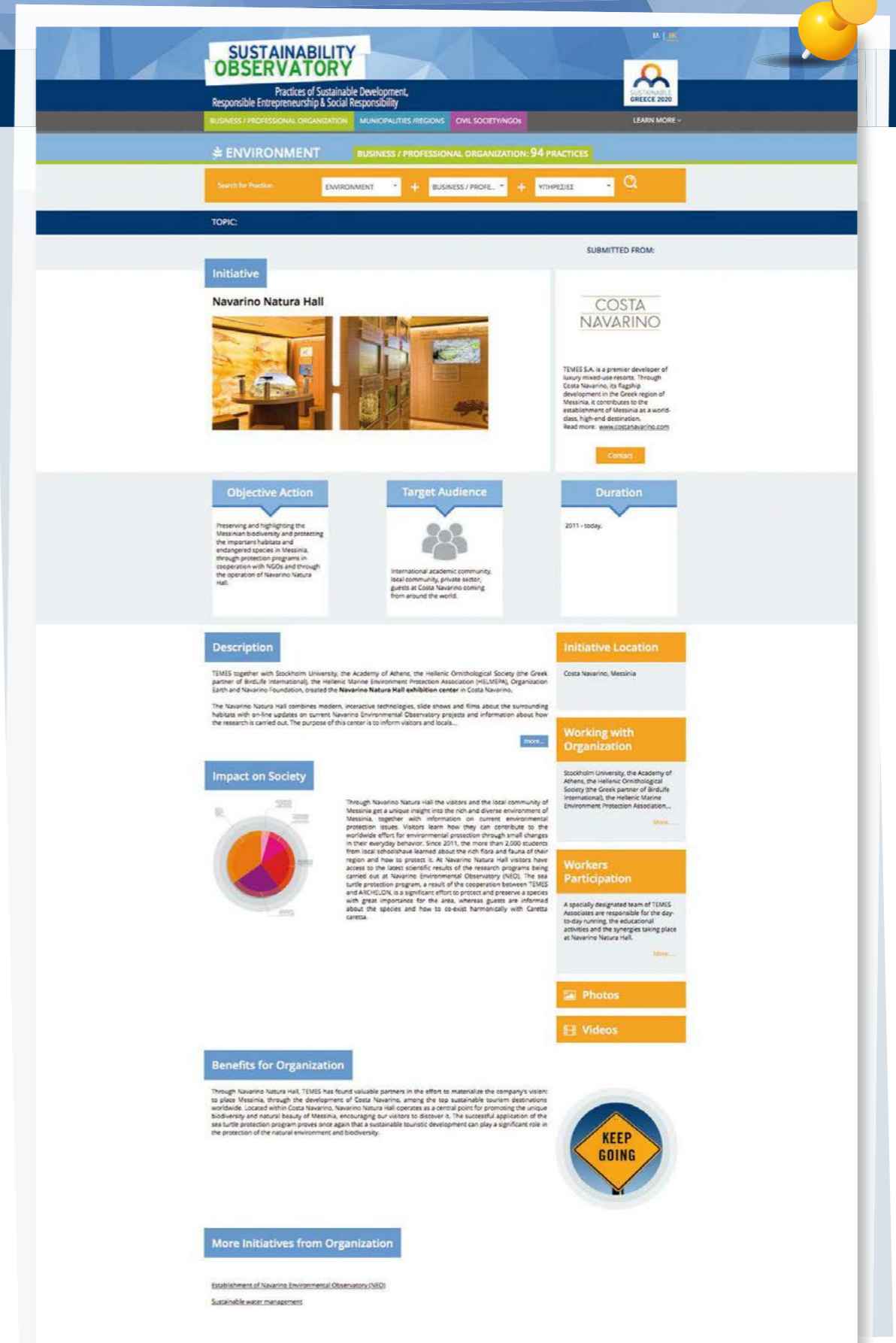
The Sustainability Observatory constitutes a monitoring mechanism of all practices and initiatives that are developed with regards to issues of Sustainable Development, Responsible Business and Social Responsibility in the triptych Economy – Environment – Society in our country.

### The Sustainability Observatory:

- ✓ **Is addressed** to Institutional and Social Bodies, Business Associations, Universities, Local Authorities and the Civil Society.
- ✓ **Points out** where Greece stands on Sustainable Development issues through the actions and initiatives developed by the Organizations.
- ✓ **Is enriched** throughout the year with the systematic recording of the actions and initiatives developed by the Organizations which participate in the Initiative Sustainable Greece 2020.
- ✓ **Operates** as a Knowledge & Experience Exchange Network amongst the Organizations that participate in it.

The scientific outcomes of the **SUSTAINABILITY OBSERVATORY** are published every year through an Annual Report. The **Annual Report** highlights the trends on Sustainable Development in Greece and presents the results which come out from the actions and initiatives developed in our country with regards to Sustainable Development.

The **SUSTAINABILITY OBSERVATORY's Annual Report** will be delivered to both the National and European Institutional Bodies in order to point out where Greece stands on Sustainable Development issues and support the effort to shape public policies in the direction of Sustainable Development.

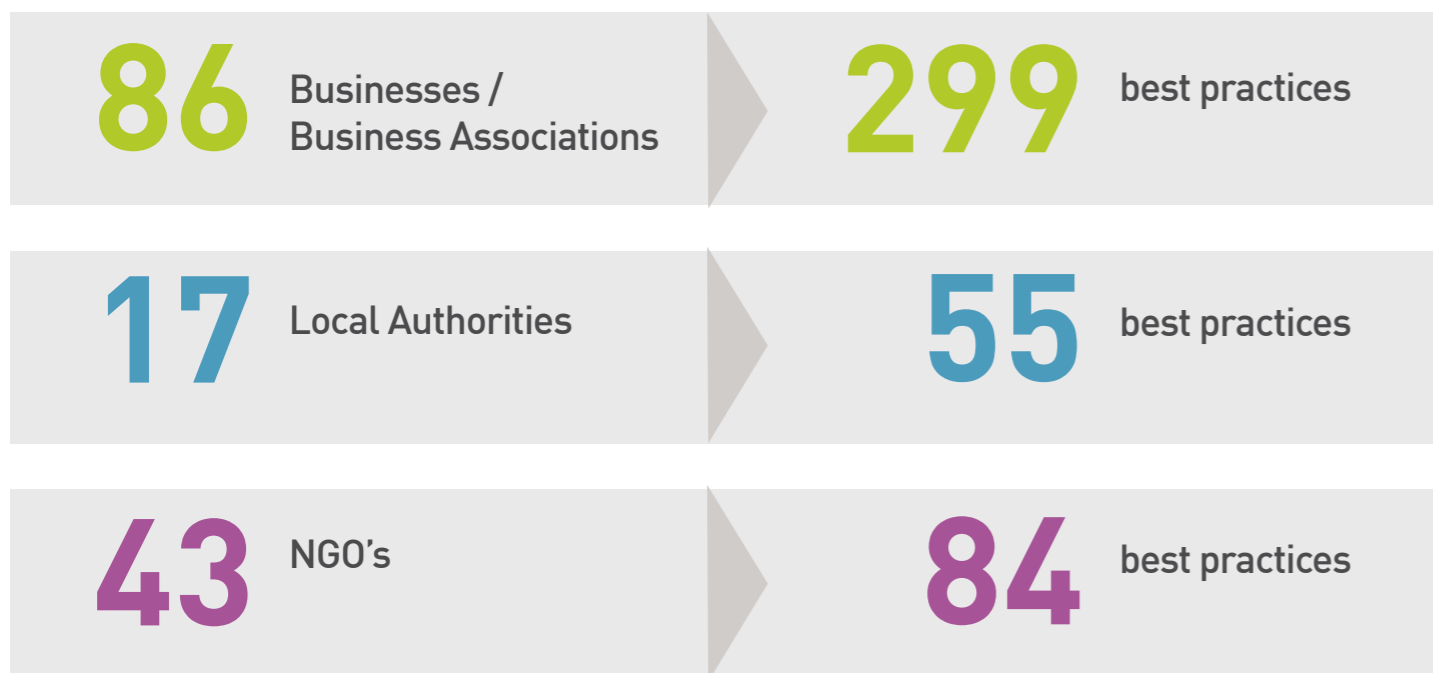


<http://observatory.sustainablegreece2020.com/en/practice/navarino-natura-hall.18.html>

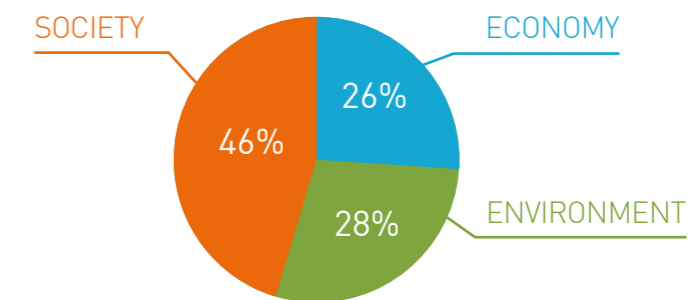
## The trends on issues of Sustainable Development

During the Sustainability's Observatory transitory period (October 2014 - March 2015), **146 Organizations** took part and **440 practices and actions** have been recorded.

As indicated by the actual results of the Sustainability Observatory, there is a common theme in terms of recorded actions by the three social groups (Businesses, Local Authorities, Civil Society Organizations), proving that there is a common recognition with regards to the Sustainable Development issues on which intervention is needed. The culture of cooperation amongst the different social groups must be further developed in order to exchange know-how, to adopt Sustainability behavior patterns and models, as well as to design/implement best practices on Sustainable Development issues.

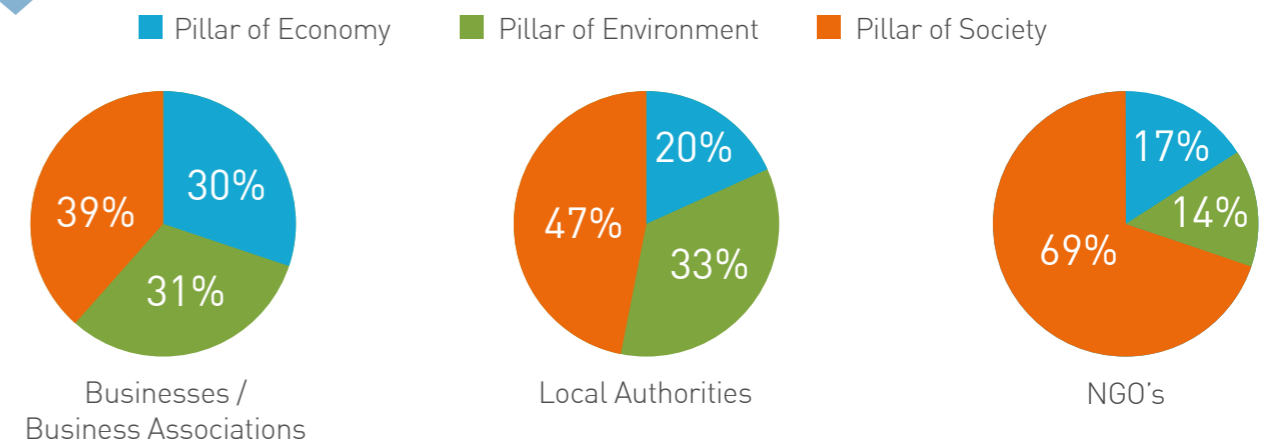


## Best practices classification regarding the 3 pillars of Sustainable Development



With regards to the recorded actions in the three Sustainable Development pillars all the participant social groups seem to keep a growing interest in Sustainable Development issues and seek to implement initiatives and actions towards that direction. However, it is indicated that all the participant groups focus on the social pillar of Sustainable Development which predominates with a percentage of 46%, compared to the economical pillar which reaches a percentage of 26% and the environmental pillar which reaches a percentage of 28%.

## Orientation of the three groups regarding Sustainable Development

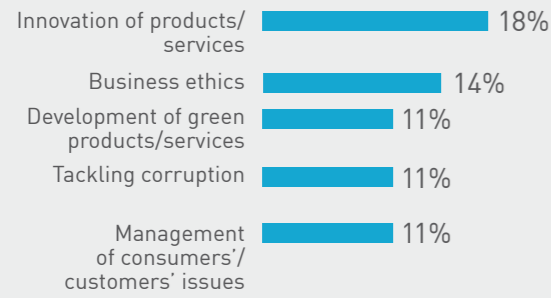


Concerning the orientation of the three groups on Sustainable Development, it seems that the Business Community has a more balanced approach regarding its three pillars (Economy - Environment - Society). Besides, the Local Authorities and the NGO's focus on the social pillar, which may be justified by the consequences of the economic crisis in our country.

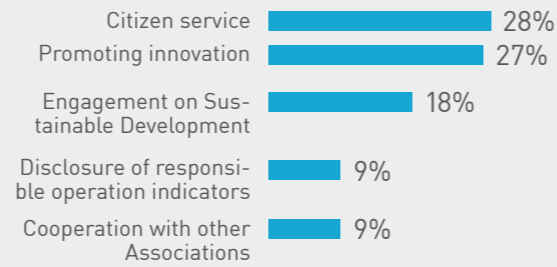
## Sustainable Development & Responsible Business practices in Greece

### Economy

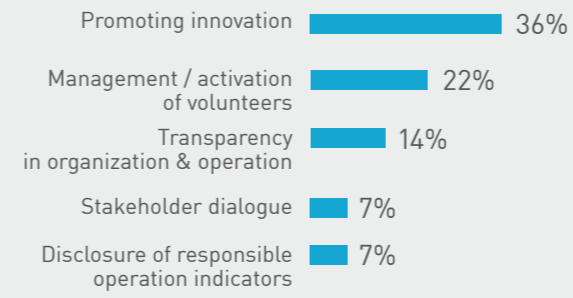
#### Business / Business Associations Pillar of Economy



#### Local Authorities Pillar of Economy



#### Civil Society / NGO's Pillar of Economy



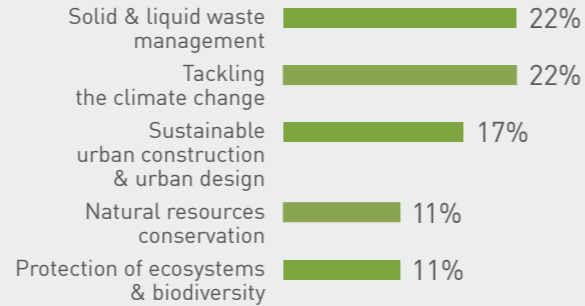
In the **Economic Pillar**, the promotion of Innovation constitutes common ground amongst the groups which participate in the Initiative (Businesses 29%, Local Authorities 27%, NGO's 36%). Commitment on Responsible Operation and Sustainable Development, as well as tackling corruption are the two issues of great significance for both the Businesses and the Local Authorities (Businesses 33%, Local Authorities 27%, NGO's 21%). It is remarkable that all the participants recognize the importance of innovation as a driver for developing their services/products. In addition, Responsible Operation issues are placed high on the agenda of the three groups which develop Sustainability Codes and support transparency and accountability.

### Environment

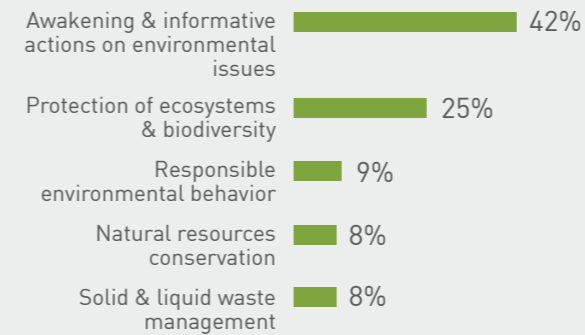
#### Business / Business Associations Pillar of Environment



#### Local Authorities Pillar of Environment



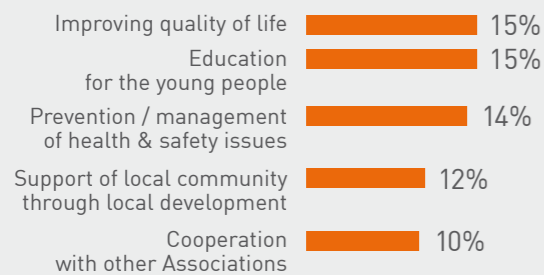
#### Civil Society / NGO's Pillar of Environment



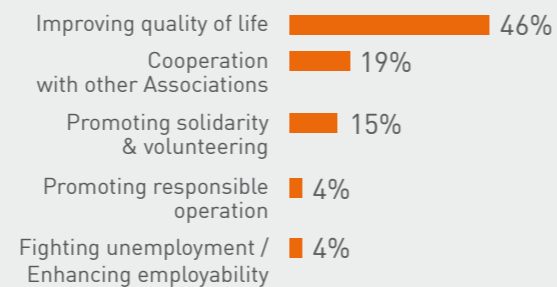
In the **Environmental Pillar**, tackling Climate Change (Businesses 19%, Local Authorities 22%) and waste management (Businesses 17%, Local Authorities 22%) constitute issues of high priority and are included on the agenda of both Businesses and Local Authorities. NGO's activity with regards to the environmental pillar seems to focus on awareness raising on specific environmental issues reaching a percentage of 42%.

### Society

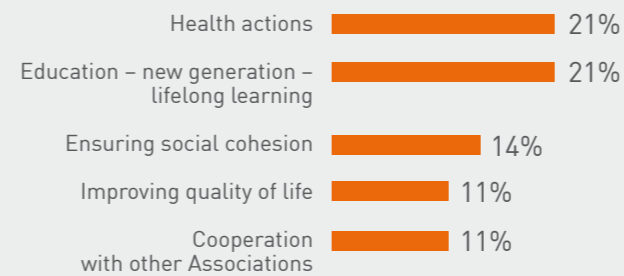
#### Business / Business Associations Pillar of Society



#### Local Authorities Pillar of Society



#### Civil Society / NGO's Pillar of Society



In the **Social Pillar**, the improvement of quality of life constitutes common ground amongst the three groups (Businesses 43%, Local Authorities 61%, NGO's 46%). The particular emphasis on the improvement of quality of life is explained by the consequences of the socio-economic crisis and the systematic efforts made by all these groups to support the vulnerable people most affected by the crisis.



**SUSTAINABILITY  
AWARDS**

Sustainable Development  
& Corporate Responsibility Awards

[www.bravo.sustainablegreece2020.com](http://www.bravo.sustainablegreece2020.com)





## BRAVO SUSTAINABILITY AWARDS

A broad Dialogue is developed highlighting the best Initiatives and actions that are implemented in our country while contributing to the promotion of Sustainable Development and Corporate Responsibility, the advancement of responsible behaviour standards and the improvement of the quality of life.

### Bravo Sustainability Awards aim:

- To highlight and reward the best practices implemented by Businesses/Business Associations, the Local Authorities and the Civil Society. These practices are linked to broader national goals and promote actively Sustainable Development, Responsible Business and Social Responsibility.
- To promote those practices which constitute a model for innovation, growth and competitiveness and which can be reproduced and used in broader applications.
- To support the cooperation between the private and the public sector in order to develop activities regarding the improvement of Quality of Life.
- To raise awareness and mobilize the broader Greek society with regards to Sustainable Development and Social Responsibility.
- To enhance networking between those Organizations which are active in Sustainable Development issues, in order to create partnerships that encourage more good practices.

**Bravo Awards** as an Initiative was launched in 2010 as an innovative open consultation tool in the direction of Sustainable Development and Responsible Business. Through the evaluation of sustainability reports by a wide range of stakeholders, Bravo Awards promotes dialogue between Companies and their stakeholders.

In 2015, **Bravo Sustainability Awards** were linked to the Initiative **Sustainable Greece 2020**. The best Initiatives/actions implemented by Organizations and Businesses are submitted in a dialogue and evaluation process with the goal to promote Sustainable Development, Responsible Business and Social Responsibility.

**Bravo Sustainability Awards** operate as a mechanism of fostering dialogue, awareness raising and training of the market and society at large with regards to Sustainable Development and Social Responsibility. Since its first launch, the Bravo Initiative had as its main goal not only the final Awards but also the promotion of a systematic dialogue with a wide range of social partners. In other words, the process of awarding good practices is based upon the values supported by QualityNet Foundation in terms of fostering stakeholder dialogue and engagement.

## The Bravo Sustainability Awards has evolved with these key characteristics:

Broadened character	Timeliness	National & International character
The dialogue includes a large number of social partners (business and institutional bodies, academic institutions, journalists, non-profit groups).	An independent Scientific Committee supported by official bodies is responsible for developing the overall initiative, along with evaluation criteria.	<ul style="list-style-type: none"> <li>• The initiative takes place under the aegis of official Greek institutional bodies.</li> <li>• It is based on the principles and the requirements of internationally recognised standards (Global Compact, Global Reporting Initiative, ISO 26000).</li> </ul>
Transparency	Autonomy	Evolution
The development of the initiative and the evaluation process are monitored and verified by independent auditing bodies.	<ul style="list-style-type: none"> <li>• The social partners take part at no cost and to the dialogue process.</li> <li>• The initiative does not rely on outside funding, other than for communication and sponsors of the closing event.</li> </ul>	It continually adapts to the requirements of the times and in response to comments and observations by the social partners, enterprises and participants in the final event.





## Award Categories

Governance Management Market Innovation  
 Environment Society Cooperation

aiming at Sustainable Development

### 1. Bravo Governance

Practices and initiatives that relate to the system of governance of an organization, such as practices for combating corruption, for promoting transparency and accountability. Establishment of a Code of Principles and an Operational Framework which respond to the Sustainable Development aspects. Development of a systematic Stakeholder Dialogue with all relevant stakeholders (Stakeholders & Shareholders) and an integration process that would link stakeholders views with the material issues of an organization.

### 2. Bravo Market

Practices and initiatives that promote responsible marketing as well as green and responsible products. Development of social marketing programs. Implementation of policies/actions able to promote Responsible Procurement and Responsible Supply Chain. Initiatives for informing and raising the awareness of consumers.

### 3. Bravo Environment

Practices and initiatives connected to the environmental management of an Organization, such as compliance with environmental standards, efforts to tackle climate change, sustainable environmental management methods and practices to reduce the carbon footprint. Best practices related to issues such as, the conservation

of natural resources, management of solid and liquid waste, protection of ecosystems and biodiversity, sustainable agriculture, sustainable transport and sustainable mobility, sustainable urban construction and urban design, promotion of activities for the environmental awareness will be further highlighted.

### 4. Bravo Society

Practices developed in order to ensure social cohesion. Practices relating to employability and workforce training in order to acquire special skills. Practices which support the balance between the professional and personal life. Programs addressed to young people in order to help them acquire professional experience. Initiatives which aim to deal with the unemployment and fight poverty, discrimination and social exclusion. Practices that contribute to the development of the local community (promotion of tourism, cultural development, contract farming, etc).

### 5. Bravo in Action

Practices and initiatives developed through the cooperation of private and public sector. Partnering activities and actions between Businesses, Local Authorities, Civil Society/NGO's and Academic Community, aiming to contribute decisively to Sustainable Development and the Social cohesion.



Businesses/Business Associations, Local Authorities and NGO's participate in the **Bravo Sustainability Awards 2015** recording 172 best practices at the online Dialogue for Sustainable Development in the context of the **Sustainable Greece 2020** Initiative and especially the **SUSTAINABILITY OBSERVATORY**.

Bravo Sustainability Awards are developed through a systematic dialogue with more than 250 social partners from the Academic Community, the business community, the national institutions, the Local Authorities and the Civil Society, as well as the Media.

The evaluation of the candidate practices is realized in accordance with criteria based on internationally recognized standards.

Through the scientific evaluation of the Academics, the development of expert focus groups, the

dialogue with a wide range of stakeholders who shape market trends and the participation of the wider public in the evaluation process, a broad stakeholder engagement is achieved, based on the practices of the leading Organizations on Sustainable Development issues in our country.

Bravo Sustainability Awards constitute **an innovative paradigm of multi-stakeholder dialogue and stakeholder engagement** with the view to further promoting Sustainable Development and Social Responsibility issues.

Bravo Sustainability Awards constitute **an innovative paradigm of multi-stakeholder dialogue and stakeholder engagement** with the view to further promoting Sustainable Development and Social Responsibility issues.



# Greek Sustainability Code

(On the process to be finalized)

[www.sustainablegreece2020.com](http://www.sustainablegreece2020.com)

# Greek Sustainability Code

# Greek Sustainability Code

## 1 Code - 4 Themes - 20 Criteria

The Greek Sustainability Code aspires to become a practical tool of transparency and self-commitment for organizations on issues of Sustainable Development and Responsible Business which responds to the requirements of the EU Directive on disclosure of non-financial data. In essence, the Code responds to the need for measuring the economic-environmental and social impact of organizations.

The Greek Sustainability Code draws important Know-how from the Sustainability Code at the European level that has been created by the **German Council for Sustainable Development (RNE)** (<http://www.nachhaltigkeitsrat.de/en/home/>) taking into account the particularities of the Greek market, the size of the organizations as well as their level of maturity with the goal to develop a common platform of Sustainable Development at the European level.

### The Greek Sustainability Code:

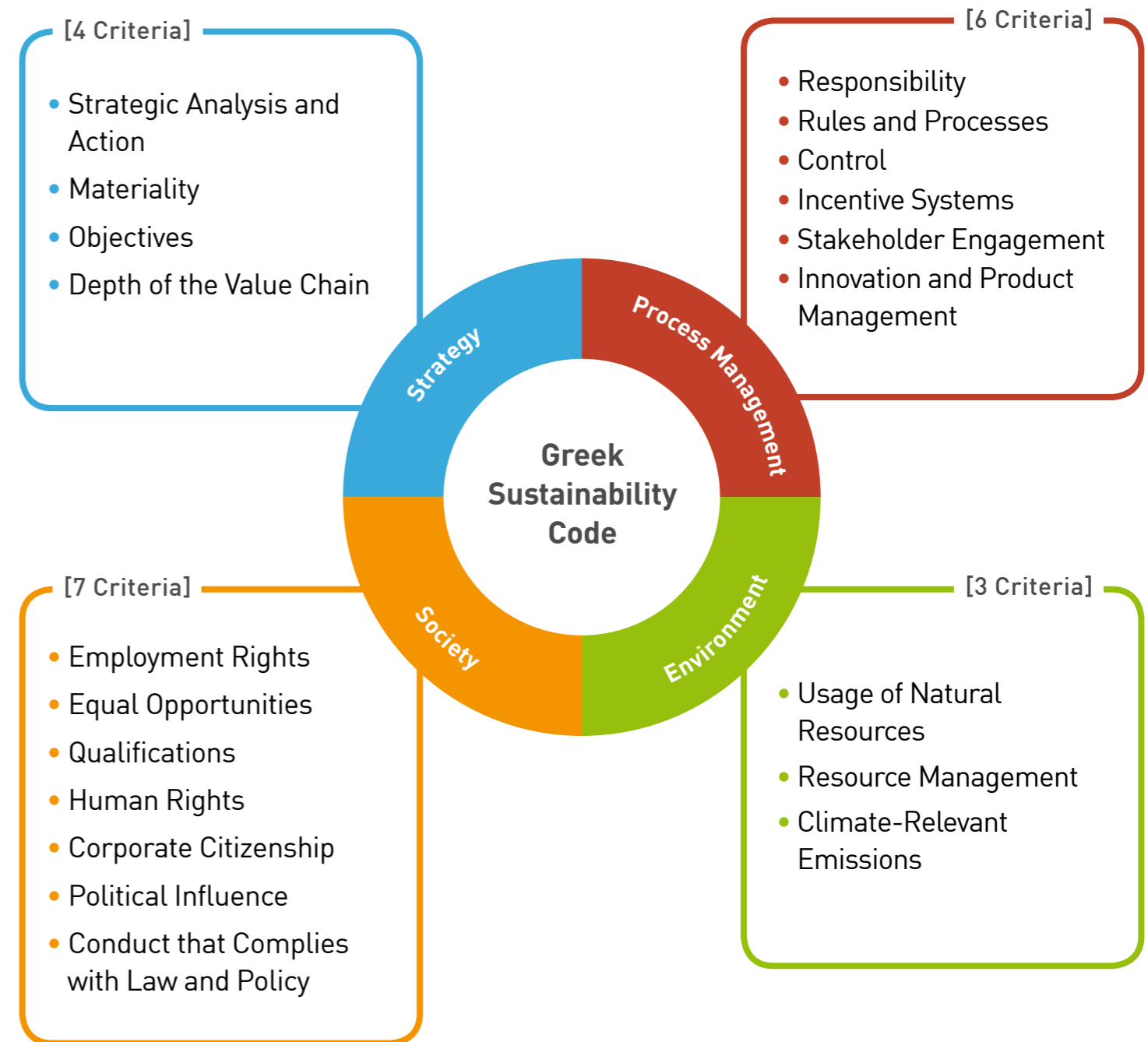
✓ Supports the connection of organizations with Sustainable Development since it is based upon a proven methodology that has been tested by our German partners for its practical way of submitting reports of Sustainable Development & Responsible Management.

✓ Provides information to investors and operates as a means of measurement of corporate results taking into account non-financial indicators.

✓ Gives the opportunity to present data with comparative indicators.

✓ Constitutes a tool of internal improvement with regards to the overall strategy of a company.

✓ Responds to the requirements of the EU Directive with regards to the disclosure of non-financial data.



The Greek Sustainability Code is developed under a model of 20 Criteria that are based upon international standards such as the Global Reporting Initiative, Global Compact, OECD Guidelines for multinational companies, ISO26000, GRI, EFFAS, EMAS etc.

# Greek Sustainability Code

## Development of the Greek Sustainability Code

The adoption of the Sustainability Code at the national level began with the development of the Greek Sustainability Code through a dialogue process in which several stakeholders from the national authorities as well as the business sector participated. The working group resulted in the creation of the Greek Sustainability Code with the goal to adopt a European methodology to the needs of the Greek market.

## Levels of Participation

### Applying gradually the criteria of the Code

The Greek Sustainability Code, taking into account the particularities of the Greek market regarding the size of organizations/companies is adopted at various levels. Every organization that wishes to be connected to Sustainable Development and Responsible Business, can take part in the national platform of Sustainability by filling out the various levels of the Code according to each organization's level of maturity as well as internal processes. In this way, we invite and encourage all organizations/companies, irrespective of their size, to be connected to issues of Sustainable Development through a systemic approach and process that each organization applies as well as via those procedural and operational systems which they could (or/and) differ according to the requirements of each legal and regulatory framework.



# Greek Sustainability Code

## Ways to participate

We have taken into account the existing operational / management systems that each organization applies and we are inviting companies, public authorities and national institutions to participate in the Greek Sustainability Code with the following steps:

### STEP 1

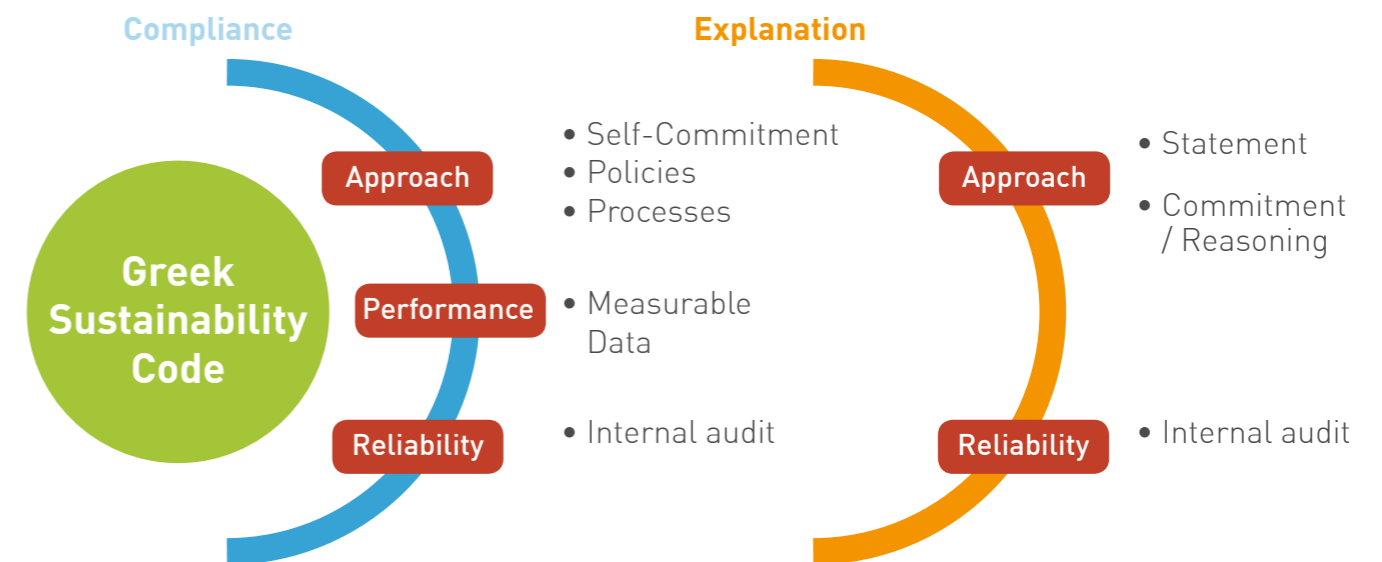
Choose the criteria and the application level in which organizations want to be connected to.

### STEP 2

Choose the way in which organizations wish to respond to each criterion according to their level of maturity i.e. level of self-commitment, the particular policies they develop, the processes that follow and their performance in each sector.

### STEP 3

Present the assurance processes.



If you are a company or an organization interested in participating in the various working groups for the development of the Greek Sustainability Code, you can contact us so in order to contribute to the final methodology of this important tool which facilitates your connection to Sustainable Development & Responsible Business. [info@qualitynet.gr](mailto:info@qualitynet.gr).



# Dialogue and Development Committees

[www.sustainablegreece2020.com](http://www.sustainablegreece2020.com)



Committee for the development of Sustainability Observatory

# Dialogue and Development Committees

The Initiative's deliverables during the first year are the result of the systematic work of a group of experts on issues of Sustainable Development and Responsible Business, representatives of national and local authorities, the business and academic community and the civil society who have been invited to participate in a series of working groups, the Dialogue and Development Committees.



**Nafsika Zevgoli**  
Sustainability & Social Investment Supervisor  
Corporate Affairs, Vodafone



**Margarita Karavasili**  
President  
Citizen's Observatory for  
Sustainable Development (CISDI)



**Spyridon Lioukas**  
Emeritus Professor,  
Athens University of Economics  
and Business



**Penelope Pagoni**  
Director of Health and Safety,  
Environment and Sustainable Development,  
(Hellenic Petroleum)



**Deppie Tzimea**  
Director of Corporate  
Communications,  
OTE Group



**Angelos Tsakanikas**  
Assistant Professor  
National Technical University (NTUA)  
Scientific Fellow, IOBE

Bravo Sustainability Awards Committee



**Rena Koumantou**  
President of the Scientific  
Committee



**Dimitris Apostolides**  
Project Manager, Services of  
Internal Audit, Climate Change and  
Sustainable Development, KPMG



**Dionysia (Sissy) Eliopoulou**  
Expert in Strategic  
Communications  
& Sustainable Development



**Myrto Kontaxi**  
Communication Manager,  
Group Sustainable  
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Programs Supervisor,  
CSR Hellas



**Markos Loukogiannakis**  
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of Enterprises (SEV)



**Georgia Mourla**  
Director of Strategic Planning,  
Communication and Investors  
relations,  
Hellenic Exchanges Group



**Lenio Myrivili**  
Advisor, Municipality of Athens



**Vasso Papadimitriou**  
Director General, Federation  
of Food Industries (SEVT)



**Elsa Stathopoulou**  
Marketing Director  
& Fund raising  
Children's Villages SOS



**Eleni Foti**  
Director of International  
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Athens Chamber of Commerce  
and Industry (EBEA)



**Panagiotis Habesis**  
Executive, Hellenic Bank  
Association (EET)

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Dr., Panteion University



**Anastasios Xepapadeas**  
Professor,  
Athens University of Economics  
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**Savvas Robolis**  
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Dean,  
Panteion University



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## Committee for the development of the Greek Sustainability Code



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Sustainability & Social Investment Supervisor  
Corporate Affairs, Vodafone



**Gerassimos Georgopoulos**  
Director General, Department of Institutional Regulations General  
Secretary of Commerce and Consumer Protection Ministry for Development



**Ioannis Karavas**  
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Aluminium S.A



**Alexandros Katsiamboulas**  
Director for the Environment  
TITAN Group



**Alexandros Koulides**  
Executive, Environmental Licensing  
Ministry for the Environment



**Nikolaos Melios**  
Deputy Director for CSR  
National Bank Group



**Penelope Pagoni**  
Director of Health and Safety, Environment and Sustainable Development,  
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**Katerina Perissi**  
Responsible for Environmental Management  
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**Eleni-Styliani Starra**  
Director  
Department for European Affairs  
Athens Chamber of Commerce and Industry (EBEA)



**Rena Sota**  
Procurement, Security & CR Manager, TNT

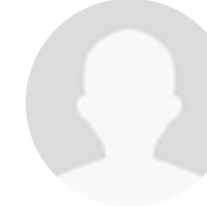


**Panagiotis Habesis**  
Executive, Hellenic Bank Association (EET)

## Committee of Communication



**Dimitris Vergados**  
Communications & Public Relations Director, SEV



**George Galanis**  
CSR Director  
Mytilineos Group



**Alexandra Grispou**  
Communications Director,  
Hellenic Exchanges Group



**Evi Ioannidou**  
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**Kimon Malataras**  
Corporate Affairs Director,  
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**Anna Malti**  
Director of Social Responsibility,  
OTE COSMOTE



**Nikolaos Marinakos**  
CSR Director  
National Bank Group



**George Papaioannou**  
Communications Manager,  
AbbVie



**Fani Petridi**  
CSR Manager  
& Communications, Roche



**Vassia Stasinopoulou**  
Community Relations  
& CSR Senior Manager, WIND



**Sevi Sfakianaki**  
Senior Specialist Policy  
& Communication, MSD

# The Inaugural Event

The Inaugural event of the Initiative Sustainable Greece 2020 was organized on **29 April 2014**. The main message of the event was that for the first time, Sustainable Development constitutes the common goal, the common vision and a framework of cooperation of the Greek market, the civil society and the Greek authorities. A wide range of 350 representatives from the business community, the national and local authorities and the civil society took part at the event, who have been informed about the overall Initiative, its goals and next steps.

During the Inaugural event, **24 business associations and 25 companies** shared the common vision of the Initiative with their participation in the Initiative as **Sustainability Ambassadors**. Through the symbolic movement of the signing of the **Charter for a Sustainable Greece**, they committed to participate in the Initiative with the development of specific actions which contribute to the promotion of sustainable development in our country.

## Efthymios Vidalis

President SEV Council for Sustainable Development

« As far as the issue of financing businesses is concerned, which is a crucial one, I believe that a serious enterprise should view Sustainable Development under the framework of its environmental and social dimensions as an important opportunity of risk management. »

## Nikos Charalambides

Managing Director, Greenpeach Hellas

« The ongoing crisis we are living through, has given us the chance to create a different framework of development. I do not think that we have seized this opportunity yet. We must open a wide and substantial dialogue and we are not used to that. Sustainable Development needs long-term planning, deadlines and Performance Indicators. »



## Peter Bakker

President of World Business Council for Sustainable Development

Inaugural Event 2014

« The Initiative's Sustainable Greece 2020 priorities are aligned to the national and European policies. All of us at WBCSD, we believe that the business community can play a crucial role as far as the promotion of Sustainable Development is concerned contributing to tangible solutions that are applied not only at the local but also at the international level, rendering even more successful those businesses that are sustainable ensuring in parallel a growing social welfare and the protection of the environment from which we all depend. Having said that, we are looking forward to our close cooperation between WBCSD and the Initiative under the framework of the Action 2020 with the view to set concrete goals and to promote further the partnerships amongst the business sector, the national authorities and the academic community for the tackling of modern challenges such as the climate change. »

## Dr. Guenther Bachmann

General Secretary of German Council for Sustainable Development (RNE)

Inaugural Event 2014

« I am impressed by the Initiative Sustainable Greece 2020 which promotes Corporate Social Responsibility under the context of Sustainability. I am convinced that the ambitious policies for a Sustainable Future offer new opportunities for prosperous green economies, respectable work and growing welfare. The German Council for Sustainable Development (RNE), which is a multistakeholder and advisory body linked to the German government supports the road towards Sustainable Development. Initially, we have introduced the Sustainability Code in Germany. Now, we are delighted to see the Code to be adjusted and applied in the Greek market. We are working together with the view to establish a European Sustainability Code as a practical tool of self-commitment and transparency of organizations. We are looking forward to our common cooperation which is I think a useful example also at the European level as it promotes stakeholder engagement and continuous dialogue towards a Sustainable Future for all of us. »



## Yannis Michael

President, Society for the Environment and Cultural Heritage

« In the overall discussion about Sustainable Development, there is a great deal of theory and we must become more practical. We must set tangible targets as well as the necessary Performance Indicators in order to assess the capacity of every action. »

## Christos Gkortsos

General Secretary, Hellenic Bank Association (HBA)

« The banking sector follows closely all issues related to sustainability and we are delighted especially during this particular period of time as a sector to contribute through our activities in this Initiative to the creation of a new development model with specific targets and deadlines. »

## Constantinos Frouzis

ex. President of Hellenic Association Pharmaceutical Industries

Inaugural Event 2014

« In this country, we must finally incorporate the element of innovation in the discussions about Sustainable Development, an issue of utmost importance for the health sector. Therefore, speaking about Indicators, perhaps we should also introduce an Indicator measuring innovative thoughts. »



## Annual Event

A year later, on May 2015, at the Megaron Mela building of the National Bank of Greece, the Initiative's first year's results have been presented during the **annual event** with keynote speaker Mrs. Louka Katseli, President of the Hellenic Bank Association and President of the Board of Directors of the National Bank of Greece. During the event, the participants had the opportunity to be informed about the development of the Initiative's deliverables as well as its next steps. In parallel, those organizations that every year participate in the Initiative as Sustainability Ambassadors, signed the Charter for a Sustainable Greece therefore rising the initial number of members to **33 business associations and 49 companies**.



### Louka Katseli

**President of the Hellenic Bank Association  
and President of the Board of Directors  
of the National Bank of Greece**



With a great pleasure I am participating in today's annual event of the Initiative Sustainable Greece 2020, an Initiative that brings together the business community, the State as well as citizen's networks and associations with a common goal to promote Sustainable Development and Responsible Business in our country.

An Initiative in which the Hellenic Bank Association participates actively as an Inaugural member and that continues to support the important work in progress in terms of the creation of the Greek Sustainability Code.

At this point, I would like to express my support for the effort to create a practical tool of self-commitment and transparency for the businesses and organizations that wish to be connected to issues of Sustainable Development through Performance Indicators according to international standards responding at the same time to the requirements of the EU Directive for disclosure of non-financial data.

The Sustainability Code will indeed constitute a practical tool for the promotion of sustainability, transparency and competitiveness of an organization setting the framework for the creation of other parallel incentives in cooperation with all involving parties such as Banks, Chambers of Commerce for the promotion of exports etc.

The Initiative Sustainable Greece 2020 becomes even more important in today's context of economic and

social crisis. The point is to be able to create a new development model that would liberate creative forces while transforming our production base via innovation and openness.

Sustainable Development is the key for exiting the current crisis, for tackling crucial social issues such as rising unemployment. Mainly Sustainable Development ensures that the policies that are applied satisfy the needs of today without compromising the possibility of future generations to satisfy their needs too.

Sustainable Development is also an integral part of the EU's strategy, complementing the Lisbon strategy. A strategy that according to the EU is based upon basic principles such as the promotion and protection of fundamental rights, of social cohesion, intergenerational solidarity, the fostering of an open and democratic society as well as the engagement of citizens, stakeholders, businesses and social partners.

**Antonis Papaderakis**  
**General Secretary of Commerce,  
Ministry of Development**  
Annual event, May 2015

« Ensuring transparency under the context of reporting following international standards constitutes an important factor for the quality of the relation between the business and the society. Towards this effort, the role of Initiatives such as Sustainable Greece 2020 is crucial. »

**Nikos Sarantis**  
**Mayor of Agioi Anargyroi and Kamateros**  
Annual event, May 2015

« The whole discussion put forward by the actual Initiative in relation to Sustainable Development constitutes a major concern in this country. The question is how to move away from today's recession to a totally new reality. »



## The European dimension of the Initiative and the relations with Networks abroad

QualityNet Foundation follows closely all the modern trends and developments on issues of Sustainable Development at the national and European level.

Towards this goal, QualityNet participates in a series of networks abroad and cooperates with organizations with the view to promote the aims of the Initiative Sustainable Greece 2020 as well as the actions that are developed in our country with regards to issues of Sustainable Development, Responsible Business and Social Responsibility despite current conditions and challenges.

In more detail, QualityNet Foundation has participated in the following conferences and meetings at the European level in cooperation with the following organizations: ▶ ▶ ▶

### **N** German Council for SUSTAINABLE Development

Under the context of the cooperation between QualityNet Foundation and the German Council for Sustainable Development, (<http://www.nachhaltigkeitsrat.de>) QualityNet Foundation participated in a European Forum in Berlin on 28 January. At the European Forum, a wide range of representatives took part from the European Commission, the European and German Parliament, European and International organizations, the German government, German businesses as well as the civil society.

The Forum focused upon latest developments regarding the creation of a European Sustainability Code as a practical Pan-European platform of transparency under the framework of the current EU Directive for the disclosure of non-financial data as well as the equivalent practices at the member states level with the view to respond to the requirements of the Directive. Mrs. Chrysoula Exarchou, Vice President of QualityNet Foundation, representing the Initiative Sustainable Greece 2020, presented at the European Forum the latest actions for the creation of a Greek Sustainability Code and its adjustment to the particularities of the Greek market.



QualityNet Foundation participated in the Multistakeholder Forum for Corporate Social Responsibility that was organized in Brussels on 3 and 4 February. The Forum gave the opportunity to QualityNet Foundation to follow developments with regards to Corporate Social Responsibility at the international and European level.

The Forum showed that Sustainable Development and Responsible Business cut across a wide range of issues such as international development cooperation, financial markets, supply chain, responsible procurement, human rights, SME's as well as national strategies at the member state level.

More information about the Forum:  
[http://ec.europa.eu/growth/industry/corporate-social-responsibility/index\\_en.htm](http://ec.europa.eu/growth/industry/corporate-social-responsibility/index_en.htm)



### wbcasd

Through the Initiative Sustainable Greece 2020, QualityNet Foundation cooperates closely with World Business Council for Sustainable Development (WBCSD), the international Council for Sustainable Development. In the context of this partnership, QualityNet Foundation participated actively in a series of meetings amongst Council's members first in Atlanta, in November 2014 and then in Montreaux, in April 2015.

These meetings gave the opportunity to QualityNet Foundation to follow international trends, priorities as well as the proposals of the business community as far as Sustainable Development is concerned.

## Presentation of the Initiative Sustainable Greece 2020, at the Global Compact Conference in Berlin



**QualityNet Foundation, the organizer of the Initiative Sustainable Greece 2020**, under the context of its official presentation at the European level, has participated in the **UN Global Compact annual conference in Berlin on 13-14 October**, which has celebrated

its 15 years of operation. In more detail, QualityNet Foundation participated in the proceedings of the UN Global Compact in Berlin via an **official booth** in cooperation with its strategic partner the **German Council for Sustainable Development (RNE)**, advisory body of the German government on issues of sustainable development.

The International Conference of the UN Global Compact has gathered approximately **400 participants**, representatives of businesses, business associations, non-for-profit organizations, local authorities, representatives of the German government as well as the European institutions.

QualityNet Foundation's goal was to present the **Initiative Sustainable Greece 2020** as a case study of multistakeholder engagement and dialogue for the promotion of Sustainable Development at the national level as well as the presentation of tools and methodologies that have been created during the first year of the Initiative.

Special emphasis was given to the work that has been conducted for the creation of the **Greek Sustainability Code** and its adjustment in the particularities of the Greek market. The Greek Sustainability Code which gets its knowhow from the German Sustainability Code constitutes a practical tool of transparency and self-commitment of the organizations on issues of Sustainable Development and Responsible Business and responds to the requirements of the EU Directive for the disclosure of non-financial data.

The close cooperation between the two organizations has also been underlined by **Prof. Dr. Lucia Reisch, Member of the German Council for Sustainable Development (RNE)** and moderator of the opening panel of the conference. Prof. Reisch mentioned that through the development of the Sustainability Code which is the centre of the strategic cooperation between QNF & RNE, a greater platform for the promotion of sustainable development will be developed at the European level. Prof. Reisch underlined characteristically that QualityNet Foundation is the organization responsible for the adaptation of the Sustainability Code at the national level with the creation of the Greek Sustainability Code.

In parallel, **Mrs. Yvonne Zwick, project manager of RNE** during her presentation at a special break out session of the conference regarding reporting requirements at the EU Level, had the opportunity to refer in more detail to the benefits and the special characteristics of the Sustainability Code as a practical tool for transparency and self-commitment of organizations underlining also the strategic cooperation of RNE with QualityNet Foundation.

Mrs. Yvonne Zwick mentioned that *"The Initiative Sustainable Greece 2020 constitutes an example in terms of how a private non-governmental Initiative of a small country with immense financial and social issues, has managed by engaging important actors and organizations as well as by developing particular tools such as the Sustainability Code to contribute to the creation of a new model of development and social cohesion."*




SUSTAINABLE GREECE 2020

# SUSTAINABILITY AMBASSADORS 2015



[www.sustainablegreece2020.com](http://www.sustainablegreece2020.com)





CREATING POSITIVE CONTRIBUTION  
TO THE SOCIETY AND NATURE

Successful companies are viewed not only as per their financial performance, but also as per their capacity to create value for all their stakeholders in the way they manage their business. This has been our conviction for many years. For us Sustainable Development goes beyond the management of risks and beyond simply complying with standards and legislation. We believe that the success and development of a leading company such as ours depends on embracing a vision and a long-term strategy, one that creates value and shapes a more sustainable future for the society.

**Pierre Deleplanque**  
Chief Executive Officer

[www.lafarge.gr](http://www.lafarge.gr)

Read more

<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>



Corporate profile

**Athens International Airport S.A.** is a pioneer private-public partnership for the construction and operation of Greece's capital airport, whose aim is to create sustainable value for all stakeholders by offering value-for-money services and by developing both its aeronautical and non-aeronautical sectors.

At **Athens International Airport**, it is our enduring belief that good business is good for the business itself. We acknowledge and respond to diverse Stakeholder interests, we ensure productivity while controlling risks, we attain growth while respecting the environment and we constrain costs while delivering a positive socio-economic impact.

As part of our perpetual drive for attaining sustainability through this balanced effectiveness, we undertake initiatives for issues that are essential to our Stakeholders. For example, we take action to reduce our environmental impact by participating in the Airport Carbon Accreditation programme and by continuously reducing our energy consumption (21% reduction in electricity consumption since 2005, avoiding the emission of 22,000 tonnes of CO<sub>2</sub> per annum).

We remain firm on our course for responsible business in order to continue delivering solid financial and non-financial value to our Stakeholders. We embed recognized sustainability principles in our corporate values and in our day-to-day operations, setting an example within our local and global business communities.

**Dr Ioannis N. Paraschis**  
Chief Executive Officer

[www.aia.gr](http://www.aia.gr)

Read more

<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>



## **GEK TERNA** GROUP OF COMPANIES

### Corporate profile

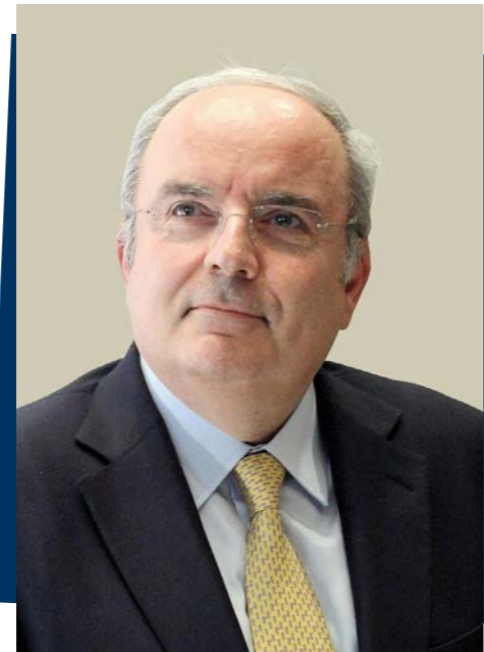
The **GEK TERNA GROUP** expertise spans from construction, energy production and supply, concessions, waste management and mining activities to Real Estate development & management.

Starting 45 years ago in Greece and now present in 16 countries in Europe, the Middle East, North Africa and the USA, and through our culture and values, **GEK TERNA** Group has succeeded in establishing a strong corporate reputation and solid, long-term trusted relations with our employees, business partners, shareholders and other key stakeholders.

Despite the presently difficult economic environment in Greece, our people's know-how, our persistence to continuously invest and the high quality of our projects allow us to remain one of the top business groups in the country and in the sectors where we operate in. At the same time, we offer targeted support to socially vulnerable groups as well as to the local communities where we operate.

Moreover, we actively and continuously support the Greek economy and the banking system by providing jobs to more than 6,000 people, by having invested more than 1.5 billion euros during the crisis and by maintaining all our capital reserves in Greek banks.

**George Peristeris**  
Chief Executive Officer



[www.gekterna.gr](http://www.gekterna.gr)

Read more

<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>



**ELVAL**  
HELLENIC ALUMINIUM INDUSTRY S.A.

### Corporate profile

**Elval** is a leading aluminium processing and trading Group in Europe. With a manufacturing base of 12 production plants in Greece, Bulgaria and the United Kingdom, 90% of its sales is generated in more than 90 countries worldwide.

Corporate Responsibility is a major requirement for Sustainable Development and a factor of stability and success. Applying responsible operation practices is our strategy, placing emphasis and focusing on substantial issues and vital pillars of business responsibility.

- We invest substantially and systematically in our people by placing emphasis on their continual training and development, while we provide a working environment of equal opportunities that respects employees' personality.
- Our main priority is to ensure a healthy and safe working environment with no risks, injuries, accidents and work-related illnesses.
- Elval's primary goal is to respect and protect the natural environment.
- We diligently promote aluminium recycling in Greece, through the operation and activities of the Aluminium Can Recycling Centre (CANAL). In addition, we invest in environmentally friendly modern recycling technology.
- We are constantly aiming at innovation and therefore we place major emphasis on research and development of new technology, in order to achieve innovative solutions and products with added value for our customers. We build our relationships with customers and partners based on trust and we always support the needs of the local community where we operate.

**Lambros Varouchas**  
General Manager



[www.elval.gr](http://www.elval.gr)

Read more

<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>



NATIONAL BANK OF GREECE

# A major healthcare project has come true

National Bank of Greece donated €30 million to Greece's largest hospital.

Throughout its long history, NBG has stood by one of its core values and working principles: to contribute to the society in which it operates. Once again NBG has given tangible proof of its social awareness, with the completion of a major project, the construction of Europe's newest cutting-edge surgery and recovery wing at Evangelismos Hospital.

This complex project that has been running over several years was completed thanks to a €30 million donation by NBG. Thus, one of the largest and oldest Greek hospitals acquired a new building with a floor area of 12,000 sq.m. equipped with the latest medical technologies.

A total of 15 new state-of-the-art operating rooms with high-tech medical equipment, Corian walls for bacterial protection, surgical LED lights and special air conditioning that ensures an optimum asepsis air environment

2 orthopaedic operating rooms with state-of-the-art columns for anaesthetists, laparoscopists and arthroscopists

2 of the largest cardiosurgery rooms in Greece, equipped with the latest technology

2 neurosurgery rooms with the potential to contain a fixed MRI or a portable CT scan

double-access monitoring room and full X-ray protection for staff

a hybrid operating room, unique in Greece enabling instant switch from endovascular intervention to open surgery

3 recovery rooms with medical equipment introduced in Greece for the first time

A cutting-edge hemodynamics department with three angiography units

36 sterilization units equipped with state-of-the-art washing machines and sterilization ovens

5 operating rooms for general and laparoscopic surgery

1 hi-tech operating room for thoracic surgery

2 rooms for endoscopic interventional urology

In its role of socially responsible corporate citizen, NBG gives tangible evidence of its long-standing contribution in the sphere of health.

By meeting on an ongoing basis the material operating needs of many Greek hospitals, NBG plays a key role in enhancing the healthcare conditions of thousands of patients, thereby improving the quality of life for all.

Now, this significant donation signals the beginning of a new era for one of the largest hospitals in Greece.

A project for life by a major banking group. An NBG Social Responsibility Project.



NATIONAL BANK OF GREECE

### Corporate profile

National Bank of Greece leads the largest financial group in Greece and SE Europe, boasting a dynamic presence in 12 countries. Altogether, it runs 10 banks and 63 financial organizations.

With a corporate history going back more than 174 years, National Bank of Greece has played a key and institutional role in the economic development of the country, being prepared always to undertake major initiatives, particularly in difficult times.

The responsible operation of NBG, as an inseparable part of the society in which it operates, is reflected in the organization's vision and values, demonstrating its commitment and dedication to corporate responsibility.

In the framework of this commitment, NBG introduced its Group Corporate Social Responsibility Policy and the Environmental Management System of the Bank.

In addition, over the years NBG has forged and developed its "Responsibility" Corporate Social Action Program, which focuses on three key pillars: the Community, Cultural Heritage and Environment. In 2014, the total sum of money provided via the "Responsibility" Program to a host of social actions amounted to €18.8 million.

Standing by its commitments, in 2015 the Bank continues to implement its strategy alongside its broad social work, implementing targets to promote economic growth, supporting actions for green development and further enhancing the caliber of its human resources, the quality of its services to customers and its contribution to the community in which it operates.

Leonidas Fragkiadakis  
Chief Executive Officer

www.nbg.gr

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**Corporate profile**

**HELLENIC FERTILIZERS AND CHEMICALS ELFE s.a.** (former Phosphoric Fertilizers Industry), was established in 1964 and is the only chemical fertilisers production Plant still in operation in Greece. The Company has a worldwide presentation in the fertilisers' competitive market due to its excellent quality products.

Sustainable Development is a process for meeting the human needs of today without compromising the ability of future generations to meet their own needs.

**ELFE** aims to contribute to Sustainable Development through the support of food production, the resources conservation, the preservation of the natural environment and the quality of life improvement.

At ELFE, we believe that businesses can only grow sustainably in a healthy environment and in a stable and wealthy society. We are working for a competitive and dynamically developing company, which operates responsibly and respectfully towards its shareholders, employees, customers, consumers, the society and the environment.

ELFE has a longstanding goal of creating a culture of sustainable awareness and decided to support the creation of a Sustainable Economy-Society model in Greece. The company has committed to operate sustainably and responsibly and has aimed to actively improve its sustainability performance over the time.

**George Georgaras**  
Vice-President and Chief Executive Officer

[www.elfegroup.eu](http://www.elfegroup.eu)

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**Corporate profile**

For the last 85 years the brand name **ION** has become the generic name for chocolate in Greece, due to the company's adherence to quality, innovation and special taste of its products.

Our company was founded in 1930 and for 85 years is the leader in the field of cocoa and chocolate in Greece, having as its basic strategy: to always produce quality and safe products respecting the internal and external environment.

Proof of this strategy, which governs all our operations, particularly our production process, is our commitment to implement systems to protect the environment (ISO 14001: 2004), to ensure the absolute safety of the products we produce (ISO 9001: 2008 and ISO 22000: 2005) and to enhance the protection and further development of our relations with consumers, our customers and suppliers. Also, we pay special attention to the well being and development of our employees through continuing education and social programs.

In addition, our company has a broad program of support for Greek society and sensitive social groups. It is evident that for us the concepts "Corporate Social Responsibility" and "Sustainability" is a key element of our business practice.

CSR Team  
**Stathis Loizos** Board Member ION SA, Managing Director Interior SA  
**Vasilis Boukidis** R&D, Quality Control and Food Safety Director  
**Panagiotis Zouzaneas** Environmental Management Director  
**Maria Mara** Environmental Management Deputy Director  
**Stathis Vasileiou** Environmental Management Deputy Director  
**Michael Filippidis** Group Brand Manager, Marketing Department

[www.ion.gr](http://www.ion.gr)

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<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>





We invest in sustainable development, giving priority to environmental protection.

We implement sustainable development in all our activities for a better tomorrow. We are committed to enhance the ambitious and creative business culture with consciousness of our social responsibility, aiming to the development and prosperity of future generations.

SAVING THE FACTORY



Corporate profile

HELLENIC PETROLEUM is a leading energy group in Southeast Europe, with presence in 7 countries and activities spanning across the energy value chain. Its shares are listed on the Athens and London Stock Exchange.

HELLENIC PETROLEUM, a group with a wide range of activities in Southeast Europe, contributes significantly to the growth of the economy by providing top quality products and services. HELLENIC PETROLEUM has a great sense of responsibility towards all stakeholders, the employees, the society, the environment and the economy.

Due to current global redeployment of energy resources, exploring energy options from renewable resources is priority for the HELLENIC PETROLEUM GROUP. Key for this strategic choice is to move towards a Sustainable Development, main feature of which will be:

- Less dependence on imported fossil fuels
- Expansion of diversification of energy resources
- Tackling climate change through energy efficiency and further reduction of GHG emissions
- Use of renewable resources, especially domestic biomass, contributing to regional and rural development, creating new job positions and better energy services and improving healthy work environment

HELLENIC PETROLEUM strategy for sustainability is relied on the three key pillars, namely Environment, Economy and Society. However, Health and Safety at work, investment in human resources, constant modernization of our equipment, and cooperation and satisfaction of all our social partners remain our equally important principles and priorities.

Group's Management is committed to enhance the ambitious and creative business culture with consciousness of its social responsibility, aiming to the development and prosperity of future generations.

Grigoris Stergioulis  
Chief Executive Officer

www.helpe.gr

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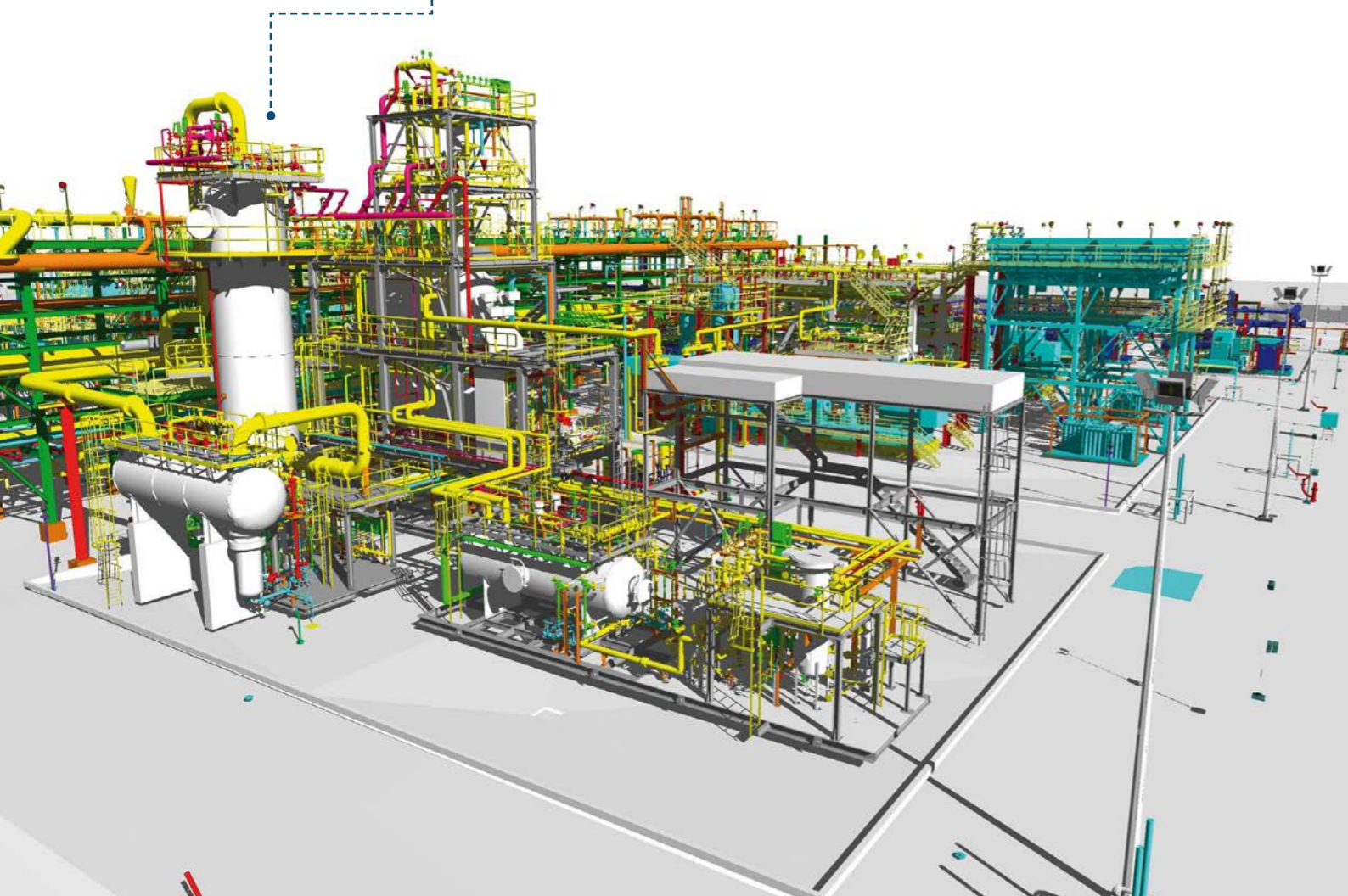
<http://www.sustainablegreece2020.com/gr/sustainability-ambassadors-list>





### ENERGY & INDUSTRIAL

- Project Management
- Consultancy
- Conceptual Design, Feasibility Studies, Initial Project Planning
- Basic Design
- Front End Engineering Design (FEED)
- Detailed Engineering
- Procurement Services
- Construction Management & Supervision



#### Corporate profile

**ENOIA** is proud for its sustained reputation concerning the effective and reliable engineering solutions given, its long lasting business relationships with Clients, Partners and Stakeholders, its accountability and legitimacy. These outcomes were built after our solid business philosophy on Integrity and its connection with Sustainability. This means we can always be trusted to do the right thing and this is the safest path towards Sustainability.

**ENOIA** is a world class Project Management and multi-disciplinary Engineering company with a proven track record in major international industrial projects. ENOIA was founded in Athens in 1987 and has an active presence in countries, besides Greece, of North Africa, and Middle East (Saudi Arabia, United Arab Emirates, etc.).

Every member of our organization has an important role towards ENOIA's Sustainable Development. Everything we choose to make or omit to make either creates or lessens the value of our activities. In ENOIA we know that our choices have an important impact and sometimes are decisive to the course of our lives, communities and environment.

In support of Sustainability we implement policies which ensure Company's standards of operation and business conduct are maintained and developed. We are committed to these standards and routinely monitor our compliance across and around the organization.

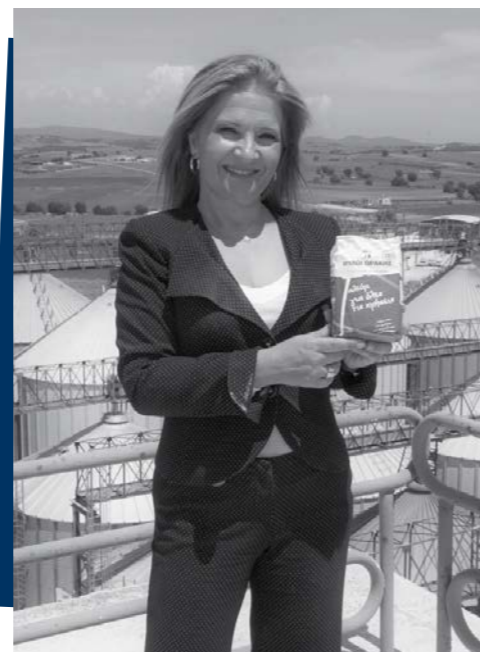
**Georgios Florakis**  
General Manager

[www.enoia.gr](http://www.enoia.gr)

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#### Corporate profile

For nearly a century, **Thrace Mills** have produced a wide range of cooking and baking products, according to the needs of both domestic and foreign market-places.

**Flour Mills Thrakis I. Ouzounopoulos S.A.** is one of the most important family-flour producer industries measuring three generations and 90 years of operation. Its main characteristics are the respect for the consumer, its close connection with the raw materials of the Greek land, the innovation, the environmental protection and its contribution to the society of the region of Western Thrace.

The company started since 2010 pilot innovative cultural programs in cooperation with Democritus University of Thrace. Today, it is working together with more than 600 producers that cultivate 35,000 acres of land in East Macedonia-Thrace and produce more than 17,000 tons of soft wheat, comparable to high-quality soft wheat imported into the country.

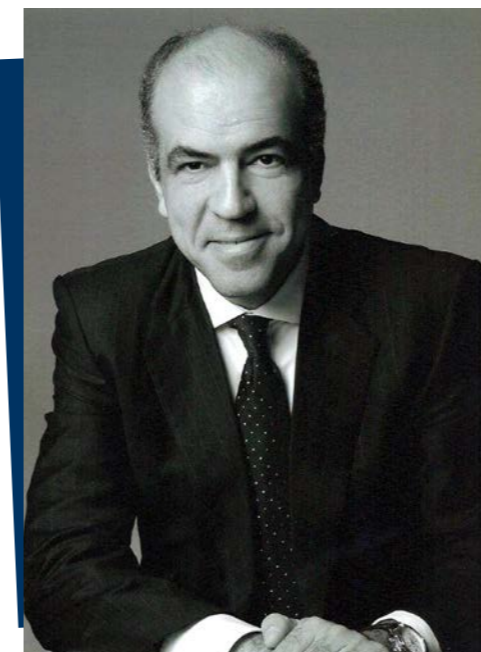
Its close cooperation with farmers, universities and research centers, enhances and revives the ancient granary of Thrace, leading to the production of high purity and nutritional value of wheat flours, from domestic raw materials, supporting jobs and income in the region, helping the economy through investment and reduction of raw material imports.

**Konstantina Ouzounopoulou**  
Manager Director

[www.myloi-thrakis.gr](http://www.myloi-thrakis.gr)

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COSTA  
NAVARINO

#### Corporate profile

**TEMES S.A.** is a premier developer of luxury mixed-use resorts. Through Costa Navarino, its flagship development in the Greek region of Messinia, it contributes to the establishment of Messinia as a world-class, high-end destination.

**Costa Navarino** has been developed with the vision to place Messinia in the world tourism map, while protecting and preserving its nature and heritage. Here, at Greece's prime sustainable destination and one of the biggest tourism developments in the Mediterranean, we introduced a new model for touristic development. A model that is based on sustainability and its success is based on the success of the overall region: a concept that has become a best practice example globally.

This vision for a sustainable touristic development is applied through our business policy, in our everyday operation, comprising a fundamental element of the identity of the destination. For this purpose, we allocated more than 10% of the 550 million euros budget of the first development phase, to the implementation of our environmental infrastructure and practices. This approach has been recognized not only from the local community via its unanimous support, but also on an international level, setting Costa Navarino as a global paradigm of sustainable tourism development.

**Stefanos Theodorides**  
Managing Director

[www.costanavarino.com](http://www.costanavarino.com)

Read more

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# Continuous Responsible Growth

**MYTILINEOS Group**, being as one of the largest industrial groups in Greece, following a course of international growth, seeks to return, in terms of sustainability, added value to the society contributing to sustainable development, in the best way possible.

**With a social product that exceeded the €261 mio**, in 2014 and despite the objective difficulties of the prolonged economic crisis, the Group continues to maintain the principles that guarantee the unbreakable alliance with Society, Employees and the Environment. **The Group's consistent goal is to safeguard environmental and social stability and its responsible operation, proving its timeless commitment to Continuous Responsible Growth.**

**Environment**

- Full compliance with environmental legislation
- The total expenditures for the implementation of the Group's environmental policy reached **€9.2 mio**
- Reduction of the total waste amount at **12.6%**
- Percentage of waste recycled reached **48.5%** (refers to the waste quantity without bauxite residues)
- Reduction of drinking water consumption from public water supplies or municipal reserves by **35.4%**
- Reduction of specific air emissions (Perfluorocarbons CF<sub>4</sub> & C<sub>2</sub>F<sub>6</sub> are gases that contribute significantly to global warming) by **3.8%** as well as fluoride emissions reduction by **10%**

**Society**

- Total employment in the Group increased by **6.8%**
- **87%** of the Group's total workforce comes from local communities
- **160** young employees <30 years old were hired
- The women employment in the Group amounted to **13.7%**
- The workers accident frequency index decreased by **35%**
- A total of **53,995** hours of training programmes took place in all Group subsidiaries
- The total cost to Greek suppliers amounted to **€202 mio**
- The value of Group's sponsorships and donations plan came up to **€865,431** covering a broad range of social issues

**Corporate Governance**

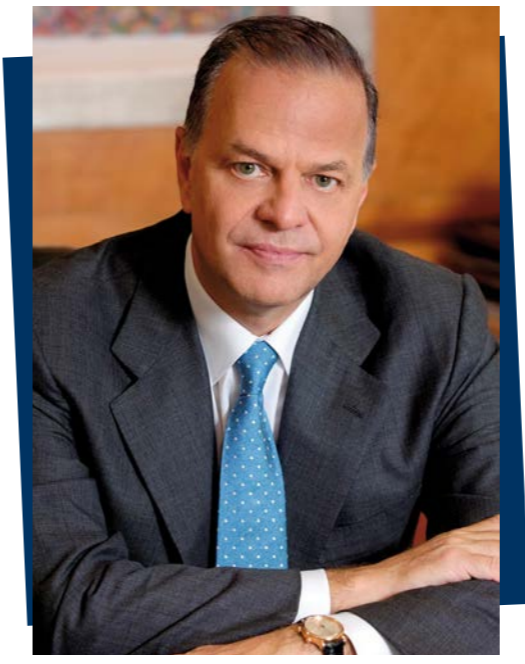
MYTILINEOS Group applies the principles of Corporate Governance in accordance with the Greek laws in force. **Primary objective of the Group is to safeguard the interests and the sustainability of its subsidiaries and to maximise the benefits to the shareholders and in general to the investment community.**

Basic elements of Group's Corporate Governance:

- "SEV Corporate Governance Code"
- Professional Ethics Code
- Suppliers & Business partners Code of Conduct
- Internal Audit System
- Risk Management
- CSR Governance System



For more information please visit the MYTILINEOS Group Sustainability Report 2014: [www.mytilineos.gr/Uploads/ETHSIA\\_DELTIA/csr\\_reports/CSR\\_REPORT\\_2014\\_ENG.pdf](http://www.mytilineos.gr/Uploads/ETHSIA_DELTIA/csr_reports/CSR_REPORT_2014_ENG.pdf)



Aware of our role as one of Greece's leading industrial Groups with a considerable impact on the country's growth, in **MYTILINEOS Group** we seek to meet the demanding challenges of our times not merely adequately but, first and foremost, in a way that balances economic growth with social and environmental performance.

On the global level, we establish the products of the Greek metallurgical industry across the world, we excel in the construction of large-scale EPC energy projects in rapidly growing foreign markets and we carry out pioneering investments that pave the way for Greece's energy future and open up prospects for society, for businesses and for the environment.

Guided by our vision for the future, we are taking steady steps and remain firm in our non-negotiable commitment to the goal of «Continuous Responsible Development». Drawing on our long-standing core values, in taking every business step we do so with respect to the environment, to our employees and to our shareholders. At the same time, we are engaged in a continuous evaluation process of our actions, so that we can keep improving our overall footprint in the local communities where we operate.

We move steadily ahead on a course of Sustainable Development, which we strive to integrate into our daily operations and practices.

**Evangelos G. Mytilineos**  
Chairman of the Board & CEO

**Corporate profile**

**MYTILINEOS HOLDINGS S.A.** is one of Greece's leading industrial Groups, with activities in the sectors of EPC Projects, Metallurgy & Mining and Energy since 1908.

[www.mytilineos.gr](http://www.mytilineos.gr)

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# OTE AND COSMOTE JOIN FORCES



## COSMOTE

our world is you



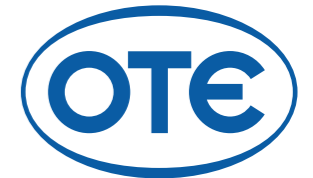
They create a whole world of communication and entertainment with unrivalled products and services, exceptional customer-dedicated service and an extensive retail network.

All of this so that in the future you'll be able to do things that will sometimes make you wonder:

How is it possible?



GROUP OF COMPANIES



GROUP OF COMPANIES

### Corporate profile

At **OTE Group** we are equally concerned with our economic, social and environmental scale and impact.

Having built our financial robustness, we remain by far the biggest investor in new technologies in Greece. Further expanding our New Generation Networks at a fast pace we help businesses to grow and national economies to develop and prosper.

Our investment in society and in the environment remain an integral part of our business. Through our Corporate Responsibility programme, we contributed more than €2,8 million, for social and environmental initiatives. Our people remain our most valuable asset. In a prolonged crisis environment we secure employment for our personnel, while offering much-needed job opportunities.

Our customers and their needs are behind every decision we make. Our main focus is to give them the best possible digital communications experience through our technology and expertise and develop an even stronger, more sustainable business that will create new opportunities for all.

**Michael Tsamaz**

Chairman and Chief Executive Officer

**OTE** is the biggest telecommunications provider in Greece, while **COSMOTE**, with more than 15 million customers, offers an up-to-date telecommunications network.

[www.cosmote.gr](http://www.cosmote.gr)

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**Corporate profile**

**Coca-Cola Tria Epsilon** is the leading Greek company of non-alcoholic beverages. Through a network of 25 production lines and distribution sites across Greece, it contributes in the growth of Greek economy and community.

At **Coca-Cola Tria Epsilon** we have a long-term commitment to corporate responsibility and Sustainable Development. This commitment is core to our decision-making for the way we do business and operate, while also being present through our policies and practices.

Fully aligned with the Sustainable Development policy of the Coca-Cola HBC Group, a leader at the Dow Jones Sustainability Index, we continuously raise the bar for the practices we apply locally. These practices run across the sustainability spectrum, ranging from caring for our people and partners and contributing to a responsible marketplace, to the protection and awareness of the natural environment along with supporting the communities in which we operate. As a Sustainability Ambassador within the context of the Sustainable Greece 2020 Initiative, we will contribute with our best practices to this preeminent dialogue on Sustainable Development in which businesses, authorities and the society join their efforts.

**Naya Kalogeraki**  
General Manager

[www.coca-colahellenic.gr](http://www.coca-colahellenic.gr)

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**Corporate profile**

**TITAN Group** is an independent, vertically integrated cement and building materials producer with 113 years of industry experience. Headquartered in Greece, TITAN Group owns cement plants in nine countries.

Practicing Sustainable Development and Responsible Entrepreneurship, considered today to be a best practice globally, has been an integral part of **TITAN**'s overall business strategic direction and operation since its founding in 1902: a clear focus on the principles of Sustainable Development which balances between short- and long-term goals and simultaneously designs its policies and practices to promote health and safety at the workplace, the protection of the environment and the active co-operation with stakeholders.

Today, more than ever before, we pursue this full integration of sustainability in business through our international commitments, which include our participation in the UN Global Compact Campaign against corruption and a number of special Task Forces of the WBCSD/CSI (World Business Council for Sustainable Development/Cement Sustainability Initiative), among them those for Biodiversity and Sustainable Supply Chain, which we co-chair.

TITAN's philosophy, principles and accumulated experience form the basis on which we joined the Sustainable Greece 2020 Initiative, promoting a common vision for a sustainable economy with a prospering society and healthy entrepreneurship at its heart.

**Dimitrios Papalexopoulos**  
Managing Director

[www.titan.gr](http://www.titan.gr)

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**Corporate profile**

**Pharmaserve - Lilly** is a pioneer company at the human health sector, field of medicines, medical equipment and other products for human health with many years experience in Greece.

In **Pharmaserve - Lilly**, our priority is to bring high quality, life changing pharmaceutical products which meet identified needs and they offer real solutions to serious illnesses. Innovative medicines that help people live longer and have a better quality of life. Everyday we try to do everything possible to ensure patient's access to medicines they need, while providing support programs that contribute to their education for better use of them.

But for us, the way we operate is as important as what we achieve.

All our actions are grounded in our core Corporate Values of Integrity, Excellence and Respect for People.

We attempt with Responsible Practices that they reflect our Commitment to our Values, building healthy foundations for the present and the future.

**Spyros Filiotis**  
Vice President & General Manager

[www.lilly.gr](http://www.lilly.gr)

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**Corporate profile**

The **FOURLIS** Group is one of the largest trading groups of consumer goods in Greece, Cyprus, Bulgaria, Romania and Turkey.

In the ever changing world we live in, it is becoming more and more necessary to continuously seek ways not only for short-term success but also for long-term prosperity and sustainability.

Especially when it comes to business executives, the only way they can meet the needs of all the stakeholders, is to create prosperity and hope, together with a reasonable economic return of their investment and work.

The filters through which should "see" must include those of Integrity, Respect and Efficiency.

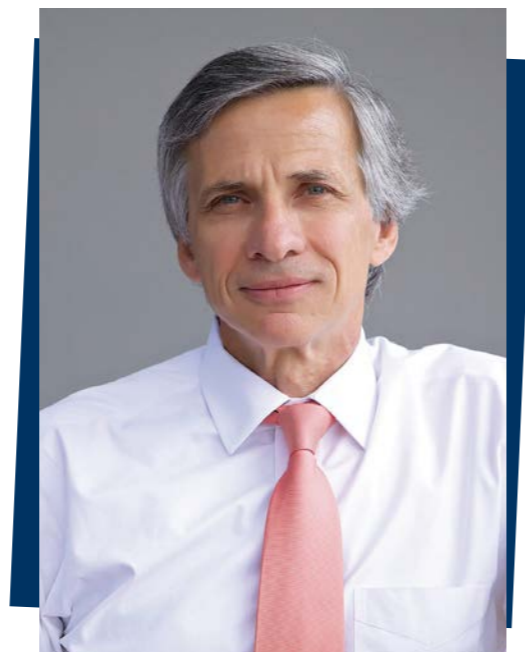
In light of these values, at the **FOURLIS** Group we daily act with responsibility and respect for our People, for the Society and the Environment while in all our planning, goals and decisions, even the most difficult, we make every effort to operate with the clear priority to create a better life for all.

**Apostolos Petalas**  
Chief Executive Officer

[www.fourlis.gr](http://www.fourlis.gr)

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#### Corporate profile

**AbbVie** is a global biopharmaceutical company and its mission is to use its expertise, dedicated people and unique approach to innovation to develop advanced therapies that address some of the world's most complex and serious diseases.

**AbbVie**, in its capacity as a new biopharmaceutical company, has set Sustainable Development and Social Responsibility as key pillars of its operation. Not just as theoretical concepts, but as an integral part of our everyday activity.

Our goal is for our actions to make investment with specific objectives, measurable results and benefits that will help us to continue to operate in the future as a responsible company, while providing significant value-add to society. For this reason, we participated recently in the diagnostic tool CRI Pass of the Corporate Responsibility Institute and received the relevant certification while at the same time we participate in a series of initiatives aiming at the enhancement of Responsibility and Sustainable Development in our country.

Our commitment in AbbVie, is to continue to move forward with small but complete and innovative steps to achieve this objective. Having always as partners our stakeholders and as leaders our own employees.

#### Pascal Apostolides

General Manager, AbbVie Greece,  
President of the Hellenic Association of Pharmaceutical Companies (SFEE)

[www.abbvie.gr](http://www.abbvie.gr)

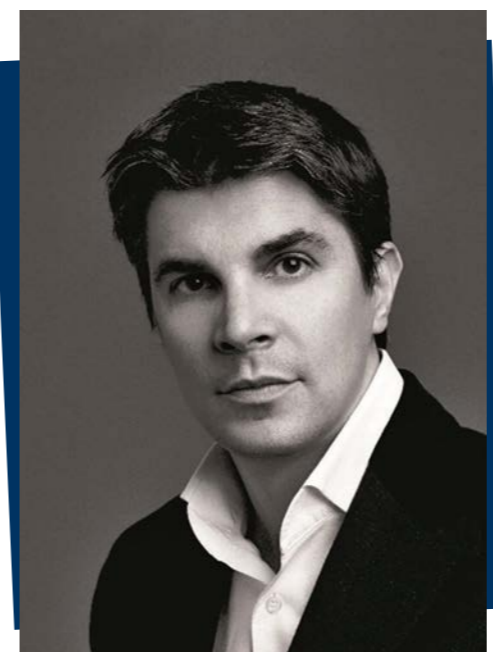
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Greece

ALDEMAR-RESORTS.GR



#### Corporate profile

**Aldemar Resorts** has gained international distinction as one of the most high-powered presences in the hotel industry by continuously investing in innovative products and ideas, demonstrating a high level of responsibility to man, society and the natural environment.

Quality is what counts.

What is recognized as quality today is the focus on people and their needs that tend to propose nature and environmental practices as the new luxury. Materials do not matter anymore, it takes more than that.

Our vision and commitment is to establish high standards of operation and development in Greek tourism and to put Greece on the global tourist map, as an outstanding, attractive destination with top-quality services and a wealth of experiences along with our cultural heritage and natural environment.

**Aldemar Resorts** is the first Greek company to introduce social contribution practices and responsibilities Implementing the Corporate Social Responsibility program titled "Mare Verde", to protect the environment, support local communities and promote the idea that human, environment and society is the center of all efforts. Having been awarded by the European index CSR, the World Travel Awards – Europe's Leading Green Hotel Chain 2012 & 2008/ Corporate Responsibility Index – Silver 2011/ Corporate Responsibility Index), the ISO 14001 by TUV Hellas, receiving Green keys and Blue Flags every year, we aim at protecting valuable natural resources, contributing to decrease our energy footprint, spreading the message of ecological conscience, being highlighted as the best working place.

**Alexander Angelopoulos,**  
Vice-President

[www.aldemar-resorts.gr](http://www.aldemar-resorts.gr)

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We create chemistry that helps shrinking farmland love growing appetites.



With a growing population comes the need for more food. To ensure that everyone can enjoy a balanced diet, we are co-creating solutions to a number of different challenges across the food production and supply chain. When more food gets to where it is needed, it's because at BASF, we create chemistry.

Share our vision at [wecreatechemistry.com](http://wecreatechemistry.com)

150 years

 **BASF**  
We create chemistry

SUSTAINABLE GREECE 2020



SUSTAINABILITY  
AMBASSADOR  
2015



#### Corporate profile

At **BASF**, we create chemistry – and have been doing so for 150 years. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future.

Sustainability is, therefore, firmly embedded into our strategy and organization, because we understand how crucial it is for our future. Growing demand is putting an increasing strain on our planet. We already consume more than the Earth can regenerate. We need to balance economic, environmental and social needs to ensure a more Sustainable Development. Awareness of sustainability is also increasing among our stakeholders. We need to engage in an open dialogue and act together with and for our customers and other stakeholders. We partner to develop more sustainable solutions. At the same time, we take advantage of business opportunities by offering our customers innovative products and solutions that contribute to Sustainable Development.

At **BASF**, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas.

**Vassilis Gounaris**  
Managing Director

[www.basf.gr](http://www.basf.gr)

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DEMO IS COMMITTED TO SUSTAINABILITY  
AND CORPORATE RESPONSIBILITY

Corporate Responsibility and the continuous effort for Sustainability should be a strategic decision for any modern corporation and that's even more the case for a national champion, like **DEMO**. Moreover, this is how a corporation can assure its long-term development and progress.

For us, corporate responsibility means acting ethically on a daily basis and taking into consideration not only the progress of our company, but also the general progress of the society. We believe that responsibility is more than just an ethics guide. Responsible corporations are those who make plans on a long-term basis, invest and lean on solid basis.

For us, responsible and thus sustainable growth means creating added value for the Greek economy and society, through initiatives that support our employees, our partners, the patients, the citizens and the environment. The pillars of our activities consist of cooperation with the local communities, innovation, exports, reduction of our environmental footprint and investment on human resources. This is how we repay to society its trusts and at the same time we create solid basis for the healthy progress of our company in the future.

**Dimitris Demos**  
General Manager

[www.demo.gr](http://www.demo.gr)

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Corporate profile

The Group of **Enel Green Power** contributes by its very nature to Sustainable Development: thanks to the widespread electricity generation from Water, Sun, Wind and the Earth's heat, it contributes to the fulfillment of Greece's energy needs through environmentally sustainable technologies. However, the company's approach to sustainability is not limited to stating its inherently green nature, but it also aims to apply a strategy that integrates sustainability in business practices and in its entire value chain. At local, country level Enel Green Power Hellas seeks to promote the integration of the above definition of sustainability into its strategy and business processes as well as throughout the value chain with a shared value perspective, in order to bring together the company's viewpoint and the needs of the society in which it operates and to pursue choices that create shared value for both parties.

**George Stassis,**  
Head of East Europe & Egypt

Founded in December 2008, **Enel Green Power Hellas** is the Enel Green Power Group company dedicated to the development and management of power generation from renewable sources in Greece, with 308 MW of installed capacity.

[www.enelgreenpower.com](http://www.enelgreenpower.com)

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DIAGEO

# Celebrating life, Every day, Everywhere



DIAGEO

Corporate profile

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories and some of the most famous brands worldwide.

In DIAGEO, our purpose is Celebrating life, everyday, everywhere. This means that we want for our brands to be part of every celebration and of Greek consumers' special moments. Moreover, it means that we do our best in our everyday life and we are as good as we can at work, with our friends, in society and for society.

For our brands, to be part of celebrations big and small. Our Ambition for DIAGEO is to be one of the best performing, most trusted and respected consumer products, companies in the world, and for this we must earn the trust and the respect of consumers and stakeholders. We must be transparent and authentic, demonstrating good citizenship every day, everywhere.

Penelope Kourkafa  
Country Director

www.diageo.com

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**Corporate profile**

**EY** is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over.

At **EY**, our commitment to Sustainable Growth and Responsible Entrepreneurship derives from our corporate culture and the Principles which are ingrained in our corporate DNA, and guide every aspect of our company's operation. Indeed, operating responsibly is a non-negotiable priority for us and we contribute to the creation of a responsible and sustainable entrepreneurial environment. Sustainability is at the heart of our corporate strategy of «Building a better working world». Our daily business operation is the most representative expression of our commitment to Sustainability. In this context, we invest in providing high quality services, we actively care for our people, and we encourage their empowerment through their educational and professional development. In addition, we favor diversity, we invest in innovation and entrepreneurship and our commitment to Sustainability becomes evident through its promotion to the entrepreneurial world, offering quality professional Sustainability services.

**Panagiotis Papazoglou**  
Chief Executive Officer

[www.ey.com](http://www.ey.com)

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**Corporate profile**

**Eurobank** is one of the four pillars of the Greek banking system. Moreover, Eurobank Group is present in seven countries (Bulgaria, Romania, Serbia, Cyprus, Luxembourg, Ukraine, London).

In **Eurobank**, in a rather challenging environment, we stay true to our Commitments for 2015, aiming to help support Greece's economy and Greek society at large. These commitments are Eurobank contribution to building the sustainable growth model that our country so urgently needs.

In this context, we at Eurobank have been taking specific action to enhance extroversion and innovation, also supporting initiatives that create value for society, such as the "egg-enter•grow•go" young innovative entrepreneurship programme, the "Greece innovates!" applied research and innovation competition and the "Great Moment for Education" programme. Moreover, we sustain our effort to support the real economy, by financing business plans that actually contribute to the Greek economy's growth.

I would also like to mention that Eurobank has joined the United Nations Environment Program Finance Initiative (UNEP FI) since 2005, working together with the United Nations Environment Programme for Protecting the Environment and promoting Sustainable Development.

**Fokion Karavias**  
Chief Executive Officer

[www.eurobank.gr](http://www.eurobank.gr)

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### Corporate profile

**Frigoglass** is a strategic partner to beverage brands throughout the world. We are the global leader in the Ice Cold Merchandisers (ICM) market.

In **Frigoglass** sustainability has an integral role in our corporate strategy. We recognize that sustainable business practices are an important component of how we run our business and interact with our stakeholders. We remain focused on maintaining sustainable, ethical and environmentally sound business practices, which in turn directly reform our growth strategy and drive our approach to innovation and environmental awareness.

Our objective is to continue harmonizing our business strategy with our sustainability strategy. We are committed to manage our impact on the environment and to support the communities where we operate. Going forward, we will continue to embed sustainability across our business and strive for continuous improvement.



**Nikolaos Mamoulis**  
Chief Executive Officer

[www.frigoglass.com](http://www.frigoglass.com)

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### Corporate profile

**Galenica** is one of the largest Greek pharmaceutical companies which promotes research and serves health with consistency and scientific responsibility by developing high-quality and innovative pharmaceutical products.

**Galenica** is facing the challenge of a sustainable future by integrating and promoting the principles of Sustainable Development and Corporate Responsibility in its operation:

Specifically:

- We operate according to international standards and regulations (GMPs, GLPs and ISO 9001: 2000, ISO PROTECTED: 2004). We implement production processes with emphasis on recycling, conservation of natural resources and proper waste management.
- We invest in Research and Development in collaboration with prestigious University Research Centers.
- We support the life-long education of our employees through internal specified seminars, training and post-graduate programs as a major management responsibility action towards our people, and the continuing education of health professionals by organizing high-level scientific meetings in cooperation with scientific bodies of Greece and abroad.
- We promote and support the rules of transparency and business ethics by applying the Code of Ethics EFPIA (European Federation of Pharmaceutical Industries and Associations) interdepartmentally to all the functions of our company.
- We support the Medical Association of Athens, Municipalities and NGOs, through donations of drugs independently as well as through our Collective Bodies, helping to improve the quality of life of our fellow citizens.
- We participate in voluntary activities, indicatively mentioning the voluntary blood donation as part of our social contribution.
- We support the release of special editions with scientific, historical and cultural interest, classified as bibliographical references.

**Nicolas Adamopoulos**  
New Business Development Manager

[www.galenica.gr](http://www.galenica.gr)

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**Corporate profile**

**Halyps Building Materials SA, Italcementi Group** subsidiary in Greece, is activated in cement activity under the brand name "Halyps Cement", in aggregates activity under «Halyps Quarries» and in the concrete activity under «Et Beton».

**Italcementi Group** embraces and supports its core values of responsibility, integrity, efficiency, innovation and diversity to serve as a guide for its daily activities.

The Group strives to create value in line with the highest standards of business integrity thereby contributing to economic development supported by innovation, protecting the environment, improving life at work and regularly engaging with local communities and society at large, including governments, non-governmental organizations and others in the public and private sectors.

The Group and its subsidiaries are committed to applying principles of equality to all employees, contractors, subcontractors, suppliers, customers, end-users and all the other stakeholders involved in its sphere of business influence.

The Group firmly believes that no source of value, whether related to human beings, natural or financial resources, intellectual capacity and use of time, shall be neglected or wasted.

**Stefano Costa**  
Managing Director

[www.halyps.gr](http://www.halyps.gr)

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**Corporate profile**

**INTERAMERICAN** was founded in 1969. In 2001 the company was incorporated in one of the top European financial groups, ACHMEA. INTERAMERICAN is a leader in the insurance market in Health and Assistance Services, whilst is being included among the top companies in Life and Pension insurance sectors.

The rapid changes taking place in the social and economic environment are leading enterprises to redefine their role and strategy in order to ensure sustainability and growth prospects.

**INTERAMERICAN** is modernizing itself in a dynamic way in order to rise up to social, environmental and insurance challenges, examining and assessing risks and reducing its exposure thereto. At the same time, the Company is adapting its governance to be based on responsibility, transparency, dialogue and cooperation with stakeholders.

In practical terms and through various initiatives, INTERAMERICAN is supporting its sustainable growth by implementing a number of commitments to create value and contribute to social prosperity and cohesion, while at the same time, steadily focusing on its customers. The Company aims at continuously strengthening its responsibility model, in accordance with the Principles of the Global Compact and the Principles for Sustainable Insurance of the United Nations.

**George Kotsalos**  
Chief Executive Officer

[www.interamerican.gr](http://www.interamerican.gr)

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**Corporate profile**

**J&P-AVAX Group** is one of the largest construction Groups in Greece with adherence to its basic principles, which revolve around human needs, the environment, and combines aesthetics and efficiency.

The **J&P Avax Group** has developed intense activity in the field of Sustainable Development and Social Responsibility, realizing the interaction with the local communities in which it carries out its operations.

The contribution of the group occurs in principle through the financial support of cultural and sports activities of various organizations and local communities, but also through numerous other events with primary focus on the human element. For the Company however, social responsibility is a broader concept, where the objective is not merely to support specific groups of people, but also contribute to the improvement of the quality of life and safety of its personnel, the residents around its construction sites and the end users of its projects.

In this context, the Group is moving to implement a TQM (Total Quality Management) system, which makes it a pioneer in the construction field for matters related to Quality, Security, Sustainable Development and Corporate Social Responsibility.

**Konstantinos Mitzalis**  
Managing Director

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**Corporate profile**

For us in **KPMG**, Corporate Responsibility (CR) constitutes a major part of our business activity as we clearly recognize our responsibility towards society and the environment.

Our main focus is Sustainable Development, which cannot be achieved without trust, transparency, and responsibility towards society. Our main concern is our people, society and the markets in which we operate as well as our clients. Through our actions and our initiatives, we support our business ethics in various ways.

We focus on providing a pleasant and healthy working environment, on protecting our employees' rights, while at the same time nurturing an environment where our people devote themselves and trust our firm and its actions. Moreover, we cultivate a culture of volunteering with our employees' participation in various activities, towards the development of our social consciousness.

Finally, we implement various awareness campaigns to protect the environment, such as, recycling and energy saving, as well as monitoring and reducing our corporate footprint.

**Siana Kyriacou**  
Partner & COO

[www.kpmg.com/gr](http://www.kpmg.com/gr)

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**Corporate profile**

**MSD (Merck Sharp & Dohme)** is a global healthcare leader and among the largest pharmaceutical companies worldwide, working with customers in 140 countries and employing 74.000 people.

At **MSD**, globally, our goal is to provide people with innovative medicine that save and improve lives. This is achieved by discovering and developing new therapies, but also through our corporate responsibility, that is an integral part of the company's mission.

Among the great programs that MSD has developed globally are "MSD for Mothers", a 10- year \$500 million Initiative focused on fighting complications of pregnancy and childbirth and the "Mectizan Donation Program" that donated more than 1 billion treatments of Mectizan to more than 117,000 communities in 34 countries to fight River Blindness.

At MSD Greece, our vision is focused on taking the lead to improve lives in Greece, and today, due to the crisis, we are making an even greater effort. With our corporate social responsibility programs, we focus on areas such as education, innovation and care, while implementing programs that contribute and strengthen the Greek economy and society and support our employees in living a better life.

**Haseeb Ahmad Managing**  
Director MSD Greece, Cyprus & Malta

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**Corporate profile**

**Omya** is a leading global producer of industrial minerals, mainly fillers and pigments derived from calcium carbonate and dolomite, and a worldwide distributor of specialty chemicals.

In times where the world is looking at concerted efforts to explore how we can build a sustainable future together, we reinforced our own efforts in building a sustainable business.

Building a sustainable business does not happen overnight – it is a journey, a continuous commitment that translates into coherent strategies and consistent practices such as integrated management systems.

Omya operates with strong principles of corporate governance, with sustainability fully evaluated and recognized in our deployment of capital and financial monitoring.

Omya strives to have all its plants certified according to international quality, health & safety and environmental standards (ISO, OHSAS), as well as having our distributed products included within the certification.

Integrated management system factors are integral to all business decisions, in all areas of activity and at all levels of managerial responsibility.

Driven by our vision and our strong value-led corporate culture, we assume our responsibility as a partner for a sustainable future.

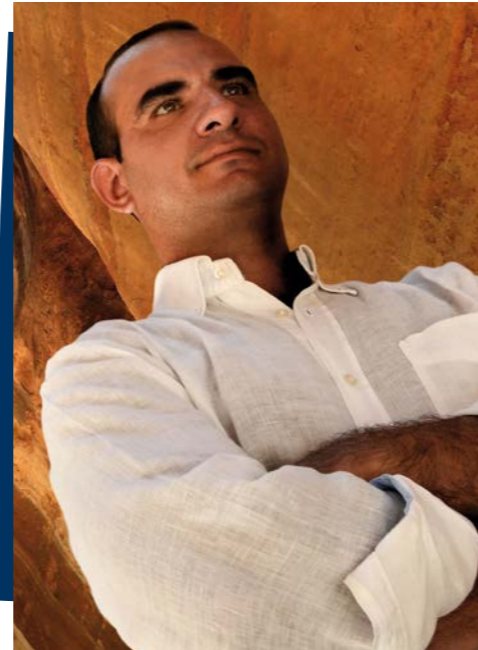
**Harald Pfaller**  
Chief Executive Officer  
Region Greater South and East

[www.omya.com](http://www.omya.com)

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**Corporate profile**

**Polyeco** is the first and sole integrated and fully licensed waste management and valorization industry in Greece.

In a company like **Polyeco**, economic growth is inextricably linked to Sustainable Development. The responsibility of all companies towards the Environment is a given fact. At Polyeco S.A. this responsibility is simultaneously our vision, motive and literally highly multiplied compared to other companies. The nature of our business makes responsible entrepreneurship a necessary practice and not a superficial reasoning. Polyeco has managed to prove that Circular Economy exists in our country and more importantly, in the most sensitive area, that of hazardous waste. In order to achieve this, and allow us today to speak as a company of international standards, as one of the biggest companies of its kind in the world, Polyeco has not only to implement a simple business, environmental and social responsibility policy, but also to introduce everyday investments and training in many and various fields. Our goal and commitment is to develop through continuous improvement and contribution.

**Athanasios Polychronopoulos**  
Vice President Global Development

[www.polyeco.gr](http://www.polyeco.gr)

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**Corporate profile**

**ROCHE HELLAS: SYNONYM OF CORPORATE RESPONSIBILITY**  
Sustainable Development for Roche is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

We believe that the three elements of sustainability – society, environment and economic – are interdependent. We will not be successful in the long-term without meeting our environmental and social responsibilities. Equally, we cannot contribute to society and environmental protection without economic success.

At Roche globally, we seek to deliver sustainable business growth and value by:

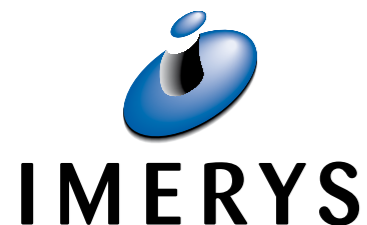
- Managing our business responsibly, with high levels of corporate governance.
- Creating high-quality, rewarding employment.
- Ensuring access to our products to patients.
- Valuing our employees and protecting their safety.
- Reducing the environmental impacts of our products and operations.
- Supporting community-based projects and encouraging innovation in science and the arts.

**Anne Nijs**  
General Manager

[www.roche.gr](http://www.roche.gr)

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**Corporate profile**

**IMERYS** is the world leader in mineral-based specialty solutions for industry, delivering functional specialty solutions, essential for its customers.

S&B Industrial Minerals S.A., member of IMERYS Group, mines and processes industrial minerals, mainly bentonite and perlite.

At **IMERYS** we create value to our customers and to society through our products and solutions that we provide. Sustainability is our approach on how we conduct our business, which supports the achievement of our business objectives and incorporates our stakeholders' needs and ambitions. We seriously consider the potential impacts of our products and operations on our customers, employees, suppliers, the environment and the local communities in which we operate. We communicate and act as responsible corporate citizens but we're getting prepared for the challenges that we are facing today and may face in the future.

The long term reconciliation of our ambitions for growth with our social and environmental responsibilities centralizes our Sustainable Development Strategy in three areas: society, environment and corporate governance.

**Athanasios Kefalas,**  
General Manager,  
Bentonite & Perlite Intermediates

[www.sandb.gr](http://www.sandb.gr)  
[www.imerys.com](http://www.imerys.com)

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**Corporate profile**

**SARMED** is a leading dynamic Greek company providing services of integrated 3rd party logistics. The company is characterized for its customer-oriented approach and focuses on innovation, technology and sustainable development.

For us in **SARMED**, Sustainability and Responsible Entrepreneurship was neither a choice nor obligation, rather than a priority, integrated into the overall strategy of our company. This is what we are trying to reflect through our actions, both personally and collectively, through the implementation of our versatile CSR program. It is to our strong belief that our actions can significantly contribute to the improvement of the quality of life of many of our fellow citizens, especially during the difficult times currently experienced by our country. In SARMED our overall policy is defined by the principles of Sustainable Development and our commitment to operate responsibly towards the society and the environment, providing support to actions or initiatives and constantly seeking new ways to reduce our footprint and minimize the environmental impact of our operations.

**Yiannis Sarantitis**  
Deputy Managing Director

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**Corporate profile**

**Tupperware** Brands' growth comes from its worldwide sales force, and for over 50 years we have made an unwavering commitment to Enlighten, Educate and Empower women and their families across the globe.

At **Tupperware** Brands, our roots are founded on sustainability. From the beginning, our durable, high-quality products have helped households reduce waste by avoiding disposable bowls and containers. Almost 70 years later, our extensive product line continues to encourage households worldwide to reduce waste, save energy and lead healthier lifestyles.

One of our best-selling products, the reusable Eco Water Bottles, has kept thousands of disposable water bottles out of landfills.

This became possible with the support of our Sales Force and Associates. To support them, we take an active role in enhancing their lives and communities. We will continue to look for new and innovative ways to grow the business while preserving our natural resources.

**Simon Hemus**  
President and Chief Operating Officer

[www.tupperware.gr](http://www.tupperware.gr)

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**Corporate profile**

**Vodafone** Greece, a member of Vodafone Group, one of the largest telecommunications companies in the world, provides integrated telecommunication products, as well as mobile and fixed telephony and internet services.

At **Vodafone** Greece, while operating in a difficult economic environment and in a market full of challenges, we remain focused on implementing our business strategy, which forms the basis for Sustainable Development. Throughout our course in the Greek market, we are one of the largest investors in the country, actively contributing to the Greek economy, through a number of investments in technology infrastructure. Our investments over the last seven years, during the economic crisis, have exceeded the amount of 1.5 bn. euros.

At Vodafone Greece, our top priority is to provide innovative products and services that meet the communication needs of consumers, both individuals and businesses, in a reliable, qualitative, technologically advanced and cost effective way, while also contributing to growth and competitiveness.

At the same time, we are utilising the capabilities of our technology, to implement programs that support local communities and their people, in order to contribute to society's Sustainable Development.

The implementation of our business strategy is conducted through a framework of agreed principles and values, in line with our company's Code of Conduct, ensuring that our business activity is carried out with integrity, transparency, honesty and objectivity at all levels.

**Glafkos Persianis**  
Chairman of the Board of Directors and CEO

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At **TNT**, we have a long-standing commitment both to protecting the environment, promoting social values and to conducting our operations with integrity and with respect for the interests of all our stakeholders.

Corporate responsibility (CR) is an integral part of TNT's business strategy and is embedded in its business and operational activities.

As part of its strategic agenda, TNT aims to create value for customers by:

- Ensuring a healthy and safe working environment for employees, sub-contractors and business partners, to guarantee the delivery of improved quality of service.
- Minimizing environmental impact on the supply chain of the customer and of TNT's activities in the world.
- Continuous development and engagement of employees to ensure that customers are dealing with knowledgeable and dedicated employees.

**Christina Alevizou**  
General Manager



## Corporate profile

**TNT** is one of the world's largest express delivery companies with a global reach to 200 countries and a very strong position in Europe.

[www.tnt.com](http://www.tnt.com)

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**Corporate profile**

**WIND** Hellas is one of the largest telecommunication companies in Greece. In 23 years of operation, WIND is established as a pioneer in mobile phone technology.

In recent years, **WIND** was literally transformed, establishing a new business model, more flexible, simpler and adapted to the market needs and the realities of the Greek economy.

At the same time, we developed a new vision and new values which reflect what we have already achieved and what we are aiming to achieve by having a new "wind". Our commitment is to make WIND one of the best independent telecom companies in Europe, offering our customers high quality services which maximize the value of their money. In fairness, transparency, meritocracy and effectiveness continually improve everything we do and invest in the development of our country.

**Nassos Zarkalis**  
President & Chief Executive Officer

[www.wind.gr](http://www.wind.gr)

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#### Corporate profile

**Komotini Paper Mill SA** has been producing, trading and exporting tissue paper from its facilities in the Industrial Area of Komotini in NE Greece since 1979, committed to long-standing customer relationships and respect to the local community and the environment.

[www.komotinipaper.gr](http://www.komotinipaper.gr)

In parallel to its core papermaking **Komotini Paper Mill** plans and executes business activities that enhance the viability of the Group and create springboards of growth, synergies and improvement. The company is also involved in real estate, tourism and biomass trading.

We are committed to the 3Ps: people, planet and profit. Over 5 years KPM achieved the minimum of water consumption according to EU BAT, minimised its GHG emissions, significantly reduced its power usage and continually invests in RES and efficiency. Our vision is Applied Sustainable Development, our goal is an industrial operation with a showcase environmental footprint.

Based at the tip of the Balkan Peninsula, Komotini Paper Mill established and operates its own extended sales network in SEE and MENA. Up to 50% of its sales are exports while dominating segments of the Greek tissue market contributing positively to the national current account and employment.

**Paras Gravouniotis**  
General Manager



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[www.qualitynet.gr](http://www.qualitynet.gr)