



Issue
#06

Corporate Social Responsibility
Division
HELLENIC PETROLEUM Group

360° ACTIONS

CORPORATE SOCIAL RESPONSIBILITY PROGRAM



MSCOMM



WE INVEST IN SUSTAINABLE DEVELOPMENT FOR FUTURE GENERATIONS

HELLENIC PETROLEUM Group has committed to implement UN's 17 Sustainable Development Goals (SDGs) through its Corporate Social Responsibility Program "360° ACTIONS". In this context, it carries out a series of targeted actions and initiatives that respond to current challenges and create value for future generations.



GROUP OF COMPANIES

CSR Panorama is now established!

The HELLENIC PETROLEUM Group is involved in multifaceted activities in the field of Corporate Social Responsibility. **CSR Panorama** aims to, not only periodically brief all stakeholders, but also reach out to the public and inform them about the initiatives the Group implements within the frame of its “**360° Actions**” Program and its four main pillars: **Next Generation - Educational Community, Society, Environment** and **Culture - Sports**.



Christmas Bazaars



From left to right:
Ms. **Evi Margari** and Ms. **Natasa Sofianidou** from EPAPSY, Ms. **Maria Velissari**, Director of Internal Audit of Industrial Installations and Supply at HELPE, Mr. **Ioannis Papathanasiou**, Chairman of the Board of Directors of HELPE, Ms. **Rania Soulaki**, Director of CSR of the Group, Ms. **Diamanto Matsa** from AMIMONI, Mr. **Ioannis Chatzitheodorou**, Deputy Director of Transaction Confirmation & Clearance Department at HELPE, Ms. **Fani Liori**, HELPE manager, and Ms. **Anna Mitsakou** from PEK/ AmeA.

At the successfully organized **Christmas Bazaars** of the HELLENIC PETROLEUM Group, the employees had the opportunity to buy beautiful handicrafts provided by 6 **non-profit organizations**, thereby offering gifts to their loved ones, while also giving valuable financial support to charities in favour of vulnerable social groups.

A brief description of the organizations that participated at the event:

EPAPSY



It was founded in 1988 with the aim of offering an alternative model of psychiatric care. It has taken on the scientific and administrative responsibility for 24 psychosocial rehabilitation housing structures, two Mobile Mental Health Units in the Cyclades and two Day-Care Centres, and is innovating by creating a network of services and professionals working towards the fulfilment of Social Psychiatry purposes. www.epapsy.gr

AMIMONI



It is the only nationwide provider of education for children and adults with visual impairments and other multiple disabilities. Through its programs, it has treated, assisted and educated more than 200 people, while also guiding and supporting their families. The aim of the organization is to achieve equal rights in education and dignity for blind children with additional disabilities. www.amimoni.gr

PEK-AmeA



The Piraeus Association of Parents, Guardians & Friends of People with Disabilities was founded in 1993 in order to meet the needs of people with mental disorders and other disabilities, aged 18 to 50 years, in the wider Piraeus region. Its mission is to contribute to enhancing the self-esteem and autonomy of the individuals whom it serves, with the ultimate goal of improving their quality of life through the acquisition of new skills. www.noesi.gr/pronoise/pekamea

Artemis Association of People with Disabilities



It consists of young people with disabilities, their families and volunteers. The purpose of the group is to promote the socialization and professional engagement of these children. To this end, the children with the help of volunteers create natural products such as soaps, wax ointments, oils etc.

Ergastiri



For the last 25 years, the social care centre "Ergastiri - Lilian Voudouri" has been providing its services to 100 young men and women aged over 17 years with mild and average intellectual deficits. The Centre operates daily as a training and employment space, reinforcing socially acceptable behaviours and cultivating daily living habits related to hygiene, cleanliness and self-service. www.ergastiri.org

The smile of the child



It implements actions aimed at holistically addressing the phenomena of all forms of violence against children. This is achieved through a multitude of services that extend to three main areas: Prevention, Intervention and Treatment. The services are provided free of charge to all children in Greece, regardless of nationality or religion. www.hamogelo.gr

Christmas presents from the HELLENIC PETROLEUM Group

The Group, in the framework of its “360° ACTIONS” Corporate Social Responsibility initiative that it implements, has offered for yet another year more than **3,000 educational toys** to students from **30** nursing schools, kindergartens and elementary **schools**, as well as **essentials to families and children in need**, through social welfare organisations based in the Group’s areas of activity.

The toys were distributed to the children by representatives of the Group during the festive events held in the schools. At the same time, the Group offered gifts to vulnerable social groups at the Elefsina Special Education School, the Elefsina Love Centre and the Elefsina Labour Centre.

In addition, more than **600 families** received **food and pastries** as part of the Group’s continued support to the Social Groceries of Aspropyrgos, Elefsina, Mandra and N. Peramos, as well as the Social Food Kitchen of St. George at Elefsina. In addition, **more than 140 gifts** were distributed to families in need in the Thriassio area, in collaboration with local associations and organisations.

For yet another year, representatives of **Jugopetrol AD** gave toys to the young patients of the Podgorica **Institute of**



Children’s Diseases, while **EKO Serbia** donated oil to the **Little Big People** organization for the ninth consecutive year. EKO Serbia’s representatives also attended the festive events of **7 additional child protection organizations**, spending creative time together with the children and sharing positive vibes and energy.





Corporate Social Responsibility in the Group and human rights

On the occasion of the **Human Rights Day**, on Tuesday, December 10, 2019, the HELLENIC PETROLEUM Group and CSR HELLAS co-organized a **training workshop** on **"How Can a Business Affect Human Rights?"** at the premises of HELPE ACADEMY. The aim of the workshop was to inform the executives of the Group and other companies on human rights policies, and help them understand the role of human rights in the value chain, familiarise with the practical implementation of strategies, policies and activities, and exchange ideas and experiences.

The workshop started with the opening remarks by Mr. **I. Moskov**, National Rapporteur on Combating Trafficking in Human Beings (Ministry of Foreign Affairs), followed by a speech by Mr. **I. Apsouris**, the Group's Director of Legal Services. Ms. **P. Lambropoulou**, CSR HELLAS Project Manager and in charge of

organizing the workshop, introduced the participants to the subject of human rights and the role that Corporate Responsibility plays, while the Group's CSR Manager, Ms. **R. Soulaki** spoke about the significance of human rights in the oil sector and presented the policies and practices that the Group incorporates in its operations regarding human rights, as well as the actions taking place under the Group's "360° ACTIONS" CSR program.

The emphasis placed by CSR actions on human rights has been reflected by the voluntary activities of the Group's employees, who once again reaffirmed the sensitivity that they have been displaying for so many years by supporting voluntarily the socially vulnerable groups; at Christmas, they collected goods for the pregnant female prisoners, the children living with their imprisoned mothers, and the women in need at the **Women's Prisons of Eleonas, Thebes**.



EKO Bulgaria supports the mothers of disabled children

In 2019, instead of corporate gifts and calendars, **EKO Bulgaria** donated the relevant amount to the Ole Male foundation which provides mothers of children with disabilities with the opportunity to work from home.

This year, the mothers of **Ole Male** handcrafted Christmas decorative packages and, as a gesture of appreciation for the donation made by the company, they offered the Christmas

decorative packages to the company's employees. The company's key corporate clients and partners were informed about the donation and saluted the gesture that proves once more EKO Bulgaria's social side.

EKO Bulgaria's has a long tradition in CSR activities for the socially vulnerable. Especially every Christmas, the company supports in different ways those in need.

The Earthquake Suitcase

The **Department of Geology and Geoenvironment of the University of Athens** designed an integrated educational system for **information** about - and **familiarization** with - **earthquakes**, sponsored by the **HELLENIC PETROLEUM Group**.

The multiple goals achieved with this educational material are to educate students on what an earthquake is, where, how and why earthquakes occur, and the preventive measures that can be taken. Also, the students gain experience with earthquake simulation, familiarize themselves with the sense of an earthquake, and learn to take the necessary

self-protection measures.

The educational material is concentrated in the **"Earthquake Suitcase"**, which contains interactive educational toys, an experiential earthquake simulation in a seismic bank, a model accelerometer, books, leaflets and an **emergency backpack**.

The training is conducted by the specialized staff of the project's scientific team, headed by Dr. **Vasiliki Kouskouna**, Associate Professor of Seismology. During the training and, in collaboration with the teachers in charge, the effectiveness of the earthquake suitcase is evaluated, with the students drafting their own individual emergency plan.



Bravo Sustainability Awards 2019



From left to right:

Ms. **Penelope Pagoni**, Senior Director of Health, Safety, Environment and Sustainable Development of HELPE Group, Ms. **Eltzina Tsapra**, environmentalist at the Department of Environmental Management and Sustainable Development of the Group, Mr. **Antonis Mountouris**, Head of the Environmental Management and Sustainable Development Department of the HELPE Group, Mr. **Sophocles Danassis**, Ms. **Elina Rapti** and Ms. **Eftychia Varthaliti** from the Group's Department of Corporate Social Responsibility, and Ms. **Rania Soulaki**, Director of CSR of the HELPE Group.

HELPE Group achieved a top distinction at the "Bravo Sustainability Awards", as it received an award in the **Bravo Environment** thematic category for its work on "Integrating climate change issues into HELPE Strategy and ranking per CDP".

During the award ceremony of the "**Bravo Sustainability Awards 2019**", held at the Athens Concert Hall, Ms. **Penelope Pagoni**, the Group's Senior Director of Health, Safety, Environment & Sustainable Development, received the award on behalf of the HELPE

Group. Also, Mr. **Antonis Mountouris**, Deputy Director of the Department of Environmental Management & Sustainable Development, presented more details about the awarded action.

Last but not least, Ms. **Rania Soulaki**, the Group's Director of Corporate Social Responsibility, presented the **Educational Suitcase "EARTH 2030"**, an interactive toy for the dissemination of the 17 Sustainable Development Goals, as best practice of the Group's CSR activity.

OKTA donated devices for pedestrian traffic control in Skopje

OKTA donated **push buttons** by which the operation of the traffic lights on several crossroads on the Boulevards in Skopje will be regulated. These modern devices will assist the pedestrians by giving them the opportunity to activate the green light, thus help them cross the street safely. The activity is part of **the traffic safety campaign "Jas внимavam"** that the company

conducts for a third consecutive year.

The CEO of OKTA, **Ioannis Geroulanos** and the Mayor of Skopje, **Petre Silegov**, visited the first location on boulevard Srbija, near the OKTA petrol station where the push buttons are installed. In their statements, they pointed out that innovative and beneficial actions like these will contribute for increasing the traffic safety.





Christmas on Planet Earth

This Christmas, the employees of HELPE Group had the opportunity to visit the **Goulandris Museum of Natural History** in Kifissia together with their families and enjoy a spectacular trip of planet Earth around the sun. At the GAIA Centre, the Parodos Art Group presented the “Christmas on Planet Earth” **performance**, involving games, dance, singing and live music, while the instructive and emotional **shadow puppetry show** “Christmas at the Shack of Karagiozis” was presented by Yiannis Daiakos at the “Angelos Goulandris” hall. In addition, the children had the opportunity to spend their time creatively in the rooms of painting and handicrafts, as part of the “Christmas in Space” **workshop**.



Christmas at the Thessaloniki Concert Hall

As part of the collaboration of HELPE Group with the **MOUSA Megaro Youth Symphony Orchestra**, the Group's Department of Corporate Social Responsibility offered the employees of the Group the opportunity to attend **three separate performances** during the Christmas season:

Mezzotono: Mad in Italy

An original performance with no instruments and just five voices imitating the sound of real instruments. Featuring a comic approach and encouraging the involvement of the audience, Mezzotono presented a repertoire of Italian jazz, pop, bossa nova, mambo and tango songs.



Wind Band – University of Macedonia Jazz Orchestra: Festive Music & X-mas Jazz

An original and unique concert with a festive aroma and repertoire from Greek and international art music scene offered by the wind ensembles of the Department of Music Science and Art of the University of Macedonia.

Cross Over in Red

A New Year's charity gala with a red-only dress code! Seven outstanding lyric singers performed arias and songs from well-known musicals, while the proceeds from the night were donated to the Melissa Orphanage and the SOS-Plagiari Children's Village.



CSR Trends of 2020



Social challenges continue to swarm corporates. Almost every advertisement, social media post, employee communication and annual report speaks of societal challenges. **Communicating and reporting CSR activities** is evolving and is considered nowadays essential.

Increasingly, consumers are taking a stand against companies who do not operate some form of social commitment. The latest Edelman Trust Barometer noted the majority of consumers (53%) have growing concerns about brands' impact on society. Remember, consumers are not just

purchasing power, but potential employees too. Businesses need to think about how the future workforce — millennials and gen Z — perceive them as future employers, and more millennials are **demanding ethical practice** and **corporate giving** from their prospective employers.

It is therefore becoming increasingly clear that **strong CSR programs create value** and meaningful relationships with the stakeholders of a business. A strategic CSR approach is now important both for the growth and competitiveness of a business and a source of multiple benefits for the community as a whole.

Let's look at some CSR trends foreseen for 2020:

Environmental, Social and Governance

Increase in **ESG** (Environmental, Social and Governance) factors is inevitable. Investors are adamant about companies filing sustainability reports. Investor decisions are beginning to depend on it. In 2020, companies that invest time and resources in measuring social and environmental impact will lead the way in influencing ethical fund investing. There is bound to be an increase in companies seeking an **integrated approach**, which combines investor outreach activities with corporate governance, CSR.

Employees at the wheel

Employees are set to be the center of inspiration in CSR reports. The employees' passion, commitment, and activities will be highlighted. Companies **will invest more in their workforce** than ever before, giving greater prospects for growth. This will increase the **confidence of their employees** and lead to more voluntary activities.

Gen Z voicing their strong views on diversity, corporation and climate change through social media will impact society and the workplace in such manner that the business should really pay attention.

The Age of Transparency

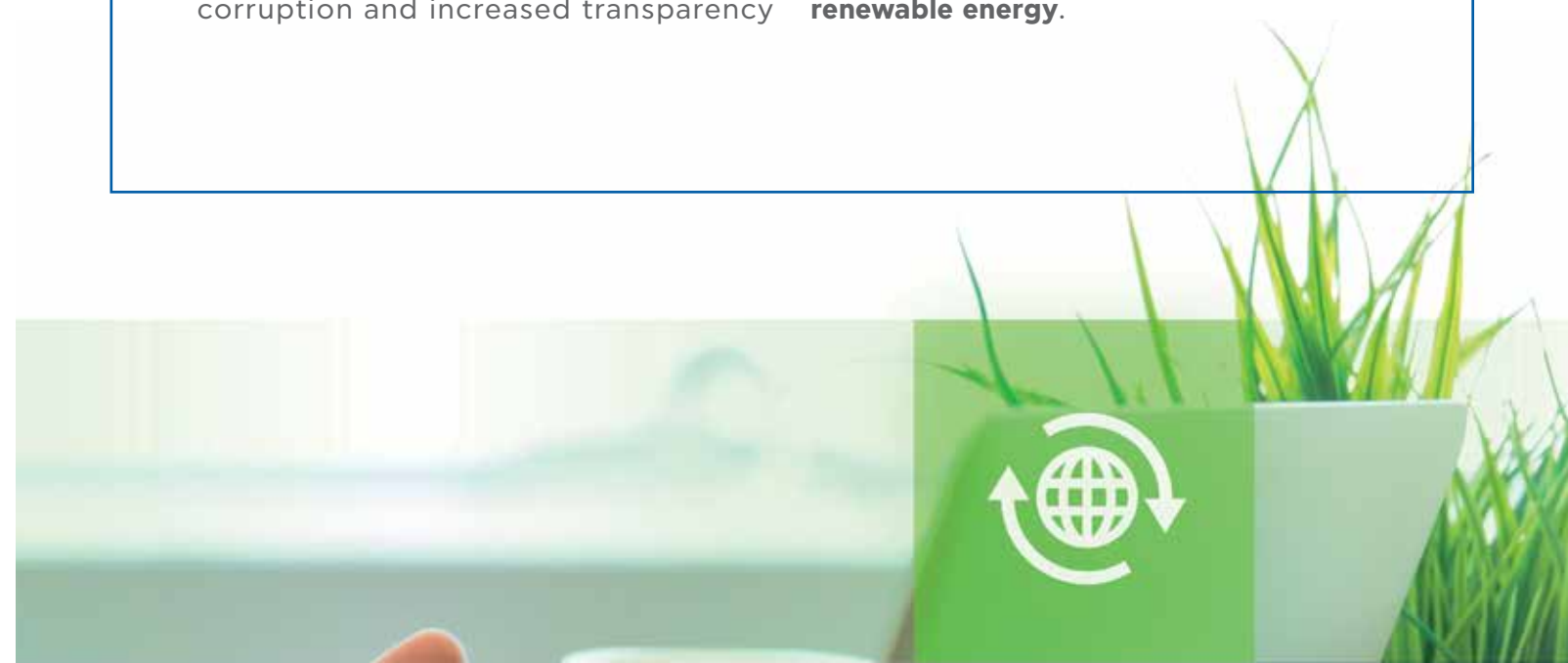
Digitalization has reduced the cases of corruption and increased transparency

in the processes. The **rising awareness among consumers** will create a demand for more transparency in the CSR projects of a company. Thus, **5G, AI, Blockchain Technology**, etc. will play a significant role in improving the transparency of the systems, and businesses should definitely incorporate them into their processes.

Increase in the use of Renewables

Climate change crisis is at its peak at present. The **global community**, especially the **millennials**, are **calling for serious climate action** from the businesses. In 2019, we saw several climate action movements that compelled the business community as well as the governments to embrace **renewable energy** and reduce emissions. For example, in India, Cochin Airport became the world's first completely solar-powered airport. Japan is leading in producing cars that use hydrogen fuel, which leaves behind only water vapor in the form of emissions. In the USA, the state of California has passed a solar mandate, according to which new construction homes are required to have a solar Photovoltaic system as an electricity source from January 1, 2020.

Such examples and **policies across the world are set to inspire more investment in developing, adopting and promoting renewable energy**.



EMPOWERING YOUTH
TO FOLLOW THEIR DREAMS



PHOTO: M. SCOTT

SCHOLARSHIPS FOR POSTGRADUATE STUDIES ABROAD

The HELLENIC PETROLEUM Group gives the opportunity to exceptional students to continue their studies in leading universities abroad and conquer their dreams.

