

Sprint Integrated Communications

General

Period covered by your Communication on Progress (COP)

From: 2010 To: 2011

Statement of continued support by the Chief Executive Officer (CEO)

In the society we are living in corporate social responsibility is pre-requisite. This applies to all of us as individuals, as well as to all Enterprises and Organisms.

Corporate social responsibility is the main reason for the sustainable growth of enterprises. Only the companies that show respect towards its employees, the society, the environment and the overall market are able to systematically grow.

Our vision from the moment that we undertook the administration of this Company, was to operate under the "laws" of corporate social responsibility, creating long-lasting and powerful relationships with our social Partners i.e. our Customers, our Employees, our Collaborators, our Shareholders, the Local Societies and the Society in general.

We chose to implement corporate social responsibility in our corporate strategy for three main reasons:

- 1. - In order to honor our Employees and our Collaborators for their "Social Behavior and Attitude". Without their commitment, we couldn't claim that we are a socially responsible company.*
- 2. - In order to honor our Customers. Without their essential collaboration and the sharing of common values, we would not have created so effective relations.*
- 3. In order to pass a very powerful message to all Companies, no matter how small or big they are, that Corporate Social Responsibility should be a basic element of their Strategy.*

Corporate Social Responsibility does not constitute privilege of big Enterprises but obligation for all.

We have chosen to include CSR as a main part of our Strategy as well as a fundamental axis of our sustainable growth. Many will say that what we do is few and small concerning bigger Companies, but we believe that social responsibility is not measured as quantity, but as a behavior. This is a behavior that we are committed to continue as long as we exist.

Konstantinos Lambrinopoulos

CEO

Sprint Integrated Communications

Human Rights Principles

Our company supports and respects the protection of human rights and makes sure that they are not complicit in human rights abuses.

Assessment, Policy and Goals

Our commitment is shown on our written company policy as well as on our induction manual (appendix 1 p.13). We have also signed the “Code of Deontology” concerning advertising agencies (appendix 2), as well as the “Chart of Rights and Obligations of Enterprises” (appendix 3). We have participated for a second time in a row, in the Junior Achievement Greece (appendix 6) for the Career orientation of High School students regarding the employment in an advertizing agency and we have been certified by the Investors in People (appendix 7).

At last but not least we are members of “Global Compact”, of “The Hellenic Network of Corporate Social Responsibility” and the “European Business Ethics Network” from which we have been certified for the third time in a row with the “Golden Bee award” (appendix 8), which has as a prerequisite the protection of human rights. We also have an “open door policy”(appendix 1 p.58).

Measurement of outcomes

We measure the outcome of our policies through an annual employees’ survey (appendix 4 p.44-45). Our demographics of management and employees by diversity factors such as gender and age is shown here (appendix 4 p.47-48). In 2010 and 2011 we had external audits by EBEN (European Business Ethics Network) concerning our business ethics in general, as well as our human rights principles, from the ELOT 1435 representatives and the EFQM auditors in fields concerning human rights.

Environmental Principles

Our company supports a precautionary approach to environmental challenges by undertaking initiatives to promote greater environmental responsibility.

We annually measure our environmental footprint and impact of our company in terms of water usage, of power usage and of paper/recycling & battery recycling usage (appendix 9 p.13 & appendix 5 p.34, 35, 37).

Our written company policy on environmental issues is available on the internet in our corporate site, on which we present our corporate social responsibility report (<http://www.sprint-adv.gr/eko.pdf>). Soon we will upload our newest corporate social responsibility report, which is in the production process.

We also have specific requirements when choosing suppliers concerning environmental principles, listed in our company guide (appendix 11 p.32).

Implementation

We raise the awareness of our employees on environmental protection by creating reminders (cards) with messages concerning water and energy consumption, as well as with gifts/presents that have an environmental impact (appendix 5 p.34, 35, 37).

In the same time we have decided to support Mom for a second year in a row for the saving of the Mediterranean seal, monachus-monachus (appendix 9)

Measurement of outcomes

We constantly monitor and evaluate our environmental performance. The water and energy consumption can be easily seen from the monthly receipts, while the paper sent for recycling is counted every three months from the specialized company with which we collaborate. This way we can evaluate the specific progress made in the area of the environmental protection during the last reporting period (appendix 5 p.33, appendix 4 p.49). We also had an external audit concerning our environmental performance in 2009 (appendix 5 p.50).

Conclusion

In a few words our company has decided to focus its activities to the 4 following sectors:

Its people

- *By maintaining the number of employees*
- *With constant development, assessment & reward*
- *With educational programs & post graduate grants*
- *With participation in conferences*
- *With dissemination of knowledge systems*
- *With out of hospital insurance plans*
- *With employee satisfaction surveys*

The environment

- *By saving energy*
- *By recycling paper, ink, batteries*

- *By adopting stray dogs and supporting Mom for the saving of the Mediterranean seal, monachus monachus*
- *With presents conveying environmental messages*
- *By raising awareness to all participants*

Society

- *By sponsoring planning and promotion services regarding the activities of the Greek Advertising and Communication Society and the Greek Marketing Institute*
- *By participating in Greek and international organizations both as a company and individually with every member of its management team.*
- *By actively participating in the Junior Achievement Greece for the Career orientation of High School students*

The market

- *By conducting customer satisfaction surveys*
- *With quality based policy*
- *With constant dialogue with the market through specific organizations and agencies related to our business activity*
- *With transparency*
- *With the principles of ethical competition that govern us*

We have also been certified from the “QualityNet Foundation” for our Corporate Social Responsibility Report