



# Communication On Engagement

2018 – 2019



**MARIA ALEXIOU**

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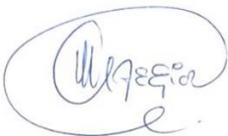
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**CHAIRWOMAN OF CSR HELLAS**

At the onset of a new decade, critical for both the humanity and our planet, we look back, learn from what we have not achieved so far, and celebrate what we have achieved. In CSR Hellas, we focused all our efforts the last two years to ensure that the UN Global Compact Principles and the Global Agenda for 2030 would become the catalyst for business transformation and collaboration with stakeholders.

We continued to focus on SDG17 and build partnerships for the Goals. We signed the first public – private collaboration agreement in education and jointly organized and implemented the “Sustainability Summer School 2019”. We engaged with our corporate members to address domestic violence as an issue related to SDG5 and gender equality and we joined forces with other Business Networks in European Union to engage CEOs in a Call for Action and Collaboration to enhance the implementation of the Agenda 2030.

Looking ahead, 2020 is the year not only to celebrate CSR Hellas’ 20-years of Action and Collaboration but also to accelerate our collaborative efforts so as we all work together to co-create the future with trust, responsibility and human standards.



Maria Alexiou  
Chairwoman of CSR HELLAS

## CSR HELLAS Profile

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CSR HELLAS is a leading business organization in Greece with 126 members. Companies and business organizations willing to get involved in sustainability, corporate social responsibility and responsible entrepreneurship and take relevant action on national, European and global issues can be members of CSR HELLAS on a voluntary basis.

Its vision is the improvement of business competitiveness and Greek economy in general, through the alignment of business strategies and operations with CSR and sustainability principles.

Its mission is the optimization of guidelines, tools and practices of Corporate Social Responsibility in order to strengthen sustainability, innovation and social cohesion.

CSR HELLAS is cooperating with various organizations in Greece such as public bodies, academia, NGOs and relevant European and International organizations as well.

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## CONTENT

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### Chapters

#### A. SDGs - Dissemination

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- \* Multi-stakeholder platform on SDGs
- \* 2<sup>nd</sup> Balkans & Black Sea Cooperation Forum
- \* Athens Democracy Forum

#### B. PARTNERSHIPS

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- \* UN Global Compact
- \* CSR Europe
- \* University of Crete & American College of Greece
- \* Greek Ministry of Infrastructure and Transport & Regional Governor of Attica
- \* Municipality of Athens – Resilient Athens project
- \* CSR Cyprus
- \* National Bank of Greece

#### C. INITIATIVES / PROJECTS / WORKSHOPS

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- \* CEASE Project
- \* GEFYRA
- \* EU Talent
- \* CSR Students Contest
- \* CSR Evaluation system “Ethos”
- \* Sustainability Management Maturity & Integration Assessment (MIA) Tool
- \* Human Rights trainings

#### D. SDGs INDEX

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## A. SDGs – Dissemination

### Multi-stakeholder platform on SDGs

The multi-stakeholder platform, an initiative of the European Commission, was set up to "support and advise" the Commission and all stakeholders involved in the implementation of the SDGs at European Union level. CSR HELLAS is participating in this "dialogue" through CSR Europe, which is one of the platform members, and has undertaken activities to inform the Greek business community about the work of this initiative and relevant proposals such as The European Sustainability Award.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

### 2nd Balkans & Black Sea Cooperation Forum



The Forum was held in Athens on 30 May – 1 June 2018. CSR HELLAS was responsible for the session "UN Sustainable Development Goals 2030" where, the key note speaker Ms. Lise Kingo, Executive Director of United Nations Global Compact, spoke about Transforming for Sustainability. The agenda included also speeches and panels with the participation of other significant experts on SDGs analysing issues such as education for Innovation & Sustainable Development (SDG 4), Sustainable Consumption & Production moving towards circular economy (SDG 12). At the end of the first day CSR HELLAS organised an official dinner with Greek CEOs where Ms Lise Kingo had the opportunity to present UNGC and its goals.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

### Athens Democracy Forum

CSR HELLAS collaborated with The New York Times in the framework of the 6th Athens Democracy Forum, which was co-organised by the American newspaper and the United Nations Democracy Fund (UNDEF), in Athens on 17 and 18 September 2018 under the title: "Reinventing Democracy: New Models for Our Changing World". CSR HELLAS was responsible for organizing discussion-tables with the purpose to enhance businesses' initiatives concerning the SDGs:



[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

## B. PARTNERSHIPS

### UN Global Compact

CSR HELLAS, being the coordinator organization of the Global Compact Network Hellas, implemented several actions to inform the Greek members of Global Compact on the new strategy and participation model of UNGC. It has signed a MoU with the UN Global Compact HQ in order to undertake all the necessary actions for the establishment of a new legal entity for the local network as required by the new Global Compact Local Network Quality Standards.



RELEVANT UNGC PRINCIPLES: 1-10

### CSR Europe

CSR HELLAS, an active National Partner of CSR Europe, has now two Board seats on its BoD. The collaboration of the two organizations lays on shaping the new European Sustainability agenda and informing Greek companies about the new strategy of CSR Europe and the developments at the EU level on SDGs. For this purpose, during CSR HELLAS's annual General Assembly, the Senior Advisor of CSR Europe presented that strategy to the members. Moreover, through this partnership, CSR HELLAS's members have the privilege of participating in several European working groups and attending special events organized in Brussels by CSR Europe.



RELEVANT UNGC PRINCIPLES: 1-10

### University of Crete & The American College of Greece

CSR HELLAS collaborated with the University of Crete and The American College of Greece in organizing an inspiring Summer School on CSR that took place on 23-27 September 2019 in Athens.



The Summer School aimed to provide advanced training on the identification of sustainability-related business opportunities, the inclusion of sustainability in the core of business strategy as well as on the resulting responsible corporate management to leading young researchers and professionals. Putting the SDGs at the core of the business strategy and fully benefiting from the relevant efficiency gains of corporate responsibility requires a drastic rethinking regarding the identification of business opportunities and business management. The participants had the opportunity to attend lectures from distinguished academic faculty members, discuss case studies presented by experienced senior professionals and experiment with relevant business cases.

Businesses, nowadays, are looking for sustainability specialists instead of sustainability generalists. Thus, the Summer School was designed to offer cutting-edge knowledge on the management of sustainability, as well as to promote interaction among current and future professionals, researchers and faculty members related to corporate social responsibility and SDGs, in order to disseminate and extend the knowledge regarding the effective approaches and challenges in meeting social and environmental responsibilities. This objective was in line with the fourth, the fifth and the sixth UN Principle for Responsible Management Education.

### [More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

### **Greek Ministry of Infrastructure and Transport & Regional Governor of Attica**

Right after a large-scale forest fire broke out in the suburbs of Athens in July 2018 causing heavy human lives losses and extent environmental disasters, CSR HELLAS addressed a call to action to its members for facing some of the relevant negative consequences. Recognizing the multiply effects of public-private sector collaboration, CSR HELLAS signed a MoU with the Greek Ministry of Infrastructure and Transport & the Regional Governor of Attica to jointly implement actions aimed at reforestation and construction of new bus stop stations.



### [More information](#)

RELEVANT UNGC PRINCIPLES: 1,2,7,8,9

### **Municipality of Athens**



By 2030 the city of Athens strives to be a responsive, embracing and inspirational city, that is proud, green and citizen led. Facing a challenging economic policy environment, the Municipality of Athens participates in the 100 Resilient Cities network aiming to increase employment, manage climate-change risks, and execute an ambitious urban regeneration plan. In the local initiative, , organized by the Municipality of Athens and entitled “Resilient Athens”, CSR HELLAS participates in its Coordination Committee in order to support the implementation of the initiative and its goals.

### [More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

### **CSR Cyprus**

CSR HELLAS cooperates closely with CSR Cyprus in organizing trainings for its companies-members such as “Businesses and Human Rights” and businesses’ contribution towards the implementation of SDGs. CSR HELLAS has also been implementing a Sustainability Management





Maturity & Integration Assessment (MIA) tool to members of CSR Cyprus and participating in the Evaluation Committee of the local Business CSR Awards.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

### **National Bank of Greece**

CSR HELLAS is one of the strategic partners of the “Act4Greece” initiative of the National Bank of Greece (NBG), which is a pioneering initiative for the promotion of social and developmental banking. For the first time in Greece, an online platform has been created enabling “crowd-funding” – from anyone interested, wherever they may be in the world. Specific projects that have been submitted to the platform are financed with the collected funds . CSR HELLAS is one of the members of the Strategic Committee of this initiative providing its know-how but also leveraging the potential of the crowdfunding platform to broaden and multiply the resources for projects or actions



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

## C. INITIATIVES / PROJECTS / TRAININGS

### CEASE Project

The CEASE project aims to enhance the role of businesses in the fight against gender-based violence.



More specifically, the project is focusing on the impact of domestic violence into the work life of the victim and how businesses can tackle this issue from their side.. Addressing this phenomenon - one of the most common forms of violation of Human Rights nowadays – is directly linked with SDG 5: Gender Equality, as gender-based violence is one of the main causes that leads to inequality between women and men.

The actions of CEASE are aiming at 3 main areas:

- a. Engagement. Through CEASE project the first European Network of companies, that are willing to undertake or have already undertaken actions to support victims of domestic violence that may be among their employees, has been created. The participating companies can be found [here](#).
- b. Raising awareness. An [impact map](#) was developed presenting local, national and international organizations supporting victims and relevant informative and sensitization [material](#) offered to companies. Also, webinars addressed to companies are organized with the participation of an expert on a specific field related to the CEASE project.
- c. Capacity building. A series of face-to-face trainings are conducted, in which executives of participating companies were trained on how to recognize warning signs of domestic violence, how to react to an employee or colleague confronted to domestic violence and eventually how to support a victim within the work environment and give the appropriate orientation for asking help. Moreover, in the near future a relevant interactive e-learning platform will be available for businesses.



CEASE is a cross-country project implemented by CSR HELLAS (Greece), FACE (France), Pour la Solidarité and DIESIS (Belgium) and co-funded by the EU.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 & 2

### GEFYRA Initiative

Gefyra (Greek Enterprises For Youth Reinforcement Acceleration) is an inspiring initiative of CSR Hellas, aligned with the efforts of fulfilling SDG 4: Quality Education, that brings together companies offering to young people positions for internships, traineeships and apprenticeships and candidates (16 to 29 years old) of all backgrounds who want to take their first steps in the labor market. The aim of the initiative is to empower the youth employability by evaluating and improving the candidates' soft skills. For this purpose, CSR HELLAS, in collaboration with the Greek

start-up company Owiwi, developed an on-line platform with an innovative and fun psychometric tool in the form of videogame.

The platform's aims are the following:



- Addressing the skills gap between job positions' requirements and young people's qualifications
- Contributing to addressing the phenomenon of brain drain.
- Reducing youth unemployment by upgrading their soft skills level.

Another important element of the initiative is that the use of the platform is free for all young candidates while companies have to pay a monthly salary for all such positions they offer.

[More information](#)

**RELEVANT UNGC PRINCIPLES: 1 – 6 & 10**

## EU Talent Project

Aligned with its efforts towards SDG 4: Quality Education, CSR HELLAS completed the implementation of the "EU Talent", a two-year project helping SMEs to better engage in apprenticeships. The project was implemented in 12 countries by CSR Europe and its national partners in order to provide direct support to SMEs in form of support structures.

Within the project CSR HELLAS:



- ✓ identified the key challenges regarding the Greek SMEs and apprenticeships,
- ✓ organized various activities to enhance awareness,
- ✓ tried to engage all the relevant stakeholders,
- ✓ promoted the importance of quality apprenticeships and the use of the relevant assessment tool and,
- ✓ eventually, informed SMEs on how to improve their apprenticeship schemes.

[More information](#)

**RELEVANT UNGC PRINCIPLES: 1 – 6 & 10**

## CSR Students Contest



CSR HELLAS conducted for the 4th year the CSR Students Contest “Nikos Analytis” in cooperation with Athens University of Economics & Business and in collaboration with the European Parliament information office in Athens and the European Commission Representation in Greece. The contest topic was “Sustainable Development Goals: The Role of Governments, Businesses and Citizens. An approach through the perspective of Greek citizens”. Through this initiative, CSR HELLAS aims to enhance the collaboration among businesses and academia and give the opportunity to students (undergraduate and post-graduate) to familiarize themselves with the SDGs and the issues of sustainable development.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

### CSR Evaluation system “Ethos”

CSR Hellas in collaboration with its member Eurocert, developed an evaluation system focusing on the key principles of Corporate Social Responsibility, Responsible Entrepreneurship and Sustainable Development. Through an assessment template and in collaboration with evaluators, businesses can evaluate their performance in the following key aspects:

1. Respect for human rights
2. Employees’ rights
3. Health & Safety and working conditions
4. Customer service quality
5. Environment
6. Fight against corruption and bribery
7. Local society



Based on the final scoring, business are categorized in 3 levels: ETHOS Platinum, ETHOS Gold and ETHOS. This evaluation system is applicable to all kind of businesses but specifically the tourism sector has an extra benefit by using it because the ETHOS evaluation is taken into consideration at the rating of tourist accommodations in order to be classified into stars and keys, according to the current local legislation.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

### Sustainability Management Maturity & Integration Assessment (MIA) Tool

CSR Europe has developed an overarching sustainability management maturity and integration assessment and benchmarking tool for companies to be able to identify their gaps. CSR HELLAS adopted MIA tool in 2018 and until now 3 of its members undertook the assessment as well as 3 companies in Cyprus (refer above CSR Cyprus). MIA tool provides companies with a solution to assess

**THE CHALLENGE:**  
quality & quantity of integrated  
performance and reporting in Europe

and benchmark the level of maturity and integration of their sustainability management in order to better understand and internally communicate areas for improvement. Moreover, key metrics are based on some aspects of GRI G4 and linked to the requirements of the EU Directive on Non-Financial Information Disclosure.

### [More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

#### **Human Rights trainings**

CSR HELLAS, as National Partner Organization (NPO) of CSR Europe, participates in the building capacity initiative concerning the value of incorporating Human Rights in day to day business operations. For this purpose, CSR HELLAS organized two trainings sessions, one in Greece in 2018 and one in Cyprus (in collaboration with CSR Cyprus) in 2019. The scope of the trainings was to clarify the role and impact of companies on Human Rights, as there are clear expectations towards companies



to make a policy commitment, exercise due diligence and engage in remediation, as outlined in the UN Guiding Principles on business and human rights. Nevertheless, there is little clarity on how companies can improve their processes and practice in a way

consistent with those expectations.

### [More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 6

## D. SDGs INDEX

																			
<b>SDGs Dissemination</b>	Multi-stakeholder platform on SDGs	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	2nd Balkans & Black Sea Cooperation Forum	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	Athens Democracy Forum			*	*					*				*				*	
<b>PARTNERSHIPS</b>	UN Global Compact	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	CSR Europe	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
	University of Crete & American College of Greece				*													*	
	Greek Ministry of Infrastructure and Transport & Regional Governor of Attica			*										*		*	*	*	
	Municipality of Athens – Resilient Athens project			*								*						*	*
	CSR Cyprus																		*
	National Bank of Greece																		*
<b>INITIATIVES / PROJECTS / WORKSHOPS</b>	CEASE Project			*		*			*									*	
	GEFYRA				*				*										*
	EU Talent				*				*										*
	CSR Students Contest				*														*
	CSR Evaluation system “Ethos”	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	MIA Tool	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Human Rights trainings	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*