



Communication On Engagement

2020 – 2021



MARIA ALEXIOU

CHAIRWOMAN OF CSR HELLAS

Six years since the adoption of the Sustainable Development Goals, the COVID-19 pandemic has unleashed an unprecedented crisis, affecting economies and livelihoods of millions in ways that will make progress on the Goals even more difficult.

In CSR HELLAS we focused our efforts in the last two years to ensure that the UN Global Compact Principles and the Global Agenda for 2030 would become the catalyst for a smooth recovery from the pandemic as societies and economies move to the "new normal". We are proud to announce that after 12 years where CSR HELLAS had been hosting the Coordinating Secretariat of GCNH, we became one of the 36 founding members of the new legal entity of the local network.

For all its eventfulness, 2020 also marked the 20-year anniversary of CSR HELLAS. Twenty years of Action and Collaboration. Looking ahead, as CSR HELLAS we are renewing our focus on the implementation of the Agenda 2030 aiming to help shape a future of responsibility, trust, and social innovation.



Maria Alexiou
Chairwoman of CSR HELLAS

CSR HELLAS Profile

CSR HELLAS is a leading business organization in Greece with 150 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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A. 20 YEARS ANNIVERSARY OF CSR HELLAS

CSR HELLAS, in a special and symbolic way, celebrated its 20th anniversary with an online event on December 10, 2020, honoring the World Human Rights Day, one of the main pillars of Corporate Social Responsibility.



The event was dedicated to the memory of Theodoros Papalexopoulos, who was one of the pioneers of the effort to introduce the concept of social responsibility to Greek companies in a systematic way directly connected to their actions and strategy.

The welcome address was given by Jan Noterdaeme, co-founder of CSR Europe and the Academy of Business in Society (ABIS) and a professor at the University of Louvain.

During the panel discussion that followed, panelists discussed about the new business framework for Corporate Social Responsibility, Responsible Entrepreneurship and Sustainable Development, in light of the new challenges and significant changes, taking place at global, European and national level.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

B. PARTNERSHIPS

UN Global Compact

CSR HELLAS has been a member of the UNGC since 2004. From 2008 to 2020 CSR HELLAS had been hosting the Coordinating Secretariat of the UNGC Hellenic Network (Global Compact Network Hellas). In 2020, CSR HELLAS was one of the 36 founding members of the new legal entity of the local network as required by the new Global Compact Local Network Quality Standards. Maria Alexiou, Chair of CSR HELLAS and two members of its BoD have been elected in the 9-members BoD of the UNGCH.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

CSR Europe

CSR HELLAS, an active National Partner of CSR Europe, is actually holding two Board seats on its BoD. The collaboration of the two organizations aims at shaping the new European Sustainability agenda and informing Greek companies about the new strategy of CSR Europe and the SDGs-related developments at the EU level. Both in 2020 and 2021, CSR HELLAS took an active part in the European Sustainable Development Goals Summit (SDG Summit), organized by CSR Europe in cooperation with its National Partner Organisations (NPOs). In the SDG Summit 2020, CSR HELLAS co-organised 1 European and 3 National roundtables, while in the SDG Summit 2021 CSR HELLAS co-organised two National and one European roundtables.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1-10

University of Crete & The American College of Greece

In 2020 and 2021, CSR HELLAS collaborated with the University of Crete and ALBA Graduate School, The American College of Greece for the organization of two inspiring virtual Executive Education Programs on CSR. The CSR School 2020 took place between 5 November – 15 December 2020, and the CSR School 2021 took place between 15 June - 22 July 2021.

The CSR School aims to provide advanced training regarding the identification of sustainability-related business opportunities and the inclusion of responsibility in the core of one's business strategy, in order to achieve sustainable value and shape a more resilient organization. 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 interact with other professionals working in the field of CSR.



Businesses, nowadays, are looking for sustainability specialists instead of sustainability generalists. Thus, the CSR 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 the 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

CSR Cyprus

CSR HELLAS cooperates closely with CSR Cyprus in organizing trainings for its companies-members such as “Reporting Frameworks”, a webinar organized on 30 June 2021, regarding the main reporting methodologies and standards for the disclosure of non-financial information. CSR HELLAS has also been implementing a Sustainability Management Maturity & Integration Assessment (MIA) tool to members of CSR Cyprus and participated in the Evaluation Committee of CSR Cyprus’ Business CSR Awards.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

HIGGS

CSR HELLAS has partnered with HIGGS (Higher Incubator Giving Growth & Sustainability), an initiative which aims to reinforce Nonprofit Organizations operating in Greece, through educational and supportive programs and activities. CSR HELLAS participated in the 4th and 5th HIGGS Speed-Dating Donors Event, organized on 23 June 2020 and 7 July 2021 respectively. During the events non-profit organizations from all over Greece met with Charitable Foundations, Corporations and Embassies. NPOs had the opportunity to present their work and actions and the contributors (Charitable Foundations, Corporations and Embassies) their strategy, discussing potential partnerships which can help address social inequalities and the needs of vulnerable groups, in 8 categories: Human Rights, Education, Welfare, Economic Development, Environment, Culture, Health & Third Age. Furthermore, on 18 January 2021, HIGGS, in collaboration with the Network of Experts on Greek Civil Society and Kritiki Publications, organized the online event "CSR in Greece and Non-Profit Organizations" which was moderated by Maria Alexiou, Chair of the BoD of CSR HELLAS.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 10

C. PROJECTS

Responsible Management of Single-Use Plastics

Responsible Management of single-use plastics (SUPs) is a priority both for businesses and citizens. A special working group of members of CSR HELLAS and other organizations was set up in order to exchange ideas and good practices on responsible management and reduction of SUPs. Initially, a joint statement of commitment of the participating companies about the reduction and responsible management of SUPs was released in mid-2020. Next steps refer to setting specific reduction targets for the end of 2022 and then for 2030, including intermediate time targets. The targets will be monitored by the companies themselves through key performance indicators (KPIs).



[More information](#)

RELEVANT UNGC PRINCIPLES: 7, 8, 9

5th Student Competition for CSR “Nikos Analytis”

In 2020, CSR HELLAS organized the 5th cycle of the Student Competition for CSR “Nikos Analytis” to connect the corporate to both the academic and the student community. The topic of the competition was «The elimination of inequality between men and women that is still recorded at the workplace, remain a concern for our country» and it aimed to provide solutions to the issue of gender inequality in the business environment. In detail, each competing student team needed to provide answers to the following questions:



- What do you think is the reason for this inequality?
- What is or should be the role of companies in dealing with the phenomenon?
- What other stakeholders could contribute and how?
- How could international best practices be applied to Greece?
- What do you suggest should be done in Greece and how?

The competition’s subject, focused on SDG 5, aimed to increase awareness and enhance concerns of the students about gender equality, through a process of cooperation, research, study, opinion exchange on the issue, as described in the final written essay that all participating student teams had to submit on the topic.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

6th Student Competition for CSR “Nikos Analytis”

In 2021, CSR HELLAS organized the 6th cycle of the Student Competition for CSR “Nikos Analytis” under the auspices of the Ministry of Education and Religions. The topic of the competition was “Responsible consumption and production, and the role of education in the development and cultivation of responsible consumer, employee and executive behavior”.

The competition’s subject focused on SDGs 4 and 12 and aimed to increase awareness and enhance the concerns of the students about the need to change the current culture and mentality, which have led to unsustainable consumption and production patterns and that are directly linked to the education of all - citizens, consumers, businesses, workers, and especially young people - who are called upon to contribute to the achievement of common global goals by 2030.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

D. EVENTS / WEBINARS

European Webinar: Non-Financial Reporting Standards

On 15 January 2021, the PTF-NFRS (Preparatory Task Force for the elaboration of possible EU Non-Financial Reporting Standards) of EFRAG (European Financial Advisory Group), with the participation of CSR HELLAS through its BoD Chair, organized an online outreach event for collecting views of stakeholders from European organizations and European countries, other than those where country/region specific webinars are taking place, on the tentative proposals of the PTF-NFRS to the European Commission.



[More information](#)

RELEVANT UNGC PRINCIPLES: 8, 10

Member-exclusive Webinar: Sustainability becomes Mainstream: Legislative context simply following or driving the change?

On 11 February 2021, CSR HELLAS organized a member-exclusive webinar with the aim of informing them about the most recent developments within the European institutional framework on issues of business responsibility and sustainability. The Webinar hosted two Greek MEPs, who shared with participants the views and positions of European parties on the topic. Moreover, representatives of European organizations, such as CSR Europe and Accountancy Europe, presented the relevant work they were conducting at the time not only to improve the level of maturity of companies in terms of integrating CSR into their strategy and operations, but also relating to the field of accountants and auditors regarding their smooth adaptation to the new accountability and monitoring requirements, respectively. From their side, representatives of the Greek State commented on the extent to which the forthcoming regulatory changes would affect entrepreneurship in the direction of enhancing resilience and sustainability.



"Sustainability becomes Mainstream:
Legislative Context Simply Following or Driving Change?"
11 February 2021 @ 16:00-17:30 (Greek time)
CSR HELLAS Member Exclusive Event



[More information](#)

RELEVANT UNGC PRINCIPLES: 7 - 10

Event: The contribution of Women to the Sustainable Development Goals: The importance of Goal #5

On 4 March 2021, in light of International Women’s Day on March 8, CSR HELLAS in cooperation with its corporate member INTERAMERICAN SA and Global Compact Network Hellas (UNGCH) organized an event on “The contribution of Women to the Sustainable Development Goals: The importance of Goal #5”. As the topic of the 5th cycle of the CSR HELLAS “Nikos Analytis” Student Contest was on Gender Equality (SDG5) in the workplace the official awarding ceremony of the three winning teams of the contest took place during the event.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 – 6

Webinar: ESG in the time of COVID-19 (HAALSE)

On 30 March 2021, The Hellenic Alumni Association of London School of Economics and Political Sciences (HAALSE), with the support of CSR HELLAS as Communication Consultant, organized a webinar on how Environmental Social and Governance (ESG) criteria will reshape the post-pandemic investment landscape and the marketplace. The Chair BoD of CSR HELLAS participated in the panel of experts of the event.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

Event: COVID-19: When home becomes the workplace

On 22 April 2021, CSR HELLAS organized an online event titled “COVID-19: When home becomes the workplace”. The event focused on the issue of work-life balance in the time of COVID-19 lockdown. During the panel discussion representatives of the business community, academics, experts and NGOs exchanged their views on a topic of current and immediate interest that concerns a large number of employees and companies.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 6

SDG12 and its importance for achieving the 2030 Sustainable Development Goals

As a kick-off event to the 6th Student Competition for CSR "Nikos Analytis" CSR HELLAS organized an online event, on 12 May 2021 dedicated to the topic: "Goal #12 and its importance for achieving the 2030 Sustainable Development Goals". After a brief presentation of the content and requirements of this year's competition, the event took the form of a roundtable discussion, where representatives of universities and businesses shared practical and theoretical knowledge on the importance of responsible consumption and production and the crucial role of education in culture in shaping a responsible behavior.



[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

Member-exclusive webinar: Corporate Sustainability Reporting Directive: From voluntary approach to regulatory compliance

On 31 May 2021, CSR HELLAS organized a member-exclusive webinar to inform its members on the relative developments on the initiative of the European Commission for the update of the formerly published Non-Financial Reporting Directive (NFR-D) through the Corporate Sustainability Reporting Directive (CSR-D) proposal.



[More information](#)

RELEVANT UNGC PRINCIPLES: 10

High-level Panel Discussion: Education as a foundation for Sustainability

On 10 June 2021 CSR HELLAS hosted a High-Level Panel Discussion that tackled the issue of "Education as a foundation for Sustainability". During the panel discussion business leaders and academic representatives discussed the urgent need for educational institution to promote sustainability, the educational support that is beneficial to professional development in the of sustainability, and how professionals of more traditional academic backgrounds and/or sectors have adapted to the demand of working in CSR.



This High-Level Panel Discussion was envisioned as the kick-off session to the CSR-School, the Executive Education program on Corporate Sustainability and Responsibility organized for the third consecutive year (15 June- 22 July 2021).

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

Event: Greek Tourism: Towards a new Sustainable Model

On 12 July 2021, CSR HELLAS organized an online event titled "Greek Tourism: Towards a new Sustainable Model".



During the event panelists exchanged views and opinions on the need for tourism companies, as well as all business sectors, to review the current business-as-usual model in the light of sustainability. Experts from various sectors of the tourism industry and state representatives discussed the transition to a new business model on the basis of the Sustainable Development Goals (SDGs) and the Agenda 2030, and in the light of the recent regulatory development, both at the European and international level, on the issues of Sustainability and Responsible Business.

[More information](#)

RELEVANT UNGC PRINCIPLES: 1 - 10

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
		People	Climate	Health	Quality	Gender	Water	Energy	Industry	Infrastructure	Reduction	Responsible	Consumption	Climate	Oceans	Life	Justice	Partnerships	
20 YEARS ANNIVERSARY					X	X			X	X	X	X	X	X			X	X	
Partnerships	UN Global Compact	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	CSR Europe	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	University of Cete & ACG				X	X			X				X					X	
	CSR Cyprus				X				X										X
	HIGGS	X	X		X	X			X		X				X				X
Projects	Responsible Management of SUPs								X			X	X	X	X	X		X	
	5th Student Competition for CSR				X	X			X		X								
	6th Student Competition for CSR				X								X						
Events / Webinars	Non-Financial Reporting Standards								X									X	
	Sustainability becomes mainstream								X									X	
	The importance of GOAL 5				X	X			X		X								
	ESG in the time of COVID-19				X				X									X	
	COVID-19: When home becomes the workplace			X					X									X	
	SDG12 and its importance for achieving the 2030 SDGs				X				X				X						
	CSR: From voluntary approach to regulatory compliance								X									X	
	Education as a foundation for Sustainability				X								X					X	
Greek Tourism: Towards a new Sustainable Model							X	X	X	X	X	X		X	X				