



Annual Report QualityNet Foundation

SUSTAINABLE
ECONOMY

SUSTAINABLE
SOCIETY

QUALITY OF
LIFE



MESSAGE FROM THE VICE-PRESIDENT

The **report** you are holding in your hands is a review of the most notable actions and initiatives undertaken by the QualityNet Foundation as part of its key objectives: the advancement of sustainable development and social responsibility through a process of ongoing and systematic engagement of all stakeholders.

Through our various actions, the institutions we establish, the social programmes we develop, the international partnerships we forge, the engagement we create with an extended network of participants and organisations, we promote the concepts of cooperation, multi-stakeholder participation and dialogue that we believe Greece sorely needs at this time.

With that in mind, QualityNet Foundation listens to the needs and demands of our era and develops programmes, practical tools and methodologies that are useful to all stakeholders.

From the active citizen of tomorrow to the responsible enterprises and organisations; from the State and representatives of local authorities to the academic community and members of civil society, QualityNet Foundation raises awareness, mobilises, informs, promotes dialogue and synergies to meet social needs and supports research, networking and the exchange of know-how, with the overall aim of ensuring a sustainable economy and society and achieving quality of life for all.

We thank you all for working with us through all these years and for sharing our common vision.

Chrysoula Exarchou
Vice-President



MESSAGE FROM THE PRESIDENT

It is with great pleasure that we present this report featuring the actions and initiatives developed by the QualityNet Foundation.

This publication reflects the values and objectives of our organisation, a non-for-profit organisation for dialogue and networking that promotes social responsibility among a broad range of stakeholders, the business community, institutional bodies and the general public with the aim of creating a **sustainable economy and society**.

Operating as a **third-party organisation** and an **open multi-stakeholder network** since 1997, QualityNet Foundation promotes transparency, stakeholder engagement, synergies to address recorded social needs and dialogue through a variety of programmes and initiatives. The specific goal of the QualityNet Foundation is to create a new culture of social responsibility amongst citizens and the general public, as well as a new growth model that achieves a balance between the society, the economy and the environment.

This last year was full of challenges and opportunities: the development of important programmes for our organisation that provided us with know-how and training, the introduction of new initiatives, closer cooperation with Institutions and Associations, promotion of international strategic partnerships and the strengthening of our relations on a national and local level.

Despite the times, we are continuing our work undeterred, with the same enthusiasm, courage and passion!

Spyridon Lioukas
President



QualityNet Foundation (QNF), the **Network of Responsible Organisations and Active Citizens**, is a **non-for-profit organisation that develops dialogue and networking** in order to promote social responsibility among a broad range of stakeholders from the business community, institutional bodies, the academic community, the civil society and the general public, with a view to achieving **sustainable development and social cohesion**.

QNF has been active since 1997 as an open network that includes **2,850** member enterprises, **360** non-for-profit organisations, **160** institutional bodies, **21,000** active citizens, while its educational activity meets the needs of **35,000** primary school students each year.

Fosters

dialogue with institutional and scientific bodies, the business community, the local authorities and the civil society using specialised dialogue and social networking tools.

Supports

organisations in adopting strategies, practices and actions that demonstrate their commitment to responsible entrepreneurship and sustainable development.

Documents

social needs on a national level, as they emerge through systematic research and consultation with institutional bodies and the civil society.

Promotes

cooperation between public and private bodies to develop interventionist actions/initiatives that address the social needs of our time.

Promotes

the adoption of responsible behaviour to the general public through actions to inform, mobilise and encourage active participation.

Contributes

to shaping tomorrow's active citizens through its educational activity.

ACTION AREAS

As part of achieving its goals for promoting sustainable development, responsible entrepreneurship and social responsibility, **QualityNet Foundation** develops its activities in line with the following axes:

Sustainable Development

- ✓ Fostering dialogue with social partners
- ✓ BRAVO Initiative
- ✓ Sustainable Greece 2020 Initiative
- ✓ Support for responsible entrepreneurship

Social Mediation

- ✓ Documenting social needs
- ✓ Mediation between companies & agencies
- ✓ Developing partnerships
- ✓ Developing actions / initiatives

Social Responsibility

- ✓ Raising awareness of social responsibility issues
- ✓ Information & social networking
- ✓ Creation of the Network of Active Citizens
- ✓ Development of institutions to cultivate proper standards

Education

- ✓ Informing & mobilising school community
- ✓ Development of educational programmes



STRUCTURE & OPERATIONAL FRAMEWORK

The QualityNet Foundation (QNF) operates in accordance with Greek laws governing non-profit legal entities and with the standards of integrity and good practices that should be followed.

The QNF's organisational structure consists of:

Board of Directors | Advisory Board | Scientific Committees.

Framework of Principles

The operation of the organisation is governed by specific principles:

Commitment & effectiveness

Autonomy

Transparency

Confidentiality of information

Conflict of interest

Resources & Funding

The QNF's financial resources are mostly derived from socially aware companies which fund the programmes and actions it implements and from income earned for the services it offers. Any income earned is put back into the Foundation to support its programmes and to further develop its services.

Partnerships

QNF works with recognised organisations both in Greece and abroad:

- German Council for Sustainable Development (RNE),
- World Business Council for Sustainable Development (WBCSD),
- EIRIS research organisation,
- Global Reporting Initiative (GRI),
- European Foundation for Quality Management (EFQM),
- United Nations Global Compact,
- CSR Hellas.

HISTORICAL MILESTONES

1997

- Establishment of QualityNet Foundation (QNF).
- Creation of the www.qualitynet.gr internet portal.
- Beginning of cooperation with Express financial newspaper.
- Creation of the Experiential School, QNF's educational department.
- Development of the educational programme «Children show us the way», sponsored by BP Hellas.

1998-2004

- Creation of a database on the www.qualitynet.gr portal of certified companies using management systems.
- Further development of experiential education through the Health-Environment-Culture axes.
- Maintained a page in the newspaper Express to promote quality, the environment and health & safety as key pillars of responsible entrepreneurship.
- Introduction of «Active Way of Life» programme.

2005-2009

- Launch of cooperation with the Global Reporting Initiative (GRI). Translation of GRI's G2 standard.
- Joined the national network of CSR Europe.
- Organization of the 1st, 2nd and 3rd CSR Forum.
- Staged local social responsibility events.
- Cooperation with daily Greek newspaper «Ta Nea» to promote social responsibility to the general public.
- Promotion of GRI Reporting Framework. Translation into Greek of GRI's G3 Reporting Guidelines, in their second edition.
- Development of school educational programmes.
- Creation of a «Principles of Social Responsibility Framework» to promote responsible entrepreneurship.
- «Community Outreach Campaign» to address the needs of people in areas ravaged by major fires with support from private Initiatives.
- «Active Way of Life» Festival. Three annual events for the general public and the school community to promote an active way of life in the fight against childhood obesity.
- Contribution to creating a legal framework for the operation of non-for-profit organisations in Greece.
- Creation of an Active Citizens Network.
- Creation of the «Chora tou Kalyterou» cultural & education centre.
- Launch of the «Environmental Marathon» Initiative.

2010-2011

- 1st year of BRAVO Initiative -Dialogue on Sustainable Development, based on social reporting.
- «Athens in Action» Festival. Events for the general public and the school community to promote social responsibility.
- 1st annual publication of «In Action».
- Launch of «In Action» e-newsletter.
- 2nd year of BRAVO-Dialogue on Sustainable Development action, based on social reporting.
- «Active Way of Life» Festival. Event for the general public and the school community to promote an active way of life in the fight against childhood obesity.
- «I've Read, You Read, They Will Read» campaign to collect books for prison libraries.

2012-2013

- 3rd year of BRAVO Initiative -Dialogue on Sustainable Development, based on social reporting.
- 2nd and 3rd annual publication of «In Action».
- Continuation of «I've Read, You Read, They Will Read» campaign for 2nd and 3rd year.
- Educational programme on recycling sponsored by ELVAL.
- Educational programme on balanced nutrition sponsored by the Coca-Cola Foundation.

2014

- 4th year of BRAVO Initiative -Dialogue on Sustainable Development, based on social reporting.
- 4th annual publication of «In Action».
- Corporate Dialogue Days. Development of stakeholder dialogue workshop with businesses and social partners.
- New social mediation programmes «I Watch My Diabetes», «We Bring Hope» and «We Work Together».
- «Change Your Attitude - Get Active» Festival Event for the general public and the school community to promote exercise as part of daily life in combination with balanced nutrition.
- Continuation of «I've Read, You Read, They Will Read» campaign for 4th year.
- Design of education programme «Moderation-Variety | Exercise-Well-being», sponsored by the Coca-Cola Foundation.
- Launch of Sustainable Greece 2020 Initiative.

SUSTAINABLE DEVELOPMENT

The complexity of current global challenges makes the participation and mobilisation of all social partners, particularly major enterprises, more imperative than ever in adopting responsible operational practices that serve a development model that supports economic growth, environmental protection and social cohesion.

Significant indicators of responsible entrepreneurship include the adoption by organisations of transparency policies; the development of systematic measurement and documentation based on international guidelines and standards of how an organisation has an impact upon three key areas: economy, society and environment; the development of dialogue with stakeholders; and publication of data that demonstrate the manner in which responsible operation is carried out.

Under this context, QualityNet Foundation advances the principles of sustainable development and responsible entrepreneurship as a means of ensuring organisational sustainability.

OUR SERVICES

We support organisations in implementing responsible entrepreneurship practices

We promote dialogue between social partners on issues of sustainable development & responsible entrepreneurship

We encourage organisations to publicise their responsible operation

We cooperate with organisations and social partners to formulate initiatives & actions to promote sustainable development & social cohesion

SUPPORT FOR RESPONSIBLE ENTREPRENEURSHIP

Aiming at the adoption of principles of responsible operation by enterprises and organisations, the QNF in 2007 created The Framework of Principles of Social Responsibility based on 12 principles so that organisations can commit themselves to the more critical issues that constitute responsible entrepreneurship. The principles are based on recognised documents by international institutions and organisations such as the European Commission, the Global Compact, the Global Reporting Initiative, EFQM, ISO, OECD and ILO.

The formulation of The Framework of Principles of Social Responsibility was the result of work by a group of experts comprised of the following members: Giorgos Zoumpos, Konstantinos Kremalis, Manolis Damigos, Dimitris Agalou, Manolis Perakis and Pakis Papadimitriou.

The result of their work was put to consultation in which 284 representatives from organisations, businesses and academic institutions took part.

After taking the results of the dialogue into consideration, the final text was drafted and will be used by organisations to voluntarily commit themselves on matters of responsible operation.

The Framework of Principles of Social Responsibility remains current and is used by many organisations as a framework for voluntary commitment of their supplier network in an effort to expand awareness of issues related to the responsible operation of organisations.



COMMITMENT TO RESPONSIBLE ENTREPRENEURSHIP
The Framework of Principles of Social Responsibility

A responsible organisation is one which:

- Respects its employees, endeavouring to create a positive work environment in order to ensure the sound mental, spiritual and physical health of employees and respect for their human rights.
- Provides equal opportunities to all, implementing appropriate policies and practices during hiring, training, promoting and paying employees, based on a principle of zero discrimination.
- Encourages employee volunteering by staging social and environmental responsibility actions on an individual and group level.
- Emphasises corporate governance, guarantees transparency in all aspects of its operation, renounces and fights against corruption in any form and endeavours to develop and maintain healthy competition to the mutual benefit of businesses and consumers.
- Respects its shareholders and all those who in any way have placed their trust in the organisation.
- Complies with all applicable legal and regulatory requirements in force and voluntarily exceeds them, developing and implementing its own, stricter principles and beliefs with regard to worker rights, environmental protection, respect towards society, citizen rights, the timely and reliable information of consumers and the protection of their health and safety.
- Identifies the current and future impacts of its activities and products on society and the environment, and it incorporates these impacts in its development policy, with actions that minimise negative impacts and promote social responsibility.
- Contributes to sustainable development through a systematic approach to social responsibility as a system of preventive management, understanding that Corporate Social Responsibility constitutes an innovative management tool which bolsters economic growth and increases organisational competitiveness, while ensuring environmental protection and promoting social well-being.
- Encourages dialogue among all stakeholders, with the aim of optimising effectiveness and performance of social and environmental processes and promotes the implementation of social responsibility principles.
- Respects consumers and citizens, and responsibly monitors the products, services and technologies it produces, uses or develops, measuring and evaluating the environmental and social impacts of production, operation and use throughout their life cycle, until their final disposal, once they are no longer useful.
- Implements social actions that meet recognised and documented social needs and have a social outcome that can be measured and evaluated, in accordance with recognised and commonly accepted international indicators.
- Regularly prepares a social responsibility report in order to inform social partners as to its recognised and documented environmental and social contribution and in order that it may serve as an example to be followed, and thus reap the practical rewards that maximise the added value of its social responsibility management.

Υπό την αιγίδα του:

Οι ηγετικές αρχές (Ευρωπαϊκή και Οικονομική και Κοινωνική Ένωση και Οργανισμοί: Οργανισμός Ευρωπαϊκής Ένωσης, το GLOBAL COMPACT, το GLOBAL REPORTING INITIATIVE, το EFQM, ο ISO, ο OGEA και ο ILO.



CORPORATE DIALOGUE DAYS

In a complex socio-economic environment, identifying and documenting the beliefs of the social partners with which an organisation communicates, cooperates and interacts are prerequisite to being able to engage in a climate of creative partnership, where the ultimate goal is to effectively respond to challenges and to achieve the necessary social cohesion that will facilitate the development of a sustainable economy and society.

Through dialogue and effective communication:



Having amassed extensive experience in fostering dialogue, the QNF each year sponsors **Corporate Dialogue Days** as part of the BRAVO Initiative, placing emphasis on the added value enjoyed by organisations that develop a structured dialogue with their constituencies.

A number of dialogues took place in 2014 on core issues addressed by the sustainability reports issued by enterprises.

The companies taking part were:



BRAVO ACTION



The BRAVO Initiative, which has been organised for four consecutive years (2010-2014), was created with the vision of serving as the link in developing dialogue and consultation between enterprises and social partners. It is essentially an innovative platform for open consultation and dialogue on topics related to sustainable development and responsible entrepreneurship.

Since its introduction and coinciding with the publication of business sustainability reports, the Initiative each year initiates begins a broad-based dialogue on sustainable development and responsible entrepreneurship with a wide range of stakeholders who shape current trends in Greece, about 150 representatives from various groups (academia and institutions, representatives of civil society and local authorities, business and professional agencies, journalists and others). Through the evaluation process in which they are invited to participate, stakeholders receive training, on the one hand, and contribute to developing a dialogue on specific topics, on the other.

The BRAVO Initiative 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 Initiative, along with evaluation criteria.	The Initiative takes place under the aegis of official Greek institutional bodies. It is based on the principles and the requirements of internationally recognised standards (Global Compact, Global Reporting Initiative, ISO 26000).
TRANSPARENCY	AUTONOMY	EVOLUTION
The organisation of the Initiative and the evaluation process are monitored and verified by independent auditing bodies.	The social partners take part at no cost and participate in the dialogue process voluntarily. The Initiative does not rely on outside funding, other than for communication and sponsorship of the closing event.	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.

The process for last year's Initiative began in **autumn 2013** with the collection of the 2012 sustainability reports and the establishment of the stakeholders committees. It was completed in March 2014 with the organisation of the final event and the presentation of the Awards. A total of **31 sustainability reports took part in the nomination process and 11 companies have been rewarded.**

The annual event on **Open Dialogue on Sustainable Development and Responsible Entrepreneurship BRAVO 2014** took place on **Thursday 27 March 2014**, during which businesses and social partners took part in an open, interactive dialogue. The importance of stakeholder participation in the successful development of business strategies was highlighted by speaker **Jo Daniels, Sustainable Communities Manager for Marks & Spencer**, who outlined «Plan A», the British company's well-known sustainability programme. The dialogue continued with various panel discussions taking place among representatives of institutional, business and social agencies.

Meanwhile, a new aspect of the BRAVO Initiative was presented involving the evaluation of practices and actions that promote synergies between associations and organisations, as well as the public and private sectors, by all of the social partners in accordance with the philosophy of BRAVO. The QNF's goal is to ensure that the BRAVO methodology further promotes programmes and actions that contribute to an improved quality of life through the achievement of social cohesion and sustainable development practices.

THE NEXT STEPS

In this regard, in autumn 2014 BRAVO was linked to the Sustainable Greece 2020 Initiative and for the first time, is developed into the Bravo Sustainability Awards. The **Bravo Sustainability Awards** aim to highlight and reward the best practices recorded by participating organisations as part of the **Sustainable Greece 2020 Initiative's** dialogue on sustainable development. These practices help to promote sustainable development, corporate responsibility, the creation of standards for responsible behaviour and improved quality of life throughout the Greek society.

BRAVO: 4 YEARS OF CONTINUOUS PROGRESS



BRAVO DIALOGUE AWARDS

Best practices in Sustainability Management & Governance <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. COCA-COLA TRIA EPSILON INTERAMERICAN S.A. HERACLES GENERAL CEMENT COMPANY NATIONAL BANK OF GREECE S.A. TITAN CEMENT GROUP 	Best practices in stakeholders engagement Social Partners & Materiality <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. COCA-COLA TRIA EPSILON INTERAMERICAN S.A. HERACLES GENERAL CEMENT COMPANY NATIONAL BANK OF GREECE S.A. TITAN CEMENT GROUP
Best practices in Environmental Management <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. COCA-COLA TRIA EPSILON WIND HELLAS S.A. HERACLES GENERAL CEMENT COMPANY MYTILINEOS S&B INDUSTRIAL MINERALS S.A. 	Best practices in Labour Relations <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. WIND HELLAS S.A. NATIONAL BANK OF GREECE S.A. HELLENIC PETROLEUM MYTILINEOS S&B INDUSTRIAL MINERALS S.A.
Best practices in Consumers & Market <ul style="list-style-type: none"> COCA-COLA TRIA EPSILON INTERAMERICAN S.A. WIND HELLAS S.A. HERACLES GENERAL CEMENT COMPANY HELLENIC CABLES S.A. HALCOR 	Best practices in Society <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. COCA-COLA TRIA EPSILON INTERAMERICAN S.A. WIND HELLAS S.A. TITAN CEMENT GROUP S&B INDUSTRIAL MINERALS S.A.
Best overall Report <ul style="list-style-type: none"> CORINTH PIPEWORKS S.A. COCA-COLA TRIA EPSILON INTERAMERICAN S.A. WIND HELLAS S.A. HERACLES GENERAL CEMENT COMPANY NATIONAL BANK OF GREECE S.A. 	

SUSTAINABLE GREECE INITIATIVE



Πρωτοβουλία
για τη Βιώσιμη
Ελλάδα

The Background

Greece is at a very critical point in its history, as it is being called upon to manage a new, unfamiliar reality and to seek a development model that will not only enable it to emerge from the crisis, but more importantly to establish the basis for a **sustainable economy** that can ensure social cohesion through a balanced approach towards the development of three areas, **economy - environment - society**.

The participation of all stakeholders and the cooperation of the private and public sectors are therefore essential if the formulation and development of specific proposals and actions that can contribute to a sustainable society is to be achieved.

The Goal

Through broad-based dialogue, the **Sustainable Greece 2020 Initiative** aims to help establish the prerequisites for creating a development model that can lead to a **sustainable economy and society**.

The **Sustainable Greece 2020 Initiative** seeks to:

Create the necessary tools and methodologies that would support organizations in their effort to incorporate sustainable development in their operations.

Support the work of public bodies and organisations by creating appropriate structures of dialogue, knowledge and targeted tools to help them contribute to the formulation of public policies that aim towards sustainable development.

Contribute to a change in perception abroad in terms of how our country is positioned as far as sustainable development is concerned.

Developing the Initiative

The **Sustainable Greece 2020 Initiative** is being developed through:

- ✓ The strategic partnership of the **European Commission, the German Council for Sustainable Development, the World Business Council for Sustainable Development** and the **EIRIS** research organisation.
- ✓ The participation of representatives of the academic community, institutional, social and business organisations, enterprises, local authorities and civil society.
- ✓ A commitment of support and active participation from pioneering organisations that assume the role of **Sustainability Ambassadors**.

Deliverables

The deliverables of the Initiative are the result of the dialogue process as well as the work of special committees that have been established with the view to develop specific methodologies

- **Policy Paper**
- **Sustainability Observatory**
- **Action Greece 2020**
- **Greek Sustainability Code**
- **Social Needs Recording Mechanism**

With the support of

✓ 2 institutional bodies:



✓ 3 International / European Organisations



✓ 24 Business Associations



✓ 23 Sustainability Ambassadors



HIGHLIGHTS IN PICTURES



WHAT THE SOCIAL PARTNERS SAY

Efthymios Vidalis, Secretary-General of the Hellenic Federation of Enterprises (SEV) and Chairman of SEV's Council on Sustainable Development, BRAVO 2012

"I congratulate BRAVO, an Initiative that we are pleased to support as SEV's Council on Sustainable Development, because despite the crisis, it continues to read and to evaluate companies which, by publishing their social responsibility reports, dare to account to a society that is not accustomed to honest and quantified review. That is why the engagement of all social partners is very important, and this is achieved through the dialogue process developed through BRAVO."

Konstantine Gatsios, Rector of the Athens University of Economics and Business, BRAVO 2012

"At this time, a new leadership is trying to establish itself in Greece that will lead the country towards a sustainable development model. It is not just a political leadership, but an intellectual leadership, a business leadership, an economic leadership and a university leadership - young people who will move forward and lift the country onto their shoulders. This does not currently exist, and that is why institutions and initiatives that have their eyes, their hearts and their ears tuned into society make a material contribution to a new market culture. I believe the BRAVO Initiative is very important. The corporate responsibility movement should be developed even further in Greece and its social dimension should be strengthened with the support and participation of market organisations and university institutions. The times demand it."

Danae Diakoulaki, Professor, Laboratory of Industrial & Energy Economics, School of Chemical Engineering, National Technical University of Athens, BRAVO 2012

"In times of economic crisis, such as we are experiencing now, the concept of CSR does not recede; on the contrary, the imperative is to support and disseminate it. Socially responsible businesses are sustainable businesses that redefine their business strategy within the context of a society grounded in knowledge. Seeking opportunities and implementing innovative actions that combine social and environmental awareness will ensure economic sustainability as well, helping to rekindle the economy and create jobs."

Nikos Charalambides, Executive Director, Greenpeace Greece, BRAVO 2010

"It is important that social reporting be linked to the core business of an enterprise, to take into account the risks and impacts of its activities and to set goals."

Dimitris Kyriakopoulos, Executive Vice-President of the BoD, Hellenic Aluminium Industry (ELVAL), BRAVO 2011

"The existence of a technical evaluation of a company's sustainability through certain indicators is essential because it is something all stakeholders, customers, banks and investors can monitor."

Giorgos Tsaprounis, Director of Corporate Relations, WIND Hellas, BRAVO 2012

"If we do not all change the way we see things, nothing will change. There are organisations that expect companies to be charitable, handing out money just because they are large companies. Companies are duty-bound to change such attitudes, to provide new direction through the actions and programmes they adopt."

Christos Christou, President, Doctors without Borders, BRAVO 2012

"In the last few years, intervention programmes in Greece have had to engage society itself in order to achieve sustainable development."

SOCIAL MEDIATION

At a time marked by major socio-economic changes in the effort to address and resolve modern complex problems, cooperation between all stakeholders, the State, the scientific community and private initiative is needed.

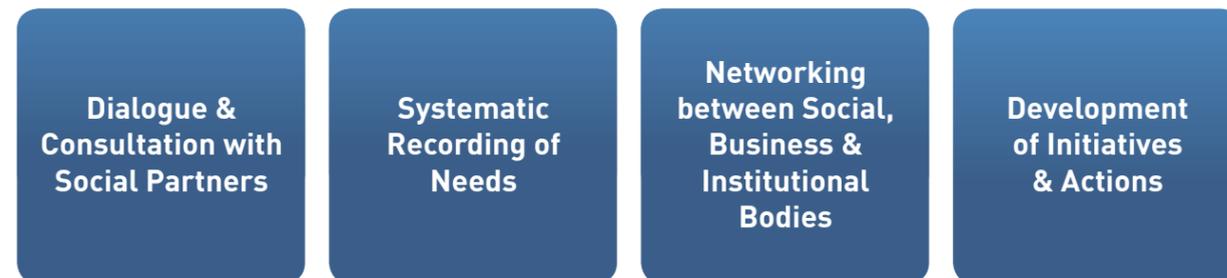
To this end, **QualityNet Foundation (QNF), the Network of Responsible Organisations and Active Citizens**, functions as a social mediator between private initiative and the institutional and social organisations in Greece with the view to develop initiatives and actions for social intervention.

To achieve the goals of social mediation, **QNF has developed a method of recording social needs which are then prioritised**. A number of programmes and actions are designed to respond to these registered needs.

In this way, QNF works with a broad-based network of shareholders and cooperating agencies to assume an active role in developing initiatives, providing support and bringing together businesses, institutional and scientific bodies, civil society and active citizens' organisations, with the ultimate goal of meeting needs and strengthening social cohesion through a number of specific programmes and actions.

OUR SERVICES

Social Mediation



Development of Initiatives & Actions



NATION-WIDE PROGRAMME "IT IS THE RESPONSIBILITY OF ALL OF US"

Umbrella for programmes and actions developed as part of social mediation and resulting from the cooperation of private and public sectors, while the measurement of the programme's social impact is verified.

To implement the social mediation programmes after identifying and documenting social needs, QNF acts as a mediator between private initiative, social and institutional bodies and the general public to develop dialogue and cooperation with a number of social partners. While preparing the programme, the QNF also determines the procedures and indicators for monitoring the effectiveness of the project to ensure its implementation. During the implementation of the Initiative, QNF oversees the monitoring of the development procedures and the proper operation of the programme, providing guidelines for finding solutions and alternative applications where needed. Once it is completed and social impact is evaluated, the Foundation verifies the programme results as a third-party, providing quantifiable data to the company that supported the programme and other stakeholders.

The year 2014 was particularly difficult for Greece, with the economic crisis impacting on society and citizens. QNF, in cooperation with its network of stakeholders and partner organisations, developed programmes and actions to address needs related to health, social solidarity and education.

In this way, the actions and programmes that were either introduced for the first time or continued from the previous years, focused on the following axes:



Axis	Programmes - Actions
HEALTH	"I monitor my Diabetes" "Breakfasts for Better Days"
HEALTH & WELL-BEING	Activity Festival: "Change your attitude. Get active!"
SOCIAL SOLIDARITY	"We Bring Hope" "Social Volunteering Day"
EDUCATION	"I've Read, You Read, They Will Read"



	PROGRAMME	I MONITOR MY DIABETES
	Social need	Provides free blood testing for uninsured patients with type 2 diabetes
	Sponsor	Novartis
	Cooperating Organisations	Hellenic Endocrine Society, Hellenic Society of Nephrology, Bioiatriki Group, community & municipal clinics, diabetes centres, Hellenic Medical Association for Obesity
	Duration	July – December 2014

A major innovative social programme in primary healthcare to support uninsured patients with chronic conditions. Through the «I monitor my Diabetes» programme, uninsured patients with type 2 diabetes were able to have complete blood and biochemical testing done free of charge, as these tests are essential for monitoring their health and ensuring quality of life.

Main Features:

- ✓ Aimed at uninsured patients with chronic disease
- ✓ Free blood tests were provided to 4,687 patients with type 2 diabetes to ascertain the condition of their health and to adjust their drug regimen
- ✓ It was implemented in Attica, Thessaloniki and Volos

Social mediation

The programme was implemented with the cooperation of:

- 10 community and 15 municipal clinics
- the Hellenic Medical Association for Obesity
- 14 internal medicine departments and diabetic centres at the major hospitals in Attica and Thessaloniki
- the Bioiatriki diagnostic centres, which conducted the tests
- the Hellenic Endocrine Society and the Hellenic Society of Nephrology, which provided medical guidance and sponsorship
- Novartis, which sponsored the overall programme



	PROGRAMME	BREAKFASTS FOR BETTER DAYS
	Social need	Provide breakfast to children in socially vulnerable groups
	Sponsor	Kellogg's
	Cooperating Organisations	Food bank, TNT Skypak (Hellas), institutions and non-profit organisations, municipalities and parent associations
	Duration	2013-2014 / 2014 - 2015

The Breakfasts for Better Days programme aimed at addressing a major social problem that emerged in Greece as a result of the recession - the inadequate feeding of children. The programme has been implemented for two consecutive years, providing proper meals to more than 30,000 children and their families with 280,000 breakfast portions in 2013 and 820,000 portions in 2014. Under this programme, breakfast meals were provided in cereal packets to children and families who are in dire financial straits through organised structures such as organisations and institutions supporting children, municipal authorities and the school communities.

The specific programme is an offshoot of a successful cause-related marketing scheme called «Give a child a breakfast» run by the Kellogg company.

Main Features:

- ✓ Aimed at children in socially vulnerable groups
- ✓ More than 1,100,000 breakfast portions were delivered in Attica and Thessaloniki
- ✓ Organisations such as parent associations, social services in municipalities in areas of high unemployment and other bodies and institutions who work to protect and look after children received support

Social mediation

The programme was implemented with the cooperation of:

- 35 organisations in Athens and Thessaloniki which benefited from the action
- the Food Bank, which provided its facilities
- the TNT shipping company which undertook to deliver the packets to recipients at no charge
- 15 municipalities & 33 parent associations who supported the action
- Kellogg's, which sponsored the overall programme



HEALTH & WELL-BEING AXIS

NEW

	PROGRAMME	CHANGE YOUR ATTITUDE - GET ACTIVE!
	Social need	Addresses the important issue of obesity and the lack of daily physical exercise
	Sponsor	The Coca-Cola Foundation
	Cooperating Organisations	General Secretariat for Sports, «Child Nutrition», Hellenic Medical Association for Obesity
	Duration	15-19 October 2014

Activity Festival: «Change your attitude. Get active!» took place with the aim of highlighting the importance of physical activity for a healthy life. Over the five days of the Festival's duration, young and old had the opportunity to take an active part in a number of experiential activities and to learn more about the importance of movement, a balanced diet and the energy balance from scientists in the field of exercise and nutrition. The Festival was open to the public and to the school community.

Main Features:

- ✓ Directed at the general population, families and the school community
- ✓ Implemented at Technopolis through the development of mechanisms to mobilise people in an experiential manner
- ✓ More than 20,000 people were mobilised through the Festival

Social mediation

The action was implemented with the cooperation of:

- The Ministry of Culture-General Secretariat for Sports, which sponsored the action
- Child Nutrition
- the Hellenic Medical Association for Obesity
- the Coca-Cola Foundation which sponsored the entire Festival



SOCIAL SOLIDARITY AXIS

NEW

	PROGRAMME	WE TRANSFER HOPE
	Social need	Provides essential items to children and families in socially vulnerable groups
	Sponsor	TNT Skypak (Hellas)
	Cooperating Organisations	Institutions & organisations, municipal social services, customers, TNT associates and suppliers
	Duration	October - December 2014 & January 2015

The “We Transfer Hope” programme is an important cooperative B2B endeavour. It was developed with the support of a network of associates and customers of the TNT shipping company in Greece, along with the company's employees. The aim of the programme was to support established institutions that work with children and families in need. Organisations that support socially vulnerable groups have received assistance in terms of the provision of essential items that have been collected by TNT's employees, associates and customers.

Main Features:

- ✓ Aimed at children and families in socially vulnerable groups
- ✓ Met the needs of organisations in Attica, Thessaloniki and Herakleion-Crete providing support for children and families
- ✓ Essential items were collected on a voluntary basis
- ✓ A total of 412 packages of essential items were delivered to the appropriate agencies.

Social mediation

The action was implemented with the cooperation of:

- 17 agencies which benefited from the action
- 26 TNT customers, associates and suppliers who donated essential items
- 250 TNT employees
- 5 municipalities in TNT's service area which supported the action
- TNT Skypak shipping company which offered its facilities and undertook to deliver the packages to recipients



SOCIAL SOLIDARITY AXIS

NEW

	PROGRAMME	WE WORK TOGETHER (SYN+ERGAZOMASTE)
	Social need	Meeting needs of organisations through employee volunteerism
	Sponsor	Novartis
	Cooperating Organisations	Institutions, civil society organisations
	Duration	30 May 2014

The Programme “We Work Together” is a corporate volunteering action whose purpose was to support organisations and agencies which assist the homeless and those who live in conditions of extreme poverty. Novartis employees volunteered their services on the company’s Volunteer Day to those in need in Athens and Thessaloniki.

Main Features:

- ✓ Aimed at homeless citizens, and those people who live in conditions of extreme poverty
- ✓ Took place in Athens and Thessaloniki
- ✓ A total of 34 different actions were developed
- ✓ Support was offered to 62 community kitchens outside the two main urban centres
- ✓ At least 2,000 people living in poverty benefited
- ✓ Voluntary work and essential items were provided

Social mediation

The action was implemented with the cooperation of:

- 10 organisations in Athens and Thessaloniki which benefited from the action
- 450 employees in total volunteered to take part
- Novartis, which consistently implements this action as part of its corporate responsibility programme



EDUCATION AXIS

	PROGRAMME	I'VE READ, YOU READ, THEY WILL READ
	Social need	Right to knowledge, promoting the value of books
	Sponsor	QNF ACTIVE CITIZENS NETWORK
	Cooperating Organisations	TREATMENT CENTRE FOR DEPENDENT INDIVIDUALS (KETHEA), THIVA WOMEN'S PRISON
	Duration	2012-2014

In response to requests from agencies with regard to the lack of libraries, the QualityNet Foundation launched an action to collect books through the «If you've read them, set them free!» programme to create libraries in prison facilities. **Our aim was to support the right to knowledge and to freedom of spirit to people who need it.**

Following response from the public, the programme to provide books for libraries was repeated, but this time the beneficiaries were «prisons» of all kinds. These included prisons, remote areas, detoxification centres, and schools which recognise the value of non-school books to children's education.

The programme involved cooperation and donation of mainly second hand books based on the support of the Active Citizens Network.

Main Features:

- ✓ Aimed at socially vulnerable groups.
- ✓ Since the programme was launched, more than 2,500 books have been collected, including books of general content, encyclopaedias, novels, children's books, photography books, history, travel and foreign language books.
- ✓ The books were assembled by volunteer active citizens.

Social mediation

The action was implemented with the cooperation of:

- 6 organisations active in detoxification services and assisting socially vulnerable groups
- Active citizens, through the QNF's Active Citizens Network



HIGHLIGHTS IN PICTURES

We Work Together



I Monitor my Diabetes



We Transfer Hope



Breakfasts for Better Days



WHAT THE SOCIAL PARTNERS SAY

Maria Kerasoglou, President, EDRA-Social Cooperative Action for Vulnerable Groups (KSDEO)

"We thank all the companies and particularly the volunteer employees for their wonderful Initiative and for this action which was such a pleasure for all of us. All of us, the people at the EDRA Coop, can «work together» to make others smile!"

Evgenia Thanou, Director, Doctors of the World

"The opportunity provided through the QNF's «I monitor my Diabetes» programme through the Doctors of the World clinics was extremely important. The DoW organisation offers free primary healthcare and through this specific partnership was able to conduct important secondary medical tests which helped achieve more current medical diagnoses and better management of patient medicinal treatment. The Initiative and this partnership was a success and we hope that similar opportunities will arise in the near future."

S. Karagounis, Coordinator, MITERA-Child Protection Branch of Attica

"Allow me to thank you for your generous and important contribution to the MITERA-Child Protection Branch of Attica. Such actions become even more important when they are directed at children deprived of a normal family environment, while, at the same time, encourage and support our difficult undertaking in practical terms."

G. Protopappas, Director, SOS Children's Villages

"Please accept the warmest gratitude of the SOS Children's villages for your valuable contribution to providing two months of breakfasts for the children under our protection. This contribution, particularly at a time of deep crisis and undernourishment of children, allowed our children to have a daily, healthy breakfast and us to benefit from the important moral contribution of your action."

Dr Theofanis Apostolou, General Secretary, Hellenic society of Nephrology

"Preventing this disease from occurring is an absolute priority. Initiatives such as those of Novartis will help identify patients who have or may develop diabetes-related kidney disease and give the public an opportunity to better understand the complications. In addition, they will help the uninsured, whose numbers have increased during this recent economic crisis in Greece."

Giorgos Mastorakos, President, Hellenic Endocrine Society

"The reason we undertook to sponsor the «I monitor my Diabetes» programme is because the social action deals with type 2 diabetes, which has reached epidemic proportions in the western world. Diabetes does not only affect patients and the health system, but the whole society, and the responsibility for addressing it must be a collective one."

SOCIAL RESPONSIBILITY

Responsible Organisations and Active Citizens: Two poles are linked together because social responsibility is not just individual or just collective. The best outcome is achieved when the two poles work together and supplement one another. On the one hand, an **Active Citizen** alone or in tandem with other active citizens may constitute a driving force for change. On the other hand, there are the Responsible Organisations which, through the actions they develop, acknowledge their responsibility to society as a whole. Starting with the simple acts of responsibility by citizens on a day-to-day basis to the larger-scale practical actions on an organisational level, we move from the individual to the collective level, without discrimination but with a shared vision: **sustainable development and social cohesion.**

QualityNet supports the need for such «syzyxis» and a large part of its activity involves developing methodologies and messages that help arrive at a common language and understanding between the two poles.

OUR SERVICES

Public awareness campaigns

Communication & networking between responsible organisations and active citizens

Actions to inform, raise awareness and encourage active participation

Creation of active citizens network

DEVELOPMENT OF INSTITUTIONS WHICH CULTIVATE POSITIVE STANDARDS

ACTIVE WAY OF LIFE

This coordinated effort by public bodies, businesses and the media aims at informing and mobilising people of all ages on issues of nutrition and physical activity in the fight against obesity, and at promoting health and well-being by establishing appropriate models of nutrition and physical activity.



- ✓ Consumer information campaign
- ✓ Campaign to inform employees /companies
- ✓ Festival for young and old
- ✓ Health & Well-being publication

ENVIRONMENTAL MARATHON

Climate change is a multi-faceted and complex problem, with a decisive impact on our daily lives.

The **Environmental Marathon** aims to raise awareness and to mobilise all shareholders - the public sector, business, local authorities and citizens - to support actions that support the environment. We stage actions for active citizens, enterprises, the education community and local authorities that transform the **Environmental Marathon** into a platform of activity for everyone. Because we are all responsible for the environment!



The **Environmental Marathon** and the **Active Way of Life** programmes are implemented through the development of a number of actions that include:

- ✓ Consumer information campaign
- ✓ Employee/company information campaign
- ✓ Festival for young and old
- ✓ Experiential educational programmes
- ✓ In-school competitions

UNDER THE AEGIS OF:



ΥΠΕΧΩΔΕ



WITH THE COOPERATION OF:



ΣΕΒ

ΣΥΜΒΟΥΛΙΟ ΓΙΑ ΤΗ ΒΙΩΣΙΜΗ ΑΝΑΓΤΥΞΗ



Information & Social Networking

The most effective way to develop and disseminate responsible behaviour models on an individual, collective, corporate and institutional level is through social network, through which all of the parties involved can be made more aware and urged into action.

Recognising the necessity for direct and interactive communication, the QualityNet Foundation has created communication tools to be used by active citizens, responsible organisations, civil society and institutional bodies to facilitate multi-faceted and simultaneous communication with their constituencies.

The QNF's most important tools for informing, communicating and networking are:



www.qualitynet.gr



The Internet platform **www.qualitynet.gr** is common to all constituencies, citizens, businesses, civil society organisations and institutional bodies, and it has been developed as the main communication tool in promoting social responsibility, sustainable development and social cohesion.

What **www.qualitynet.gr** does:

- Provides regular information for constituencies on matters of social responsibility, sustainable development, corporate news and other topics related to new development with regards to the organisation's programmes, institutions and initiatives.
- Systematically documents the social profiles and actions of responsible companies and non-profit organisations through the Responsible Company Guide and Non-Profit Organisation Guide, respectively.
- Offers suggestions for actions and awareness-raising to the Active Citizens Network, as well as to company employees through the Actions Guide

www.qualitynet.gr communicates and networks with:



WEEKLY NEWSPAPER "IN ACTION"



One unified informational platform promotes social responsibility!

The responsible and active attitude that we should all adopt to create a sustainable society. The programmes developed by organisations and the actions implemented with participating active citizens create an interaction that promotes responsibility at the individual, corporate and collective level.

The weekly online newspaper **IN ACTION** has been available for the last 4 years.

In 2014,
41 online issues of in action, were sent out
 presenting a total of **738 topics**
 and **41 QNF positions**

Active Citizens	Responsible Organisations	Civil Society	Social Action of the Week	The Voice of Active Citizens
<ul style="list-style-type: none"> ✓ Issues of sustainable development, social cohesion, innovation and personal responsibility ✓ Suggestions for actions and mobilisation 	<ul style="list-style-type: none"> ✓ Corporate social responsibility programmes ✓ Sustainability reports ✓ Developments related to sustainable development, social responsibility, accountability and management systems 	<ul style="list-style-type: none"> ✓ Non-profit organisation programmes ✓ Organisational sustainability reports ✓ Informative issues 	<ul style="list-style-type: none"> ✓ Presentation of social programmes developed by the business sector or the non-for-profit organisations that stand out 	<ul style="list-style-type: none"> ✓ Outline of positions, opinions and actions by citizen groups



ANNUAL PUBLICATION "IN ACTION"

This is the QNF's annual publication. There have been four annual issues since 2010, demonstrating the value and importance of social networking in practice. The aim of the publication is to transmit the messages related to social responsibility to the general public and to provide information on good practices and initiatives by companies which operate in conjunction with civil society and other bodies.

The approach we put forward through this publication endeavours to instil in all the interested parties the importance of cooperation and dialogue so that the actions they develop will have a meaningful impact on society.

Why responsibility cannot be just individual or just collective. The best possible outcome is achieved only when the two poles work to supplement one another, with collaborative and targeted steps.

The uniqueness of this specific publication lies in the fact that on the one hand it showcases successful programmes and good practices by companies on substantive social issues which have been carried out by bringing together forces from all participants for a common goal. On the other hand, representatives of the cooperating or beneficiary organisations present their viewpoints, while useful advice is also offered to active citizens on a number of topics.



Presentation of Programme / Action	View of Cooperating / Beneficiary Body	Benefits of the Programme	Active Citizens	Share your Views
The programme is outlined in summary as implemented by the company.	In juxtaposition with the presentation of the programme, the opinion of the collaborative organisation or the benefited organisation, are cited and be given to the company.	The impact of the programme/ action on society as a whole is outlined in a brief report.	A separate section offers useful advice to active citizens based on the key-issue of the programme which can be used on a daily basis to benefit the society as a whole.	Citizens are given an opportunity to raise questions or express their opinion to the company. Thus, the interaction between a company and its stakeholders is enhanced.



THE NETWORK OF ACTIVE CITIZENS

The Network of Active Citizens is a place where active citizens have the floor!

It is one of the most important pillars of the social networking project and the dialogue that the QNF develops to promote social responsibility and to enhance social cohesion. Our goal

is to foster dialogue and interaction among a large number of citizens who are active, want to take part in events and work together to create those things that interest them.

Through The Network of Active Citizens:

- ✓ **Register** their ideas, proposals, thoughts and concerns on the Voice of Active Citizens.
- ✓ **Highlight** and emphasise social needs or problems in their area.
- ✓ **Become active** and take part in voluntary actions.
- ✓ **Evaluate** and actively participate through the course of actions and programmes, expressing their views.
- ✓ **Take part** in dialogue.



EDUCATION

Helping to shape responsible citizens

The Experiential School, the QualityNet Foundation's educational department, has been active since 1997, and more than 1,000,000 primary school pupils have taken part in its programmes. With the ultimate goal being to help shape the responsible citizens of tomorrow, experiential education is used as a way to adopt correct models of behaviour both individually and collectively.

The Experiential School is recognised by the Ministry of Education and has gained approval for all of its educational programmes.

Recognising that «only what you accept with your soul you can learn and incorporate into your life and character,» our educational method is based on experiential learning through which children acquire experiences and knowledge, experience situations and shape attitudes, thus creating a culture that will follow them throughout their lives.

With specialised associates who cover a wide range of specialities - educators, psychologists, environmentalists, theatre experts - we too play a part in shaping future responsible citizens.

OUR SERVICES



THE EXPERIENTIAL SCHOOL IN 2014



Βιωματικό
Σχολείο

Since 1997, we have educated: more than 1,000,000 pupils in 13 Regions of Greece and in 4,400 schools

We have developed:

24 thematic experiential programmes

11 sponsored educational programmes

Online educational platform

«Land of the Best» Cultural & Education Centre

Environmental & Cultural Festival

The year 2014 was a difficult year for education, as schools, in addition to their educational role, were required to respond to social demands as well, affected by the economic crisis and its impact on the broader Greek society, as well as by the serious social phenomena that have emerged as a result. Social issues such as unemployment, bullying, diversity and the presence of phenomena that threaten social cohesion affect and touch on the operation of schools.

The **Experiential School** continued to successfully develop its educational work with the support of its specialised staff, the school community, the competent authorities and private initiative.



Experiential School | T: 210 6898 593 | F: 210 6854 204 | email:info@biomatiko.gr

EXPERIENTIAL PROGRAMMES

Following the guidelines of the Ministry of Education, the experiential programmes are designed to work in tandem with and support of schools programmes and projects. The programmes are implemented in response to the needs of modern-day schools, taking advantage of both new technologies and tools of the experiential approach and active learning.

Health	Arts-Culture	Environment
<p>When feelings come to life! Expression and handling of positive and negative feelings</p> <p>Storybook "The garden of joy and sorrow" Role-playing storybooks on the topic of feelings</p> <p>I love my body, I eat properly! Diet and exercise</p> <p>The Foreigner, the Stranger, Me! Diversity (racial, cultural, social discrimination)</p> <p>I am always clean and strong Cleanliness and personal hygiene</p> <p>Don't be afraid, we're here Bullying in schools</p> <p>The light is green, pal! Road safety</p>	<p>Journey to the land of Zoom Taratatzoom Music education</p> <p>Time for theatre - Time for play! Theatre education</p> <p>Evgenios Pinelakis (Paintbrush) & the Lost Colours Children's introduction to art</p> <p>Discovering Greek traditions Cultural heritage</p> <p>On the paths of mythology Greek mythology through a journey to the mythological cycle</p> <p>Television, mobile phone, Internet: with safety! Education through the mass media</p>	<p>1, 2, 3... Recycle Handling waste and recycling</p> <p>The animals' complaint Animals in danger of extinction</p> <p>I want my energy back, please! Energy and the importance of conservation</p> <p>Games with time and the seasons Changing seasons and the passage of time</p> <p>Drop by drop, please don't stop! Water and its importance to life on the planet</p> <p>Travel to space Space and the solar system</p> <p>Sustainable city: yesterday, today, tomorrow! The city we live in and would like to live in</p>

CULTURAL & EDUCATION CENTRE "LAND OF THE BEST"

At "Land of the Best", we provide entertainment and education, helping to enhance knowledge. Here, children have an opportunity to come into contact with nature, to learn through experience, to try out different materials and colours, to cultivate their imaginations, to socialise through teamwork and to make quality use of their time.

Are you ready for a trip to the Land of the Best? We welcome you!

www.xoratoukaliterou.gr

Through the online platform, children and parents can find out about and play educational games related to health, the environment, personal hygiene, road safety, responsible behaviour etc.



EDUCATIONAL MATERIAL & EDUCATIONAL GAMES

With the aim of bolstering the education process and retaining the programme message even outside the school environment, we provide educational games and activities for children to the education community, to all the pupils who take part as well as their families to promote learning in a creative way.

Activity sheets for children

Activities on a variety of topics
The children print them out, play & learn



Storybooks

Storybooks are used interactively to help consolidate learning through a process of personal choice.



Board Games

Learning through group entertainment.



Educational material



Commemorative gifts for pupils for each topic



SPONSORED EDUCATIONAL PROGRAMMES

To support the educational process, the **Experiential School** develops programmes that meet specific educational requirements, these programmes have been approved by the Education Ministry, are supported by recognised bodies and organisations and are provided to schools free of charge.

PROGRAMME	MODERATION - VARIETY - BALANCE
Supporter/Partner	Coca-Cola Foundation
Partnerships	Ministry of Education, Ministry of Health, Harokopio University
Goal	Support balanced nutrition and physical activity
Duration	2006-2014
Implementation	More than 88,000 primary school students from all over Greece
Method	Development of educational materials, competitions



The **"Moderation-Variety-Balance" educational programme** covers dietary education for children aged 5-12, with the aim of changing dietary habits that will follow them during their adult life. The emphasis on the value of the Mediterranean Diet and physical activity forms a foundation for adopting attitudes that support health and well-being.

Educational Material

<p>Programme Brochure</p> <p>with information about the programme, the structure of the educational material and the agencies implementing it.</p>	<p>Teacher's workbook with CD-ROM,</p> <p>educational and informational material explaining the activities that teachers can teach to children, along with suggested books and websites.</p>	<p>Three student workbooks</p> <p>(Kindergarten - 1st year, 2nd-4th year, and 5th-6th year of primary school) with exercises and games that support the educational process.</p>	<p>Storybook</p> <p>titled "Melenia's Story" for children aged 4-7.</p>	<p>Board game</p> <p>titled "Find out who changed their attitude and got active!" for children aged 7-12.</p>
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Defining Attitudes

The key axis in determining Attitudes is the triad of **Moderation - Variety - Balance**. The Attitudes referred to in the programme are the most common 'mistakes' that children make with regard to diet and physical activity, while the recommended ACTIONS aim at incorporating the above triad into children's daily lives.

Process for changing Attitudes



What they told us

Teachers	Parents
<p>87% of teachers will implement the recommendations of the «Moderation-Variety-Balance» programme with regard to diet and physical activity for themselves, while 94% said they would implement the programme recommendations for their children.</p>	<p>88% of parents believe that childhood obesity is a very serious problems for today's children.</p>
<p>82% of teachers believe that the educational materials were very satisfactory in terms of structure and programme implementation.</p>	<p>94% of parents believe that a balanced diet and regular physical exercise are equally important for children's health.</p>
<p>82% of teachers suggest the programme be continued.</p>	<p>84% of parents suggest this programme be continued.</p>

PROGRAMME	Life without rubbish: Reduce, Reuse, Recycle	
Supporter/Partner	ELVAL S.A., Aluminium Can Recycling Centre	
Goal	Raising awareness of the importance of recycling. Promotion of aluminium recycling.	
Duration	2007-2014	
Implementation	40.000 primary school students in Attica and Viotia	
Method	Experiential programme & educational materials, school competition, annual event	

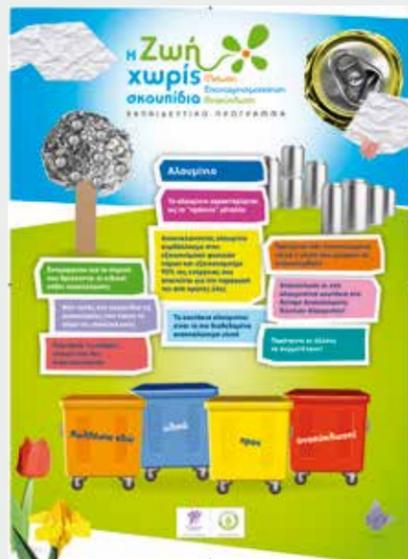
Educational Material

Experiential Programme ✓	Educational Material ✓	Board game ✓	Parent information ✓
Implementation of programme helps students learn about the importance of recycling in practice.	Informational & educational materials with a teacher's handbook, CD-ROM with suggestions for activities and a classroom poster.	For each student to help with the view to pass across the message outside school.	A folder for parents with information about the educational programme and the importance of recycling, aimed at involving the entire family.

Change of Attitude - Development of Actions

A decisive factor in changing attitudes is the provision of information about the importance and value of recycling as a method of managing waste. The consolidation of this information is achieved through the development of a methodology that helps change the attitude of every child as well as their families.

By developing specific actions, we encourage children and their families to respond to the information and to make their experience an everyday habit.



The programme "Life without rubbish: Reduce, Reuse, Recycle" is a comprehensive educational approach that covers the topic of recycling with the aim of raising the awareness of the school community and the family.

What they told us

98% of teachers believe the topic of recycling is very important.

95% of teachers believe the topic is timely.

97% of teachers want this programme to be continued.



PROGRAMMES

PROGRAMME	SUPPORTER/ PARTNER	GOAL	DURATION	IMPLEMENTATION	METHOD
	BP Hellas	Awareness of proper driving practices in modern cities	1997 - 2011	180,000 primary school students from all over Greece, in 12 major cities	Experiential programme & educational material, family participation
	FAGE	Education on balance diet. The need for a proper breakfast	2000 - 2004	100,000 primary school students on a national level	Experiential programme, educational material, family participation
	Coca-Cola	Combating racial or social discrimination, accepting differences	2006-2007	4,500 schools on a national level	Educational Material
	Philips	Energy conservation & proper energy behaviour	2008	3,500 schools on a national level	Educational Material
	My Market	Mobilising local community to promote recycling	2009-2011	7,000 primary school students	Experiential programme, educational material, school competition, family participation

SCHOOL COMPETITIONS

Rewarding participation!

The most effective promotion of environmental and social issues on a broad scale, as well as the mobilisation of the school community, the family and local society can be better achieved and the messages retained through participation in school competitions.

By making good sportsmanship a priority, we give schools the opportunity to express themselves artistically and creatively and -why not - reward the «best».

To this end, we have developed:

Recycling Marathon

The school competition was developed with the aim of raising the awareness of the school community and of the general public about environmental protection and the need to conserve energy resources. We invited schools and members of the public to collect and recycle paper they were not using.

The action had great appeal and the response was positive.



Environment & Recycling

The aim of the competition was to help the school community understand that recyclable materials are not rubbish. By taking in the message and making use of recyclables, the students expressed themselves artistically by creating a number of art works theatrical happenings, poems, songs, storytelling and others.

The competition was held for 4 consecutive years at the primary schools. An exhibition, which was open to the public, was held to show the students' works and consequently the meaning and importance of recycling.

ACTIONS FOR THE FAMILY

Throughout the year, the Experiential School develops actions that seek to inform both parents and children and to strengthen the relationship between them through entertaining, creative and educational activities.

Neighbourhood of Action

As part of informing and mobilising the family, the Experiential School staged a thematic experiential park called «Neighbourhood of Action». By implementing educational activities, theatrical and artistic happenings and active games for our young and old friends, we passed along a message about the importance of a balanced diet and daily physical activity.

The «Neighbourhood of Action» was held three times, with great success and response from the schools and members of the public who visited.



I Support the Schools in my Area

With the «I support the schools in my area» programme, we give companies that wish to support the areas in which they conduct business the opportunity to contribute to the educational process. By providing educational experiential programmes for schools concerning health, environmental and cultural issues, you can help strengthen knowledge.

During the year, **24 programmes received support, giving students the opportunity to learn about the environment and energy** with the support of companies.



Υποστηρίξτε τα σχολεία της περιοχής σας και συμβάλλετε στη δημιουργία των **αυριανών υπεύθυνων πολιτών!**

Το QualityNet Foundation καλεί...

...τις εταιρείες που επιθυμούν να ενισχύσουν την εκπαιδευτική διαδικασία, να προσφέρουν σε σκάλες την περιοχή τους σημαντικές εκπαιδευτικές δραστηριότητες και να αναφέρονται στη δημιουργία υποστηρικτικών εκπαιδευτικών προγραμμάτων και ιδιόκτητου υλικού για την Αθήνα και άλλους εκπαιδευτικούς.

Θεματικές ενότητες

- Προστασία του Περιβάλλοντος
- Υπεύθυνη Κατανάλωση
- Εκβασιμότητα στη Διαφορετικότητα
- Υγεία & Προάσπιση
- Επιχειρηματική Διπλωματία
- Ασφαλής χρήση των ΝΠΕ
- Διασφάλιση των παιδιών & των νέων
- Τέχνες & Πολιτισμός

Γίνετε αρωγοί στην ενίσχυση του εκπαιδευτικού έργου!

Για περισσότερες πληροφορίες: κτ Αγίου Γεωργίου, 202 6810 593, agiamprou@biomatiko.gr
www.biomatiko.gr, www.qualitynet.gr

HIGHLIGHTS IN PICTURES



WHAT THE SOCIAL PARTNERS SAY

26th Primary School of Halkida

"The programme that was implemented at our school on the topic of energy was completely satisfactory and understandable to both the younger and older students. The programme goal was achieved successfully and the students became more aware of and learned about energy experientially, in a playful and fun way. They were very excited by the way it was presented and they took part in all the activities. This programme gives even the weaker students a chance to stand out, thus boosting their self-confidence while providing them with knowledge."

3rd Kindergarten of Artemida for the water programme

"A well structured programme that raises all of the related concerns."

8th Primary School of Haidari

"I would wholeheartedly recommend the Experiential School to my colleagues because knowledge acquired this way becomes important; it becomes a way of life."

Lilipoupoli Preschool

"The programme was enriched with many activities, and the children participate and enjoy role-playing, learning and exchanging ideas about what they learned."

3rd Primary School of Paleo Faliro

"The children combined fun with an outing in the country and the clean air. It was a marvellous experience."

1st Tositseio-Arsakeio School in Ekali

"Exceptionally well-organised programmes; the children are very pleased and enjoy the entertaining but educational games in which they participate."

Paramythoupoli Preschool

"We only have good things to say about this amazing Experiential School. Every visit was a wonderful experience for our children, filled with joy and contact with knowledge."

Vathy-Avlida Primary School

"An amazing programme, great environment, relaxing music, and creative and polite animators. Thank you for this experience."

Educational programme «Life without rubbish»

"It is an incredible way to teach because recycling must be a way of life for everyone and should be taught starting at young ages. The programme is great; it should be offered more often!!!"

Educational programme «Moderation, Variety, Balance»

"Most of us try to do our job as well as we can; we even invest our own time in looking for information from various sources (Internet, bibliography and so on). The «Moderation, Variety, Balance» programme surprised us and offers each one of us quality material that is not only helpful, but also encourages us to deal with the issue of nutrition even further. The material is a pleasure for us and the children, with its attractive design, vibrant colours and drawings. And of course, it is current and scientifically supported so we can essentially rely on it."



www.qualitynet.gr