



# Leaving our trace in the world

**M**any things can be written about the definition and meaning of Corporate Social Responsibility (CSR). Yet, when one takes action in this field, within the framework of his/her business or even outside of it, one realizes that this is an area of human life with unfathomable depth and great room for unconstrained, substantial, offering to humans. CSR is independent of corporate milestones (such as ELPEN's 50 years of operation, which we celebrate this year); nonetheless, if these milestones can expand it, then they are more than welcome. Communicating CSR programs – without boasts – is also useful, as it creates imitators in the market and impels corporate boards of directors to continue investing, beyond the stereotypical cost-benefit calculations for company expenditures. After all, CSR is the trace left in the (entire) world by a company – that is, not only when a particular activity is realized, but within a broader sense of time, past and future. Ideally, this trace should be marked through substantial work, and I think that ELPEN has succeeded in doing so.

Among the latest programs, which are currently ongoing, I shall indicatively mention six of our activities: All throughout these years, we have been listening closely to our country's "pulse", giving emphasis on the remote areas of Greece. In collaboration with the Greek Red Cross and the "AgoniGrammiGonimi" Organization, we recently completed a "Journey to remote

Greece, with Health as a compass". This was a program for Primary School students from the 5th and 6th grades, who acquired knowledge pertaining to basic First Aid principles and accident prevention. The program was carried out in 25 destinations on remote islands of the Aegean, as well as villages in the Prefectures of Evros and Ioannina. We are now preparing to repeat this, in new destinations with new programs.

Moreover, for 15 years now, we have been supporting the Aegean Team, with significant work that clearly leaves our company's trace: this year, during the 21st Crossing of the Aegean Team (May 7-18, 2015), we offered to equip the rural medical cabinet in Astypalaia with medical instruments and consumables.

As modern Greeks, the people of ELPEN are respectful towards our country's monuments and cultural heritage. "DIAZOMA" Association has been embracing the protection of ancient theaters and their inclusion in our country's everyday life; for this reason, ELPEN has been actively supporting, for more than 10 years, the association's important cultural work.

Of course, we couldn't forget Mr. Christos Tampaxis, twice an Olympic gold medalist in swimming for individuals with disabilities. Mr. Tampaxis has been part of

## ARTICLE



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the ELPEN family for six years now; after five (up until today) participations in the Paralympic Games (Atlanta 1996, Sydney 2000, Athens 2004, Beijing 2008 and London 2012), he is now preparing for his sixth Games in Rio, in 2016 (we all hope that he overcomes an injury problem he faced, but, in any case, Christos has overcome himself numerous times up to this point).

There are two additional, nation-wide, CSR programs, which were recently announced by ELPEN. One concerns the information for breast cancer

early diagnosis, and will be realized in collaboration with the Hellenic Cancer Society (HCS). ELPEN will cover the expenses for the refunctioning of HCS's mobile mammography unit, during a tour that will take place across the country, aiming at informing, examining for free and performing mammography on the female population. The program, which will begin in due time and will run all throughout 2016, will include information activities, interventions in the media, development of actions in Athens and Thessaloniki, as well as other events in major cities, within the context of activities for physicians and pharmacists (mobile mammography unit in action).

The goal of this program is to sensitize people on this matter, so that it becomes part of every Greek household and starts concerning every Greek woman and her family... In other words, the goal is to make this a matter of concern for the entire country! The fact that ELPEN is not produc-

ing or promoting oncological drugs clearly demonstrates our company's sincere social orientation.

With regards to the second additional program, on which I cannot provide any details for the time being: it is a program pertaining to the public's information (emphasis will be given to the young people, who, erroneously, consider diabetes as a "privilege" of the elderly and those who are obese). Within the context of this program, we will be communicating, in a particularly creative manner, the need for proper nutrition and exercise, in order to bring, once again, ELPEN close to families, since diabetes concerns all ages. The program will be realized in schools (although it does not only concern students!), in 3 major cities of the country (Athens, Thessaloniki and Patras), as well as in other cities, such as Kavala, Alexandroupoli, Serres, Crete, Chios, Mytilini and Rhodes, and will entail great surprises for the participants. It will launch on November 14th, 2015, on the occasion of the World Diabetes Day, and it will continue throughout 2016. I am certain that it will be embraced by the Greek population, like all other programs, which have been organized by companies with love and care.

These are only a few of our CSR programs. They are currently ongoing. Many more will be implemented during the following year – programs, for which the media will be informed. There will also be additional programs, which are presently in preparation, but these shall remain "away from the media"! No shouting is needed for these programs...