



Nikiforos Lytras, *Dance in Megara* (c. 1872-1875)  
Oil on canvas, 65 x 54 cm



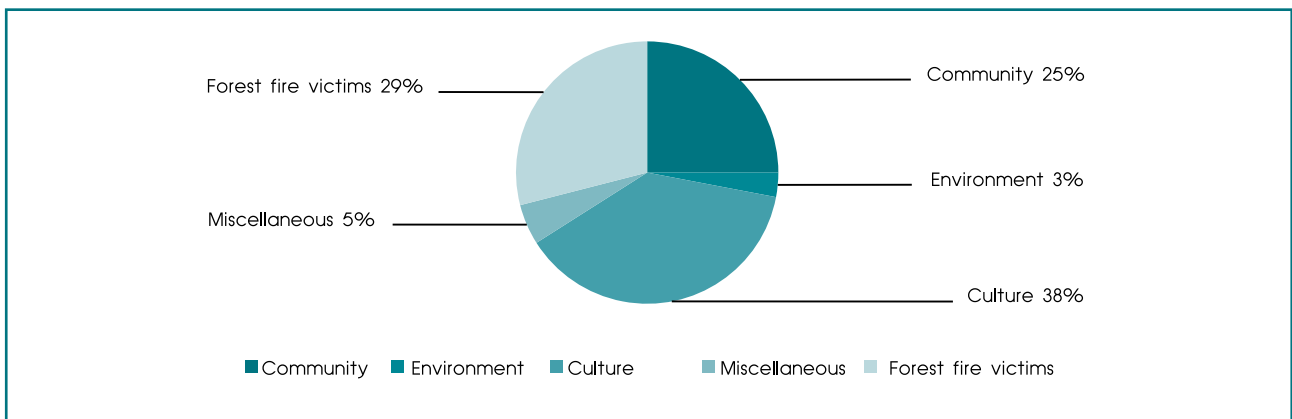
Responsibility  
to  
Society

NBG is committed to contributing to the community at large. In doing so, in 2008 it supported a variety of cultural, social and environmental actions, addressed with sensitivity many of the social problems of today and played a significant role in economic growth, social development and prosperity, environmental protection and conservation and protection of the Greek cultural heritage.

In 2008, NBG deployed a sponsorship programme totalling €24.7 million to support a wide range of actions, both directly as a bank, and via its Cultural Foundation (MIET) and Historical Archive.

Total sponsorships represent 3.9% of the Bank's profits (out of total domestic profit of €633.2 million), as below:

### Breakdown of Sponsorship 2008



\* These figures concern total sponsorships including support provided to areas destroyed by the 2007 forest fires

## “Responsibility” Corporate Social Action Programme



Through its "Responsibility" Corporate Social Action programme, NBG is lending real and generous support to a wide range of cultural, educational and humanitarian initiatives, and the community at large, along three core lines of action:

- Responsibility to the community
- Responsibility to the environment
- Responsibility to the cultural heritage

## The Community

The Bank shows particular concern for vulnerable social groups, and accordingly participates in efforts to enhance services related to health, education, sport and social welfare and thereby contribute to the overall improvement of the life of the society in which it operates.

## The Environment

Responsibility to the environment and the implementation of a well-designed Environmental Policy are cornerstones of NBG's corporate citizenship aspirations and are essential for securing sustainable development. NBG applies its Environmental Policy thoroughly and consistently, and seeks to enhance the environmental awareness of its staff and, indirectly, its shareholders and customers.

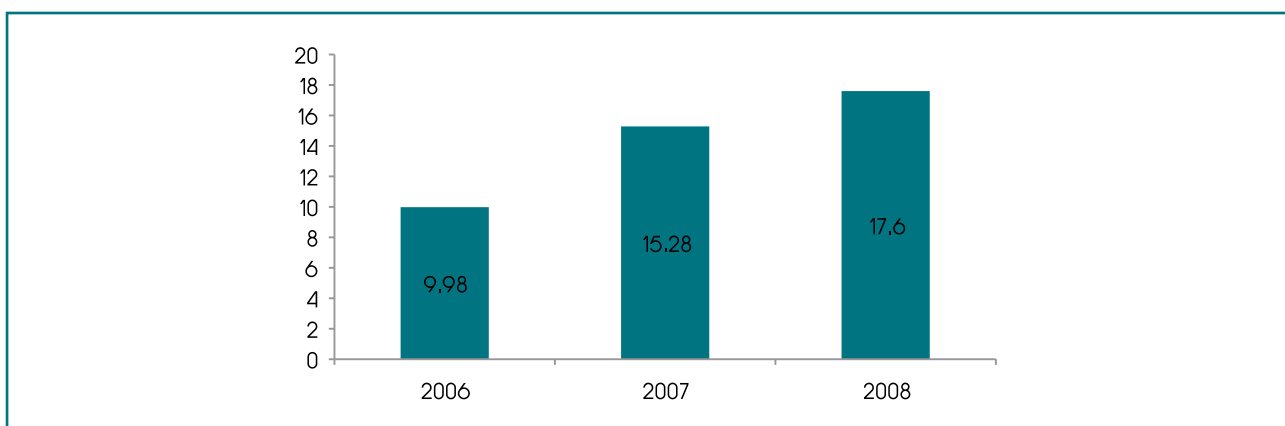
## The Cultural Heritage

NBG has long shown its support for actions that serve to highlight and preserve the Greek cultural heritage. It channels substantial funds in sponsorship to endeavours and events related to history, the arts, customs and traditions in Greece.

The total amount of sponsorships granted through NBG's "Responsibility" Corporate Social Action programme amounted to €17.6 million in 2008. As in 2007, the funds allocated in 2008 for the areas destroyed by the summer wildfires constitute an extraordinary contribution and are granted in addition to the Bank's scheduled annual sponsorship activity.

Sponsorship Data	2008	2007	2006
Sponsorship programme (€ millions)*	17.60	15.28	9.98
Sponsorship as % of NBG profits (before tax)	2.78	1.48	1.19

### Sponsorship Programme (€ millions)



\* These figures concern total sponsorships over the period 2006-2009, without including support provided to areas destroyed by the fires, as this was an extraordinary payout.

## **Responsibility to the Community**

This part of the "Responsibility" programme includes sponsorships and actions that focus on:

- vulnerable social groups (such as children and the elderly), individuals with special needs and community health issues in general,
- sports,
- education, training, research and science.

25% of NBG's total sponsorships were earmarked for these areas of activity, the most important of which are outlined below:

### **Vulnerable social groups**

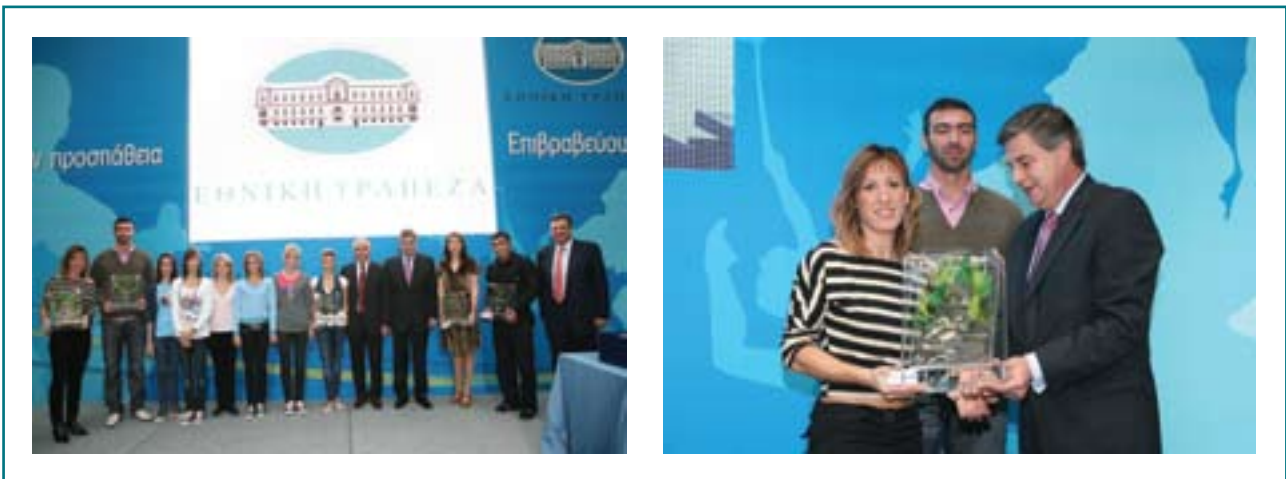
- Continued support for the maintenance and equipment of the Athens Municipality "Agios Andreas" children's summer camp.
- Completion of the 2-year programme for the building of six houses at the summer camps of the Diocese of Alexandroupoli and approval for the building of six more.
- Golden sponsorship for "Anasa", a society that combats eating disorders by enhancing awareness of this problem, and by creating the right conditions to provide services and quality care and support to patients and their families.
- Support to "Pnoe - Friends of Children in Intensive Care" to buy a central neonatal monitoring station and 10 bedside monitoring systems for the Neonatal Care Unit at the Elena Venizelou Maternity Clinic.
- Completion of sponsorship for the construction of a creche on land owned by the Diocese of Monemvasia and Sparta to assist families with more than three children and resident in the 200 worker's houses in the area of Sparta. The opening ceremony took place on 12 October 2008.
- Support to the Greek Society for the Protection and Rehabilitation of Handicapped Children (ELEPAP) for organizing an event within the Athens Festival, whose proceeds were used to support ELEPAP. ELEPAP's ongoing objective is to enhance awareness among, and closely work with, competent bodies, the government, local authorities and social agents so as to help children with mobility handicaps.
- Sponsorship to the Elpida Association of Friends of Children With Cancer, for organizing a scheduled event within the Athens Festival, whose proceeds were used for the construction of the first Children's Oncological Hospital in Greece.

Alongside other sponsors, the Bank supported a major effort by the Sotiria General Hospital Oncology Unit to enhance awareness of lung cancer. In November 2008, under the auspices of the Ministry of Health and the Athens University Medical School, a number of activities took place aimed at health professionals, patients and the general public:

- A web page (<http://www.lungcancer.gr>) was created offering information on lung cancer. The scientific personnel of the Oncology Unit replied within 24 hours to emails concerning lung cancer. In November alone, the web page was visited by more than 3,000 individuals.
- The scientific personnel of the Oncology Units of Sotiria and Hygeias Melathron hospitals prepared "Myths and Facts about Lung Cancer," a special information leaflet distributed through Sunday newspapers to 1 million people all over Greece.
- Three events were hosted for the information of patients, their relatives, doctors and nursing staff involved in lung cancer medical care.
- A programme for free check-ups took place in two kiosks in Omonia and Kolonaki Squares in downtown Athens where volunteer doctors and nursing staff of the Oncology Unit performed gratis check-ups of respiratory functions and spiral CT scans, while information material was distributed in printed and electronic form. These kiosks were visited by more than 5,000 individuals.

## Sports

- Support to the Hellenic Volleyball Federation to assist the participation of national teams in various events throughout the year.



- Support to individual athletes to assist their preparation and participation in international championships and the 2008 Beijing Olympic Games. Beijing Olympic medallists Alexandros Nikolaidis and Piyi Deventzi are just two of the athletes supported by NBG in its campaign to promote sporting ideals and fair play.

Alexandros Nikolaidis, Olympic medallist (2004, 2008)

*"In the most difficult period of my life as an athlete, when I was suffering from a broken leg at the 2000 Olympic Games and my sports career looked far from certain, National Bank showed faith in me and supported me in recovering from my injury."*

*"A sustained career in amateur sport is unfortunately very difficult in our country. We, athletes, have to cope with extremely difficult conditions, which sometimes seem impossible to overcome. The demands on your time are very great and the means to cover your training productively are unfortunately limited. On this road we seek moral, psychological and financial support.*

*I consider myself lucky because of the following: through my long-standing relationship with National Bank I have benefited from very substantial support. What I feel most grateful about is that this support goes beyond financial aid. In the most difficult period of my life as an athlete, when I was suffering from a broken leg at the 2000 Olympic Games and my sports career looked far from certain, National Bank showed faith in me and supported me in recovering from my injury. The humanity of this action, as well as the faith that was placed in me, are the most important - if not the key - factors that enabled me to successfully continue to compete in international sports arenas and to always do my best to keep the Greek flag flying high.*

*Many thanks, from the bottom of my heart."*

- Exclusive support, as Grand Sponsor of the Hellenic Gymnastics Federation, for its athletic activities and its participation in the Beijing Olympic Games. The Hellenic Gymnastics Federation is the official agent for the promotion and development of all forms of competition gymnastics in Greece.
- Support to the Hellenic Gymnastics Association for organizing the 2008 Athens Grand Prix Tsiklitiria at the Olympic Stadium. The Tsiklitiria athletic meeting was held for the first time in 1997 by the Hellenic Gymnastics Association and today is one of the major Greek sports events and one of the best globally, according to the official rating of the International Association of Athletics Federations (IAAF).
- Participation as Main Sponsor in the 24th Vardinogiannia classic sports international meeting held by the Atromitos Rethymniakos Association. This event, included in the EAA Premium and held under the auspices of the European Sports Federation, took place in Rethymno, Crete.

- Sponsorship for the Ministry of Merchant Marine, the Aegean and Island Policy for the 2008 Aegean Regatta, an International Open Sea Sailing Race organised for the 8th year. The Aegean Regatta has become in recent years a high level international sailing event. In 2008, 70 boats from Greece and abroad participated in the Amorgos-Kalymnos-Nisyros-Rodos route.
- Support for the Hellenic Fencing Federation in organizing the 2008 Acropolis Cup, an international Men's Fencing Grand Prix FIE.
- Support as Gold Sponsor for the 15th Sports Tournament of Central and SE Europe Stock Exchanges, held in a Northern Greece resort by the Athens Exchange SA.
- Sponsorship for the Hellenic Rowing Federation (EKOFNS) for the 2008 European Rowing Championship held at the Schinias Olympic Rowing and Canoeing Centre.

### **Education - Training - Research**

- Sponsorships for a wide range of scholarships related to graduate and post-graduate studies in Greek and overseas universities, including:
  - Support for the Thessaloniki American Farm School, offering secondary education to Greek students.
  - Support to the Dimitris Perrotis College, for students from SE Europe.
  - Support to the Athens University of Economics and Business, for the students of the MBA International postgraduate programme.
  - Support to the University of the Peloponnese, for outstanding students from the areas afflicted by the 2007 forest fires, as well as for students from poor families.
  - Support to the London School of Economics, for researchers and distinguished scientists of LSE's Hellenic Observatory.
- Financial support for conferences and events organized in Greece and abroad, aiming at fostering scientific research, including:
  - 13th International Anti-Corruption Conference, held for the first time in Greece.
  - "Human rights' conflicts", 4th International Conference of the Libertas International Centre for Human Rights.
  - "History of Childhood", a symposium run by the "Porta Anoihti" Society for the Protection of Spastics.

Georgios Mitsas, MBA postgraduate student

*"In terms of long-term social impact, National Bank has been a long-standing leader in efforts to shape a new generation of Greeks - who rely on knowledge, the courage of their convictions, meritocracy and strong values, and strive for the social and economic well-being of their country."*

*"In these times of growing competition, rapid developments and an ever-changing international environment, I believe that acquiring knowledge and experience on an international level is an essential prerequisite for young people who want to join the labour market.*

*Knowing NBG's long-standing tradition of lending support to training and culture as an integral part of its principles of social responsibility, I consider myself particularly honoured to have been offered a scholarship in the MBA postgraduate programme of the INSEAD University in France and Singapore.*

*I would like to thank National Bank for giving me and many other students, through its scholarships programme, the opportunity to acquire the knowledge and qualifications needed to develop personally and professionally.*

*In terms of long-term social impact, National Bank has been a long-standing leader in efforts to shape a new generation of Greeks - who rely on knowledge, the courage of their convictions, meritocracy and strong values, and strive for the social and economic well-being of their country.*

*I am delighted to have been granted the scholarship in memory of former NBG Governor M. Vranopoulos and to be part of the Bank's CSR programme, and am very grateful for NBG's undivided support. Lastly, I am sure that National Bank will continue in the future to generously invest in human and social capital with the same passion and vision."*

- 3rd Annual European Summer School and Conference on Competition and Regulation held by the Athens University of Economics and Business.
- 2008 Chalki International Seminar on Regional Flashpoints and Transatlantic Policies held by the Hellenic Foundation for European and Foreign Policy (ELIAMEP).
- A four-year sponsorship for the London School of Economics to set up a Research Centre on SE Europe.

- A three-year sponsorship for the Institute for Mediterranean Studies. The Institute's main objectives include current issues, developments and prospects in the Mediterranean and Balkan areas, as well as the links between these areas and Greece and the EU.
- A two-year sponsorship for Inter-University Postgraduate Studies in Museology offered by the Aristotle University of Thessaloniki and the University of Macedonia.

The above represent just a part of NBG's contribution to the community. In addition, a number of other actions took place for the support of vulnerable social groups, the health system, education and sports.

### Respecting the Environment

Three per cent of the Bank's sponsorship funding was earmarked for a wide range of environmental projects in 2008. It should be noted that the greater part of the support to fire afflicted areas (29% of total sponsorships) was granted through the environment line of actions.

Major actions supported include:



- Key sponsor of the Zakynthos National Marine Park Agency, supporting the Programme for the Protection and Conservation of Daphne and Gerakas beaches, which are the most popular breeding grounds for the Caretta-Caretta Mediterranean sea turtle.

- Support for the Hellenic Association for the Protection of the Marine Environment (HELMEPA).
- Support for the Gaia Centre - Goulandri Natural History Museum:
  - to run "A tree for Greece" campaign along with the Ministry of Development and Food, so as to support reforestation of various Greek areas, and
  - to host for 14 months, from February 2008 to June 2009, the "Climax, Planete, Climat" exhibition at the Gaia Centre, organized jointly with Villette Cite des Sciences et de l'industrie, Paris.
- A two-year sponsorship for the Delphi Municipality to offer visitors free transport from the modern-day village to the archaeological site using two special fun trains. This programme was launched four year ago and aims at protecting the monuments from car exhaust emissions.
- Support for the Kerkini Municipality Development Agency to organize the eco-festival "At Kerkini lakeside", aiming at enhancing awareness regarding ecosystem protection, the Kerkini wetlands and alternative tourism development in the area.
- Support for Heliodynami Ltd to run the "Green Project: Energy Roads Athens - Beijing 2008" - Energy Civilization expedition.
- Support for Thessaloniki's Agios Pavlos Municipality, to cover the expenses of a vehicle to guard the Thessaloniki suburban Seih Sou forest.



## Respecting our Cultural Heritage

NBG has long supported activities that enhance the national heritage and promote culture through a variety of actions, as well as through the diverse work carried out by the NBG Cultural Foundation (MIET) and the NBG Historical Archives.

In 2008, NBG channelled 38% of its total annual sponsorship funding to culture, including the following:

- Support for the Patriarchate of Alexandria and All Africa to complete construction of the buildings that will host the Alexandrian Library. The opening ceremony for the re-operation of this historic library took place on 9 May 2008. The library includes a mass of ancient Greek and post-Byzantine manuscripts and parchments: over 40,000 volumes of books, 3,000 early printed books dating from 1460 through 1800, 600 Byzantine and post-Byzantine manuscripts evidencing the Patriarchate's long history, 5 manuscripts (old liturgical books, lives of the saints, musical texts) and so on.
- Long-term sponsorship to the Municipality of Lefkada for the purchase and restoration of the house of poet Angelos Sikelianos, which will be converted into a museum under the name "Museum of the Home of Angelos Sikelianos". Visitors will be able to explore the role of 19th-century local Greek literature in the formation of Greek national awareness, as well the contribution of the people of Lefkada to the Greek Enlightenment and Modern Greek culture.
- A project involving the cataloguing, dismantling, relocation and conservation of documents from the special research library of the Readers' Society of Corfu, as well as repairs to the building and technical facilities of the Society's premises.
- A project for upgrading and restoring the building housing the Solomos Museum and the Society of Corfu Studies.
- A two-year sponsorship for the Foundation of the Hellenic World to run its virtual Tours to the Ancient Agora of Athens at the Foundation's new Tholos Theatre, and for the "Meeting in the Ancient Agora" exhibition. These productions open up new vistas in the use of technology for educational purposes while bringing the past vividly alive.
- Support for Hellenic Festival SA to run a special programme for young artists.

- A two-year sponsorship for the Centre for Asia Minor Studies. The Centre has an oral history archive consisting of tens of thousands of manuscript pages, as well as rare and diverse photographic records.
- Participation, as exclusive sponsor from the financial sector, in the art exhibition "From Titian to Pietro da Cortona: Myth, Poetry and the Sacred" held at the Cycladic Art Museum under the auspices of the Italian Embassy in Greece.
- Exclusive support for the Greek National Opera to stage Puccini's Turandot at the Herod Atticus Theatre.
- Exhibition of 174 selected paintings from NBG's Art Collection at the National Gallery. The works, dating from the 19th century, when the Art Collection was first launched, through the mid-20th century, are by major Greek artists, including Nikiforos Lytras, Nikolaos Gysis, Konstantinos Volanakis and Nikolaos Vokos representing the School of Munich; and later artists such as Konstantinos Parthenis, Michalis Oikonomou, Konstantinos Maleas who were members of the Art Group. The exhibition included also works by artists from the Inter-War period, such as Agenor Asteriadis, Spiros Vassiliou and Yannis Tsarouchis, as well as the post-war period, including Yannis Spyropoulos, Vlasis Kaniaris, Dimitris Mytaras, Demosthenes Kokkinidis, Alekos Kontopoulos, Pavlos Dionyssopoulos and Alexis Akrihakis. The exhibition ran from 4 December 2008 to 22 March 2009.

Marina Lambraki-Plaka, Professor of Art History, Director of the National Gallery

*"National Bank's broad sponsorship programme includes both the arts and literature. The National Gallery - Alexandros Soutzos Museum, which is honoured to include on its Board NBG's CEO Takis Arapoglou, has received generous financial support from the Bank. We are delighted and grateful to present to the public masterpieces of Greek art collected by National Bank during its century-and-a-half of operations.*

*The paintings exhibited at the National Gallery represent only a small portion of the collection, which comprises approximately 2,500 works."*

*Extract from the chapter titled "National Bank and the institutional role of art", Catalogue for "Greek Painters", from the Art Collection of National Bank of Greece, 2009*