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Editorial

Our autumn issue includes a wide range of subjects for our readers throughout the NBG Group. Here you will find news and views about developments in the Group both in Greece and abroad.

The first feature in this issue of Leading Ahead is Premium Banking, a new specialist banking service that combines first-class quality, comfort, discretion and personal service for distinguished clients.

We are particularly glad to report about the First Prize for Voluntary Work, which for the fourth consecutive year was awarded to NBG by Junior Achievement Greece, a member of the Junior Achievement Worldwide organization for training and entrepreneurship. Our Group also gained significant distinctions for its various entries in the annual Contact Center World Awards for the EMEA (Europe, Middle East, Africa) region.

Our news also include the Bank’s impressive participation in the “Altogether for Children” social campaign. Reading the report, we can rightly feel proud of our colleagues who participated in the action, the final results of which amount to a very substantial contribution to those in need, particularly children.

Each issue of Leading Ahead includes features on Corporate Social Responsibility in the NBG Group, as applied in practice.

With regard to the Group’s activities outside Greece, this issue features an article on the award given to Vojvodjanska Banka for its voluntary blood donation campaign, an admirable achievement in such a valuable social area.

As always, we give readers the opportunity to learn about recent publications by the NBG Cultural Foundation (“MIET”), as well as to enjoy some of the wonderful artworks contained in the Bank’s art collection.

Last, we wish to express our sorrow at the untimely loss of our colleague at the Bank’s London branch, Sotiris Charalambous, and pass on our sincerest condolences to his family through an obituary in the pages of this issue.

Nikolaos Marinakos
Manager
BoD Secretariat and Shareholder Services Division
Responding swiftly to the current challenges in the market and consistently pursuing its customer-oriented philosophy, NBG has launched, for the first time in Greece, a unique banking experience that combines quality, convenience, discretion, and one-on-one service. **NBG’s Premium Banking** aims at meeting the needs of its specially valued customers for personal service, making each customer unique.

The philosophy of our personnel at Premium Banking is to focus on the customer, seeking to develop personal contacts and strengthen the trust between the Bank and its customers.

NBG’s Premium Banking provides customers with on-the-spot expert advice, top-class personal service, tailor-made solutions that utilize specially designed financial planning tools and a host of investment options, to get maximum benefit from their funds under management.

By creating specially designed reception areas and personal service and also by using dedicated financial planning software, Premium Banking customers enjoy convenience, quality, a great sense of hospitality, functionality and flexibility.

Via the Premium Banking Branch network, offering state-of-the-art surroundings and front-line technology, our Premium Banking staff greets customers in a pleasant environment with cutting-edge banking services.

Attending the grand opening of the first Premium Banking branch in bank store at Aristotelous Square in Thessaloniki, on Friday, September 5th, were the NBG’s Chairman **G. Zanias** and NBG’s CEO **A. Tourkolias**.

The blessing ceremony at the grand opening was conducted by his Holiness the Bishop of Thessaloniki **Anthimos**, in the presence of the Mayor of Thessaloniki **G. Boutaris**, representatives of the business and financial community of the city and numerous customers.

The second Premium Banking branch opened in Athens in October, at the Golden Hall mall, in Marousi and is up and running. Two more Premium Banking branches will open soon in Kolonaki and Glyfada. The development of the Premium Banking network will expand rapidly during the first half of 2015 with the launch of Premium corners at 30 branches, deploying state-of-the-art architectural design and expert staff.
The new customer-oriented business branch model

NBG is implementing the new customer-oriented business and operation model to the Network Branches with a view to offering high level customer service in order to build mutually beneficial relationships.

In the framework of this new model, the customer is provided with quality service across the entire spectrum of banking operations by the competent service team or officer, so as to:

- foster and improve the relationship between the Bank and the customers, make NBG their Principal Partner Bank and ensure long-term business relationship,
- enhance the quality of services offered to its customers and the Bank's corporate image,
- shape a working environment in the Branch that is inductive to a positive experience for customers and staff,
- manage effectively the skills and experience of NBG staff,
- improve on an ongoing basis the Bank’s financial results.

The pilot implementation of the new model starts in October in about 25 branches selected by the Branch Network Divisions and the Branch Groups being a representative sample of the Bank's network.

The close collaboration between the branches' staff and the competent Regional Managers and Heads of Branch Networks shall precede the implementation of the new model so as to:

- develop the new organizational structure and assign the new functions and authorities,
- tackle potential allocation and operation issues aiming at unimpeded daily operation,
- plan the staff's training in order to understand the customer-oriented business model as well as learn the products details.

During the transition phase the Branches should be provided with support on a daily basis for potential problems related to implementing and operating the new model both in business activity and customer service.

Once the pilot implementation of the new model is completed, it will be implemented in all Network Branches in stages.

Management recognizes the staff’s efforts in enhancing further the level of the Bank’s customer service and the important role of the Network staff in seeking to ensure effective management of customer relationships and service.
National Bank, with its wide range of network branches and ATMs that cover geographically the whole country, is investing constantly in the upgrading of its branches and also in the further development and operational restructuring of its Network, based on the demands of local regions and giving tangible proof of its interest in its customers and its respect for the society and environment.

The aesthetics and functional upgrade of the Bank’s Network are of strategic importance for the improvement of customer service offered as well as to enhance energy efficiency for the branches.

Our Bank aims to add **30 new branches** in its Network over the next months.

**Lately, over 20 NBG Branches have been fully overhauled, while smaller interventions in more than 100 Branches have been made.**

Since the beginning of 2014, six branches and one transaction office, in Athens and in regions around the country (Thasos, Parga, Spetses, Varkiza) have been revamped or relocated.
**Opening ceremony of the new branch in Spetses**

The opening ceremony of the new branch in Spetses was held on 14 July. The event also marked the half centenary of the presence of our Bank in Spetses. The opening ceremony was attended by A. Tourkolias, CEO, D. Dimopoulos, Deputy CEO, representatives of the local authorities, leading players in the business community, the Bank’s customers, as well as residents and visitors of the island. The ceremony of the blessing was conducted by H.E. Metropolitan of Hydra, Spetses and Aegina, Ephraim.

In his speech, NBG’s CEO, A. Tourkolias, stated the importance of business development and the key role it has in tourism, an economic sector that is worthily represented by the people of Spetses.

As Mr A. Tourkolias said, our Bank’s role is to support a healthy customer base, while the new favorable conditions that are emerging in the economic environment will find NBG at the side of local markets by means of its growing branch network.

**Opening ceremony of the new branch in Varkiza**

The opening ceremony of the new branch in Varkiza was attended on 3 September by CEO Alexandros Tourkolias.

The blessing ceremony was conducted by H.E. Metropolitan of Glyfada, Voula, Vouliagmeni and Varkiza, Paul, in the presence of G. Konstantellos, Mayor of Voula, Vouliagmeni and Varkiza, G. Papanikolaou, Mayor of Glyfada, representatives of the local authorities, leading players in the business community, members of the Board and Senior Management and a large group of NBG’s customers.
NBG participated once again in the international Contact Center World Awards 2014 for EMEA region (Europe, Middle East, Africa) held in Lisbon on 22-27 June seeking to win Top Performer Awards 2014 in categories related to all types of Contact Center operations: Performance and Productivity, Development of New Technologies, Strategy for Development of Profitable Models.

Participating in the contest were 1,700 large companies from 57 countries, such as GarantiBank, La Caixa, TEB, Vodafone, Turkcell, NOS, Cisco, DHL, MetLife, Teleperformance and other representing key market sectors: Banking, Communications, Insurance, Outsourcing and the Services Sector.

Following a strictly defined process that lasted from January through March, NBG was shortlisted for final phase among the Market Leaders presenting its achievements in the sphere of Contact Centers, and was awarded significant distinctions:

<table>
<thead>
<tr>
<th>Category</th>
<th>Distinction</th>
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<tbody>
<tr>
<td>Best Mid-sized Contact Center in-house</td>
<td>3rd prize</td>
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<tr>
<td>Best Contact Center Leader</td>
<td>2nd prize</td>
</tr>
<tr>
<td>Best Outsourcing Partnership (NBG – Ethniki Insurance)</td>
<td>3rd prize</td>
</tr>
<tr>
<td>Best Technology Innovation Internal Solution</td>
<td>2nd prize</td>
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These awards are the product of NBG's constant effort to upgrade the Contact Center's offered services through operational and technological solutions, which are innovative and competitive on the international level.
NBG was awarded 1st prize for “Volunteerism” for the 4th consecutive year by Junior Achievement Greece (JA Greece), member of Junior Achievement Worldwide, the international training and entrepreneurship organization, at an event held on 25 June 2014 in Deree College, Athens.

JA Greece aims at supporting educational school programs approved by the Ministry of Education promoting entrepreneurship, innovation, enhancement of students' awareness about the concepts of economics and the principles and values of modern and healthy entrepreneurship in a creative and hands-on way.

NBG supports JA Greece activities through sponsorships, and has been participating in “The Economy and me” program since 2010. NBG's contribution includes the training of students at private and public schools throughout Greece by its staff-volunteers within the “Business Orientation” course.

In the last four years 152 NBG officers participated as volunteers-trainers in schools throughout Greece by teaching the principles and values of Entrepreneurship and Innovation, demonstrating their professionalism and social awareness.
40 NBG volunteers-trainers supported additionally the following programs: “Virtual Enterprise”, “Enterprise in action”, “Banks in action” and contributed to the development of these programs throughout Greece during the school year 2013-2014.

In particular:

- The “Virtual Enterprise” program presents to the secondary school level students the ways to launch their own enterprises, and to devise and sell goods and services.
- The “Enterprise in Action” program gives guidance to students about the stages of organizing their enterprise, as well as the development and sale of a product. They also study the social responsibility of an enterprise and the role of the State in a free market.
- The “Economy and me” program introduces concepts such as budgeting, family and personal financial management, and enabling students to learn about the prudent use of credit cards.
- The “Banks in action” program provides students with concepts that concern the workings of the economy.

Moreover, in the framework of the “Job Shadow” program 9 schools visited the NBG i-bank store in “The Mall Athens” and 1 school visited the NBG i-bank store in Thessaloniki (Aristotelous Branch). The staff of the branches played an active role in these study visits.

The “Hygiokratis” team of PIERCE College was awarded the 2nd prize in the regional “Best Virtual Enterprise 2014” contest for devising and designing the software of a digital health record stored in a USB stick. Volunteer-trainer of the said school team was Ms Aggeliki Xona, officer of the Group HR Development Division (024).

For the first time, the team awarded this year’s 2nd prize has the chance to travel in Norway in January 2015 in order to participate in the locally organized “Virtual Enterprise” company program. It is noted that more and more NBG officers are participating in the JA Greece programs throughout the country. The current plans are for even more schools to participate in the coming year’s “Virtual Enterprise” program. As a result students from the islands of Kastelorizo, Symi, Kasos, Lemnos, Ithaki, Kythira and elsewhere will have the opportunity to create their own virtual enterprise as well as the chance to win awards for their vision and ideas, always mentored by NBG officers.
The Group IT Governance Division excelled once again. This time the Division was awarded **GOLD prize** in *Health & Safety Awards 2014* in the “Financial Services” category for implementing best Health and Safety practices in the Data Center Building, and **SILVER prize** in the “Partnership for Environmental Protection and Health-Safety at Work” category.

The Health & Safety Awards ceremony was **held for the first time in Greece** under the auspices of Hellenic Institute for Occupational Health and Safety (ELINYAE), Hellenic Federation for Enterprises (SEV) and **European Parliament** with a view to promoting best practices related to Health and Safety at Work. Chairman of the Jury was **Dr Nikos Markatos**, Emeritus Professor and former Rector of the National Technical University of Athens.

The evaluation was carried out by the Jury through on-line scoring of the candidates in each category pursuant to specific criteria, such as: The candidates with an average score above 8.5 win a Gold prize and those that score between 7.5 and 8.5 win a Silver prize.

The award ceremony was held on Tuesday, 30 September 2014, in the Hotel Grande Bretagne, and more than 350 executives of the prize-winning companies, representatives of government ministries, organizations and business institutions as well as market decision-makers and journalists attended the event.

**NBG Management** is proud of the success of the Group IT Governance Division that contributed to the design, implementation and support of activities related to “Health and Safety” for the staff in the Data Center Building, showing them to be a key process in the single Governance Model that it has been implementing.

The staff of the Group IT Governance Division played an important role in this effort by supporting constantly and voluntarily all relevant activities.
NBG alongside State Scholarships Foundation (SSF) has launched for the first time in Greece, a Scholarship Scheme for postgraduate studies from 18 to 24 months, for 100 graduates who achieved distinctions. The scholarship holders will be able to complete their internship in the Bank's network and subsequently enter a two-year full-time employment contract with NBG.

This innovative scheme aims at creating an effective link between education and the labour market. Within the context of the said scheme, scholarship holders are given the opportunity to work in one of the largest Greek financial groups. Their employment will prove to be especially useful for their future professional career in the labour market.

In particular, 100 university graduates nominated by SSF through a process based on merits, were awarded postgraduate scholarships for Greek universities in subject areas relevant to the Bank's operations. The scholarship holders will complete their internship in the Bank's network (80 in Athens and 20 in Thessaloniki depending on the city where they study) while studying, so as to enhance their knowledge and acquire work experience via the assignment of various tasks in NBG Branches. Upon the successful completion of their postgraduate studies and their satisfactory performance in the internship, they will enter a two-year full-time dependent employment contract with NBG.

During the Program, Network officers of the branches hosting the scholarship holders shall be responsible for them on the job training, the monitoring of the assigned tasks' progress and their evaluation on a regular six-month basis. At the same time the Group HR Development Division shall offer the scholarship holders the chance to expand their technical knowledge and develop their professional skills via training in class and e-learning training.

The Group HR Strategy Division responsible for the Program’s coordination and monitoring, shall offer systematic support to all parties involved and constructive feedback and mentoring to the scholarship holders.

On 3 November, the NBG Group’s welcome event for the scholarship holders was held in the Conference Center of Ethniki Insurance. NBG Chairman Georgios Zanias, NBG CEO Alexandros Tourkolias, President of SSF Effie Basdra, General Manager Retail Banking Nelly Tzakou, Assistant General Manager Group HR Antonios Antonopoulos and Assistant General Manager of Branch Network Division Panagiotis Georgiou were present at the event.

NBG's Chairman stated that the said pioneering program is the fruit of the collaboration between SSF and NBG, and is of great importance as it is based on merit, enhancing cooperation between Universities and businesses.
In the current period of economic crisis and extremely high unemployment, it is of paramount importance to recognize merit in order to safeguard a sense of fairness in society. Mr Zanias stated that it is essential to foster a society of meritocracy if we want to banish for good the spectre of economic crisis and added that this Program also offers a path to cooperation between Universities and Businesses, an area in which Greece lags behind. And NBG's Chairman concluded: “you are the new generation that shall avoid the mistakes of my generation and create a fair and competitive country not only in the framework of the new globalized environment in which, by necessity, we live, but also in the environment of the Eurozone in which also we have chosen to participate.”

NBG’s CEO noted the importance of the first SSF - NBG cooperation for establishing an effective link-up between education and the labour market and pointed out that NBG strongly believes and invests in the country's younger generation. He also stressed the Bank's principles and team spirit by highlighting that “NBG's customer-oriented model can only be implemented by means of a shared team spirit”.

The President of SSF also stressed the importance of the innovative scheme aiming at creating a link-up between education and the labour market as well as rewarding excellence. She also noted that: “This is the first time that scholarship holders are presented with the opportunity to enter the labour market for four full years. The effective link-up between education and the labour market is a key desideratum today. And this Program is the only one that actually puts this into practice”.

The General Manager, Retail Banking welcomed the scholarship holders to the NBG Group and congratulated them on their scholarship and excellence. Their hard work and fair play that led them to their present success and consitute a healthy basis on which their professional development and career may grow. Finally, she assured them that both NBG’s Management and staff will always be willing to help them and share with them their professional experience and knowledge.

Speeches were also given by A. Antonopoulos, Assistant General Manager, Group Human Resources, P. Georgiou, Assistant General Manager of Branch Network and T. Mantzanidis, Manager of Group HR Management Division.

For his part Vassilis Gavroglou, Head of Group HR Strategy Division stressed the aspiration of this initiative to help halt the brain drain in Greece. With youth unemployment exceeding 50% and 300,000 young people out of work, i.e. people who have no work experience whatsoever, NBG believes that its priority should be the establishing of a firm link-up between education and the labour market that is beneficial for both sides by taking an initiative that corresponds to the size of the organization.
NBG, in the framework of the Corporate Social Activity “Responsibility” and standing by its commitment to social support, has approved since 2008 one of the largest sponsored projects in the health sector: the construction and supply of operating equipment for the modern surgical wards in “Evangelismos” Hospital, of a total of cost €30,000,000. (The extensive article about the event following the signing of the relevant sponsoring agreement dated 1/12/2010 was published in the January 2011 issue of Leading Ahead).

This project, with a total surface area of 12,000 square metres, includes the construction of 22 state-of-the-art surgical wards with all the required ancillary spaces, and the supply and installation of operating equipment, replacing the existing operating theatres of the hospital that range from 12 to 40 years old. The facilities and conditions for a surgical operation are being upgraded, and at the same time the problem of long waiting lists is being addressed, while the minimum maintenance cost for the next ten years has been provided for.

In September 2014 the first phase of the project was completed with the construction of the first building that houses 14 modern surgical wards including all ancillary rooms.

These rooms have special walls for bacterial protection, surgical LED lights and special air conditioning system ensuring maximum conditions of asepsis, state-of-the-art machines/monitors for anesthesiologists, laparoscopists and arthroscopists, the possibility to watch neurosurgical operations and have full X-ray protection, and recovery rooms with medical equipment deployed for the first time in Greece, while the building has a new central sterilization unit with state-of-the-art washing machines and sterilization ovens.
On Tuesday 16 September the opening of “National Bank of Greece Wing” was celebrated, in the presence of M. Voridis, Minister of Health, L. Grigorakos, Deputy Minister of Health, K. Papakosta, Assistant Minister of Health, representatives of the hospital's Management, doctors and nurses. NBG was represented by G. Zanias, NBG’s Chairman, A. Tourkolias, NBG’s CEO, D. Dimopoulos, Deputy CEO, members of the Executive Committee as well as other Senior Executives.

Shortly, it is expected that the construction of the second building will start. The said building will include 8 surgical wards with the necessary ancillary spaces, recovery wards and Heart and Neurosurgical units as well as a modern and fully equipped Hemodynamics Department.

Furthermore, as NBG’s CEO announced at the opening ceremony, the total of circa €7,000,000 that was saved, will be granted by the Bank for the purchase of additional medical equipment required to meet basic needs of all surgical units, as well as projects for the modernization of the Emergency Room of Evangelismos and the development of the ground floor space of the new building, which will include canteen, museum space, amphitheatre and library.

In any case, any amount saved during the implementation of the second phase, will be offered to meet any additional needs of Evangelismos Hospital.

This major sponsorship action by NBG is aimed at the community as a whole, as it will provide a significant improvement in public healthcare and hospital facilities.

We, the bank's staff, feel proud of this project since it promotes once again NBG’s significant humanitarian and social contribution to our country.
As part of our corporate communication strategy and the association of the Bank’s image with social actions and initiatives, NBG continues to be a frontline player.

Thus, in cooperation with the municipalities of Athens and Thessaloniki, we will sponsor for the next 3 years the Bike Sharing System. The action focuses on promoting the Bank as an organization that supports innovation, fresh ideas, and the use of sustainable transportation alternatives around the city, while at the same time, promoting the idea of the importance of physical exercise on a daily basis, together with environmental protection and enhancing ecological awareness.

Bike sharing is a modern bicycle rental system. Residents in big cities can rent a bike in a fully automated way. Users can pick up their bikes at various rent stations by using a special electronic subscriber card or by using their mobile phone or credit card.

With the i-bike logo and the motto "Everywhere with a Bike", our Bank is supporting Thessaloniki’s seafront bike sharing system by creating two new stations with 20 bicycles and covering the cost and maintaining the 6 existing stations that have a total rental capacity of 100 bikes on the Thessaloniki seafront.

Thus the citizens of Thessaloniki have at their disposal an ecological and usable means of transportation within the city which is also a pleasant and effective mode of exercise. i-bike users can visit the 8 bike sharing stations which are located in central spots of the city and rent a bicycle in a simple way.

New bike sharing stations in Thessaloniki: Opening Ceremony

On the occasion of the opening ceremony of the new bike sharing stations held on Friday 5 September 2014 in Thessaloniki in Aristotelous Square, a number of events took place, in the presence of G. Zanias, Chairman of the Board, A. Tourkolas, CEO, D. Dimopoulos, Deputy CEO, members of Management P. Mylonas, P. Hadjisotiriou, and Y. Boutaris, Mayor of Thessaloniki and residents of the city.
Within the framework of the opening ceremony events, four cycling races were held with the participation of 90 i-bikers, volunteer cyclists from various sports clubs, who cycled around the city and along the seafront spreading the message "Everywhere with a Bike" to residents and visitors of the city. Nelly Tzakou, General Manager of Retail Banking, awarded our volunteers for their contribution to this action.

In addition to this, in Aristotelous Square, where the major ThessBike station is located, a cycling education park has been set up by the Bank with guidance on a safe cycling in the city. Ioannis Tamouridis, world champion cyclist, gave some short practical and educational courses about safe cycling and tips on how to cycle safely in a big city. In so doing, NBG’s initiative gives a social dimension to the bank, projecting the importance of safe cycling in the city.

Furthermore, a music event - mini concert was held by the beatbox band "Word of Mouth". The band, being a purely vocal outfit, entertained the audience diverting it from the chaos of traffic in the city to the pleasure offered by riding a bike (photo right).

Just before the closing of the events, our Bank, in line with its commitment to responsible operations and once again demonstrating its social awareness, donated 50 new bicycles to all the children of "SOS Children's Villages" at Plagiari, Thessaloniki. D. Dimopoulos, Deputy CEO, personally gave the bicycles to the children of the SOS Village, who were delighted to receive them.
Within the framework of its CSR program, this year NBG supported the work and sporting activities of the Hellenic Athletics Federation (SEGAS), the oldest athletics federation in Greece, which has the authority to organize athletic competitions in track and field and running races open to the public. Through this action, NBG recognizes the importance of the concept of fair play and the importance of athletics.

SEGAS is proud to organize each year this key event – the Authentic Marathon – a major international sports event, with participations numbering over 20,000 runners ranging from international elite runners to amateur athletes and thousands of fans from all around the world, all of them wanting to participate in this unique event.

Through this cooperation, NBG aims at enhancing its corporate image, as official sponsor of SEGAS and the Authentic Marathon, and of the Athens Half Marathon, as well as other “Run Greece” events held in other cities around the country.

“i-run”: NBG’s running team participates in the Authentic Marathon

This year NBG employees participated in the Authentic Marathon with their own team, “i-run” action, supported by both the Bank and the NBG Staff Union. Aiming to promote sporting ideals and to highlight the importance of physical exercise, health and fitness for all, and with a view to strengthening team spirit among its staff, NBG amassed more than 500 participants who experienced this unique historical athletic event.

Mr. Nikos Polias, trainer and one of the top marathon runners in Greece, was asked to coach our “i-run” team and prepare our runners for the event. The first meeting of the team was held on Wednesday 10 September 2014 in the renovated historic building of the old Athens Stock Exchange building.
Mr N. Polias announced the training program, and gave practical advice to our runners. As he said, all runners will have the unique experience of running in the Authentic Marathon and doing their best to achieve their personal goals. Together with Mr. Polias was Dr. Alexandros Mavrikakis, cardiologist and runner himself too, who mentioned the benefits of running and the importance of a medical check-up before the race.

The participation of two elite runners in our team, Mr Christoforos Merousis and Mr Dimitris Theodorakos, both Marathon champions, made us feel proud and honored. Mr. D. Theodorakos, who was present that day, wished all the runners to continue running even after the Authentic Marathon and make running an everyday habit in their lives. He also said that hopefully the Bank’s initiative to put together the “i-run” team will inspire NBG’s staff to a healthier life.

The team leader of “i-run” was Nelly Tzakou, General Manager of Retail Banking, who as she said was very happy that in a short period of time 500 people signed up for the Authentic Marathon demonstrating once again that in NBG we know how to set goals and achieve them with great results. As Ms Tzakou pointed out, she is convinced that our team will be well prepared and will have the power to achieve the best results.

G. Giannakopoulos, president of the NBG Staff Union, greeted the event and expressed his enthusiasm for the “i-run” action. As he said, sports and running will bring together NBG’s executives and employees.

The event was held in a very pleasant and friendly atmosphere and our runners had the opportunity to get to know each other better and renewed their “appointment” to meet again soon at the workouts.
The NBG Group places special emphasis on the protection of both its staff and business data. In this context NBG launched the DC Fire Protection Team (DCFPT) in order to be aligned with the applicable legal and regulatory regime.

The NBG's DC has been designated as an Independent Civil Protection Body, with a total surface of over 50,000 sq.m. and more than 1,500 employees on a daily basis. The 34 well-trained members of the DCFPT together with its Principal Fire Officer and Deputy Fire Officer participate in scheduled activities and have specific duties, enhancing the Team's readiness and efficiency.

The DCFPT has raised the awareness of all the employees in the Data Center and has forged the necessary culture so that fire protection has become an integral part of their work, and everyone understands that human lives may be at risk and/or serious financial/legal sanctions may arise if all necessary precautions are not taken.

In view of the above the DCFPT has set the following targets:
1. Enhancement of a fire protection culture
2. Maintenance of high level readiness of DCFPT
3. Control and Maintenance of high fire protection standards for the building via inspections, development of/compliance with the procedures, cooperation with other companies etc.

Specific actions are carried out on a regular basis in order to achieve those targets i.e. theoretical and practical training on fire protection and other related risks as well as the use of fire-extinguishing equipment.

Note that in the first half of 2014 the following activities were carried out among others:
1. Three general staff training programs
2. Training of the DCFPT at the Fire-service Academy
3. Three general inspections in the building which were followed by immediate correction of problem identified
4. Full maintenance of Portable Fire Extinguishers
5. Two Evacuation Drills
6. Development of an Internet Portal for the DC staff where data regarding fire protection are gathered.

Even more activities are scheduled in the second half of 2014. The said activities approved and supported by the IT Management are in line with the Bank's Labor Regulation and its competent targets.

Our experience to date indicates that the applicable methods/activities contribute effectively to addressing fire protection issues regarding the staff and the DC. The DCFPT intends to continue updates and training on a continuous basis.
NBG gained Golden Prize for Business Ethics & NBG Ombudsman Office excelled in the same competition

NBG, after a general review of various of its services, was awarded the certification by “EBEN GR”, the Greek Chapter of European Business Ethics in line with the SEEG model for the year 2014, gaining the Golden Prize for Business Ethics. It should be noted that NBG is the first Greek bank to get this certification and at the same time win this top prize for business ethics. The SEEG model evaluates businesses on the basis of the following key features: Social, Ethics, Environment and Governance assessing the policies, procedures and systems implemented so as to encourage companies to align themselves with and actively support the sustainable development and business responsibility.

European Business Ethics Greek Chapter “EBEN GR” was founded in 2005 and is a non-profit organization representing the European Business Ethics Network in Greece. The organization aims at supporting principles such as business ethics, business social responsibility and governance, both in the private and public sector, in universities and voluntary organizations.

In addition, the NBG Ombudsman Office was evaluated as an independent body and found to meet all required specifications (policies, procedures and systems) enabling it to be certified by “EBEN GR” at the level of Basic Model for Small and Medium Companies for 2014 and to take the award in the category of business ethics.

Miltiadis Stathopoulos, Legal Counsel & General Manager of Corporate Governance received the Golden Prize on behalf of NBG and Constantina Vitoratou, NBG Ombudsman received the award for NBG Ombudsman Office.

“EBEN GR” the European Business Ethics Greek Chapter organized an award ceremony at the Eugenides Foundation which was attended by businessmen, members of the academic community, public sector and the public.

These two distinctions confirm once again the dedication of NBG Management to the values of CSR and business ethics, which throughout the Bank’s 173 years history it has upheld, undertaking an active supporting role in the economy and society of which it is a part.
In recent years Corporate Social Responsibility (CSR) is the key reference point between business activities and the real social needs such as human rights, employment, minimum income, consumer's rights, natural environment, transparency and proper corporate governance.

Corporate Social Responsibility:

1. Includes the responsibility of companies and organizations for the impact of their business activity on people, society and the environment.
2. Is a voluntarily commitment on behalf of companies and organizations aiming at the responsible operation and management of their activities.
3. Requires taking initiative and actions besides the basic level of compliance with the applicable legislation.

The new National Strategy for CSR has been realized pursuant to the initiative of the General Secretariat of Commerce for CSR implementation, and after a long effort by the Greek public and private sector. The public consultation of the Strategy was carried out through the webpage http://www.opengov.gr until 22/09/2014.

The day that marked a milestone for the public consultation was the 16th September, when the Consultation Conference for National Strategy for CSR was hosted by NBG in Karatzas Building in Athens.

Representatives of ministries, municipalities, business sector, social partners, other CSR related bodies, the public and the academic community attended the conference.
Corporate Social Responsibility

During the conference participants took part in 4 different workshops depending on the companies or organizations they represented, and were asked to answer the following questions:

1. The National CSR Strategy underlines specific national priorities and invites companies and co-participants to focus on relevant initiatives.
   - Do you agree with the national priorities?
   - Which other priorities do you think necessary or additional to them?

2. The National CSR Strategy underlines the necessity of cooperation between the companies and their co-participants.
   - What is, in your opinion, necessary for encouraging the dialogue between them and for their collaboration at national or local level?

3. The National CSR Strategy adopts the appropriate activities for promoting CSR in Greece.
   - In your opinion what else should it provide for in order to be implemented properly?
   - Which difficulties do you think are the most important for its implementation?
   - How can they be addressed?

Following the completion of National CSR Strategy the principles of CSR have been clearly stated, communicated and implemented in Greece for the period 2014-2020. Greek companies as well as public organizations are called upon to integrate CSR principles into their business strategy, and to encourage business responsibility actions so as to increase the positive impact of their activities on society.

These actions help address crucial social and environmental challenges/ national priorities in the following fields:

- **Employment** (prohibition of child labour, protection of human rights, fair wage/pay system etc.)
- **Society** (containment of unemployment, fighting child poverty, strengthening of local development etc.)
- **Market** (enhancement of transparency, promotion of business ethics, support of consumer rights etc.)
- **Environment** (improvement of energy efficiency, reductions of greenhouse gas emissions, promotion of the initiative “Roadmap to a Resource-Efficient Europe” etc.)
Corporate Social Responsibility

The HBA Committee for Sustainable Growth

The activity of HBA Committee

The Committee for Sustainable Growth, on the basis of a long-term perspective on viable economic development being the proper way to deal with the current global situation, aims at supporting banks-members in their effort to deal with environmental credit risks, enhance their image and leverage opportunities for new business activities.

Bank officers have already been informed and trained regarding the impact of legislation related to environmental responsibility, and the members of Interbalkan Forum of Bank Associations were updated accordingly.

The Committee's future initiatives include stating positions on the Joint Ministerial Decisions attached to the respective Presidential Decree, developing the banking know-how on the technocratic meaning of sustainable banking and sustainable development, a conference for promoting the methodology on proactive measures, identification and minimization of environmental risks.

Description of the Committee's activity

- Formulating the banks' policy on Environmental Protection and Sustainable Growth
- Analysis of bank legislation regarding the Environment and Sustainable Growth
- Representation of banks in group activities and events aiming at promotion and information
- In partnership with the United Nations Environment Programme Finance Initiative (UNEP FI)
- Supporting the activity of the European and regional UNEP FI team and Interbalkan Forum of Bank Associations so as to raise awareness among banks in the Balkan region
- Collaboration with business organizations active in sustainable growth especially with the World Business Council for Sustainable Development and the Global Reporting Initiative
- Sharing know-how and best practices, and supporting the training of bank officers on Management of Environmental Dangers
- Monitoring developments and informing banks on issues regarding compliance with European and international environmental standards
- Conferences and events organized in collaboration with other organizations
- Preparing and editing of information material such as booklets on environmental protection and sustainable growth
- Study of market trends, such as Microfinance, Ethical Banking, Fair Trade, Socially Responsible Investment

Representatives from all HBA bank-members contribute to the formulation new actions. NBG is represented by M. Statopoulos, Legal Counsel and General Manager of Corporate Governance, N. Marinakos, Manager of BoD Secretariat & Shareholder Services and the relevant CSR Sub-Division Manager.

The HBA Committee for Sustainable Growth played an active and significant role in formulating the HBA's final decisions regarding the consultation for the National CSR Strategy.
The Greek CSR Network (GNCSR) was founded in June 2000 by 3 business institutions and 13 companies. The current members (September 2014) are 119 companies and 7 business institutions. The Network is a non-profit business association that promotes the culture and principles of responsible entrepreneurship.

As nation partner of CSR Europe - the leader European business CSR institution - the Network takes part in developing and implementing European CSR Initiatives. In addition, it has undertaken, since 2008, the role of Steering Committee of the UN Global Compact of the Greek Network as well as the representation of the International CSR Network of 360 CSR institutions in Greece.

The strategic collaboration with business and other specialized institutions, the support for dialogue between groups of co-stakeholders and the members companies, and the contribution to developing action plans and tools that meet the needs of companies and Greek society, are included in the framework of GNCSR activities. Moreover GNCSR actively supports the formulation of a National CSR Strategy in Greece enhancing the EU strategy and promoting further the need to adopt related principles and practices by companies.

The GNCSR proposed the following regarding the development and implementation of a National CSR Strategy. In particular the National CSR Strategy should:

1. Highlight the role of state, so that the companies and the public work together aiming at supporting development on the basis of balanced economic growth, protection of natural environment, and social cohesion
2. Present the “collaborative approach” as the basic characteristic for the modern development model set out in the National CSR Strategy.
3. Comprise the framework of self-commitment of the state with a view to promoting in Greece a modern development model and providing for related goals and measures for implementation
4. Ensure full use of existing knowledge and experience deriving from the European and international environment as well as from all those Greek companies that have been leaders in implementing CSR principles and practices.
5. Highlight and explain the important role of CSR for companies as a voluntary commitment to handling social and environmental problems, and clarify the State's role and responsibility in being a model in the way it works.
6. Adopt and clarify the latest definition of the term “CSR” (revised European Policy 2011-14) that documents its “voluntary character” for companies and the implementation of business strategy in line with the nature, size and field of activity of each company. Clarify that there is not just one “model that fits all companies and institutions” (“No one size fits all”). In addition the readiness of companies and everyone else involved is an important prerequisite for CSR implementation.

Since 2008 NBG has been full GNCSR member and takes part directly and actively in its activities. In this framework, NBG is represented by M. Stathopoulos, Legal Counsel and General Manager for Corporate Governance, N. Marinakos, Manager of BoD Secretariat and Shareholder Services and the relevant CSR Sub-Division Manager. NBG submitted its proposal regarding the Plan for a National CSR Strategy and participated actively in the “Transparency & Governance” working group with officers of the CSR Sub-Division and Group Compliance in formulating the GNCSR “Survival Guide for Businesses”.

Note: We would like to thank the GNCSR's President Ms M. Alexiou for making data related to the GNCSR's role and actions available to us.
NBG sponsored for the 2nd consecutive year the Volunteers of the 6th “Greece Race for the Cure®” in the fight against breast cancer
“Greece Race for the Cure®”

“Greece Race for the Cure®” is a running race event that counts six consecutive years of races and walks. A 5k running race and a 2k walk with more than 18,500 entries. Men, women and children participated in the event in the center of Athens, on Sunday 28 September 2014, sending a message of awareness about breast cancer.

The event was held under the auspices of the City of Athens Youth and Sport Organization (ONA) and organized by the Pan-Hellenic Association of Women with Breast Cancer "Alma Zois" and with the backing also of the Susan G. Komen® Foundation. The purpose of this event is to enhance public awareness about breast cancer and methods of early detection, to support and honor all women who have been impacted by breast cancer, and to raise funds to implement programs against breast cancer.

“Today, we dedicate this race to Vivi, a woman who lost her battle with breast cancer” stated Kleopatra Gavrielidou, President of Alma Zois in her speech. Alma Zois, together with all these people, will continue to fight for the quality of life of women who are affected by this illness, and to decrease the number of deaths. As Ms. Gavrielidou stated, “According to the Hellenic Society of Pathology, every year more than 6,100 women1 are diagnosed with breast cancer in Greece. Early detection is one of the best ways to prevent it. If breast cancer is diagnosed in an early stage then there is a 96% chance that the patient will be fully cured. The “Greece Race for the Cure®” event is one of the best ways to spread the message of early diagnosis.

1. Official figures should be announced soon.
Corporate Social Responsibility in action

The Minister of Public Order and Citizen Protection, Vassilis Kikilias, doctor and athlete, addressed the audience at the event with a very special human message and expressed admiration for all the women who have fought breast cancer as well as for the work done by Alma Zois.

Mary Synatsakis who ran in previous events by “Greece Race for the Cure®” and volunteered to present this year’s event, said that she was excited to see so many people participating in the race.

Maria Belibassaki, a Greek sprinter who won the Greek Championship in the 100 and 200 meter event, was at the starting line of the race and stated that 3 years ago she gained the courage to continue her efforts due to a friend who was impacted by breast cancer.

Among the many people who took part in the event were Olympic walking medalist Athanasia Tsoumeleka, Olympic gymnastics medalist Maria Kakiou, Marathon Ambassador for Greece Maria Polyzou, world champion in women’s freestyle wrestling Fanny Psatha, world champion in men’s Greco-Roman wrestling Vasilis Kollaros, and Pan-Hellenic track and field champion Georgia Koumaki.

The money raised by the event will be donated for actions to provide to psychosocial support to women who have been impacted by breast cancer and to enhance public awareness about the importance of early detection of breast cancer.

As part of its broader CSR strategy NBG has often supported the actions of the Alma Zois Foundation, and for the 2nd consecutive year sponsored the volunteers taking part in “Greece Race for the Cure®”.

Breast Cancer statistics for Greece:
Breast cancer is the second most common cancer worldwide and it is the most common cause of deaths among women in Greece. In 2012, 4,934 of invasive breast cancer new cases were diagnosed in Greece and 2,138 women died². It is estimated that 1 in 10 women worldwide, will be diagnosed at some time in her life³. We do not know what exactly triggers cancer but we do know that if breast cancer is detected early then there can be a better treatment response and there are more chances that breast cancer will be cured. Mammography screening is the only accurate diagnostic method. It can decrease the percentage of mortality by breast cancer (20% to 30%) in women above 50 years old. According to the WHO, cancer mortality will double in the coming years. 2008: 7.6 million cancer related deaths vs. 2030 13.1 million cancer related deaths. These numbers are more than enough to alert us in order to educate and inform more women about breast cancer and to spread the message that prevention and early diagnosis can save lives.


Corporate Social Responsibility in action

Students of the Phanar Greek Orthodox College of Istanbul accommodated at the summer camp facilities of the NBG Staff Health Fund: Yet another community action by NBG

For many years now, our Bank accommodates 15 students of the Phanar Greek Orthodox College of Istanbul at the summer camp facilities of TYPET (the NBG Staff Health Fund) at Dionysos, covering – jointly with the Friends of Greek Orthodox College Society – the travel costs of the students and their supervisors from and to Istanbul.

The purpose of this initiative is not only to enhance the relations of the students with Greece, but also to offer them the possibility to keep in touch with the Greek language, society and civilization. During their stay in Greece, TYPET encourages visits to museums, archeological sites in Attica, and participation in cultural and educational events.

Since 2009, about 90 children have been accommodated at the summer camps of TYPET.

NBG’s contribution through the years is of great importance for the Phanar Greek Orthodox College, which this year celebrates its 560 years of operation, giving support to the College’s operations and helping it to upgrade its teaching services.

Children of the Melissa Orphanage are welcomed to the summer camps of the NBG Staff Health Fund

Since 2008, NBG has accommodated children of the Melissa Orphanage at the summer camp facilities of TYPET in Chalkidiki, North Greece, contributing to their learning and recreational upbringing. This year, around 20 children of the Melissa Orphanage were warmly welcomed to the summer camps of TYPET.
Corporate Social Responsibility in action

The flame of knowledge
NBG supports the Olympia Summer Academy

Since the summer of 2002, the Olympia Summer Academy has hosted annually a wide range of specialized courses in Political Science and International Studies. Over these years, the Academy has acquired a stellar reputation with participations numbering 600 from more than 48 countries.

The Olympia Summer Academy has a worldwide reputation, bringing together hundreds of highly diverse and talented group of graduate students and PhD candidates from some of the world’s most renowned universities: Harvard, Princeton and MIT from the United States, Oxford, Cambridge and Sorbonne from Europe, and Tokyo, Peking and Shanghai Universities from Asia, plus many more.

Olympia Summer Academy international collaborations

Along with research, education and a world-class network of knowledge, the Olympia Summer Academy has served as a powerful tool of cultural diplomacy for our country, attracting funds and disseminating knowledge of Greek history and culture to a large number of top foreign scientists.

At a meeting with the organizing committee of the Academy that was held on 17 July 2012, Karolos Papoulias, President of the Hellenic Republic, stated that: “You deserve our warm congratulations for promoting our country on the global level, and spreading awareness of the fact that Greece has played a substantial role in the world’s cultural history, reflected also by the fact that so many Greeks are working today in the great universities of Europe and USA.”

Co-organizers and sponsors

Supporters of the Olympia Summer Academy include international universities such as Yale and St. Andrews, the A.G. Leventis Foundation, the Paul and Alexandra Kanellopoulos Foundation, Konrad-Adenauer-Stiftung and National Bank of Greece.

As of 2009, the Navarino Network, an independent, non-profit scientific initiative that was founded in Thessaloniki by Associate Professor Dimitris Keridis with the support of Northern Greece Entrepreneurs Cultural Society, is the official organizer of the Academy.

You can find more information about the Olympia Summer Academy at http://olympiasummeracademy.org
For the last 19 years, the National Observatory of Athens (NOA) has organized with great success a “Summer School” for talented high school students, a pioneer institution established in educational programs.

The NOA’s summer school objective is to enhance high school education in the field of science by offering students new learning opportunities and bringing them in touch with science and technology for the first time.

Interest increases each year, and 50 students are selected out of more than 400 applicants from high schools in Attica. Altogether more than 1,000 students have attended the NOA summer schools and many school-leavers later decide to make a career in Astrophysics, Environment, Geodynamics, and Space Technology fields.
Corporate Social Responsibility in action

The summer school consists of lectures on various topics on Modern Astrophysics, Environment, Geodynamics, and Space Technology, given by scientists at the NOA, the University and the Academy of Athens. Students are divided into study groups and work on specific topics in these fields using computers and information from the internet.

At the end of the term the students present before their professors/researchers and fellow students the results of their projects and receive their attendance certificates.

The NOA first set up the summer school for high school students back in 1996, while this has evolved now into a special “Research Project” class launched in the Neo Lykeio high school. Furthermore, students have the opportunity to participate in night observations using the telescopes of NOA and to communicate via videoconference with the National Optical Astronomy Observatory in Arizona, USA. Thus they can discuss and exchange views on general subjects on Astrophysics.

Throughout the years, the Ministry of Education has supported the NOA summer school and distributes relevant information bulletins to all schools in Attica, while NBG has sponsored the NOA summer school for many years now through its sponsorship program.
Corporate Social Responsibility in action

Cultural Actions

Children’s Art for All. Museum of Children’s Art
NBG participates in creative occupation action
2nd cycle: September 2014

The second cycle of workshops entitled “Children’s Art for All. Museum of Children’s Art” was successfully completed. Planned jointly by NBG’s BoD Secretariat and Shareholder Services Division and the Museum of Children’s Art (the body implementing the project), the action links NBG sponsorship to the Museum with learning programs for the Bank’s employees’ children.

On the occasion of International Day of Peace and the European Mobility Week, on Sunday 28 September 2014, our Bank offered its employees and their children 160 invitations (80 double invitations, one for the parent and one for the child) to participate in the second event at the Museum of Greek Children’s Art. The event was announced in the Bank’s Intranet (announcement No 1463) and participants were selected randomly.

Yet again, instructors and volunteers of the Museum offered a warm and welcoming environment, encouraging parents and youngsters to take part creatively in the actions below:

* “We shall draw and discover new materials and painting techniques”
* “Through motion, we shall give life to the stories behind the children’s paintings”
* “We shall go on a journey through the tale by Eugenia Fakinou about the first day at school”
Corporate Social Responsibility in action

Participants got ideas from the 200 drawings and constructions made by children aged 4 to 14, which are on display in both exhibitions in the Museum: “The right to be a child” and “Me the child, my world, the world around me”.

When the workshop was over, participants were asked to give feedback on the event, voluntarily filling in a questionnaire.

The table below shows the results of the feedback, showing the value that the action has given to the cultural and educational support of the families of NBG employees.

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>ANSWERS FOR CHILDREN AGE 3-7</th>
<th>ANSWERS FOR CHILDREN AGE 6-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Was the workshop a pleasant experience for you?</td>
<td>EXCELLENT: 11, GOOD: 1, AVERAGE: -</td>
<td>EXCELLENT: 11, GOOD: 1, AVERAGE: -</td>
</tr>
<tr>
<td>2. Was there enough time in each activity?</td>
<td>SUFFICIENT: 8, LESS THAN SUFFICIENT: 4, MORE THAN SUFFICIENT: -</td>
<td>SUFFICIENT: 9, LESS THAN SUFFICIENT: 1, MORE THAN SUFFICIENT: 1</td>
</tr>
<tr>
<td>Painting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kinetic activities and games</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Story-telling</td>
<td>SUFFICIENT: 6, - , -</td>
<td>SUFFICIENT: 8, 2, 1</td>
</tr>
<tr>
<td>3. In which activity do you believe your children participated most?</td>
<td>ANSWERS FOR CHILDREN AGE 3-7</td>
<td>ANSWERS FOR CHILDREN AGE 6-12</td>
</tr>
<tr>
<td>Painting</td>
<td>EXCELLENT: 9</td>
<td></td>
</tr>
<tr>
<td>Kinetic activities and games</td>
<td>GOOD: 4</td>
<td></td>
</tr>
<tr>
<td>Story-telling</td>
<td></td>
<td>AVERAGE: 4, 1</td>
</tr>
<tr>
<td>4. Next workshop: Tell us the subject you wish to explore</td>
<td>Recycling, Emotions, Animal Protection, Environment, Kids &amp; Play, More Painting</td>
<td>Rare Animals, Diversity, 28 October 1940 (Ochi Day), Nature, Sports, Self-Confidence (feelings and understanding others), Anger &amp; Child, Art in Fashion (child’s opinion), I love animals, Love</td>
</tr>
</tbody>
</table>
Corporate Social Responsibility in action

**NBG** – Major Sponsor of the joint ICMC|SMC|2014 conference “Music Technology meets Philosophy: From Digital Echoes to Virtual Ethos”

The joint conference was organized this year by the National Capodistrian University of Athens (Dept. of Music Studies and Dept. of IT and Telecommunications), the Institute of Music and Audio Research, and the Onassis Cultural Centre which hosted the event. The conference was held under the patronage of the President of the Hellenic Republic, Mr. Karolos Papoulias.

This was a major scientific and cultural event in the sphere of computer music, as Athens was hosting for the first time the 40th annual ICMC and 11th SMC conference. The two conferences, which had the atmosphere of a musical festival, are the most important of their kind and are hosted in a different country each year. They serve as an international platform from which the latest computer music developments are communicated to the world.

The central theme of the conference - “Music Technology meets Philosophy: From Digital Echoes to Virtual Ethos” - generated interest among scientists in the field of audio technology and computer music, composers, music critics and philosophers, and prompted constructive dialogue regarding the latest developments and trends in computer and electronic music.

The conference included a rich program of events for the wider public. Besides concerts and recitals, various electronic installations were set up at different points around Athens (the conference venue at the Onassis Cultural Foundation, the Athens University Museum, the National Museum of Contemporary Art, the Athens Conservatoire, the Stoa of Attalos, the NBG Building at 8 Sofokleous Street, the Archaeological Museum, and elsewhere). These installations generate music on an interactive basis with the public or the environment. Access to the installations was free of charge.
Corporate Social Responsibility in action

The **Management of NBG** decided that the Bank would sponsor the event by granting use of its building in Sofokleous Street (the former Athens Stock Exchange) for holding musical events open to the public.

Accordingly, between 16 and 19 September 2014 the following **78 musical creations** were presented live, attracting around 250-300 visitors a day. The list below gives first the title of the work followed by the artist(s) in brackets:

- surge (UMS ’n JIP), Carrauntoohil, Ganesh Paran for Voice & RT generated Score + Interactive Tape (UMS ’n JIP), Copenhagen Wheel (milkov), Instan'stillation for contrabass recorder and electronics, Tangible Scores, **Ataraxia** [Ataraxia, 2014], Tone Åse: Expanding the vocalist’s role through the use of live electronics in real-time improvisation, Power Toys, Granulated Symphony of Psalms, Modulations, Utopia, nerdDecomps, Body Jockey - BJ set 2, Algorave Performance, Algorithmic Cross-Mixing and Rhythmic Derangement, Irresistible Flux (Esther Lamneck), Smriti (Tzekos), Live Sampling Improvisation (Tzekos), The Indifference Engine (Tzekos), 'lightefface', Lariat Rituals, Flow States, Engraving - Hammering - Casting, Guitar Conduction #1: Taut Steel (Michalis Moschouts), Not Bad, Dance Music 07, _under_scored_, Orificial I.E.D. [improvisatory explosive device], SET (Andrea Young), Unseeable Rigidness, Globus Hystericus, Talking Drum- for Frame Drum and Computer (milkov), Autonomous Agents, Meme II for for snare drum solo and 4 channel live-electronics (milkov), Snare Alchemy (milkov), PushPull – Balgerei, Prelude (Patti Cudd), kakurega, Une rencontre, Der Mond in Wogen (Xiao Fu), Hekate (Patti Cudd), Stainless Steel, feeling of movement live laptop improvisation, Jeu de modes, [ 1=∞,∞=1 ] for MIDI piano and Noise (Momoko Noguchi), 91o(X) F[+X]F[-X]+X,FF, That Which Pulls, L.F.Operator live electronics, The Box, Absolute Zero (Jess Aslan, Emma Lloyd), Contents May Differ (Tzekos), Bass X Sung (Tae Hong Park), The Architecture of Time and Space in the Live Electronic Music of Luigi Nono: A creative point of departure and Multiple Paths [Omaggio a Nono], matrix::replay, WAITING THE BIG FREEZE, Breath, Contained., Portrait of Pablo Picasso by One of His Lovers, Dancing on the Fence, Le Duel des Mignons, Ring Roll Ring, Transitus Angeli, Drum Solo, Scribble, Breeding in Pieces, Composition for EEG and Two Computers )_Fields_, Ordinary Hidden Soundscape, Fluxus II (Torben Snekkestad-saxophone), Meridian, Sonic Monster, Plexus (2009) for tenor saxophone and live-electronics (Pedro S. Bittencourt), Transmogrified Strings, It Comes Alive, Musica Universalis (Marinos Giannoukakis), Flingle_Fangle, Building a Gamelan from Bricks, Residual recollection 3 [short remix version]

**Artificial Restoration of Transmuted Environments – Immersive Environment Developed by:**

- Apostolos Loufopoulos,
- Fanis Maragkos,
- Minas Emmanouil,
- Thanasis Epitidios
Theatre production: “The Persians” by Aeschylus at the Alkmene Theatre

On the wave of international acclaim, the Vivi Theatre group returned from the Avignon cultural festival where it staged 24 performances of its production of The Persians by Aeschylus. The festival included theatre productions from no less than 27 countries in all.

The interesting aspect of this production of “The Persians” is the method applied by director Tilemachos Moudatsakis, by focusing on the actor’s body and expressive potential. The tragic element ultimately leads to physical pain – without pain there is no tragedy. Pain is the springboard for the creation of the stage set, pain as a key component of the physical substance of the stage, as the driving concept behind the poetry of theatre. As a result, the symbols of the performance are empowered through a co-reading of the objects.

The Vivi production of The Persians seeks to highlight the downfall of the arrogance of power when that power makes rash and hubristic use of its acquired wealth. The downfall is political, universal and tragically ethical as it becomes individualized in the person of Xerxes – i.e. the downfall of the regime of the ruler – who, in bringing destruction on his country, causes us to redefine power as absolute authority.

NBG, as a sponsor of the production, gave its staff 150 free tickets to see The Persians. It is highly positive that our Bank was given international projection through these performances at the Avignon cultural festival.

Tilemachos Moudatsakis translated and directed the work. The stage design was by Kostas Christidis, the props by Haris Sepentzis, music by Maria Symeon and Vassilis Panopoulos. Actors: Agesilaos Alexiou (Herald), Yannis Askaroglou (Darius), Artemis Gavrilouk (Chorus), Christos Baltas (Xerxes), Eleni Orneraki (Atossa).

The performances at the Alkmene Theatre began on 24 October and are held every Friday evening at 9.30 pm and Saturday at 7.00 pm through to early January 2015. The performances on 21/11, 5/12 and 12/12 will be accompanied by French super-titles.

French press reports on The Persians at Avignon 2014:

“The semi-naked bodies of the actors express the pain through tears, sweat and gasping breath... the movement is executed with absolute precision and incomparable concentration. Acting at its best.” (G. Brun, Théâtre Public, No. 212)

“…”

“In an austere and simple style, the swelling strength of the production, the five actors-athletes make this interpretative venture vivid in their every gesture... don’t miss it!” (G. Allène-Dewulf, Vaucluse-matin, 24.7.2014)

“The magic of bodily expression, phrases that form like war-cries, chorus songs that rise from the gut... The “Persians” captivate the senses, and thrust the audience to the beginnings of theatre where there is nothing naturalistic.” (J. L. Chale, La Marseillaise, 26.7.2014)

“Tilemachos Moudatsakis penetrates to the heart of Greek tragedy, he overturns it, he generates emotion and terrifies through an intense artistic approach that holds our senses in a high state of attention.” (J. L. Chale, La Marseillaise, 26.7.2014)
Under the slogan “Let’s fill their bags with smiles!”, NBG, working alongside SKAI, organized a series of events in September in Athens and Thessaloniki aiming at the collection of as many school supplies as possible. The action included 12 events in all, which were held at central, commercial locations in Athens and Thessaloniki on the first 3 Saturdays of September.

We managed to collect a total of 450 boxes containing school bags, notebooks, pens, pencils and any other supply that a pupil might need during the school year.

These were distributed to thousands of poor and multi-child families in Athens and Thessaloniki, as well as to the children of institutions supported by the “Together for Children” and “The Smile of the Child” charities, to deprived families in the municipality of Peristeri, via the town’s church organisation, as well as to child victims of the earthquake in Kefalonia.

The school materials - almost all brand new - were collected by volunteers of the “Together for Children” and the associations of Multi-child Families in Attica and Thessaloniki, volunteers from Kefalonia, as well as by NBG employees who participated on a voluntary basis.

Once again, NBG personnel responded to the Bank’s initiative with great enthusiasm, showing a strong spirit of community solidarity and voluntary action, and ensuring the success of the event.

It’s worth noting also that the Bank, wanting to cover any additional needs of the children in relation to school materials, decided apart from the materials collected through the said events, to offer, as last year, another 20,000 notebooks to those children who are very much in need: to the children’s charities “The Smile of the Child”, the children’s village “SOS Plagiariou” in Thessaloniki, and the earthquake victims on the island of Kefalonia.
Red Cross of Serbia granted Vojvodjanska bank the award from the domain of voluntary blood donating “The most humane environment”. The awarding took place at the ceremony regarding the “World Blood Donor Day”, on Monday, June 16th 2014 in Ceremonial hall of the City Hall in Novi Sad. On behalf of the Bank, the award received Mrs. Natalija Marko, Human Resources Division Director, accompanied by Mrs. Katica Vuksanović, Secretary of Active of the Bank (photo right).

Vojvodjanska Banka a.d. is the host to Blood Transfusion Institute of Vojvodina for a number of years. The initiative of Vojvodjanska bank’s Trade Union to organize noble endeavour of voluntary blood donating in premises of Vojvodjanska bank in collaboration with Blood Transfusion Institute received the full support of the Bank in terms of organization and employee motivation. Particular significance has the contribution of the Trade Union which provides financial resources for conducting of blood donating drives as well as for educating donors and Secretary of Active.

Noble tradition of voluntary blood donating within Vojvodjanska Bank exists since 1997, when Active was officially founded within our Bank, and the first voluntary blood donating drive was organized in March of 1998. It can be said that this noble tradition exists even longer, because employees of Vojvodjanska Banka organized themselves even before official founding of the Active and organized blood donating drives and went to Blood Transfusion Institute of Vojvodina where they donated blood on voluntary basis. It is important to mention that this noble practice is an ongoing endeavour, because employees still donate blood in the Transfusion Institute in addition to blood donating drives organized in Bank’s premises.
Voluntary blood donating drives in Vojvodjanska bank were always successful, with continuous increase of number of donors, good organization, excellent working conditions which our Bank provides for the Blood Transfusion Institute team, hospitality and cordiality, which, in addition to the most important factor, devotion of donors, motivated the competent authority of Red Cross to award our Bank for long standing efforts of Trade Union and humanity of employees.

Criteria for awarding are multiple: continuity in donating (two blood drives per year), inciting of donors, number of individual donations, capability to organize blood donating drives, successful conducting of drives, financial capabilities, adequate conditions, hospitality and cordiality towards noble donors, guests and Blood Transfusion Institute field team and other. Success in meeting these requirements is reached by joined efforts of our Bank’s Trade Union, which provides financial funds for conducting voluntary blood donating drives and education of donors and Secretary of Archive of the Bank, as well as employer and employees.

In Vojvodjanska bank, voluntary blood donating drives are organized usually twice a year. According to assessment of Transfusion Institute, to invitations for participation respond 40 to 60 employees in average, or up to 30% of employees in relation to total number of personnel employed in the Head Office.

It is important to mention that to the invitations respond a number of multiple donors, who donated blood on voluntary basis dozens of times, whereat this number can rise up to 80 donations from single donor. In addition to veteran donors, new donors join the blood donating drives, which is of great significance, since new donors represent the future of donating and continue the humane tradition. In voluntary blood donating drives participate also guests who are not employed within the Bank, which testifies to successful organization of blood donating drives and promoting of humanity.

The award “The most humane environment” is the incentive to continue in the future the noble tradition of voluntary blood donating and develop even further as aspiration towards humane and altruistic ideals for the benefit of the community and people.
The steady upward course of Ethniki Insurance was signaled by its results for the first half of 2014. The ongoing improvement in performance is the product of the dynamic it has gained in its production network, the sound management of its operating income and expenditure, and the further strengthening of its capital adequacy.

Production in the first half of 2014 stood at €360 million, compared with €324 million in the first half of 2013. In the life assurance segment, production grew by 19.7% year-on-year to €228 million.

Impressive growth of 27% was reported by new production in the life segment, at €25.2 million in H1.2014 compared with €19.8 million in H1.2013.

Having stabilized its profitable sources of income, the company presents pre-tax profits of €52.4 million, despite the harsh economic environment, and has kept within its 2014 budget. In addition, it is improving its solvency ratio (Solv 1), which stands at 608% vs. 288% in H1.2013, and 528% at the end of 2013.

The improved results are the result also of ongoing containment of costs in insurance claims in the general insurance segments, where the loss ratio stood at 40.8% in H1.2014, compared with 44.4% in H1.2013.

Ethniki Insurance is investing in the future, increasing continuously its market shares and making every effort to offer the best solutions for its customers. Furthermore, it is carrying out a range of investments in its infrastructures with a view to modernizing its operations and reducing costs.
The sad loss of our colleague Sotiris Charalambous

We are saddened to announce the death on Saturday, 12 July 2014, of Sotiris Charalambous, aged 61, following a short illness.

Sotiris was originally from the village of Vizakia, near Nicosia, Cyprus, but moved to London when he was 12 years old.

He joined NBG London in March 1973, and became a valued member of staff, working with dedication and winning the esteem of colleagues and customers alike.

Besides his work, he was involved in the activities and concerns of the Greek Community in north London, and actively supported the Community schools it had set up. He was also a member of the Vizakia Village Association.

Sotiris leaves his dear family: his wife Vasiliki, and their three children Nicholas, Leonidas, and Emily.
Nicholaos Mavrokordatos (1680-1730), a man of high culture and learning, was the first Greek to be appointed prince of Wallachia and Moldavia in the Danubian Principalities under the ultimate control of the Ottoman Sultan. Mavrokordatos climbed the ladder of power to ruling both Principalities (1709-1730) and signaled the beginning of a century of hegemony in the region by the Greek families of the Phanar in Constantinople. This “age of the Phanariots” brought a number of major reforms in the feudal societies in the Danubian region and generated the conditions for a remarkable cultural and intellectual flowering, making these areas the key centre of ideas of the Enlightenment in Southeast Europe.

In his *Tract on Duties*, published in Bucharest in 1719, the influence of classical moral philosophy is clear to see. The writer follows both Cicero and Aristotle in his endeavour to outline a model of virtuous conduct and social justice. The Aristotelian citizen is armed with Christian virtues and traditional Christian ethics are enriched with classical values. The tract gives great attention to “reason”, which is considered the defining quality of man. The central and longest chapter of the book is dedicated to an examination of man as a rational, social and political being. Nobility, wisdom, and justice (the highest of the virtues), self-control, and generosity are duly praised and held alongside the fundamental theological virtues of faith, hope and charity as paramount. These are the duties of the reasoning being in civic society. They also serve to compose the ethical standard of virtuous governance. An intellectual forerunner of the Greek Enlightenment, Nicholas Mavrokorodatos participated in the cultural cosmopolitanism of the European world of letters, beyond the bounds of the Ottoman state.

Lambros Kamberidis, as editor of the volume, provides a detailed exegesis of the significance, complexity and manifold meanings of the text; he traces and pinpoints the multiplicity of intellectual sources (philosophical, theological, ethical, legal, political) from which the author drew his ideas, and offers the reader all the details required to properly understand the work.

Lambros Kamberidis was born in Istanbul, grew up in Athens, and has lived in Montreal, Canada, since 1970. He studied Byzantine history under Nikos Oikonomides. He was a founding member of the Society for the Study of Modern Hellenism at the University of Montreal, and worked alongside Jacques Bouchard in their shared endeavour to make the age of the Phanariot Greeks known to a wider public.
The Cultural Foundation recommends...
a selection of its recent publications

What Is A Humanistic Criticism?
by M.H. Abrams
Translated into Greek (from English) and
with an epilogue by Aris Berlis

Faked antiquities and the falsification of history
by Michalis A. Tiverios
Athens, MIET 2014,
With 10 drawings
113 pp. with 43 bw & 7 colour illustrations

“Eternal and selfless friendship”
Letters by Ioannis Sykoutris
to his students (1933-1937)
Introduction by Georgios A. Christodoulou
Edited and epilogue by Eleni Ramfou
Athens, MIET 2014
323 pp. with 6 bw illustrations

Fear
by Antonis Hatzimoisis
Seires: demo 2
Konstantinos Malamas (1913 Alexandria – March 2007)  
“View of the Acropolis”, oil on canvas, 99 × 136 cm

A painter and engraver, Malamas traced his family origins to Ioannina, although he was born in Alexandria, Egypt. He participated in Greek and international exhibitions. He established the Gallery of Modern Greek Art based in Ioannina in 1960. He painted various works in churches and public buildings. In 1980, he was elected president of the Greek Chamber of Visual Arts, while shortly before his death in 2007 he was awarded honorary recognition for his artistic contribution by the College of Athens.