

## AmCham's CSR Committee

# The Power of Collaboration



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**E**arly on, the American-Hellenic Chamber of Commerce recognized the value of sustainable and responsible business as part of its mission to provide a forum for knowledge exchange among corporations operating in Greece.

The first conference on Corporate Social Responsibility in Greece took place in 2003 and gathered a vibrant business community around a cause of mutual benefit and interest: the alignment of business success with societal growth.

AmCham's CSR Committee has since become an influential powerhouse in the Greek business community, and the annual CSR Conference is respected as one of the most prestigious and audience-attracting sustainability events.

The CSR Committee serves as an agent for change toward sustainable business, transmitting knowledge on CSR applications to corporations operating in Greece. The Committee focuses on networking events that drive influence for government and stakeholders and for recognizing corporate sustainability as a key element of business and societal growth.

The work of the CSR Committee evolves around the commonly accepted notion that sustainability is a globally recognized agent for growth through shared value creation.

Since 2015, the introduction of the United Nations Sustainable Development Goals (SDGs) and the United Nations Agenda 2030 brought a significant change in the way in which corporations approach their sustainability strategy. The SDGs became the global language for sustainability, and companies began to gradually reflect their strategy on the big picture in a commonly accepted manner. As it is widely recognized that the SDG agenda cannot be realized without meaningful engagement by the business sector, the CSR Committee has taken significant steps in contributing to the global effort towards the Goals.

The Committee's work fully aligns with the 17th SDG for driving the power of collaboration among businesses, business associations, government and local authorities and civil society with the objective of translating the universal vision into local action. For this purpose, the CSR Committee places valued importance on involving as many constituents as possible in the events organized, in an effort to spread the sustainability message to the widest possible audience.

It is hard to predict how the sustainability agenda will unfold in the future, as the pressing global socio-economic and environmental challenges are driving radical change from year to year. But one thing is for sure: The scale, scope and complexity of the economic and social transformation to come will be such that no one sector—government, business, civil society or academia—will be able to manage the transformation alone. The world is in need of alliances that bring different sectors together and drive the global effort for innovation and responsible growth.

Cross-sector partnerships are essential to achieving the necessary scale and sustained impact. The contemporary practice of sustainability-driven collaborations can unleash innovative ways of working, mobilize expertise and create shared accountability in an increasingly complex business environment. As made perfectly clear in the world's most significant economic fora, sustainability presents a real opportunity for generating growth opportunities and for unleashing the new resources required in the disruptive times of the Fourth Industrial Revolution.

AmCham's CSR Committee is a continuously evolving platform for collaboration among corporations that recognize that future challenges should drive today's actions. It is also a platform of creativity among committee members who invest their time and effort with the ambition to trigger meaningful change in a society that simply cannot afford not to change.

Join our Committee's craving for a better, more sustainable tomorrow!

## Committee Chair

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**Pakis Papademetriou**

MANAGER, CORPORATE QUALITY,  
ATHENS INTERNATIONAL AIRPORT

## Committee Members

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**Chrysoula Diakatou**

COMMUNICATIONS MANAGER,  
ABBVIE



**Manos Iatrelis**

CSR MANAGER,  
ATHENIAN BREWERY



**Nicole Ioannidi**

HEAD OF CORPORATE AFFAIRS,  
VODAFONE GREECE



**Martha Kesisoglou**

DIVISION MANAGER, MARKETING &  
COMMUNICATIONS WHOLESALE  
BANKING, CSR SPONSORSHIPS & PUBLIC  
RELATIONS, EUROBANK



**Alexia Macheras**

COMMUNICATION & SUSTAINABILITY  
MANAGER, AB VASSILOPOULOS



**Olga Manou**

CSR & COMMUNICATION DIRECTOR,  
LOULIS MILLS



**Nikolaos Melios**

GRADE 2 OFFICER, GROUP  
CORPORATE GOVERNANCE &  
CSR DIVISION, NATIONAL BANK  
OF GREECE



**Manina Menidiati**

PUBLIC AFFAIRS OFFICER,  
CITI GREECE

The purpose of the corporation must be redefined as creating shared value, not just profit per se. This will drive the next wave of innovation and productivity growth in the global economy.

—PROFESSOR MICHAEL E. PORTER, HARVARD BUSINESS SCHOOL



**Natasha Konstantinou**

CORPORATE SALES & MARKETING OPERATIONS LEADER, 3M SOUTH EAST EUROPE



**Kiara Konti**

SENIOR MANAGER, CLIMATE CHANGE AND SUSTAINABILITY SERVICES, EY



**Marilena Kouidou**

NEW DEVELOPMENT & TRAINING MANAGER, ALPHA KAFFE



**Siana Kyriacou**

PARTNER & COO, KPMG



**Angeliki Papadopoulou**

CORPORATE AFFAIRS MANAGER, NESTLE HELLAS



**Sevi Sfakianaki**

COMMUNICATIONS & CSR MANAGER, MSD



**Rania Soulaki**

GROUP CSR DIRECTOR, HELLENIC PETROLEUM



**Ioannis Vrachatis**

CORPORATE COMMUNICATIONS & PUBLIC RELATIONS MANAGER, CLUB HOTEL CASINO LOUTRAKI

# CSR Committee

## Mission

To serve as an agent for change toward sustainable business, transmitting knowledge on CSR applications to corporations operating in Greece and to act as an influencer for government and stakeholders for recognizing corporate sustainability as a key element of business and societal growth.

## Key Issues

- Addressing the global sustainability agenda from the business perspective
- Promoting CSR practices within Greece, among large and small-medium enterprises
- Disseminating best practices that are scalable and transferrable
- Shifting mindsets to drive a unified understanding toward sustainability among stakeholders
- Countering the notion that CSR is PR and emphasizing the shared value creation concept
- Fostering partnerships between the private sector, public sector, and non-profit organizations for responsible and sustainable entrepreneurship

## Key Events

- **Annual CSR Conference** | Focuses on the marked change in business today that recognizes that an effective Sustainability strategy is more vital than ever in preserving and developing business capital in all forms: financial capital, manufacturing capital, human capital, social capital, intellectual capital and natural capital
- **Sustainable Talks** | Focused, single-subject dialogue on sustainability issues among stakeholders aiming to create a constructive knowledge exchange platform on the integration of the United Nations Sustainable Development Goals (SDGs) into the Greek business reality

## Key Messages

- Sustainability is the globally-recognized agent for societal and business growth.
- All businesses, regardless of size, can develop CSR programs and initiatives.
- Sustainability is about shared value creation.
- Stakeholder engagement and cooperation is critical for success.
- Informed knowledge leads to effective action and innovation.

## THE GLOBAL GOALS

For Sustainable Development

