



Supporting communities in need

Challenge

The economic crisis in Greece has put the lives of many under increasing strain and has compounded the financial difficulties facing many organisations that support some of the most vulnerable people in society. In this context, donating our time and resources to help people less fortunate is more important than ever.

Solution

Across Sonae Sierra, employees are entitled to take one day's leave as a volunteering day, and most use this opportunity to participate in the annual Sonae Sierra Community Day, which is held in all countries where we operate. Sonae Sierra's Community Day is designed to give employees the opportunity to support people in their communities who may be struggling.

In Greece, employees at our Athens office and Pantheon Plaza shopping centre in Larissa responded by contributing their time and donations to deserving causes. At Athens, employees chose to support 'Ark of the World', an organisation that helps children from one of the city's most deprived neighbourhoods who experience abandonment, racism and exclusion on a daily basis. At Pantheon Plaza, employees donated their time to support a local technical school for children with special needs.

Results

In Athens, 11 Sonae Sierra employees spent 113 hours supporting 'Ark of the World' and donated food and medicine. They visited the organisation's headquarters to help tidy up the grounds, and organised a lunch for some of the children and families in its care. In total, they collected seven bags of rubbish, improving the centre's surroundings and creating a more welcoming and pleasant environment.

At Pantheon Plaza, all four Sonae Sierra employees spent up to eight hours each supporting the school by painting two classrooms. This will directly improve the learning environment for 150 students at the school.

As well as benefiting less fortunate members of society, activities such as these have a positive impact on our employees, contributing to positive engagement levels that are especially important for our company in these stressful times.