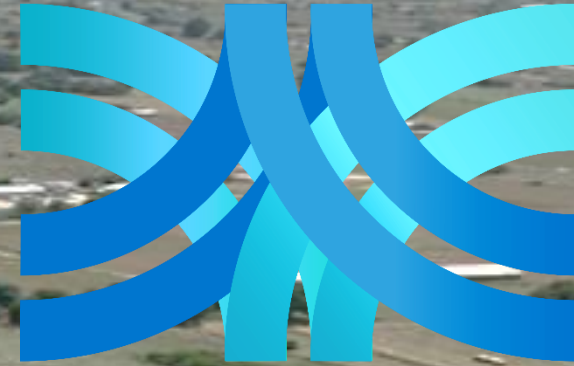


**ASECAP DAYS**



**COSTA NAVARINO 2019**



**Parallel Session 3: Communicating Trust and Accountability**

# ***Incorporating Corporate Responsibility in Toll Road Concessions***

*Eleni Tyrogianni, Civil Engineer, M.Sc., Ph.D.*

*Strategic and Organisational Manager, Attikes Diadromes S.A*

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# What is Corporate Social Responsibility (CSR)?

- Corporate Social Responsibility is defined as “a company's sense of responsibility towards the community and environment in which it operates” (*according to Business Dictionary*).
- CSR is actually a management definition of “beyond compliance” and means that a company takes steps to ensure there are positive social and environmental effects associated with the way the business operates.



# Attikes Diadromes CSR Goals in accordance with SDGs & GRI

- Sustainable Development Goals (SDGs)
  - United Nations General Assembly has fixed 17 broad-based and independent goals.
  - Attikes Diadromes is compliant with *10 SDG Goals*.
- Global Reporting Initiative (GRI)
  - International independent standards organization
  - Attikes Diadromes calculates 59 GRI disclosures and holds external assurance for compliance with *GRI Standards*.





# CSR - Vision and Strategy

*Our vision is to actively contribute to the reduction of road accidents in Greece, offering the best possible level of service to the motorway users while respecting the needs of all stakeholders.*

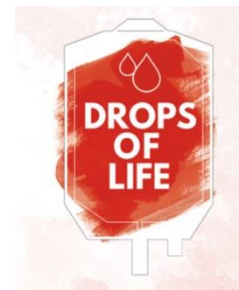
- **Strategy**

- Activities in all 4 pillars
- Enhancement of Road Safety
- Essential involvement of employees in procedures
- Effective support to local community
- Respectful use of natural resources



# CSR – Employees pillar 2018

- Equality & Diversity – 1.166 employees-53% women
- Health & Safety – 14 labor accidents (mostly minor)
- Training & Education – 6.569 Training hours
- Sports – football team, Athens Authentic Marathon
- Annual blood donation – 427 blood units



✉ ! Έχετε μήνυμα  
από: «Αττικές Διαδρομές Α.Ε.»  
προς: εσάς, τους πελάτες μας

*Είστε πολλοί  
και μοναδικοί!  
Σας ευχαριστούμε!*

ΕΘΝΙΚΗ ΕΒΔΟΜΑΔΑ ΕΞΥΠΗΡΕΤΗΣΗΣ ΠΕΛΑΤΩΝ  
1-6 Οκτωβρίου 2018  
ΑΤΤΙΚΕΣ ΔΙΑΔΡΟΜΕΣ

# CSR – Society pillar 2018

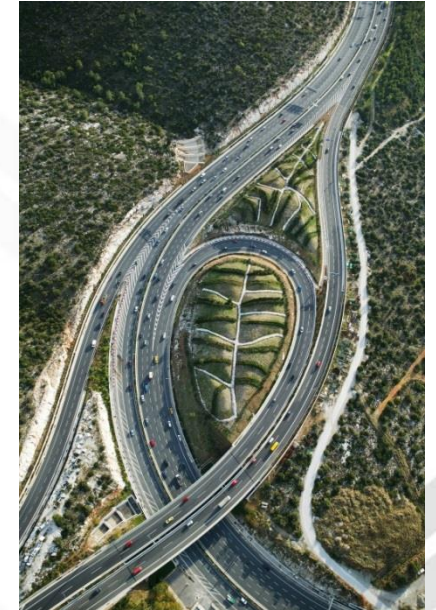
- Road Safety Educational Programmes – 7.000 students
- Local communities support – school computers supply
- Response to community needs – 49 blood units, school repairs
- Cooperation with NGOs – 10.000€ sponsorships and donations
- Research & Development – 4 research projects
- Participation in international associations – Presidency in ASECAP





# CSR – Environment pillar 2018

- Energy & Climate change – 8% reduction (from 2013)
- Recycling – 5.780 kg plastic, 23.460 kg iron
- Noise & Air pollution – 20 km noise barriers (in total)
- CO<sub>2</sub> Emissions – 5% reduction (from 2013)



# CSR – Market pillar 2018

- Safety of our users – 23.867 incidents/5,9 minutes response
- Customer Service – 329.162 incoming calls in average 1'41"
- Annual Customer Satisfaction Survey – 97,2% feeling safe
- Governance & Administration – code of conduct, 0 corruption incident
- Personal data – compliance with GDPR





# Main achievements - 2018

- Several Road Safety seminars for employees  
“Night Driving”, “Fire Safety”
- Donation of blood units on Mati fire victims in July 2018  
49 blood units
- New ISO certification  
ISO 50001:2011 Energy Management Systems
- High user acceptance  
95% service satisfaction, 98,2% safety feeling
- Wide integration of SDGs in corporate strategy and CSR  
10 relevant goals



*Bronze CR Index Award 2017-2018  
from Corporate Responsibility Institute*

# The benefits of CSR

- Better brand recognition
- Positive business reputation
- Customers' engagement
- Positive workplace environment
- Retain top talent
- Insure long term thinking
- Cut cost
- Promote innovation



# *Thank you!*

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