



# CELEBRATING CSR PARTNERSHIPS

## INNOVATION FOR SOCIAL AND BUSINESS IMPACT

First European CSR Awards Projects 2013



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## WINNING PARTNERSHIP IN THE SME CATEGORY: ALL TOGETHER, WE CAN

### ABOUT THE PARTNERSHIP

**Leading company:** Radio & Telecommunications Enterprises S.A. (SKAI)

**Sector of leading company:** Media Industry

**Non-business partners:** NGO Apostoli, Athens Medical Association, Associations for Protection and Restoration (Penteli Mount, Ymittos Mount, Parnitha Mount)

**Year of implementation and impact:** 2010

**CSR issues addressed:** Environmental protection, community impact/engagement, health & wellbeing



### SUMMARY OF THE PROJECT

Social responsibility for the production, dissemination and use of information is an integral part of the company's operational philosophy. The nature of the company's core business and the audience it addressed, worked as a catalyst in changing social awareness and responsibility into direct action. SKAI offered all available non-programming and non-advertising airtime to focus on the issues of social solidarity and the environment. The audience was called to participate in food & medicine collection campaigns as well as reforestation and neighbourhood clean up activities.

The company collaborated with leading authorities in different fields such as the Archdiocese of Athens, the Church of Greece along with regional Dioceses, the supermarket chains for its Food Campaign, and the Athens Medical Association for the Medicine Campaign.

### INNOVATION AND IMPACT

There were two core innovation elements: the use of the available "trailer time" and the transformation of the audience from informed listeners to active citizen. SKAI 100,3 FM utilised a total of 735,840 seconds of airtime for a total of 24,528 call-to-

action messages. 54,600 seconds were also used for a total of 2,016 messages on SKAI Television, as well as 120,960 seconds of airtime for 4,032 messages on SKAI group's two music radio stations. Coverage on the internet was well spread, with a total of 14 million banner impressions on the SKAI and other group websites.

Under the umbrella "All Together We Can - in Medicines" the campaign for the collection and dissemination of medicine brought about partnerships with the Athenian and regional Medical Associations, local Medicinal authorities across Greece, and the major Medicine Logistics organisation "Social Mission" Medical Office. The result was the collection and dissemination of 233,600 medicines distributed to medical and municipal social offices in 69 municipalities. The Social Medical Office of the Athens Medical Association alone recorded 138,487 usable medicines, which were distributed to patients with chronic diseases and to patients under no social security scheme.

### MORE INFORMATION

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