



# CSR framework 2022

Clients & Markets department



January-December 2022

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Our values guide  
our day-to-day  
behavior. Together  
we want to inspire,  
challenge and  
empower our  
people to make a  
contribution to our  
community,  
For Better!





# Introduction

At KPMG Cyprus, commitment to our people, our society and the world is a fundamental value. Our CSR agenda aims to inspire, challenge and empower our people to make a positive contribution to the community and the world in general. We believe in behaving ethically, safeguarding the environment and supporting those in need.

Through a wide range of CSR activities, we aim to make meaningful contributions while promoting the values that drive our actions. We recognise the importance of giving to those in need, protecting our planet for future generations and respecting everyone's unique attributes. Our CSR framework is aligned with KPMG International's values and quality standards and is based on integrated strategic planning, which combines the current economic and business developments with specific CSR initiatives.

Meeting our responsibility comes in many forms. During 2022 we processed 33 donations to approved institutions and implemented 32 main CSR initiatives. Further below, we briefly analyse our most important initiatives, which are categorised in four different focus areas: education, health, environment and social inclusion.

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**It was a challenging year and there is so much more to do. We are determined to focus on making an impact!**

# Education

*Education is one of the most important drivers of social inclusion, well-being and economic growth. Our focus in supporting everyone's right in education is linked to our commitment of giving back to the society and helping people reach their full potential.*

## **"Back to School Supplies for ALL children" campaign**

Similarly to last year, KPMG in Cyprus, in collaboration with the Pancyprrian Volunteerism Coordinative Council (PVCC), actively participated in the campaign "Back to School Supplies for ALL children". To support this year's campaign, relevant boxes were installed in our offices, with staff gathering large quantities of school essentials to support children coming from vulnerable families, so that they are fully equipped for the new school year.

## **KPMG in Cyprus scholarships with CIM**

Within the framework of our strategic partnership with CIM, we offered two scholarships aiming to support two people to acquire an academic degree. We offered one full scholarship for the MBA Shipping programme and one partial scholarship for the BA (Hons) Accounting & Finance programme.

## **KPMG in Cyprus attends Career Fairs at universities and schools**

KPMG professionals attended various Career Fair events, both live and virtual, presenting career opportunities within KPMG in Cyprus to students from diverse backgrounds and degrees. Our HR team communicated with potential candidates, informing people on our vacancies while also increasing our brand awareness.

## **KPMG in Cyprus supports the G C School of Careers' Robotics Club**

We financially supported the students of The G C School of Careers' Robotics Club, Team Voyagers #21100, in order to travel to Huston, USA, to compete in the world famous First Tech Challenge.

## **KPMG Global Cyber Day**

As part of the KPMG Global initiative "KPMG Global Cyber Day", our local Cyber Team had the opportunity to present to various school students ways and techniques on how to safely navigate online.

# Health

*We believe we have a responsibility to support, care for and protect people with physical and mental health needs. Our aim is to deliver means that help protect vulnerable people –and to address these issues.*

## **Blood donations**

Blood donations were organised at our offices in Larnaca, Limassol, Paphos and Nicosia, for the support of the General Hospital and the Blood Bank of each town. We can only feel proud for our people for standing firm to our values and supporting our initiatives!

## **Race for the Cure 2022**

KPMG in Cyprus proudly participated in the RFTC2022 5km run and the 3km walk organised by Europa Donna Cyprus. KPMG Cyprus family members raced together for breast cancer survivors in an effort to raise awareness.

## **2nd Cycling Race “Blue Route”**

We supported Europa Uomo Cyprus to raise awareness for prostate cancer by participating in the 2nd Cycling Race “Blue Route”.

## **KPMG in Cyprus sponsors mountain climber to raise funds for meningitis research**

KPMG in Cyprus proudly supported Phivos Voscariades’ success to climb Mount Kilimanjaro. Through his climb, Phivos raised awareness and funds from both individual and corporate sponsors for the Meningitis Research Foundation.

## **S(h)ave the date!**

The KPMG Cyprus family got together for a cause: To change the face of men’s health! The MAN VAN pop-up barber shop made a stop at our Nicosia and Limassol premises and we raised awareness and funds for men’s health issues. Our people embraced the Movember cause and we thank them all.

## **KPMG in Cyprus supports the Association of parents of visually impaired children**

We financially supported the association of parents of visually impaired children. The Association provides financial assistance to its members for activities, purchase of specialised study and handling equipment and medical treatments.

## **Telethon 2022**

We proudly supported Telethon 2022. Telethon is organised every year by the Cyprus Institute of Neurology and Genetics and the Cyprus Myopathic Association. It aims to financially support the Association of Myopaths in order to provide a better level of care for its members.

## **Radiomathonios Foundation**

We supported the Radiomathonios Foundation to aid children with special needs and reintegrate them into society.





# Environment

*We are investing in responsible energy use, educating and supporting our people in making sustainable decisions and adopt responsible consumption practices at work and at home.*

## **KPMG Survey of Sustainability Reporting 2022**

First published in 1993, the KPMG Survey of Sustainability Reporting is produced every two years and this year's edition provides analysis of the sustainability and Environment, Social and Governance (ESG) reports from 5,800 companies across 58 countries and jurisdictions. The findings released this year show that there is still a disconnect between the urgency of addressing climate change and social equity, and the 'hard results' provided by businesses.

The latest findings reveal that sustainability reporting has grown steadily. The world's top 250 companies – known as the G250 – are almost all providing some form of sustainability reporting, with 96 percent of this group reporting on sustainability or ESG matters.

## **Plant a tree, Agios Vavatsinias**

Within the framework of our Corporate Social Responsibility and in an effort to ease the pain caused by the recent fire in Cyprus, we organised a "Plant a tree" activity on 27 March, at Agios Vavatsinias. This activity brought us all together, working towards a very special cause. After the tree planting, we had brunch and the chance to casually discuss in a friendly environment!

## **Easter Hunt for OROMA Foundation**

We supported Young Volunteers in their attempt to fund OROMA Foundation and more specifically the creation and installation of a waste management system in Gongo, a town in rural Tanzania. We are working towards our commitments and the path that KPMG Global paved, in supporting disadvantaged people and addressing their needs.





# Social inclusion

*We want to improve the ability and opportunity on which disadvantaged individuals and groups take part in society.*

## **Adopt a Family for Christmas**

In collaboration with the PVCC, similarly to last year's initiative, we took part in the Pancyprrian campaign "Adopt a Family for Christmas". Our Firm donated "Love Packages" (everyday products and other essentials), to support families in need during the holidays. We are very grateful to our staff and volunteers who embraced this effort and prepared the packages.

## **Larnaca Marathon**

We have placed corporate social responsibility at the heart of our actions. We were proud sponsors of the Radisson Blu Larnaca International Marathon. After the race we had lunch and we bonded through the support of this special cause!

## **KPMG in Cyprus supports "Hope For Children"**

We supported the charity Gala dinner "Give Hope a Hand" in order help raise financial support for the organisation "Hope For Children" for the promotion of children's rights. The organisation aims to do this through the implementation of a variety of projects on a national, european and global level, but also through the integration of unaccompanied children who reside in the host country.

## **Cyprus Sports Federation for Persons with Disabilities**

We financially supported the promotion of disabled athletes in sports. The aim of the Federation is the development of the social skills of people with disabilities that will enable them to be fully integrated into society via their participation in sports teams as well as in sports activities and in-house Championships held in Cyprus.

## **Alkionides charity**

We supported this charity which tries to bring relief to fellow citizens when they are enduring hardship. The Alkionides family is extended all over Cyprus, as well as to the United Kingdom.

## **Association for the Prevention and Handling of Violence in the Family (ΣΠΑΒΟ)**

We supported the Association for the Prevention and Handling of Violence in the Family (ΣΠΑΒΟ) through the Butterfly Foundation to help abuse victims of domestic violence.

The Association provides information and support to battered women through counseling, information and raises awareness to competent authorities and citizens about the social phenomenon of domestic violence. It also provides theoretical and practical training to people who are interested in offering their services voluntarily.

## **Sophia for Children**

We sponsored the campaign EmPowering their Dreams!. Sophia for Children's activities focus on providing safety, food, accommodation, education and medical care to poor and deprived children, aiming at giving them the means for a better life.



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