



CSR framework 2024

Clients & Markets department



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**Our values guide
our daily actions.
Together, we aim to
inspire, challenge,
and empower
our people to
contribute
meaningfully to our
community—for
the better!”**



Introduction

At KPMG in Cyprus, our unwavering commitment to people, society, and the world is not just a core value, but a driving force behind everything we do. We believe that corporate responsibility is essential to fostering sustainable growth and creating a lasting impact. Our CSR strategy is designed to inspire, challenge, and empower our people to make tangible contributions that extend beyond our business, enriching the communities we serve and addressing global challenges. We strive to uphold the highest standards of ethical conduct, environmental care, and social support.

Our CSR initiatives reflect a deep sense of purpose and responsibility. We recognise that meaningful change requires more than intention - it demands action. By engaging in diverse activities that span education, health, environmental sustainability, and social inclusion, we aim to create a positive ripple effect that resonates locally and globally. At the heart of our approach is a belief in inclusivity, equity, and respect for the unique qualities that each individual brings. We are also committed to preserving the environment for future generations, taking proactive steps to reduce our footprint and encourage sustainable practices.

Our actions are carefully aligned with the values and quality standards of KPMG International, underpinned by strategic planning that takes into account the evolving economic, social, and business landscapes.

This year has undoubtedly presented its share of challenges, but we remain steadfast in our resolve to do more. We are driven by a passion for creating positive, sustainable change, and we are more determined than ever to amplify our impact in the coming years.

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Everything we do at KPMG is about unlocking potential, whether it's for our clients, our people, or wider society.”

Education

Education plays a crucial role in promoting social inclusion, enhancing well-being, and driving economic growth. Our commitment to supporting universal access to education reflects our dedication to giving back to society and empowering individuals to realise 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 attends Career Fairs at universities and schools

Our professionals participated in various career fairs, both in-person and virtual, presenting career opportunities within KPMG in Cyprus to students from diverse backgrounds and fields of study. Our HR team engaged with potential candidates, providing information about our vacancies and showcasing the vibrant culture at KPMG.

EYP events

At KPMG in Cyprus, we are committed to empowering the next generation of leaders to shape a better future for all. As the main sponsor of this year’s Youth Summit and National Session, organised by the European Youth Parliament in Cyprus, we were proud to support an initiative that reflects our values of innovation and social responsibility.

Our professionals shared their expertise on key topics such as leadership, sustainability, and digital transformation through workshops and discussions. By engaging with the talented youth, we helped foster critical thinking and inspire positive change, believing that nurturing young leaders is essential to building a brighter future.

KPMG Global Cyber Day

As part of the global initiative “KPMG Global Cyber Day,” our local Cyber Team had the privilege to engage with students across various schools, educating them on

critical aspects of cybersecurity and online safety. In addition to cybersecurity basics, we covered broader topics on how to use technology responsibly, encouraging students to think critically about their digital footprint, privacy settings, and the ethical use of social media. Our goal is to equip young individuals with the knowledge and tools needed to confidently and safely explore the digital world, empowering them to harness the full potential of technology while avoiding its risks.

School visits: Empowering careers and the society

Our people visited various schools to inform students about the services provided by our firm, discussing our core values and commitment to corporate social responsibility. We highlighted how KPMG in Cyprus contributes to the wider society through innovation, ethical practices, and sustainable development. In these presentations, we emphasised the importance of our values in shaping our work culture and community engagement, inspiring students to consider how their future careers can align with meaningful contributions to society. These visits will help students make informed decisions about their career paths, encouraging them to pursue professions that fulfill their ambitions while positively impacting their communities. By empowering young minds with knowledge and values, we aim to nurture the next generation of leaders who will drive positive change in the world.

AI workshop

George Constantinou and Michalis Chrysostomou, Technology Consulting, delivered a practical and at the same time exciting workshop on the side of the AI in Fintech Hackathon by IT Quarter. The workshop not only fostered creativity and collaboration among the attendees but also emphasised the importance of ethical considerations in AI deployment. By blending practical knowledge with an interactive approach, George and Michalis inspired participants to think critically about the future of fintech and the role AI will play in shaping it.

Business Game

This summer, KPMG in Cyprus successfully organised a “Business Game” for the 7th consecutive year at our offices in Nicosia. This engaging event, part of KPMG’s Summer Internship Programme, provided a unique platform for young talents to showcase their innovative ideas in front of a panel of “investors.”

Students were excited to present their business concepts, which spanned various industries and addressed contemporary challenges. The event not only allowed participants to develop their entrepreneurial skills but also fostered teamwork, critical thinking, and presentation abilities.

Ideodromio

KPMG in Cyprus, committed to the business evolution, training and support of young talents, continues for the 8th year its active support of the Creativity, Innovation and Business Idea Programme “IDEODROMIO”, a program utilised by the Cyprus Pedagogical Institute.

The purpose of the Programme is to inspire and promote creative and innovative thinking, through the investigation of the challenges of the modern world and the local society.

Collaboration with W11 Ventures Ltd

KPMG in Cyprus and W11 Ventures Ltd announced a collaboration aimed at helping companies achieve exponential growth through a combination of multi-functional advisory services and digital transformation. By leveraging advanced technologies, innovation adoption, international business development, and capital raising, the partnership integrated resources and networks to drive successful deals. This cooperation brought together KPMG in Cyprus’ extensive range of services and expertise with W11’s innovative model, focusing on creating value and future-ready operations for their clients.

KPMG Experience Day

KPMG in Cyprus hosted the “KPMG Experience Day”, at its Nicosia offices. This event was designed for students from the University of Cyprus who are interested in learning more about KPMG and discovering what sets us apart in the professional services industry. During this immersive experience, students had the opportunity to engage directly with our management team, gaining insights into our company culture, values, and the diverse career paths available at KPMG. They listened to inspiring career stories from various professionals within the firm, who shared their journeys, challenges, and successes, providing valuable perspectives on personal and professional growth.

Tech Island - Reflect Festival

Christophoros Anayiotos, Board Member, led the panel discussion titled “The Tech Effect: Transforming Cyprus’ Economic Landscape” at the Techisland Summit 2024. The panelists analysed the current tech environment, highlighted key challenges and proposed areas for enhancement. The discussion was based on an impact analysis performed by KPMG of the tech sector that highlights its importance in the GDP and employment as well as comparisons against other EU tech hubs.

Gerasimos Ntouskas, Board Member, Technology Consulting, moderated the panel “Bridging the Digital Gap: Cyprus’ Tech Sector as a Catalyst for Change”. The discussion highlighted the crucial role of Cyprus’ tech industry in tackling digitalisation challenges. Tech leaders and the government explored partnerships to enhance digital infrastructure across sectors, emphasising the mutual benefits of collaboration.

Internship programmes

KPMG in Cyprus offers a range of internship programmes designed to give students hands-on experience and insights into the exciting world of professional services, helping them explore career opportunities in audit, tax, advisory, and more. The importance of these internships lies in their ability to bridge the gap between academic knowledge and practical application. Participants gain valuable exposure to real-world business scenarios, allowing them to develop essential skills such as problem-solving, critical thinking, and effective communication. Working alongside experienced professionals, interns also learn about the inner workings of a leading global firm, gaining insights into industry best practices and the latest trends.



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.

7th Healthcare Conference

Iacovos Ghalanos, Board Member, COO, and Healthcare Industry Leader, took the stage as a speaker at the 7th Healthcare Conference. During his presentation titled "Sustaining Health: The ESG Imperative in Modern Healthcare", Mr. Ghalanos thoroughly examined the essential contribution of ESG to policy formulation, patient care enhancement, ethical governance and financial performance for the Healthcare Industry.

NutriMe campaign

We know that healthy eating is more than just a lifestyle choice - it's a productivity booster and the key to sustained energy and focus at work.

Over the past year, we've explored the power of nutrition and its critical role in enhancing employee performance. More than 500 KPMGers attended workshops and webinars, and over 100 people benefited from private consultations with a Clinical Dietician.

Incubator of Love / Θερμοκοιτίδα Αγάπης

KPMG in Cyprus, loyal to its long-standing commitment to social contribution, sponsored part of the renovation of the Neonatal Intensive Care Unit of Makarios Hospital in collaboration with the Association of Friends of the Neonatal Intensive Care Unit "Incubator of Love".

At the presentation of the renovated Unit, the First Lady of Cyprus, Mrs. Filippa Karsera, the President of the Association of Friends of the Neonatal Intensive Care Unit "Incubator of Love", Mrs. Elena Malmidouri-Hatzihanna, and members of the management team of KPMG in Cyprus, were given a tour of the hospital facilities and were informed about the operation and needs of the Unit.

Blood donations

For the past 17 years, KPMG in Cyprus has proudly organised regular blood donation events, supporting hospital blood banks across Cyprus. This tradition reflects our unwavering commitment to the well-being of our community.

By embodying the KPMG values, we continue to stand united in saving lives. Together, we can achieve even more.

Proud supporters of the Cyprus Thalassemia Association

KPMG in Cyprus is honored to be a proud supporter of the Cyprus Thalassemia Association, working hand in hand to make a meaningful impact. All our blood donation events are organised under its auspices, ensuring vital support for those in need.

Adopt a Rare Programme

KPMG in Cyprus proudly supports the Pancyprrian Association of Rare Genetic Diseases "Unique Smiles"/«Μοναδικά Χαμόγελα».

The association provides services ranging from Physiotherapy and Occupational Therapy to Speech Therapy and Special Education to children and young adults aged 0-21 years with rare genetic diseases.

The Adopt a Rare Programme aims at children and adolescents aged 0 to 15 years, who have been diagnosed or are under investigation for a rare genetic disease.



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.

Our Impact Plan

Our Impact Plan is KPMG's commitment to measuring and delivering progress on sustainability and social responsibility. By following key global frameworks like the UN Global Compact and GRI, we ensure transparency and accountability. We've reduced our gross emissions by 22% and significantly increased our renewable energy usage. Through our 10by30 initiative, we've empowered 1 million disadvantaged young people, and women now represent nearly 30% of leadership roles. With over US\$4 billion invested in technology, talent, and ESG, we remain focused on driving innovation for a better future.

Earth day

At KPMG in Cyprus, we proudly support Earth Day by promoting sustainability and environmental responsibility. Through various initiatives and activities, we are committed to reducing our environmental footprint and contributing to a healthier planet for future generations.

Green certification

We are proud to announce that our Nicosia and Limassol offices have been awarded the Green Office Certification by CYMEPA. This achievement highlights our commitment to sustainable practices and environmental responsibility, setting a benchmark for eco-friendly office environments.

ICPAC/ACCA Sustainability Conference

Kypros Christofides, Board Member and ESG Assurance Leader, shared his expertise on ESG assurance at the ICPAC/ACCA Sustainability Conference 2024. The event was organised by the Education Committee of the Institute of Certified Public Accountants of Cyprus (ICPAC). Mr. Christofides highlighted the importance of ESG assurance in today's business landscape, emphasising best practices and emerging trends in the field.

Ocean day

At KPMG in Cyprus, we support World Ocean Day by actively promoting ocean conservation and sustainability. Through awareness campaigns and community initiatives, we strive to protect marine ecosystems and foster a deeper understanding of the importance of our oceans for future generations.

Environmental day

At KPMG in Cyprus, we recognise Environmental Day by championing sustainability and environmental stewardship. We engage in various initiatives that promote eco-friendly practices, raise awareness about environmental issues, and encourage our team and the community to take action toward a more sustainable future.

Social inclusion

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

Women's and men's day

At KPMG in Cyprus, we celebrate both International Women's Day and International Men's Day by promoting equality, diversity, and inclusion in the workplace. We are committed to creating an environment where all individuals can thrive, recognising and valuing the unique contributions of both women and men in our workforce and community.

Special Olympics

KPMG in Cyprus is proud to support the Special Olympics team for Cyprus, fostering inclusion and celebrating extraordinary achievements.

A special congratulations goes to our colleague, Loukia Georgiou, who competed and won four gold medals in hoop, clubs, ribbon, and rope! Loukia's dedication and success inspire us all, and we couldn't be prouder of her incredible accomplishments.

Cyprus Pride

At KPMG in Cyprus, we proudly celebrate Pride Month, reaffirming our commitment to diversity, equity, and inclusion within our workplace and community. Our support extends beyond words, as we actively participated in the Cyprus Pride event to foster a culture of acceptance and respect for all individuals, regardless of their sexual orientation or gender identity. By championing LGBTQ+ rights, we aim to create an environment where everyone feels valued and empowered to be their authentic selves.

School of the Blind and School for the Deaf awards

KPMG in Cyprus, as part of its corporate social responsibility initiatives, expresses its ongoing support for the "Saint Barnabas" School for the Blind. On behalf of our firm, awards were presented to the outstanding students of the School.

We were also delighted to attend the awards ceremony for the top students of the "Georgios Markou" School for the Deaf, where prizes were awarded to the students. Our firm stands as a supporter of the initiatives of the School for the Deaf.



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