



# CSR framework 2021

Marketing and  
Communications  
Department

January 2022

---

[kpmg.com.cy](http://kpmg.com.cy)



**One of our values is for better. For better means we do what matters, taking a long-term view, even in our day-to-day choices, because we want to build a stronger KPMG for the future.**



# Introduction

The Corporate Social Responsibility (CSR) programme forms an integral part of the corporate philosophy and culture of KPMG. Aiming to materialise our values in practice, we work to create a positive impact for our people and our communities at large, by implementing specific CSR initiatives.

One of our values is **for better**. For better means we do what matters, taking a long-term view, even in our day-to-day choices, because we want to build a stronger KPMG for the future.

Commitment to our communities is fundamental to our values. The CSR framework is to inspire, challenge and empower our people to make a positive contribution to local communities. This means we strongly believe in behaving ethically, safeguarding the environment and building positive links with the communities around us.

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.

During 2021 we processed **34 donations** to approved institutions and implemented **29 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**.

# Education

*We believe in the importance of education and the right for all people to have the opportunity to reach their full potential. Therefore, we invest in skills that support enterprise and community cohesion.*

## **KPMG in Cyprus supports the School for the Deaf and the School for the Blind**

Every year we support both schools and we honor students that demonstrated outstanding performance.

## **KPMG in Cyprus donates computers**

We donated a number of computers to Primary Schools and to the Nicosia Parents Association of Elementary Schools, to support the continuation of teaching and learning during the pandemic.

## **“Back to School Supplies for ALL children” campaign**

Similarly to last year, KPMG in Cyprus, in collaboration with the Pancyprian 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 Scholarships**

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

## **International Cyber Security Awareness Month in October – KPMG material**

To support the global initiative regarding the International Cyber Security Awareness Month in October, KPMG has developed a virtual awareness campaign targeting parents, guardians and children across the island, providing insights on how to keep children safe online and guiding them on how to make smart decisions.

## **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.

## **Digital Marketing Technologies workshop**

KPMG in Cyprus and CIM were among the sponsors and organisers of the workshop, which took place at Nicosia Polydynamo Centre. The purpose of this event was to educate the participants about the new digital marketing technologies and 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 protecting people with fewer opportunities.*

## **COVID-19 response**

This year our attention was inevitably drawn by the health and business implications caused by the pandemic. Spotting the early warning signs of the crisis about to come, we rapidly established a dedicated COVID-19 Monitoring Team, which prioritised our people's health and safety. Further to the instant sharing of updates, policies and relief measures in response to the outbreak of COVID-19, particular emphasis was given to the mental and the physical health of our employees. Various informative wellbeing seminars and webinars were delivered and the KPMG Gym was constructed.

## **Blood donations**

Blood donations were organised at our offices in Larnaca, Limassol and Nicosia, for the support of the General Hospital and the Blood Bank of each town.

## **Karaiskakio Foundation – looking for bone marrow matches**

KPMG in Cyprus contributed with volunteers to the work of Karaiskakio Foundation. Many of our colleagues aged 18-45, healthy with no medical history, participated in the saliva collection process, which took place across the island.

## **“Race for the Cure”**

KPMG in Cyprus staff participated in the “Race for the Cure” event organised by Europa Donna for the fight against breast-cancer. The 5km and 3km walks were held to honor breast cancer survivors, raise awareness and celebrate life.

## **KPMG in Cyprus announced the provision of Advisory Services to the Cyprus Cancer Research Institute**

KPMG in Cyprus is offering pro-bono Advisory Services to the Cyprus Cancer Research Institute. Based on the partnership, the scope of services relates to the overall design of the Institute's operational processes.

## **KPMG in Cyprus supports India**

Our commitment in improving the world we are operating in is at the core of our Firm's mission and culture. Since the outbreak of the pandemic, our focus remains on the health and wellbeing of our people across KPMG member firms. We provided funding to help people and communities in India hit hard by the country's COVID-19 crisis.



# 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 announces it will be net-zero carbon by 2030**

KPMG announced its intention to become a net-zero carbon organisation by 2030, as part of its continued focus on delivering growth in a sustainable way and providing climate solutions for member firms, clients and society. To underpin this goal, the global organisation has signed up to a series of new climate actions, including a 1.5°C science-based target, which will focus on achieving a 50% reduction of KPMG's direct and indirect greenhouse gas (GHG) emissions by 2030. Additionally, KPMG firms including KPMG in Cyprus, have collectively committed to: a) 100% Renewable Electricity by 2022 in its Board Countries and by 2030 for the wider network and b) Offsetting any remaining GHG emissions through externally accredited voluntary carbon offsets, to mitigate the remainder it cannot remove from its operations and supply chain.

## **Release of KPMG Impact Plan**

Recently, the KPMG: Our Impact Plan was launched, bringing together our global environmental, social and governance (ESG) commitments under one umbrella, for the first time. We are driven by our Purpose to inspire confidence and empower change. And after a year like 2021, our purpose has never been so important. The world faces existential challenges and change is needed. That is why KPMG is even more determined to make a positive impact on the world.

## **Waste Management and Environmental Management**

We follow procedures based on the ISO45001: 2018 standard. These can be found in detail in the Firm's Health & Safety handbook.

## **Beach cleanup**

Inspired by our "KPMG Impact" Plan, a number of KPMG staff gathered at Mackenzie beach in Larnaca, delivering on our ESG commitments to making a positive impact on the world, collecting litter lying on the beach and by the side of the road.

## **Shaping a green future together**

Committed to our target to become a net-zero carbon organisation by 2030 and to achieve 100% renewable electricity, we proudly announced our partnership with EnergyIntel, which will provide us with the energy-efficient solution PayGreen. Our agreement includes the installation of photovoltaic modules, both at KPMG buildings in Nicosia and Limassol.

## **Support to fire victims in Greece and in Cyprus**

Within the framework of our Corporate Social Responsibility and in an effort to ease the pain caused by the devastating fires in Greece and in Cyprus, the KPMG in Cyprus family donated money through the Red Cross initiative and supported communities in need carrying out various initiatives.

## **SME Climate Hub**

Taking action on climate change is quickly becoming an essential requirement for businesses to thrive in a rapidly changing world and thus, the Cyprus Chamber of Commerce and Industry in cooperation with the NC of the ICC invited us to join the "SME Climate Hub", a global initiative of the International Chamber of Commerce. SME Climate Hub is a project supported by multinational companies, financial institutions and governments with the aim to create clear incentives and opportunities for SMEs that commit to halving their emissions before 2030 and achieving net zero before 2050.



# Social Inclusion

*We commit to connect with the most disadvantaged in our community, provide services and support to change the contemporary circumstances and habits that lead to social disadvantages.*

## **Adopt a Family for Christmas**

Within the framework of our Corporate Social Responsibility and in collaboration with the PVCC, similarly to last year's initiative, we took part in the pan-cyprian 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.

## **Tsiknopempti – Support of the Association for the Prevention and Handling of Violence in the Family**

Like every year, we aim to implement specific actions with a substantial impact on our society. This year, we decided to make a donation to ΣΠΑΒΟ (Association for the Prevention and Handling of Violence in the Family), as we believe that due to the current circumstances, they need our support now more than ever.

## **Webpage and Intranet page in response to the COVID-19 pandemic**

KPMG in Cyprus set up a number of communication channels, including an external webpage, aiming to help our staff and businesses on how to respond effectively and timely to the outbreak of COVID-19. We are regularly updating the webpage with new insights from our KPMG business experts, as well as with informative alerts. A dedicated page on COVID-19 was created in our intranet portal. On this page we have collected information regarding the government's measures, the messages sent by our Managing Director, as well as details on the measures taken so far by our Firm. Most importantly, on this page our employees can find useful tips and resources relating to their mental and physical health and safety.

## **4th Radisson Blu Larnaca International Marathon**

Once again, KPMG Cyprus staff participated in one of the biggest celebrations of sport in the island, the 4th Radisson Blu Larnaca International Marathon 5km corporate race.

## **Supporting the Special Olympics Team**

Within our CSR framework and the programme "Adopt an Athlete" by Special Olympics Cyprus, we support the work of the Special Olympics Team by sponsoring their athletes when participating to local and international competitions.

***Our commitment in improving the world in which we operate in is at the core of our Firm's mission and culture. KPMG in Cyprus remains at the disposal of the state and actively contributes in every opportunity.***



# Contact us

## **Nicosia**

**T:** +357 22 209 000

**F:** +357 22 678 200

**E:** nicosia@kpmg.com.cy

## **Limassol**

**T:** +357 25 869 000

**F:** +357 25 363 842

**E:** limassol@kpmg.com.cy

## **Larnaca**

**T:** +357 24 200 000

**F:** +357 24 200 200

**E:** larnaca@kpmg.com.cy

## **Paralimni**

**T:** +357 23 820 080

**F:** +357 23 820 084

**E:** paralimni@kpmg.com.cy

## **Paphos**

**T:** +357 26 943 050

**F:** +357 26 943 062

**E:** paphos@kpmg.com.cy

## **Polis Chrysochous**

**T:** +357 26 322 098

**F:** +357 26 322 722

**E:** paphos@kpmg.com.cy

[www.kpmg.com.cy](http://www.kpmg.com.cy)



©2022 KPMG Limited, a Cyprus limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.