

## PRESS RELEASE

### Initiative for the Demographic Challenge | [Moving Family Forward](#)

#### Positive Results – New Actions in Progress –

#### White Paper on the Demographic in cooperation with the Foundation for Economic & Industrial Research (I.O.B.E)

**Eurobank is implementing** an initiative for addressing the Demographic challenge through its Program called “**Moving Family Forward**”, with tangible results and positive response from the community. The Program announced and launched in June 2021, includes actions to support families in remote areas of the country, with a special focus on **Evros, North Aegean islands** and the **Dodecanese** up to **Kastelorizo**.

The initiative consists of a set of **Corporate Social Responsibility actions developing in five (5) pillars**. The actions, characterized by insightful approach and strong sense of social responsibility, aim at supporting the institution of family and the collective effort for reversing low birth rates, in collaboration with recognized non-governmental organizations such as “**APOSTOLI**”, the **charity organization of the Holly Archdiocese of Athens**, and **non – profit associations Be-Live** and “**Together for Children**”. Until today, results of Program actions are positive as well as indicative of the society’s positive response to the Initiative’s priorities and targeting, aiming at creating a support net for new families, with a special focus on nationally sensitive geographical areas. The actions are currently under implementation and are going to intensify further in coming months.

A new white paper under the title “**The Greek Demographic Issue: Challenges and Policy Propositions**” is **among forthcoming actions**. The white paper, fully financed by Eurobank, is being drafted by scientists and partners of **the Foundation for Economic & Industrial Research – IOBE**, and is scheduled to be completed in coming months. The study aims at identifying **critical aspects of the demographic issue** and how these could affect economic and social areas in terms of **employment, education, health and social security** in the future. Besides fact documentation, the report aims at enriching public dialogue on the required institutional interventions and **policy propositions** that could mitigate the impact of the problem or its negative dynamics.

Since summer **2021**, when the Initiative was launched:

- ❖ Eurobank financed **five (5) missions by Be-Live at Alexandroupoli, Orestiada, Samos, Fournoi islands and Kastelorizo, on infertility and the support** Be-Live can offer to those who choose to use in vitro fertilization but cannot afford it. These missions have already helped the achievement of two pregnancies and four in vitro processes that are under way, for which Eurobank, through its donation to Be-Live, covers the full range of costs for medication, blood tests, fetal ultrasounds, monitoring and all hospital expenses before delivery.
- ❖ Eurobank cooperates and provides financial support to the “**Together for Children**” **Association**. Since the Initiative’s launching, helpline “11525” has accepted **more than 2.000 calls for advisory**. At least one third of them with a repetitive pattern, is highlighting the importance of this service as well as users’ trust to the Association. In parallel, the Association’s psychologists have implemented **four (4) live psychoeducational seminars at Didymoteicho and Orestiada, with high participation of young parents and teachers**.
- ❖ During 2021, Eurobank supported “**DIMITRIO**” - **CENTER FOR CREATIVE ENGAGEMENT OF CHILDREN (CCEC)**, an initiative of **NGO APOSTOLI for the Municipality of Moschato and**

**Tavros.** The Center provides after-school programs for children in primary and secondary education (ages 6 to 12), coming from vulnerable families. In addition, APOSTOLI has already sent an important number of “**baby packages**” to families at Evros and to very small islands of Northern Aegean and the Dodecanese, based on income criteria that are being constantly updated taking into consideration the needs of local communities and program’s progress.

- ❖ Finally, through the Bank’s Branch Network at the geographical areas covered by the program, **banking & insurance products with privileged terms** are offered to customers with children born after April 1, 2021. Among these products, the Bank offers free **child health insurance for 2 years**, covering doctor expenses and airlifting in emergency situations. Mortgage loans for first or main residence at reduced interest rate. Last but not least, **saving account “Megalono”** with a favorable interest rate and first payment to the account made by the Bank (from €50 to €150).

The Program «**Moving Family Forward**» ranks high on **Eurobank’s ESG agenda** with the ambition to contribute to the public dialogue on the demographic challenge. More information at [Moving Family Forward](#) or at 211 211 2201.\_