

## **Wiener Städtische Insurance – Günter Geyer Award for Social Responsibility**

*In the competition of almost 50 companies from 25 countries, joint-stock company Wiener Städtische Insurance from Belgrade won the second prize for social responsibility for its projects in 2013*

Belgrade, 16<sup>th</sup> March

Socially responsible projects realised in 2013 by Wiener Städtische Insurance brought to this company the second place in the global competition for Günter Geyer Award – an award for social responsibility given within Vienna Insurance Group by the main shareholder Wiener Städtische Versicherungsverein.

Among Wiener Städtische Insurance's awarded projects are **„Sports Class - Straighten Up!“**, **„100 oaks for 10 years“**, **support of humanitarian organization Circle of Serbian Sisters**, **cooperation with NURDOR - National Association of Parents of Children with Cancer and with Drinka Pavlovic - Home for children without parents care.**

In the competition of all members of the Group – about 50 companies from 25 countries, the company Wiener Städtische Insurance won a 30.000 EUR award, which will be spent on socially responsible activities in the upcoming period.

**„Sports Class - Straighten Up!“** comprises sports and recreational workshops organized by the company Wiener Städtische Insurance since 2011 in elementary schools in Serbia in cooperation with the Serbian Volleyball Federation and the Association of the Volleyball Premier League Clubs, under the auspices of the Ministry of Youth and Sports. Encouraged by the results of the research showing that c. 60% of school children have some kind of spine deformity due to bad posture and long hours in front of the computer, the company initiated the campaign for promotion of volleyball as the healthiest indoor sports for healthy spine. Until now, this campaign has taken place in c. 30 schools throughout Serbia, and its success can be measured by the fact that after each lesson the interest in volleyball has increased ca. 15%.

The project **„100 oaks for 10 years“** was implemented on the occasion of ten year anniversary of business operations of the company Wiener Städtische Insurance in Serbia: in each of the 10 towns, 10 seedlings, mostly oak, have been planted. The oak is traditionally Serbian tree and symbol of longevity as it can live up to 400 years. More than 60 volunteers have been involved in the project and the goal of the project was directed towards sustainability – planted trees continue to live on their own and at the same time this campaign served to raise awareness about the importance of the nature and about how companies can also have impact on our environment.

Another focus in Wiener Städtische Osiguranje's social activities was set on the support of poor citizens and people in need – particularly children. WSO organized a fashion show with dresses of the well known Serbian designer Vladanka Celic. The raised funds were donated to **Drinka Pavlovic - Home for children without parents care.**

In cooperation with the humanitarian organization **Circle of Serbian Sisters**, the employees of WSO have collected clothes and food for the poor citizens in 10 Serbian cities. **Circle of Serbian Sisters** has been engaged in charity activities in Serbia ever since 1903 and is one of the country's most reputable aid organizations.

Moreover Wiener Städtische Osiguranje initiated a humanitarian fundraising on the occasion of the World No Tobacco Day 31 May, declared by the World Health Organization. Entire WSO Company raised for the organization of **NURDOR - National Association of Parents of Children with Cancer** - to help organize the camp for the recovery of these children.

Volunteers are involved in all socially responsible activities of the company Wiener Städtische Insurance. They have played a particularly important role during the floods in May 2014: almost 200 volunteers participated in the campaign "Wiener for Serbia" organizing help for more than 600 families. 15 houses in Obrenovac have also been renovated within this ca. 105.000 EUR worth a project.

*The Günter Geyer Award for social responsibility was established in 2011 by Wiener Städtische Versicherungsverein, main shareholder of the VIG and since then it has been awarded every year with the aim of reminding the companies – members of the Group, of their social responsibility in relation to environment and the community in which they live and operate.*