

## **NARRATIVE REPORT FOR 2016**

**In 2016, Hemofarm Foundation implemented 113 activities amounting to EUR 408.207,60 for the purpose of improving the health of individuals and supporting the Serbian healthcare system through the establishment of public-private partnerships with institutions, civil sector organizations, reputable individuals, and the media. All activities contributed to raising the quality of life in communities where they were implemented.**

### **WHOLEHEARTEDLY FOR HEALTH**

**Budget funds amounting to €340,000 were earmarked for WHOLEHEARTEDLY FOR HEALTH programme while the amount of € 271,145.20 was spent for that purpose in 2016. The PROLONG LIFE project was implemented within the programme followed by THE MOST IMPORTANT CALL IN LIFE project amounting to EUR 140,420.39 and the healthcare system of the Republic of Serbia was supported with 18 donations in total, amounting to EUR 121,978.55. There were 54 different activities in total, which were implemented within this programme. Hemofarm Foundation generated savings amounting to EUR 91,792.40, due to the consent obtained by the Ministry of Health of the Republic of Serbia and Regulatory Authority for Electronic Media - REM for free-of-charge broadcasting of 'The Most Important Call in Life' video footage in duration of one month.**

### **Project: PROLOG LIFE / THE MOST IMPORTANT CALL IN LIFE campaign**

Two years ago, Hemofarm Foundation joined the PROLONG LIFE campaign in support of the national organ donation and transplantation programme implemented by the Ministry of Health of the Republic of Serbia. The PROLONG LIFE programme was integrated in WHOLEHEARTEDLY FOR HEALTH category by the adopted budget for 2016. The amount of EUR 180,000 was earmarked for this programme within which 30 activities were implemented in total, while the Foundation spent EUR 140,420.39 for the implementation thereof.

After a series of WHOLEHEARTEDLY PROLONG LIFE lectures on organ donation and transplantation held to employees of MediGroup, Serbian Chamber of Commerce and Industry, Trade Union of Nurses and Technicians, members of the Assembly of the City of Belgrade, employees of Palilula Municipality, German-Serbian Chamber of Commerce, Association of Pharmacists of Vojvodina, Hemofarm Foundation entered a new phase of the campaign entitled THE MOST IMPORTANT CALL IN LIFE, with the aim of raising public awareness of the importance of organ donation, highlighting the problems facing patients waiting for transplantation, and creating a national consensus on the adoption of a new organ transplantation act.

Aleksandar **Mitrović** (waiting for kidney transplantation for 4 years), Magdalena **Blagojević** (waiting for kidney transplantation for 2 years), Marko **Mitrić** (waiting for heart transplantation



for one year), Nebojša Pospišil (waiting for heart transplantation for 9 years), Sanja **Bojić** (waiting for kidney transplantation for 7 years), Aleksandra **Mitrović** (waiting for kidney transplantation for 2 years) Slavica **Obradović** (waiting for liver transplantation for 2 years) are active participants in the campaign, who bravely told their life stories to the public, giving the campaign undeniable authenticity and value.

At the beginning of the campaign (June 6<sup>th</sup>), there were 10,000 people who received THE MOST IMPORTANT CALL IN LIFE and listened to recorded messages from people waiting for an organ transplantation. On the same day, telephones were ringing in all public payphones in Belgrade, and 94% of citizens listened to the recorded messages to the end (source: Telekom Serbia).

The beginning of THE MOST IMPORTANT CALL IN LIFE campaign on the Republic Square was attended by more than 15 teams of journalists of the national electronic and press media. THE MOST IMPORTANT CALL IN LIFE campaign was the breaking news in all national and local media for 5 days. The media highlighted Hemofarm Foundation as the main carrier of the campaign, which was mentioned more than 150 times in the total number of media reports in the first 5 days. (source: Represent Communications).

On the recommendation of the Ministry of Health of the Republic of Serbia and Regulatory Authority for Electronic Media – REM, the national and local TV and radio stations broadcast **THE MOST IMPORTANT CALL IN LIFE video footage free of charge for one month**. Thus, Hemofarm Foundation saved EUR 91,792.40.

There were 65 billboards put up within the campaign, (in duration of 6 weeks – the campaign began on May 16<sup>th</sup>, 2016 and ended on June 26<sup>th</sup>, 2016), as well as 120 city light billboards (in duration of 2 weeks, with the beginning of the campaign on May 16<sup>th</sup>, 2016 and ending on May 29<sup>th</sup>, 2016). Billboards and city light billboards featuring the faces of campaign participants were put up in Belgrade and 19 cities in Serbia (Novi Sad, **Pančevo**, **Vršac**, Zrenjanin, Kikinda, Subotica, Šabac, Valjevo, Loznica, Smederevo, Požarevac, Kragujevac, **Čačak**, Kraljevo, Kruševac, Užice, Niš, Pirot, Leskovac).

Owing to the support of the Ministry of Health of Serbia and 'Milan **Jovanović Batut**' Institute, the campaign recorded its first success: June 6<sup>th</sup> was declared the **NATIONAL DONOR DAY**.

The campaign follow-up included hosting of doctors, patients waiting for an organ transplantation or with a transplanted organ, celebrities, and Hemofarm Foundation representatives on TV and Radio shows.

In order to simplify the procedure and make it easier to obtain donor cards, with the support of the Biomedicine Directorate with the Ministry of Health of the Republic of Serbia and Secretariat of Health with the Assembly of the City of Belgrade, Hemofarm Foundation put up THE MOST IMPORTANT CALL OF LIFE billboards and distributed flyers in 17 health centres and handed the necessary application forms and donor cards to interested citizens, while members of the Assembly of the City of Belgrade signed donor cards, thus supporting the campaign and adopting the new organ transplantation act.



The Prime Minister of the Republic of Serbia, **Aleksandar Vučić**, received patients, campaign participants, who had been waiting for organ transplantation for many years, and announced personal support for the new organ transplantation law. Adoption of the law ensued in 2017.

THE MOST IMPORTANT CALL IN LIFE campaign, inter alia, was also aimed at improving the conditions and position of Serbia for joining the international organization - Eurotransplant.

The MOST IMPORTANT CALL IN LIFE was supported by the public and participants of 'Mixer', 'Crocodile', 'Orange Bike Ride' festivals and 'Belgrade Marathon', Beta news agency whose traditional exhibition – 'Beta's Photography of the Year' was in the token of the donation and transplantation campaign. Belgrade 'Fashion Week' organized a special fashion show with the topic of organ transplantation entitled PROLONG LIFE - COLOR IN RED, featuring more than 20 Belgrade designers whose designs were worn by celebrities of the domestic public scene. THE MOST IMPORTANT CALL IN LIFE was also promoted beyond the borders of Serbia, thanks to Hemofarm employees. Six of them, recreational cyclists rode 1400 km from Germany to Serbia, thus symbolically supporting the campaign. The bicycle ride began at the STADA Group headquarters in Bad Vilbel, and ended at Vršac, the headquarters of Hemofarm.

The documentary film entitled THE MOST IMPORTANT CALL IN LIFE was recorded by the author **Danica Vučenić** and Director **Mateja Rackov**. The film had its premiere at the **FREE ZONE** festival at the Belgrade Cultural Centre venue on November 16<sup>th</sup>, 2016.

THE MOST IMPORTANT CALL IN LIFE was supported by more than 30 public figures including the actors and actresses Tanja **Bošković**, Dragan **Bjelogrić**, who joined the campaign with the new 'FORMULA KEEPERS' movie about the first case of bone marrow transplantation in the world, Lazar Ristovski, journalists Minja **Miletić**, Rada **Đurić** and many others.

**Partners in the campaign** THE MOST IMPORTANT CALL IN LIFE are the Ministry of Health of the Republic of Serbia, Ministry of Health of the Republic of Serbia, Office of the Commissioner for Information of Public Importance and Personal Data Protection, Regulatory Body for Electronic Media - REM, Biomedicine Directorate, MMA, Clinical Centre of Serbia, Clinical Centre of Vojvodina, 'Milan Jovanović Batut' Institute, **PC Telecom Serbia**, **Goethe Institute**.

**Awards and recognitions:** THE MOST IMPORTANT CALL IN LIFE campaign was awarded at the 23<sup>rd</sup> Golden Drum Festival, the most significant regional festival of creativity. Agency Saatchi & Saatchi Belgrade, which creatively designed the campaign in cooperation with Hemofarm Foundation, won the gold, silver and bronze awards. With THE MOST IMPORTANT CALL IN LIFE campaign, the Agency Saatchi & Saatchi Belgrade won the Golden Drum Award in the category of integrated campaigns, Silver Drum Award in the PR category and Special 'Drum Adriatic 2016 Bronze' Award, which is presented to the most successful agencies in the Adriatic region, in Ljubljana. Hemofarm company is the winner of the award for corporate social responsibility campaign of the year granted by the Serbian Association of Managers for the PROLONG LIFE campaign, as well as VIRTUS Main Award for corporate contribution at the national level for THE MOST IMPORTANT CALL IN LIFE campaign in support of organ donation and transplantation programme in Serbia.

**Project: PROGRAMME OF DONATIONS TO HEALTHCARE CENTRES**

In 2016, Hemofarm Foundation granted **18 donations to the Serbian healthcare system**, thus continuing its mission of the care for human health through strengthening public-private partnerships aimed at improving the quality of services in the Serbian healthcare system. The amount of EUR 150,000 was earmarked for this purpose in 2016 budget, while EUR 121,978.55 was spent in total.

1. CC Niš – Clinical Centre Niš. We donated a TV to the Clinic for Infectious Diseases.
2. CCS - Clinical Centre of Serbia received funds for the purchase of surgical equipment at the Maxiofacial Surgery Department of the Emergency Centre.
3. General Hospital Loznica – Hemofarm Foundation donated funds for the purchase of projectors and 9 uniforms by the Donation Agreement.
4. **The Institute for Maternal and Child Health 'Dr Vukan Čupić'** – Hemofarm Foundation donated funds for the organization of the 6<sup>th</sup> International Symposium of Paediatric Surgical Section of the Serbian Medical Society, which was held in Prolom Banja.
5. MLAVAMEDIKA Polyclinic - Hemofarm Foundation donated funds to this Polyclinic for the purchase of equipment.
6. Serbian Association of Anaesthesiologists and Intensivists - We provided support to this Association for the organization of the 6<sup>th</sup> ANGLO-SERBIAN DAYS OF ANESTHESIA in Belgrade in the period 25<sup>th</sup> – 26<sup>th</sup> of November 2016.
7. HC Voždovac – Hemofarm Foundation donated funds for the purchase of foil for **covering of glass surfaces in Health Centre 'Stepa Stepanović'**.
8. CC NIŠ – Urology Clinic received funds donated by Hemofarm Foundation, for the purchase of equipment (chairs and 15 uniforms).
9. CC Knjaževac – Hemofarm Foundation donated funds to the Surgical Ward for the purchase of a computer and 15 uniforms.
10. Association of Doctors of Vojvodina – Serbian Medical Society – Hemofarm Foundation donated funds for the purchase of professional LCD monitor with audio equipment.
11. Association of Cardiologists of Serbia – by the Sponsorship Agreement, Hemofarm Foundation donated funds for the implementation of the 'Congress of the Cardiology Society of Serbia - Innovation of Knowledge and Possibilities for the Development of Cardiology in Serbia'.
12. Serbian Society of Phlebologists – Hemofarm Foundation donated funds to this Society for printing the book 'Days at the Clinic for Vascular and Endovascular Surgery of the CCS - 7 Consensus and Attitudes on the Treatment of Vascular Diseases in Real Circumstances'.
13. PRIMA MEDICA doctor's office received a donation for the purchase of air conditioner.
14. Serbian Respiratory Society - Hemofarm Foundation donated funds for the Symposium on 'Tuberculosis - UPDATE 2016' organized by the Serbian Respiratory Society and the Clinic for Pulmonology of CCS.
15. CCS - Clinic for Endocrinology – The Donation Agreement provided a 3-channel 12-lead ECG with appurtenant equipment.
16. **CHC Dr Dragiša Mišović** - Dedinje – The Sponsorship Agreement donated funds to the Surgical Section of the Serbian Medical Society.
17. The Institute of Cardiovascular Diseases Dedinje - The Donation Agreement provided furniture (a sofa) for better work conditions.

18. Society for Sports Traumatology, Knee Surgery and Arthroscopy of Serbia was granted support for the organization of the official academy marking the 60 years of existence of the Clinic for Orthopaedic Surgery and Traumatology of the Clinical Centre of Vojvodina.

## **WHOLEHEARTEDLY FOR KNOWLEDGE – scholarships and awards programme**

Hemofarm Foundation granted scholarships to 50 students, children of employees, and top 10 medical and pharmacy students, who applied for Foundation's scholarship competition in the academic year 2016 – 2017. The budget for 2016 earmarked funds amounting to EUR 57,000, while the total amount of EUR 54,920.07 was spent. These funds and activities covered the academic years 2015/16 and 2016/17.

In 2017, Hemofarm Foundation launched the MENTORING PROGRAMME to support young people in further education in the field of medicine and pharmacy, as well as encourage further personal and professional development and their employment.

## **CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMMES**

The funds amounting to EUR 88,500 in total were earmarked for CSR programmes in 2016 budget, while the amount of EUR 82,142.33 was spent. There were 32 implemented activities in total within this segment. The amount of EUR 13,988.85 was spent on the WHOLEHEARTEDLY FOR CULTURE programme, EUR 19,679.46 was spent for WHOLEHEARTEDLY FOR SPORT, EUR 3,883.90 was spent for WHOLEHEARTEDLY FOR NATURE, while organizations were supported with funds amounting to EUR 44,590.13 within the CSR co-financing programme.

Within the WHOLEHEARTEDLY FOR CULTURE programme, we supported the poetry award 'Vasko Popa', Belgrade Dance Festival, as well as psychological workshops held in the Parobrod Cultural Institution on the occasion of the World Mental Health Day. WHOLEHEARTEDLY FOR SPORT supported the Belgrade Marathon, Bad Vilbel - Vršac cycling tour, activities that were held within THE MOST IMPORTANT CALL IN LIFE project. There were approximately 40 employees from Hemofarm, Hemomont and Hemofarm Foundation, who together with the children, afforested 100 seedlings in the park **Ćemovsko Polje in Podgorica**, while promoting the sustainable development principles within the WHOLEHEARTEDLY FOR NATURE programme. The action will continue also in 2017 in partnership with the city of Podgorica, in order to influence people's awareness that personal contribution is crucial for the improvement and preservation of the environment.

## **CO-FINANCING CSR PROGRAMMES**

The amount of EUR 44,590.13 was spent for CSR co-financing programmes implemented through 26 different activities. The amount of EUR 1,369.14 was earmarked for the HEALTH programme, supporting the projects in the field of health and disease prevention, patient associations and other organizations dealing with problems of patients with serious illnesses, while the amount of EUR 243,88 was earmarked for supporting the LOCAL COMMUNITY programme projects that improve the quality of life in cities. The amount of EUR 27,188.64 was spent on the EQUALITY FOR ALL programme, while EUR 15,788.47 was spent on the CULTURE, SPORT and EDUCATION programme.

## **HEALTH**

We supported the following institutions, associations and organizations in the field of health, in 2016: Novi Astakos, Euromedic, Šabac Health Center, **Selić Health Institution**, **Trade Union of the General Hospital Vršac**.

## **EQUALITY FOR ALL**

Support for disadvantaged and socially vulnerable population groups exposed to particular health risks is in a particular focus of Hemofarm Foundation's work.

In 2016, we supported the following institutions and organizations:

1. Trade Union of Employees in Healthcare and Social Protection of Serbia – Trade Union of General Hospital 'Vršac'
2. HEMOFARM VRŠAC Pensioners' Association
3. Association of Persons with Occupational Disabilities of Vojvodina – Organization of Persons with Occupational Disabilities of Vršac
4. Humanitarian organization 'Friend in Need'
5. Center for Social Work Šabac - Institution for children and youth 'Šabac'
6. Jelena Varjaški Primary and Secondary Education School
7. Institute of Oncology and Radiology of Serbia, Paediatric Ward
8. Health Center 'Milutin Milankovic' Belgrade – Palilula
9. Association 'Counselling Against Domestic Violence'
10. Social and Humanitarian Association of Paraplegics and Quadriplegics 'PARAKVAD VŠ'
11. Inter-Municipal Association of Multiple Sclerosis Vršac
12. Health Center Šabac - Sponsorship for the 'Response to Emergencies - Floods 2014' congress.

Hemofarm Foundation continuously cares for employees, children of deceased workers, and pensioners of HEMOFARM AD. In 2016, we financially supported **Ljubinković Milan**, Hemofarm employee, with the amount of EUR 2,212.18, children of deceased employees of Hemofarm in the amount of EUR 843.89. Hemofarm Foundation, as the founder of local television Banat, also helped in effecting the severance pay for 11 dismissed workers in the amount of EUR 12,185.07.

## **CULTURE, EDUCATION, SPORT**

In 2016, Hemofarm Foundation supported the following events: Jazz and Electronic Music Fans Society and 12<sup>th</sup> International Jazz and Blues Festival 'Jazztronic' in Vršac, Serbian Academy of Sciences and Arts – SANU, and the exhibition 'Great Men of Serbian Medicine', National Theatre STERIJA - XXIV International Classical Festival 'Vršac Theatre Autumn', Center for Education, Research and Development and Exhibition 'All Our Secrets' at the Parobrod Cultural Institution, publication of Ivo **Andrić** biography by the author Michael Martens, German journalist and publicist, music school 'Josif **Marinković**' in Belgrade, handball club 'Mladost' from Vršac.

## **PRESENCE IN THE MEDIA**



Hemofarm Foundation was continuously present in the media with activities positively welcomed by the public during 2016. There were **674** press releases for all activities implemented by Hemofarm Foundation in the period January – December 2016. The commercial value of such press releases was **EUR 2,455,430**. Hemofarm Foundation accounted for **588** press releases about **THE MOST IMPORTANT CALL IN LIFE** project, with the commercial value of **EUR 1,898,556** in the period March – December 2016.