

CSR BOOKLET 2017



DURING 2017

- **We supported families in flooded areas, with household appliances and food products**

Balfin Group has responded to Top Channel's call for being part of the coordinating task force of the emergency aid collection process of families who were injured during the recent floods in various areas of Albania. Balfin Group through its companies, Neptun and SPAR has provided a major contribution enabling the provision of a portion of families affected, with households with BEKO refrigerators, washing machines, while SPAR has offered tons of food and drinks.



We helped many families in need

- **We signed long term cooperation with "Fundjava Ndryshe"**

Balfin Group and The Foundation "Fundjava Ndryshe" have signed a cooperation agreement. Through the Balfin Fund, raised under the auspices of Mr. Mane, President of Balfin Group, this agreement aims to help families in need to improve the living conditions, providing a scholarship to TBU and returning values and importance of having an active life to this category of Albanian society, for families that will be identified and referred by "Fundjava Ndryshe". The agreement was signed by the President of Balfin Group, Mr. Samir Mane, and the director of the Foundation Mr. Arbër Hajdari. Balfin Group believes that the growth of a business should be accompanied with the community's social development and growth, and therefore has valued the efforts and the work made by the Foundation "Fundjava Ndryshe", by cooperating and collaborating with this foundation.



- **We contributed for our miners for end of the year season**

In the holiday season the miners of AlbChrome have had a pleasant surprise. In all facilities where this company operates, the employees were presented with gift packages which are distributed under the auspices of Mr. Samir Mane and are part of the contribution, attention and special care of the Group to its employees. In this context, in a festive environment, on different celebrations in their working environments, about 1100 workers from Bulqiza Mine, Burrel Ferrochrome Factory, Traverbank Factory in Klos and Elbasan Processing Factory were presented with gifts for their children and food packages, in recognition of the work and results achieved during 2017, and to make possible a festive year-end for them and their families.



- **We helped the Bicaku family in extreme poverty**

The history of the extreme poverty of Bicaku family in the village of Thanasaj in Lushnja, shocked and touched the entire audience during the broadcast of the reportage in "Opinion" show. Due to health problems, none of the members of this family have been assessed as capable of working and the food and other basic needs they have are provided with minimal income from assistance. During the show's live broadcasting, Balfin Group through SPAR Albania was offered to provide for the Bicaku family to ensure their food needs for two consecutive years, a contribution of 720,000 ALL. This initiative comes as part of the donations that the Balfin fund, created with the special care of Mr. Samir Mane, in order to support the poor, donates continuously.



- **We supported families in need in Himara**

As a gesture of caring and love, Green Coast, in cooperation with "Fundjava Ndryshe" Foundation, donated this end of the year dozens of food baskets to families in need in Himara. Through this contribution Green Coast brought to our attention the fact that holidays are the best time to donate and to stay close to those who are mostly in need.



- **We appreciate and help employees in need**

SPAR Albania has taken the initiative "Appreciate and help our employees in need." Valuing the dedication, reliability and performance, SPAR Albania has given symbolic support for its employees in need. SPAR is a great family in which all employees are treated equally.



We gave our contribution to children welfare

- **We contributed for a childhood full of dignity**

Thanks to the support of the Balfin Group, the "Tungjatjeta" program has managed to create echoes in every corner of the country, generating numerous contributions from Albanian citizens. Spar Albania, as part of Balfin Group, is giving its contribution in the framework of the initiative by personalizing the Spar water with dedicated label and for each bottle sold, donates 5 ALL in support of the "Tungjatjeta" program. At the same time, Spar has created spaces near the checkout boxes in each supermarket as a way of inviting anyone who wants to make a small contribution to these children in donation boxes, believing that we can all do too much!



- **We celebrated with the children of QSUT**

Balfin Group, on the occasion of the 1st of June, comes to the aid of children hospitalized in the QSUT at the Children's Hospital in the Pavilion of Oncohematology. Through the companies SPAR Albania, Fashion Group and Jumbo, and in support of the Foundation "You Are a Sunflower", Balfin Group has donated toys, clothing and food baskets for children and their families. This collaboration of Balfin Group with "You Are a Sunflower" aims to relieve the sadness and the painful moments that these children face every day.



- **We supported World Vision on their social program "Tungjatjeta"**

Balfin Group joined the World Vision social program, "Tungjatjeta", as one of the strategic partners of this program. The World Vision International has in its foundation the child welfare through community development. Tungjatjeta is a social program dedicated to children with disabilities who live in the deepest areas of the country. Tungjatjeta is focused not only in the integration of children with disabilities, but also in the empowerment of children's legal guardians and awareness of the community for the integration of these children.



Në Shqipëri jetojnë 70.000 fëmijë me aftësi të kufizuara, por 92% e tyre nuk marrin shërbimet bazë pranë qendrave të specializuara.

Këta fëmijë kanë nevojë për Ty.

Dhuro tani dhe kontributi Yt mund të përmirësojë jetën e tyre.

- **Ran for autism**

On 2nd of April, Spar Albania joined the "Run 4 Autism Albania" initiative, organized under the auspices of the International Awareness Day on Autism. SPAR Albania staff became part of the developed marathon at Tirana's Artificial Lake, contributing in raising awareness of Autism and becoming part of the change.



- **We supported and contributed to Down Syndrome cause in Albania**

Neptun is included into direct contribution to the Albanian society by being engaged with social responsibility activities in support of individuals and groups with special needs such as children and young adults with Down syndrome. In support of this cause as one of the most sensitive social issues, Neptun offers its contribution by supporting associations which deal with children and young people with this syndrome in Albania. All funds collected from the sales of 8,482 Happy Cards were offered as a financial contribution to associations "Down Syndrome Albania" and "Jonathan Centre". The funds will be used to support the information, awareness and representing the best of these individuals in our society. Neptun is committed to follow this initiative with more passion and responsibility; meanwhile there is a continuous contribution also by other companies of Balfin Group. Children's happiness is what matters most, and that's why Green Coast has been the main sponsor of the end of year party for the children of Down Syndrome Albania Foundation. Green Coast has also joined the campaign "Adapt a Therapy for 21 Euros/Month", donating funds that go for the therapeutic services of these children.

The Women' Secret brand of Fashion Group promotion campaign, named "Flower for You", helped the "Down Syndrome Albania" Foundation. All the flowers of this campaign were taken at the "Flowers by Down Syndrome Albania", a social business that aims to support financially the foundation, where children receive free services and treatments.




- **We organized a festive activity for children of killed policemen**


Already as a tradition, the yearend finds Balfin Group near people who mostly need love and attention, to wish and to donate, also to give the message that none of them is alone in the holidays. Balfin Group through SPAR and JUMBO companies has organized a great party for children of the killed policemen, accompanied by lots of gifts for each of them. With the continuous support, Balfin Group has annually given the example of how we all should be more sensitive to this category and to offer the support and the warmth they need.



- **We donated blood on World Blood Donation Day**


Blood donation is an act of human solidarity that saves the lives of people in need. Blood is the most precious gift we can make to humans in need. It is the gift of life. On World Volunteer Blood Day, many of Spar employees donated blood voluntarily, thus being a Hero for a day.








Faleminderit që më shpëtuat Jetën











We contribute to children education

- **We donated over 1700 books for the Library of Lezha**

The Library of Lezha has been enriched with more than 1700 new book titles at a value of more than 1.2 million lek. This effort has been made possible by Balfin Group with the special attention of Mr. Samir Mane. Mr. Mane has visited the library premises and was present during the donation of the books, together with the well-known moderator Ardit Gjebrea. This humanitarian action has been as result public call by Mrs. Bala, the director of the library, who in through "I Have a Message for You" Show, directed by Ardit Gjebrea, sought help in providing books for children, and Balfin responded to this call immediately. Balfin Group highly values the potential and the invaluable power that knowledge and reading have for the development and emancipation of the Albanian society.



- **We donated hundreds of books for children**

"Donate Your Book" was the name of the initiative that TEG shopping center undertook on the beginning of the new school year. TEG invited all those who were able to support this initiative and wished to donate their books, to visit the reading corner at the Green Entrance of the shopping center. Each contribution means a lot for the little ones who took these books in their hands. Not all children have the opportunity to have books or spend money on buying them, regardless of their wishes. Thanks to this initiative, we did not only donate books, but aimed also to cultivate the reading habits in children.



We promoted art and culture

- **We surprised Robert Ndrenika on his 75th anniversary**

On the 75th anniversary of Robert Ndrenika, the very great and very dear actor to the Albanian public, Neptun, with the initiative of the President of Balfin Group, gave him a TV. The gift was welcomed with much love from Ndrenika. It was a sign of respect to the hard work of this great artist and his contributions to art and culture in the country.



- **We were an active promoter of the Albanian culture and tradition, supporting Etno Vibe Style Museum**

The last weekend of September, "TI Institute" brought for the first time the "Etno Vibe Style Museum", to promote the integration of the Albanian ethnography and Albanian identity to younger generations and modern dimensions. This activity was fully supported by Balfin Group. With a combination of old and new, spectacle, music, special guests and various surprises, the Etno Vibe Style Museum, where is promoted Contemporary Fashion by Tradition, welcomed on the Albanian Cultural Heritage Day, well-known artists and many other public figures.



- **We supported "Za Festival"**

We believe that business growth must be accompanied in parallel with the development and cultural growth of the community where it operates; therefore we are always on the side of those real artists who, through their work, enrich the culture of this country and increase its values. We are close to them by supporting with our contribution and encouraging them for furthermore. Za Festival was the event that gathered in Theth hundreds of young people, in a place that time isolated for so long. AlbChrome was the official sponsor of this festival, which aims to revive the soul of this place, to turn the attention towards this gem of northern Albania and make it the meeting point between different cultures with art as the common language with the generous hospitality of Thethians.



- **We supported National Theatre**

Every month, Balfin Group employees have the opportunity to attend the best theatrical and ballet performances, and also the most sensational events in Tirana. As a good opportunity to spend afternoons in the company of colleagues outside offices, Balfin consistently gives free tickets for employees aiming their entertainment, experience sharing and presenting the cultural development.



We contribute to the environment protection

- **We contributed to the city greenery**

Always committed to maintaining and developing greenery, Mane TCI has donated to the capital city dozens of trees and ornamental trees. Mane TCI proves its attention to the environment and the green areas, not only with the standards of its construction projects but also with the initiatives related to the company's social responsibility. In cooperation with local institutions, there were planted entire green areas in the neighborhood of Unaza e Re.





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Balfin Social    

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