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EDITION 1.0



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## Table of Editions

<b>EDITION NUMBER/DATE OF EFFECT</b>	<b>RELEVANT DECISION OF THE BOD</b>	<b>OBSERVATIONS - SHORT DESCRIPTION OF CHANGES</b>
1.0 / 22.7.2020	20680/22.7.2020	

## Chapter A: Introduction and Key Concepts

The present Corporate Sponsorship Policy of EYDAP S.A. (hereinafter referred to as "EYDAP" or "the Company") defines the basic principles of Sponsorships, as derived from the Strategy and priorities of the Company, the characteristics that should govern the sponsored activities and Organizations, as well as the procedure that should be followed up to the final stage of their implementation.

### Definition

The Company accepts the definition of sponsorship under Law 3525/2007 as amended and in force until today: "sponsorship means the monetary or other form of financial provision in kind, in intangible goods or services by natural or legal persons, domestic or foreign, for the support of specific cultural activities or purposes of the recipient of the sponsorship in return for the promotion of the social character and goodwill of the sponsor'.

Specifically for EYDAP, the definition of sponsorship may include the support of knowledge dissemination activities, through conferences, workshops, forums and other related events, always under the condition of reciprocal benefits for the Company.

All sponsorships by the Company shall be within the framework of this policy. This Policy merges financial aid and aid of a social and non-reciprocal nature for the Company.

The Company's sponsorship program promotes, among others, the values of education, culture, sports, environment and public health, making EYDAP an important supporter of activities that contribute to Greek society and have a positive impact on the quality of life of its citizens, as they have a direct social, cultural and environmental impact.

### Principles

All Entities/Organizations (hereinafter "Entities/Organizations") entering into a sponsorship agreement with EYDAP should ensure the strengthening of the Company's strategic direction and help achieve its objectives. These include, but are not limited to, the following:

- Dissemination of EYDAP's message to emphasise the importance of the natural resource it manages
- Strengthening relations with the community, vulnerable groups and local communities
- Enhancing its corporate profile

## Right to participate

All Institutions / Organizations that are active in the fields of culture, environment, education, sports and health are eligible to participate in the Company's sponsorship program. Priority is given to non-profit companies, local government organizations, voluntary organizations, academic research institutions, educational centers affiliated with universities, postgraduate university programs, sports federations, associations and clubs (excluding associations responsible for the organisation of professional championships and professional sports and sports entertainment companies, such as football clubs, basketball clubs, etc.), as well as the NPDDs and NPIDs active in the fields of culture, education, science.

NGOs are excluded from the sponsored bodies/organisations.

## EYDAP's sponsorship management

EYDAP separates sponsorship into:

- **Long-term:**  
Projects that are implemented and used to ensure EYDAP's visibility over time. These may include: infrastructure projects, equipment, etc. directly related to the Company's scope, research projects, education and healthcare facilities, etc.
- **Expendable:**  
Projects of limited duration, such as events, conferences.

It should be noted that in both cases the objective remains the highlighting of the social image of the Company and ensuring social cohesion through a two-way exchange with compensatory benefits and principles of general (public) interest.

## EYDAP sponsorship categories

- Payment of a sum of money to a recipient (either directly or through payment of a supplier invoice)
- Provision of services to a sponsor
- Payment of a sum of money in combination with the provision of services to a recipient

The value of any individual sponsorship should not exceed 10% of the annual sponsorship budget. In case of exceeding this amount, the approval of the sponsorship is made by the Board of Directors of EYDAP SA.

## What is not a sponsorship for EYDAP

- Advertising that is not provided in conjunction with any of the above (examples of sponsorship) is not considered sponsorship.

- Providing support through the purchase of tickets or copies of CDs, films, books, etc., such as:
  - the purchase of products by the Institution/Organization without EYDAP receiving any of the following benefits in return,
  - the straightforward purchase by EYDAP of products from third parties, for distribution to customers or third parties, on which EYDAP places its logo.

- **Charity**

EYDAP may, under certain conditions, provide assistance to third parties by paying a sum of money as charity, by decision of the competent administrative body and after examining the specific circumstances, within the framework of the Corporate Responsibility of the Company. It may support initiatives mainly through the provision of services, as long as this is in line with the Company's objectives and if there are emergency circumstances, however no benefit is expected for the Company.

### **Countervailing benefits**

A condition for sponsorship by EYDAP is to be given in exchange for visibility as a sponsor or supporter through one or more of the following, as defined on a case-by-case basis and based on the contract signed between the parties (EYDAP and the Entity/Organization)::

- promotion of EYDAP in the media
- the use of EYDAP's logo on all printed and electronic material of the sponsored project, e.g.:
  - invitations
  - tickets
  - event program
  - posters, brochures, websites, etc.
- reference to EYDAP's sponsorship in:
  - press releases
  - interviews / media articles
- promotion of EYDAP's sponsorship with references, acknowledgements, presence of a representative of the Institution/Organization at a press conference related to the organization, etc.
- participation in the event with the presence/exhibition of EYDAP's Services at the premises of the sponsored Institution/Organization or the parallel conduct of additional relevant actions on behalf of EYDAP
- use of the image and/or the name of the sponsored Entity/Organisation for the promotion of the corporate profile of EYDAP
- any other benefits and trade-offs proposed by EYDAP.

## **Sponsorship Framework (Sponsored Bodies/Organisations)**

### **1. Education entities**

EYDAP supports educational entities promoting research, excellence, innovation and fair play.

### **2. Bodies promoting culture**

EYDAP may sponsor cultural institutions/organisations aiming at promoting culture and improving the quality of society as a whole.

### **3. Sports clubs, sports events**

Applications relating to the area of sports are evaluated on the basis of the strategic and promotional objectives of EYDAP.

### **4. Conferences/Workshops**

EYDAP examines the possibility of financial support for conferences/workshops, in cases that are related to the scope of EYDAP's activities and/or serve the achievement of the business objectives only, as described in this form.

### **5. Communities**

The Company contributes to the social cohesion and well-being of the societies in which it operates by supporting social development and prosperity.

## **Scholarships**

A minimum of two EYDAP scholarships per year, in cooperation with the State Scholarships Foundation (IKY), will be established for students at PhD level, who are carrying out their PhD thesis at universities in Greece, in subjects related to water and wastewater management.

## **Chapter B: Procedure for the submission and evaluation of a Sponsorship request**

### **Application Procedure**

Applications from interested Entities/Organizations may be submitted exclusively online through the EYDAP website ([www.eydap.gr](http://www.eydap.gr)) throughout the year. The application will be evaluated by a committee, which will include members of the Communication and Corporate Relations Department and the Head of the Compliance Service, based on the criteria included in the Selection Criteria section and then, if approved at the first level, the committee will recommend to the Deputy CEO of EYDAP the final approval. Following approval by the Deputy CEO, the interested parties will be informed in order to provide the necessary supporting documents, as appropriate. The disbursement of the sponsorship will be made, if it is an expenditure-based sponsorship, after the end of the sponsorship and the fulfilment of the terms of the relevant sponsorship contract, or, if it is a long term sponsorship, on the basis of a timetable and the achievement of milestones, to be agreed in the relevant sponsorship contract between EYDAP and the sponsored Body/Organization.

### **Establishment of a Sponsorship Council**

The Sponsorship Council shall be composed of the Chairman of the Board of Directors of EYDAP, the CEO and the Chairman of the Audit Committee. The purpose of the Council is to ensure the implementation of the Sponsorship Policy, to propose corrective measures and to inform the Board of Directors about sponsorships. The Board is updated quarterly by the Sponsorship Committee on the approved sponsorships (sponsored Institution/Organization, sponsorship amount, etc

### **Criteria for the selection of the entities/organizations considered**

In reviewing applications, the main criterion to be taken into account will be whether the projects submitted promote the objectives of the Company's Sponsorship Policy, which are the following:

- Emphasis on highlighting the importance of the water resource, enhancing environmental awareness, promoting know-how around it, disseminating new technologies that promote its management.
- Strengthening the local communities in which the Company operates and in particular the social, cultural, environmental and educational work they carry out.
- Emphasis on events/conferences/activities that promote the Company's general strategic orientation and promote scientific knowledge and research.

More specifically, sponsorship requests will be evaluated on the basis of the following criteria from 1 to 10. Requests that have achieved a score of more than 60 will be approved in the first stage and recommended for approval to the Deputy CEO.



1. Whether the objectives of the sponsorship proposal are linked to the objectives of EYDAP's Sponsorship Policy
2. Whether the target audience of the sponsorship proposal is consistent with EYDAP's target audience
3. Whether the communication gains are commensurate with the amount of the requested sponsorship and the nature of the sponsorship proposal
4. Whether the style and characteristics of the sponsorship are consistent with the corporate identity of the Company
5. Whether there is a link between the services provided by the company and the area of activity of the sponsored entity/organization
6. Whether the style of the sponsorship is consistent with the Company's overall communication strategy
7. If the sponsorship is not exclusive, to what extent is the corporate image of EYDAP consistent with that of other sponsors?
8. To what extent does the timing of the sponsorship proposal support the Company's communication objectives?

In addition to the above, the following will also be taken into account in the selection criteria of the Entity / Organization:

- The expertise, experience and track record of the interested Entity / Organization.
- The documentation and technical competence of the proposal submitted by the interested Entity / Organization.

Prior to the final allocation of funds to the Entity/Organization concerned, EYDAP will assess the Entity/Organization on the basis of the following criteria:

- (a) Whether the statutes, procedures and operating conditions of the entity/organization objectively enable it to implement the actions for which a grant has been pre-approved.
- (b) Whether the entity/organization is tax and insurance compliant
- (c) Whether the entity/organization has received any other sponsorship from EYDAP or from any other party.
- d) If the Entity/Organization has a negative reputation and if there are any convictions against its legal representatives (criminal record check).



## **Monitoring and evaluation system for funded bodies and actions**

The Company will establish the necessary framework for monitoring the effectiveness of actions and evaluating the sponsored entities/organizations.

The sponsoring Agencies/Organizations are required to submit to the Company all necessary supporting documents related to the implementation of their actions and the use of their resources.

## **Chapter C: Contract Signature**

The start of the disbursement of an approved grant to an Entity/Organization requires the signature of a Contract, which will define the actions to be funded, the terms and conditions, as well as the mutual obligations between the Funded Entity/Organization and EYDAP.

## **Chapter D: Cancellation of the Grant**

EYDAP reserves the right to cancel the sponsorship at any stage in case the sponsored party is involved in any way in negative advertising, thus affecting the corporate reputation and image of EYDAP.

## **Chapter E: Miscellanea**

### **Transparency**

All the Company's sponsorships are made public through an entry on the Company's website. In particular, the identity of the recipient, the subject of the approved action and the amount of the sponsorship are disclosed.

### **Independence**

EYDAP's Sponsorship Policy is independent of the individual interests of customers, shareholders or third parties.

### **Duties and responsibilities**

The Board of Directors of the Company shall exercise the sponsorship policy, and approve the annual budget related to it within the framework of the Company's budget.

The Chief Executive Officer of the Company shall approve any sponsorship request within the approved sponsorship budget upon the recommendation of the Committee and shall report to the Board on an annual basis on the most significant decisions. For any sponsorship decision that exceeds the budget, the CEO shall seek prior approval from the Board.

## **Conflict of interest**

Any sponsorship to an entity/organization with which a member of the Board of Directors, a senior executive of the Company or a major shareholder is associated requires the approval of the Board of Directors. The Corporate Governance Code defines the concept of Associated Person. The relevant decision is taken without the presence of that person.

## **Exceptions (indicative, not restrictive)**

EYDAP does not sponsor the following events and any such applications will not be considered:

- Events related to or having any reference to drugs, gambling, alcohol consumption, tobacco products and hunting,
- Events involving captive animals and animal shows,
- Events/actions directly or indirectly related to political parties/political organizations and bodies/organizations expressing political views.