



# Supporting the well-being of our communities in challenging times

NN Romania  
Community Investment Report 2022



# You matter

At NN, we believe that a better future for coming generations is built today. This is why we empower people and support communities we are part of through socially relevant initiatives for their well-being, with the mission to contribute to a sustainable development for Romania. For us, being a good corporate citizen and driving positive change means using our resources, expertise and reach to make a difference in society where it is needed most, even in challenging times.

What matters to you, matters to us.



## About the 2022 Community Investment Report

NN Romania's 2022 Community Investment report presents why and how it contributes to the well-being of the people and communities. Social responsibility is one of NN's strategic priorities, reflected in broad initiatives that have the power to make a difference, whether in ensuring a better start in life for children born with health problems, in creating economic opportunities for young adults from disadvantaged communities, in encouraging entrepreneurship and social innovation or in helping those going through difficult contexts.



<https://www.nn.ro/nn-in-comunitate>



# Well-being at the heart of everything we do



As part of our commitment to society, we want to contribute to the well-being of people in the communities we are part of.

Doing well, being healthy, feeling safe and happy, this is the life we all want to live today and in the future. This is why NN promotes a society in which everyone can participate and thrive in for many generations to come. We believe that with positive support, people can excel from a situation that might feel challenging into a future where they feel they matter.

Through our community investment commitment, we support initiatives for children's health and education, develop actions to improve financial literacy, as well as to create career opportunities for young people from disadvantaged communities and we help families facing difficult circumstances or living in vulnerable communities, focusing on:

## Physical & mental well-being



We aim to provide access to quality of health and support people to live a healthy and self-sufficient life by helping them better integrating in society, staying socially engaged and feel less lonely.



## Financial well-being

We aim to improve people's financial well-being by empowering them to build their financial literacy, be in control of their financial situation and seize economic opportunities that fit their skills, talents and ambitions, as part of our overarching Future Matters program.



# Key principles of our approach

Our community investment approach reflects who we are as a company and as people. It leverages our resources, skills and talents, focuses on creating synergies with our stakeholders, and steers support and volunteering efforts towards maximizing our positive impact in society. Our approach is built on three principles.

## Make a difference

We support people and communities through initiatives that have the power to make a difference where it is most needed. This is why we seek social causes with real impact and organizations that can make the most with our donations, as well as our time, knowledge and networks. We encourage all NN colleagues to support these initiatives by making it possible for them to volunteer during working hours.

## Be locally relevant

We mix consistent and impactful practices at group level with our expertise and in-depth understanding of the challenges in the Romanian society. This way, we ensure that we channel our support in locally relevant social causes. Our goal is to be there for people in disadvantaged communities and contribute to their health, education and financial well-being, ultimately helping create a better society.

## Build longstanding partnerships

We have a future oriented approach, building strong and longstanding partnerships with NGOs that have common goals. We share our resources with organizations that can make a difference for the people or communities they focus on, and we ensure that, together, we have lasting impact on the social causes we support.



# Our impact in society in 2022

In 2022, we supported initiatives linked to well-being, whether aimed to ensure a better start in life to children who are born with heart malformations, educational support to children, economic opportunities to young adults from disadvantaged communities or support to people facing challenging contexts. We provided both in-cash and in-kind donations and volunteering hours.

## Key contributions



€0.9m  
total contributions



700  
colleagues volunteered



1,750+  
employee volunteering hours



8  
different NGOs



5,200  
people reached

# A better start in life for children with heart defects

Together with the Inima Copiilor Association, we help children born with congenital malformations and other serious heart conditions receive the surgery and medical care they need. In 2022, we continued to donate and double €2 individual donations from people adhering to the cause, reaching a total support of over €400,000.



The expansion of the Cardiosurgery Department of the Marie Curie Children's Hospital is our most important social responsibility initiative in partnership with the Inima Copiilor Association.

Our mission is to give access to life-saving surgery for children born with congenital heart malformations and to enable social change by transforming the cause in a social manifest.

About 1,000 children are born every year in Romania with heart conditions that require surgery. Some of them even need multiple interventions during their first years. This means that a total of 1,500 children need heart surgery each year, but only few of them can benefit from the medical care they need in their home country, while the rest seek help abroad.

With only one operating room and six beds in the intensive care unit, the Cardiosurgery Department of the Marie Curie Children's Hospital can only operate on 200 children per year. But with our ambitious plan to help expand the department, twice more children will be able to get the surgery they need.

## About the partnership

NN Romania's partnership with the Inima Copiilor Association dates back to 2011, when we first started donating to the NGO for its ambitious initiative to build and, further on, develop the Cardiosurgery Department of the Marie Curie Hospital in Bucharest. Starting 2021, the association took on the mission to expand the department and NN Romania amplified its contribution through own donations and an on-going campaign to increase individual donations.

## Expansion plans

The first steps necessary for the expansion of the Cardiosurgery Department are already in progress. And so is the fundraising campaign.

The aim is to expand the space from 745 square meters to 1,900 square meters and add a second operating room. In addition, the expansion will ensure another 10-15 beds in the intensive care unit, from six today, and 25 beds for pre-op and post-op care, as well as the modernization of all facilities and equipment.

The project needs a total of €3 million to be completed. NN contributes with own donations and doubles each €2 donation made by people who want to support the cause as easy as sending an SMS at 8844 with the text LOVE.

So far, starting 2021 NN donated in total close to €1.1 million to the cause, of which about €400,000 only in 2022, both in-cash and by doubling €2 individual donations from people supporting the cause.

The fundraising continues, with all efforts being directed to helping children in need.

## Key figures

# €3 million

total funds needed to complete the project, of which about €1.4 million have already been raised from NN and individual donations

# 1,000

children are born every year with heart defects and need surgery. 400 will be operated in the Cardiosurgery Department of the Marie Curie Hospital after completion

# The first recovery and research center in autism



We partnered with the Autism Voice Association to open the Autism Voice Institute, the first Multifunctional Center for Recovery and Research in Autism. As main partner, we joined the mission to support people diagnosed with autism and donated €200,000 for the cause.

The Autism Voice Institute is a unique project in Romania, laying the foundations for research in autism and bringing innovative recovery programs to Romanian children and adults diagnosed with autism. The center contributes to the development of therapies adapted to the patients' needs, to monitoring the evolution of their recovery and integration in society, and to a better understanding of the spread of autism spectrum disorders.

## The plans

Adequate treatment and specialized therapies play a vital role in the development of people on the autistic spectrum and in increasing the chances of a more functional life, helping patients to overcome the difficulties associated with this diagnosis.

Located in a three-story building in Bucharest, the Autism Voice Institute includes areas dedicated to the research and development of therapies and work rooms intended for therapy, professional training or counseling sessions, but also self-independence programs such as LIFE Autism. Over 500 patients will benefit from support in the institute every year. At the same time, 300 therapists and 300 teachers will be trained in better supporting autism patients.

## €200,000

total funds donated by NN to Autism Voice



# Solidarity with Ukraine

In the spring of 2022, more than two million people fled Ukraine to neighboring countries and more than 200,000 came to Romania. To help those affected, we donated a total of **€220,000** to several support initiatives, aiming to maximize the outreach and impact where it was most needed.



## Humanity has no borders



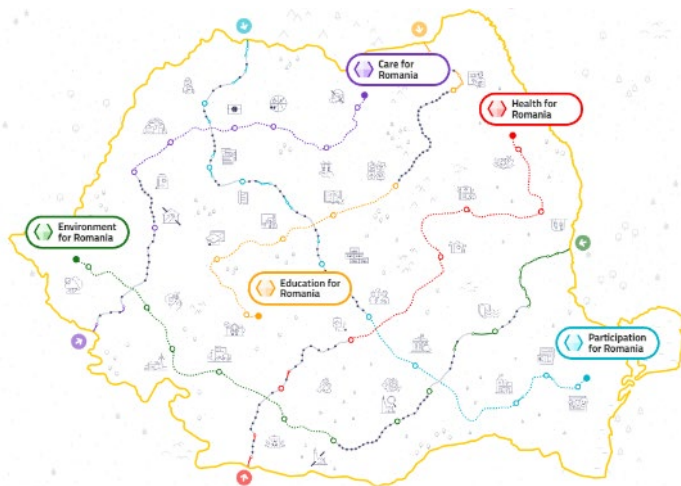
Together with the **Romanian Red Cross**, we donated to support Ukrainian refugees arriving in Romania or still in their home country, through the Humanity has no borders initiative.

Red Cross developed multiple initiatives to ensure first aid and assistance to refugees, providing food, clothing, medicine, as well as counselling, educational activities for children and support in reconnecting families.

## Digital response ecosystem

Together with **Code4Romania**, we contributed to the significant initiative to develop the digital solutions ecosystem dedicated to refugees and volunteers, as part of the NGOs broader mission to develop and maintain the digital infrastructure that the Romanian society needs.

The digital ecosystem of response to emergencies and humanitarian crises provided refugees with accurate official information on entering and staying in Romania, the necessary digital infrastructure for aid management that the central and local authorities use to allocate the resources, as well as access to healthcare, education or psychological support.



## Hope, homes and medical aid



Together with **Hope and Homes for Children**, we supported the initiative to shelter and aid Ukrainian children coming to Romania from the child protection system in Ukraine. In total, 104 institutionalized children, 43 accompanying adults and 13 children belonging to the accompanying adults received our help. Another 450 refugees, mostly women, children and elderly people received immediate support and counselling.

We also donated to the **Royal Club in Romania** to help provide medical services and support to those in need.



# Volunteering to amplify impact in society

In 2022, we amplified our volunteering strategy, encouraging NN employees and financial consultants to engage in all our social responsibility initiatives and make a difference. In total, 700 NN colleagues contributed to our initiatives with over 1,750 volunteering hours.



## Your Community Matters Week

The most impactful volunteering initiative developed in 2022, for the second year in a row, was Your Community Matters Week. With the help of our volunteers, we deepened our involvement with our local charitable partners, participating in various relevant activities for the causes we support, with focus on children.

### About Your Community Matters Week

Your Community Matters Week is an NN Group initiative launched across all countries it operates in, through volunteering hours and financial support. This underscores the group's commitment to invest up to 1% of the annual operating result in its communities.

### Key figure

# 500

NN Romania volunteers participated in the initiatives developed during the Your Community Matters Week, cumulating over 1,100 volunteering hours



hope and homes  
for children

Together with **Hope and Homes for Children**, our team was encouraged to volunteer and engage in a series of initiatives to support children in need. During the Your Community Matters Week, NN volunteers:

- gave gifts on June 1 to over 200 children without family from Ukraine, in placement centers in Romania.
- welcomed young adults who are preparing to start independent lives at the headquarters and mentored them about career.
- ran at Color Run to help build a house for a disadvantaged family with 7 children.



About 150 NN employees ran at the NN Charity Run and turned 770 kilometers into donations to the **Inima Copiilor Association**, as part of its ambitious project to expand the Cardiosurgery Department of the Marie Curie Children's Hospital.

Throughout 2022, all **volunteering activities reflected in multiple initiatives in addition to the Your Community Matters Week**, continuing NN's broader collaborations with its partner NGOs. Volunteering hours have focused in 2022 on supporting young adults who are preparing or have already left the child protection system to develop skills for an independent life and to successfully integrate into society, providing children with learning materials and engaging with them in educational activities or renovating and decorating the institute dedicated to autism patients.

# Education, social entrepreneurship and opportunities for a better future

Education and economic opportunities should be accessible to all, leading to financial empowerment and a better future. In 2022, we supported initiatives aimed at improving education, social entrepreneurship, financial literacy and access to professional opportunities for children and young adults.



## Teach for Romania



Together with **Teach for Romania**, we created a program aimed to contribute to the quality of education for children in disadvantaged communities. Through our donation, we ensured educational materials to children in need and supported the professional development of their teachers.

## €60,000

total funds donated by NN to Teach for Romania

## Junior Achievement



NN continued to facilitate innovative social entrepreneurship through the **Social Innovation Relay** international competition helping students identify real issues in their communities and develop innovative projects to address them.

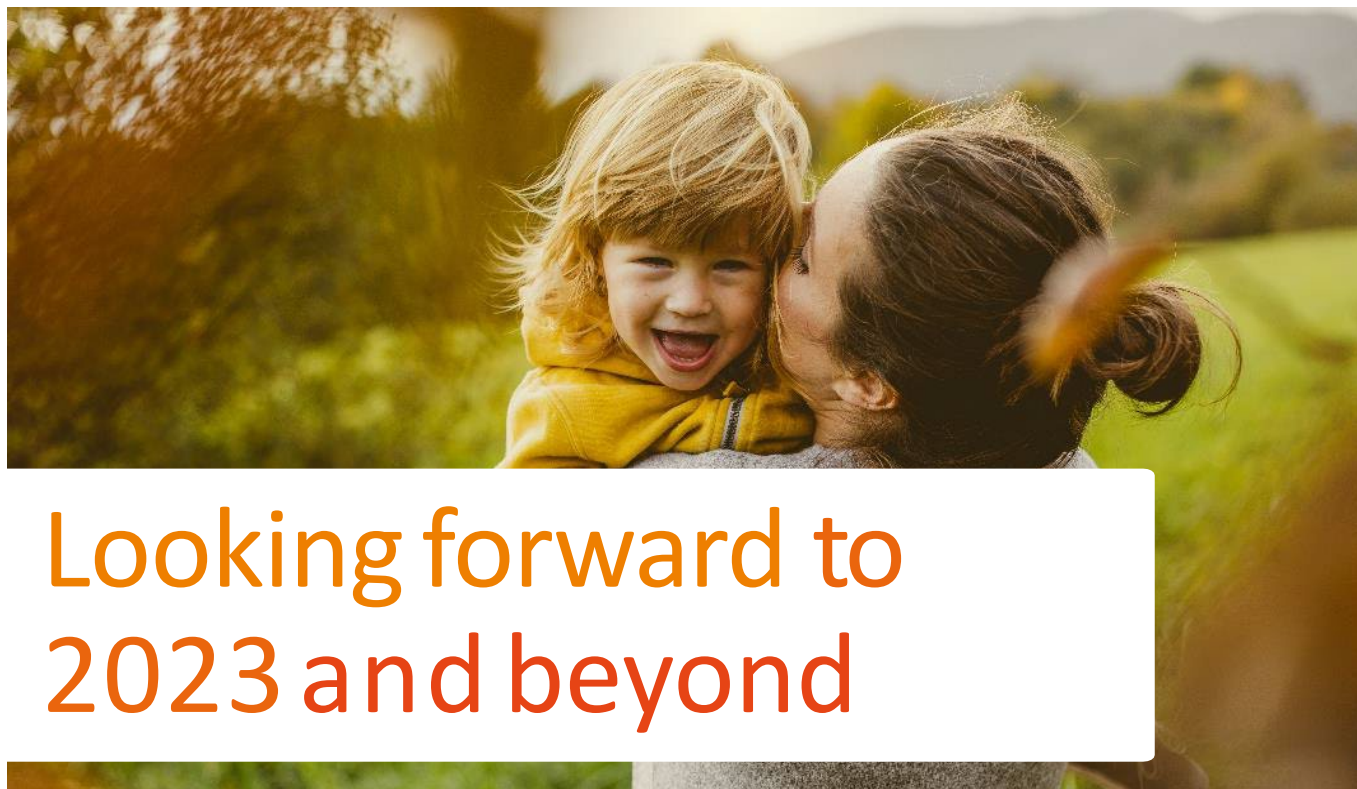
The 2021-2022 edition involved a total of 2,050 students from 60 high schools around the country. 350 of them formed teams and developed a social startup idea as part of the JA BizzFactory Incubator, with support from NN mentors.



NN supported the **Economic Opportunities for All** initiative addressed to young people with limited resources, with the objective to facilitate their transition from education to employment or entrepreneurship.

In 2022, about 7,000 students had access to learning resources and 300 participated at trainings. At the same time, the Job Incubator platform was developed to facilitate the relation between young professionals and companies.





# Looking forward to 2023 and beyond

With a vision to change society for the better and a collaborative approach, we will continue to work on new and effective solutions to support the ever-changing societal needs and challenges. Looking forward, we will focus on:

## Scale our impact

of our resources in our local communities. We will build on our current strong foundations, growing existing partnerships and starting new ones to contribute to areas where social involvement is most needed. In doing so, we will increase our donations and volunteer hours.

## Deepen our impact

by further developing our impact management and measurement to become more data-driven in our decision making. Impact measurement helps us understand the extent to which our partners help communities and people. We make sure that we stay well informed about our focus areas and identify support strategies that can have greater impact on beneficiaries.

## Broaden our impact

by navigating new innovative ways to partner and practice community investment. We will amplify our support to the social causes already part of our social responsibility strategy, we will seek new causes that are aligned to our strategic vision and focus on building our community investment capabilities and outreach.

This way we will keep on steering all our efforts towards maximizing the positive impact for the people within our communities.