

NARRATIVE REPORT 2020

In the period from 01/01 – 31/12/2020, Hemofarm Foundation completed a total of 79 activities within three program units - health, education, culture and achieved a total of 137 partnerships with stakeholders - system institutions, health sector, international community, civil society organizations, media and prominent individuals in Serbia and Germany.

All activities were in line with the mission of the founder Hemofarm AD and Hemofarm Foundation – **Caring for People's Health as a Trusted Partner**, which is reflected in activities aimed at improving physical and mental health and well-being and have been intensively implemented since the beginning of COVID -19 crisis to date. The focus of these activities was the employees of Hemofarm AD and the general population.

Due to the crisis caused by the SARS-COV2 virus, Hemofarm Foundation has focused its activities since March 2020 on online platforms and social networks Facebook, Twitter, Instagram, LinkedIn, YouTube, including the foundation's website, **informing its followers regularly about physical and mental health protection measures**, referring to the sources such as the World Health Organization, the Ministry of Health of Serbia, the Institute for Public Health Batut.

On the website of Hemofarm Foundation, 46 blogs of psychologists, psychotherapists, prominent individuals on the topic of preserving physical and mental health were published, and 11 panel discussions of psychosocial support to the general population were held through the projects *A Cup of Coffee with a Psychologist* and *Together We Can Do it All*.

746 posts were published on social networks. The posts have been shared more than 3,000 times and have been seen by more than 2 million people. Thanks to its work on social networks, at the beginning of the crisis caused by the SARS-COV 2 virus, **the profile of Hemofarm Foundation on the social network Instagram was among 15 most followed pages, the profile of Hemofarm Foundation on Facebook is in second place according to the number of fans and overall engagement, right behind the Novak**

Doković Foundation, while the panel discussions posted on the Foundation's YouTube channel record more than 30,000 organic views.

In parallel with the increase of public awareness about the coronavirus, **Hemofarm Foundation sent donations to the cities of Vršac and Šabac in the amount of 5 million dinars as support in the fight against the virus. We also sent support in the form of a donation of EUR 23,390 for the purchase of 500 reusable protective suits and visors to 18 primary healthcare centers in Bosnia and Herzegovina. Together with Roche, we donated EUR 11,350 to the Clinic for Neurology of the Clinical Center of Serbia in the form of equipment and devices - 4 digital infusers and 3 chairs for intravenous therapy in order to provide optimal treatment conditions and better access to patients at the Clinic of Neurology.**

Together with the Serbian Philanthropic Forum, which we have founded and chair its Management Board, we launched a comprehensive action involving and activating the membership and the entire philanthropic community and collected more than 190 million dinars in money and over 10 million dinars in goods to support the Serbian health system. The Charity Coalition, of which SPF is a member, has proposed a set of measures to the Serbian Government's Philanthropy Council and Ana Brnabic's office to help secure larger donations to the most vulnerable citizens, including promoting instructions on tax reliefs, abolishing bank donation fees and VAT exemptions for food donation.

Hemofarm Foundation represented SPF and more than 30 of its members at the General Assembly of the European Network of Foundations and Donors - DAFNE and sent a strong message of solidarity, the need for stronger connections in order to develop philanthropy and promote it for the common good.

At the same time, **we initiated the establishment of the AHK Working Group for CSR and Sustainable Development with the aim of promoting corporate philanthropy of German companies as part of socially responsible business related to giving to improve the quality of life of individuals and community development.** The working group held four meetings to discuss the future of social responsibility and philanthropy in Serbia and Europe, the abolition of VAT on donations, the consequences of COVID-19 on business in Serbia, a new concept of European philanthropy where we cooperated with the consulting company Mc Kinsey for the first time.

The period from September to December 2020 was marked by another initiative of Hemofarm Foundation - an internal project of psycho-social support to employees was launched, *Together We Can Do It All*, that very quickly gained the affection of employees and is among the 10 most visited pages on the Intranet portal of Hemofarm AD. Since the beginning of the project, 43 employees have applied for individual interviews with a psychologist, only in the first 15 days of December, 26 sessions were held. This is a high number of individual applications, especially for domestic standards, which speaks in favor of the success of the project. At the world level, the

utilization of the program is 3-5% per year (in America about 5.5%), and in our country the utilization of the program after only two months was - 1.3%. This is an encouraging fact, having in mind that such services are still in their infancy in our country and that the whole society is stigmatized. The **series of panel discussions 'Together We Can Do It All' which is intended for the internal public and the series of panel discussions 'A Cup of Coffee With a Psychologist' which is intended for the general population also got their podcasts.**

Due to the situation with the coronavirus, Program for Education of Hemofarm Foundation You Can Do It in 2020 took place online and was dedicated to marking the 60th anniversary of founding of Hemofarm AD through the participation of company experts as lecturers in the Mentorship Program. **The curiosity of the program was a lecture by His Excellence Thomas Schieb, German Ambassador to Serbia, who spoke for the first time about his *Personal and professional development.***

The Internship Program in Serbia was fully dedicated to professional topics from pharmaceutical development, warehousing, presentation of sterile and solid dosage forms plants, quality control and assurance, registration and maintenance of drugs, presentation of packaging center, marketing and sales division, business compliance and procurement. presented to the scholarship holders by Hemofarm experts.

The Internship Program Germany was implemented with the support of the Federal Ministry for Economic Cooperation and Development of the Federal Republic of Germany, the German Organization for International Cooperation GIZ and the Konrad Adenauer Foundation. The program was dedicated to the biggest public health crisis - COVID-19, i.e. the response of the German state and government to the crisis, the role of the German Academy of Sciences during the pandemic, business sector adaptability, political and social activism, the strength of the individual and community for positive changes in society. solidarity and humanity for which there should be no borders. Participants in the program were representatives of Chancellor Angela Merkel, the German Academy of Sciences - Leopoldina, the Konrad Adenauer Foundation, Frei University.

In November 2020, **the third Excellence Award was presented, the winner of which is Ivanka Popović, Rector of the University of Belgrade, for dedicated work with students, resolute commitment to preserving the integrity and reputation of the University as an institution of public importance.**

Together with Hemofarm, we won the recognition of the Serbian Philanthropic Forum and the B92 Fund for outstanding contribution in the fight against coronavirus as well as for the development of charity and philanthropy and we were shortlisted for the annual *Global Generics & Biosimilars Awards* for CSR initiative in 2020

together with companies STADA Group, SANDOZ, Europharma, Accord and Dr Reddy's Laboratories.

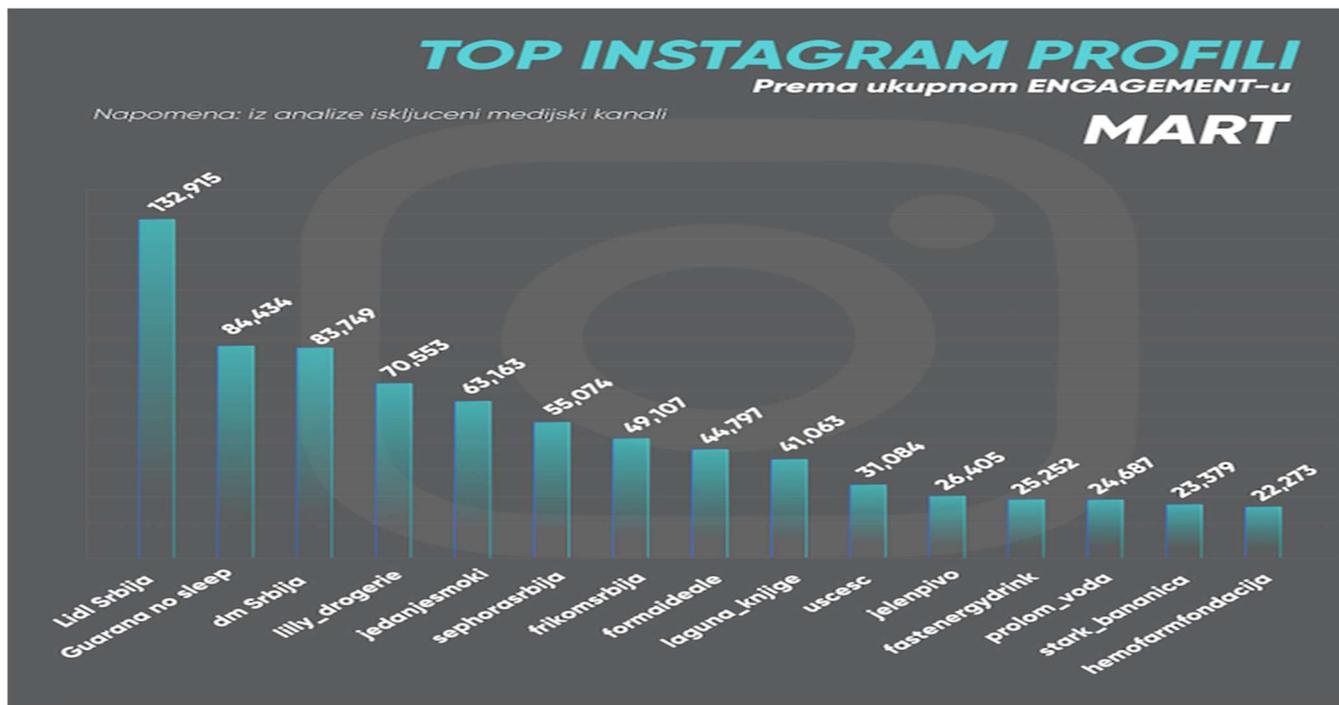
COVID-19 CRISIS

COVID-19 has dramatically changed the world we live in and the way we live. In the period from March 2020 to date, Hemofarm Foundation has focused its activities on the online community by conducting a 27-year mission Caring for People's Health and providing support to employees of Hemofarm AD and the general population through the message YOU ARE NOT ALONE! TOGETHER WE CAN DO IT ALL.

In the period March - December 2020, a total of 746 posts were published. The posts were shared more than 3,000 times and were seen by more than 2 million people.

NAJUSPEŠNIJE OBJAVE PREMA REACH-U / IMPRESIJAMA			
Facebook	Instagram	Twitter	LinkedIn
 <p>Na kafi sa psihologom: Kako sačuvati mentalno zdravlje u vreme koronavirusa? 18.03.2020.</p>			
Reach: 59 200	Reach: 16 417	Impressions: 1 850	Impressions: 3 410

In March 2020, only on Instagram, **Hemofarm Foundation was recognized by the general population as an organization that cares about people's health and is trusted, so it was among the 15 most wanted profiles according to the total engagement on that social network as the only foundation, representative pharmaceutical industry.** The companies Lidl Serbia, DM Serbia, Lilly Drogerie, whose food and hygiene products were most in demand at that time are ahead of us.

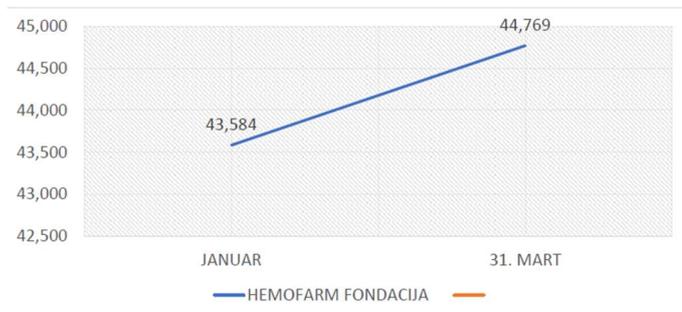


In the first quarter of 2020, the number of followers on all social networks was growing intensively, except for Twitter, which was declining.

BROJ FANOVA/FOLLOWER-A

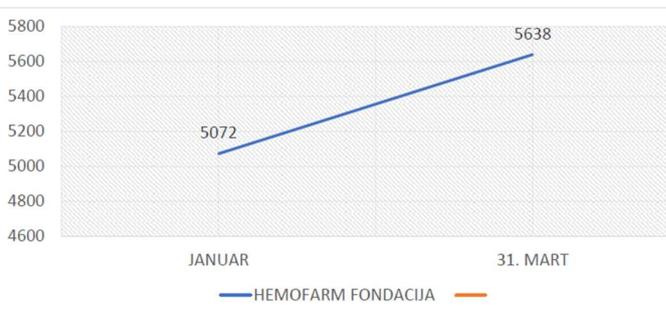
ZA PERIOD: 01.01 - 31.03.2020.

FACEBOOK: FANS CHART



U prvom kvartalu zabeležen je **porast broja fan-ova za 1.185.**

INSTAGRAM: FOLLOWERS CHART

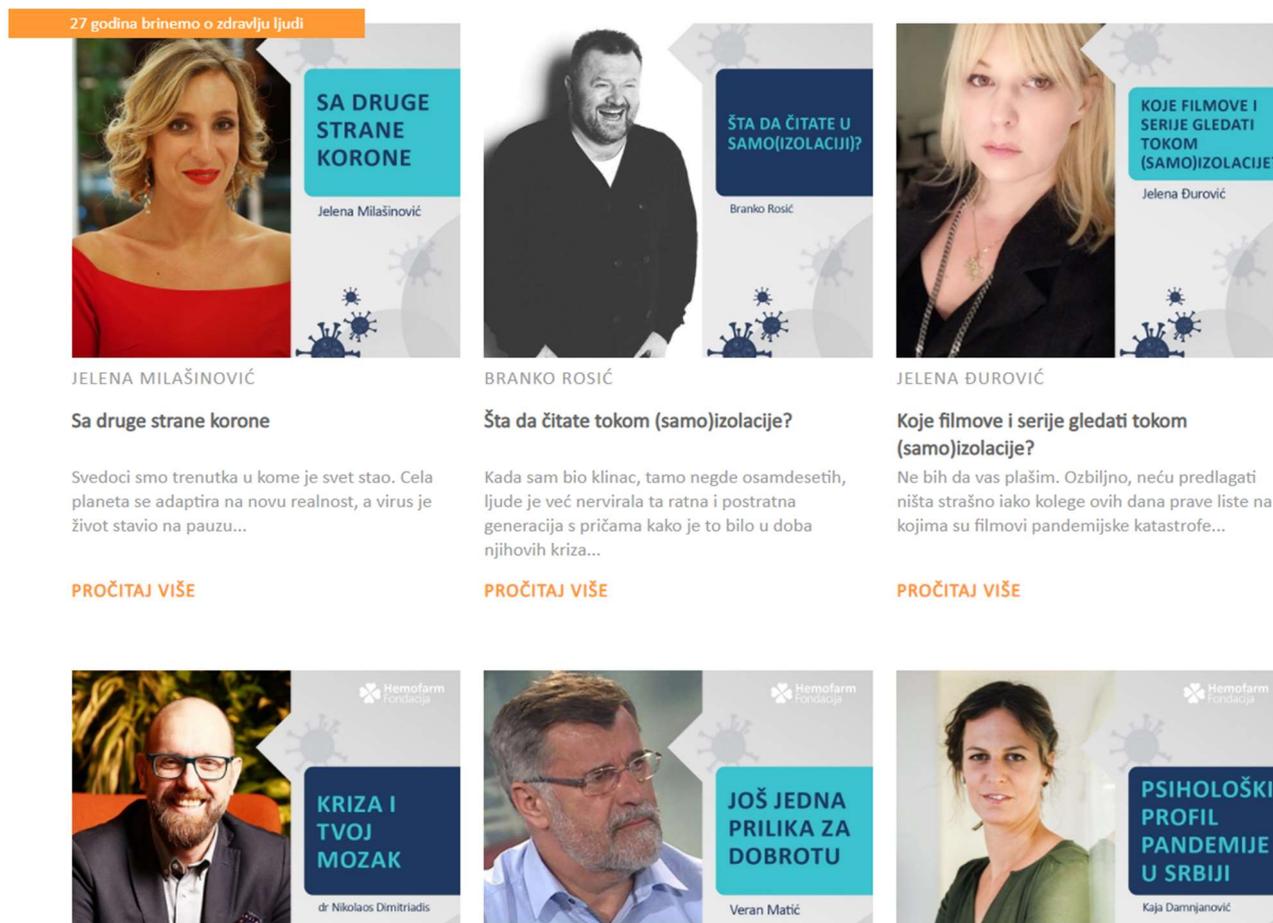


U prvom kvartalu zabeležen je **porast broja follower-a za 566.**

In addition to daily posts on the prevention and protection of health from SARS-COV 2 virus, **in March 2020, Hemofarm Foundation launched a series of panel discussions *A Cup of Coffee with a Psychologist* with the participation of the most eminent psychologists and psychotherapists who spoke on the topics: How to maintain mental health during coronavirus?, How to avoid depression due to (self) isolation ?, Living in a new normal, Functional depression, How to achieve a balance between business and private life?, Emotional health - Just be gentle with yourself. Simultaneously with the announcements on social networks, the panel discussion *A Cup of Coffee with a Psychologist*, we published 23 blogs of prominent experts, doctors and individuals who wrote about how to preserve physical and mental health during the COVID-19 pandemic, how to eat, what to listen to, watch, read, which had a fantastic response**

from audiences on social media and in the media which invited psychologists, guests of A Cup of Coffee With a Psychologist panel discussions to their shows and posted blogs on their portals. **The panel discussions A Cup of Coffee With a Psychologist have over 30,000 organic views on the YouTube channel of Hemofarm Foundation.**

27 godina brinemo o zdravlju ljudi



SA DRUGE STRANE KORONE
Jelena Milašinić

ŠTA DA ČITATE U SAMO(IZOLACIJI)?
Branko Rosić

KOJE FILMOVE I SERIJE GLEDATI TOKOM (SAMO)IZOLACIJE?
Jelena Đurović

JELENA MILAŠINOVIĆ
Sa druge strane korone

Svedoci smo trenutka u kome je svet stao. Cela planeta se adaptira na novu realnost, a virus je život stavio na pauzu...

BRANKO ROSIĆ
Šta da čitate tokom (samo)izolacije?

Kada sam bio klinac, tamo negde osamdesetih, ljude je već nervirala ta ratna i postratna generacija s pričama kako je to bilo u doba njihovih kriza...

JELENA ĐUROVIĆ
Koje filmove i serije gledati tokom (samo)izolacije?

Ne bih da vas plašim. Ozbiljno, neću predlagati ništa strašno iako kolege ovih dana prave liste na kojima su filmovi pandemijske katastrofe...

PROČITAJ VIŠE

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KRIZA I TVOJ MOZAK
dr. Nikolaos Dimitriadis

JOŠ JEDNA PRILIKA ZA DOBROTU
Veran Matić

PSIHOLOŠKI PROFIL PANDEMIJE U SRBIJI
Kaja Damjanović

In parallel with increasing public awareness about the coronavirus, **Hemofarm Foundation together with the founder Hemofarm AD sent donations to the cities of Vršac and Šabac in the amount of 5 million dinars to support the fight against the virus, and it also sent a valuable donation of 23,390 euros to 18 primary healthcare centers in Bosnia and Herzegovina. consisting of 500 reusable protective suits and visors intended for everyday work.** Multiple protective suits and visors were donated to primary healthcare centers in Banja Luka, Kozarska Dubica, Goražde, Mostar, Teslić, Doboj, Travnik, Prijedor, Gradiška, Foča, Istočno Sarajevo, Trebinje, Zvornik, Old Town of Mostar, Tuzla, Kakanj, Sarajevo and Bihać.

In partnership with **Roche**, we donated **EUR 11,350 to the Neurology Clinic of the Clinical Center of Serbia in the form of equipment and devices - 4 digital infusers and 3 chairs for intravenous therapy in order to provide optimal treatment conditions and better access to patients at the Neurology Clinic.**

**DONACIJA U VREDNOSTI
OD 40.000KM
DOMOVIMA ZDRAVLJA U BIH**



Together with the Serbian Philanthropic Forum, which we have founded and in which Hemofarm Foundation chairs the Management Board, we launched an extensive action involving and activating the membership, but also the entire philanthropic community and collected more than 190 million dinars in cash and over 10 million dinars in goods to support healthcare system of the Republic of Serbia. During the state of emergency, the Charity Coalition, of which SPF is a member, proposed a set of measures to the Serbian Government's Philanthropy Council and Ana Brnabić's office to help secure larger donations to the most vulnerable citizens, including promoting Instructions for achieving tax relief, abolishing bank donation fees and VAT exemption for food donations. A proposal was made that the state include in the program of economic measures associations that organize economic activity according to the principle of social entrepreneurship.

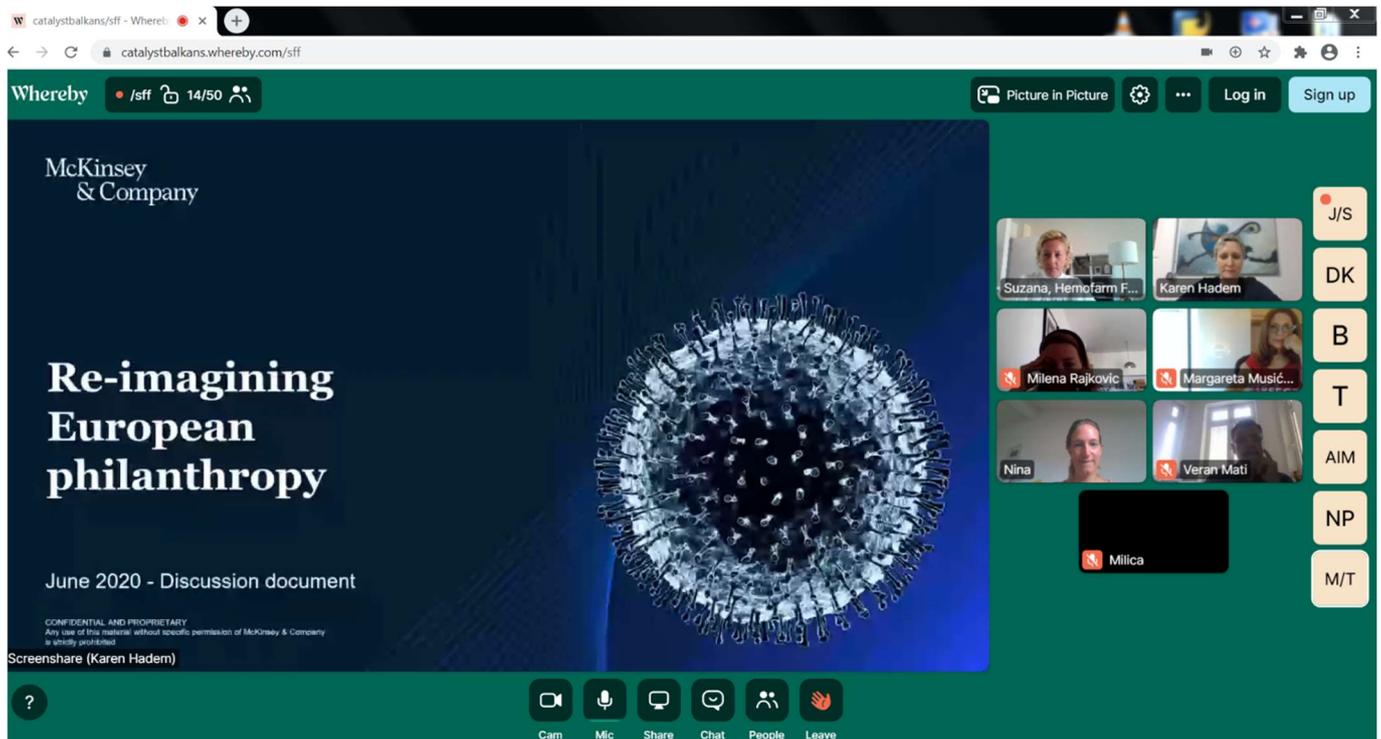
In addition to these activities, Hemofarm Foundation represented the Serbian Philanthropic Forum and more than 30 of its members at the session of the General Assembly of the Donors and Foundations Networks in Europe - DAFNE. The session was attended by 30 national networks and foundations from all over Europe, which was an opportunity to exchange experiences during the COVID-19 pandemic, but also a strong message of solidarity, the need for stronger connections in order to develop philanthropy and promote it for the common good.

The DAFNE General Assembly showed the need for even more frequent communication and exchange of experiences, reminding decision makers that during the crisis, when individual governments showed division in their response to the pandemic, philanthropy showed unity despite differences. Foundations and organizations have stepped out of their 'comfort zone' and joined forces to help beneficiaries who are on the front lines, but also those who have been bypassed by government measures in the first place. And that is the message for the whole society - that we can overcome differences, that we can unite, that we can work for the common good. Together we can do it all!

That this message was accepted is also shown by the fact that the **DAFNE Assembly gave the green light to start the process of integration with EFC - European Foundations Center, the leading platform in Europe, which brings together 235 members from 32 countries and advocates institutional philanthropy** which it evaluates as 'unique, crucial and updated in facing the critical challenges faced by societies. More people benefit from institutional philanthropy than ever before, from eradicating deadly diseases and making the population healthier to fighting climate change and fighting for human rights and equality.'

EFC members include the Bill and Melinda Gates Foundation, the Charles Stewart Mott Foundation, the Deutsche Telekom Foundation, the Siemens Foundation, the Robert Bosch Foundation, the Rockefeller Brothers Foundation, the Open Society Foundation, the Lego Foundation, the Ikea Foundation, the Johnson & Johnson Foundation, and the Novo Nordisk Foundation.

At the same time, **Hemofarm Foundation initiated the establishment of the AHK Working Group for CSR and Sustainable Development with the aim of promoting corporate philanthropy of German companies as part of socially responsible business related to giving to improve the quality of life of individuals and community development.** The working group held four meetings during 2020 to discuss the future of social responsibility and philanthropy in Serbia and Europe and the possibilities for giving, abolishing VAT on donations, the consequences of COVID-19 on business in Serbia, the new concept of European philanthropy presented Mc Kinsey & Company consulting company.



The period from September to December 2020 was marked by the launch of an internal project of psycho-social support to employees ***Together We Can Do It All***.

The project consisted of a series of conversations with eminent psychologists and psychotherapists on topics that are crucial for improving the mental health of employees. In addition to the interviews that were held once a month, the employees had the opportunity to talk to a psychologist individually, anonymously and free of charge, but also to get acquainted with various topics and techniques for improving mental health through the blogs of experts. During this period, four panel discussions were held *Anxiety and Depression During COVID-19, Business and Private Life - Where Are the Limits, What Are the Priorities?, Burnout Syndrome, Time Management in a Pandemic* and 23 blogs by psychologists and psychotherapists were published on various topics of interest to the target public and support for overcoming the crisis caused by the coronavirus, uncertainty that accompanies it, changing life and professional habits, alienation, as well as several motivational messages calling to take care of mental health.

ANKSIOZNOST I DEPRESIVNOST

Normalne ljudske reakcije u doba krize



In November and December 2020, the page Together We Can Do It All was included among the 10 most read pages on the internal portal of Hemofarm - Intranet, which is a confirmation of the success of the project launched by Hemofarm Foundation in partnership with the Institute of Psychology, Faculty of Philosophy, University of Belgrade, consultancy company for applied psychology - TIM Center and with the support of Human Resources, Independent Trade Union Hemofarm AD, and Corporate Affairs and Communications.

Since the beginning of the project, 43 employees have applied for individual interviews with a psychologist, only in the first 15 days of December, 26 sessions were held. This is a high number of individual applications, especially for domestic standards, which speaks in favor of the success of the project. At the global level, the utilization of the program is 3-5% per year (in America about 5.5%), and in our country the utilization of the program after only two months was - 1.3%. This is an encouraging fact for a company operating in Serbia, bearing in mind that such services are still in their infancy and that the entire society is stigmatized. In order to increase the number of employees, it is necessary to continuously work and promote mental health as well as corporate values in the center of which are employees, their health and well-being.

Name	Site	Views	Last Modified	Author
Jelovnik restorana	Employees	9576	2020-09-13	Interne komunikacije / Internal communications
Otvorena radna mesta (globalna i lokalna)	Employees	1659	2020-11-17	Interne komunikacije / Internal communications
Oglasni zaposlenih	Employees	802	2020-01-14	Interne komunikacije / Internal communications
Dobrovoljno zdravstveno osiguranje	Employees	461	2020-12-23	Interne komunikacije / Internal communications
HR vesti	Employees	388	2019-10-24	Interne komunikacije / Internal communications
Specijalni popusti	Employees	320	2019-11-07	Interne komunikacije / Internal communications
Zajedno možemo sve	Employees	312	2020-11-20	Suzana Djordjevic
Bezbednost i zdravlje na radu & zaštita životne sredine	Employees	285	2020-11-13	Lara Kerkez-Bubalo
Onboarding (globalno)	Employees	118	2019-10-21	Interne komunikacije / Internal communications
Poslovna komunikacija	Employees	113	2019-10-18	Interne komunikacije / Internal communications

The series of panel discussions 'Together We Can Do It All' which is intended for the internal public and the series of panel discussions 'A Cup of Coffee with a Psychologist' which is intended for the general population received their podcasts and are available on Sounder, Google Podcasts, Apple Podcasts, podcast.rs, spotify. com, deezer.com, partners.stitcher.com, castbox.fm, player.fm, play.pocketcasts.com and podhero.com.



Zajedno
MOŽEMO SVE
PODKAST



Hemofarm
Fondacija

PODKAST



NA KAFI

SA
PSIHOLOGOM

 Hemofarm
Fundacija


Institut za psihologiju
Filozofski fakultet, Beograd



PROGRAM FOR HEALTH

Within the Program for Health, which was completely dedicated to the crisis related to the coronavirus pandemic, the project of education of doctors and pharmacists - Hemofarm Foundation Academy was implemented and 116 programs were held, which were attended by 16,153 health workers. All programs were held with the aim of strengthening the capacity of health workers and the health system of Serbia.

Due to the epidemiological situation in the country, this year no special campaign was organized for 6 June, National Donor Day, established by Hemofarm Foundation in 2016, but the importance of the topic was discussed in the most important television shows and media with national frequency with the participation of doctors and patients, promoters of the campaign *The Most Important Call in Life and I am a Donor, too. Because I support Serbia.*

Coronavirus has paralyzed the whole world, as well as the program of organ donation and transplantation. There are still about 1,000 people on the waiting lists for transplants, and the number of donors in Serbia has still not reached 10 per million inhabitants, which is necessary in order to reduce the waiting lists and save lives. Due to the small number of donors, 807 people are waiting for a kidney transplant, 43 for a liver transplant, while 28 people are hoping for a heart transplant.



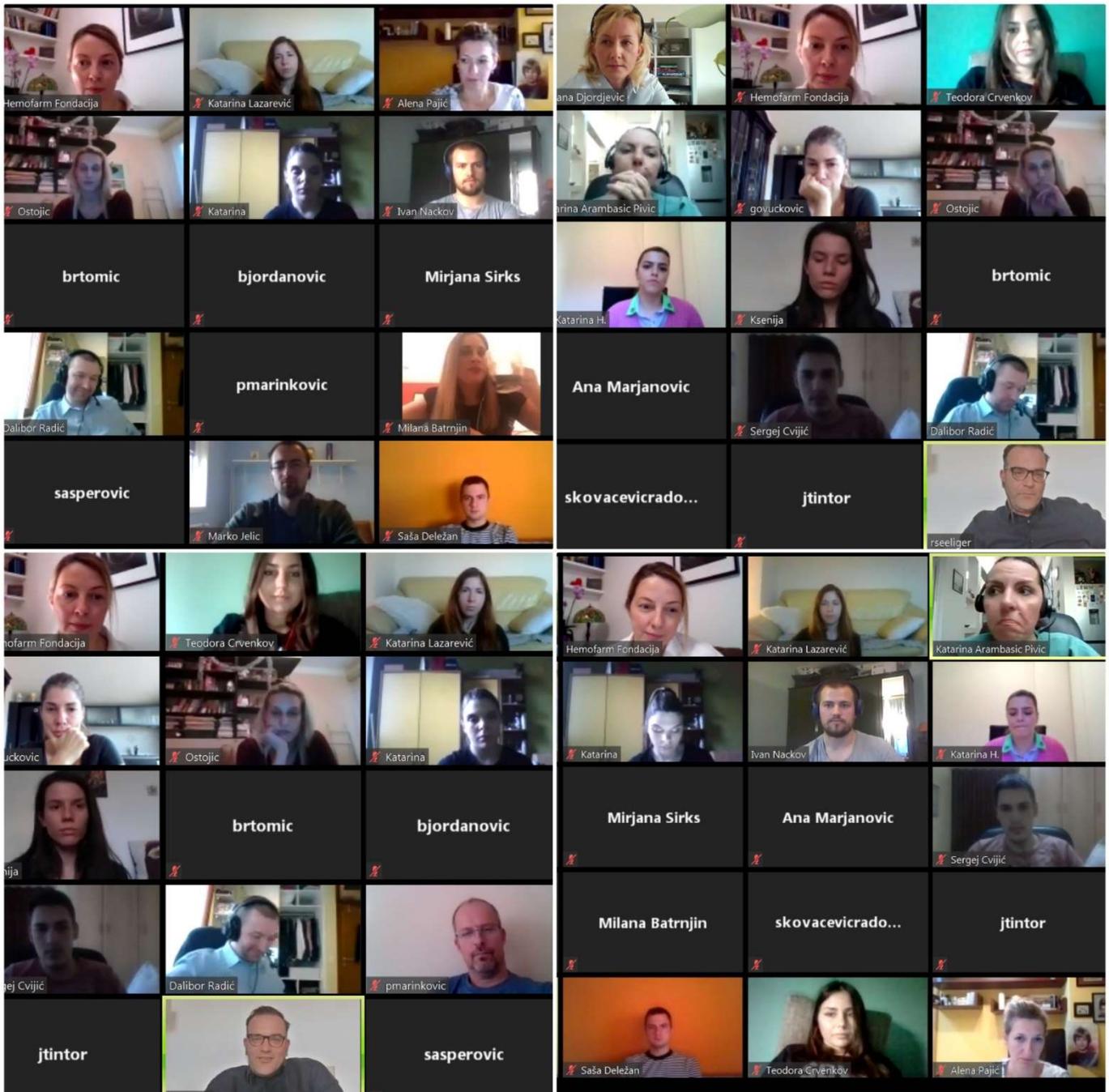
National Donor Day, 6 June, was an opportunity to point out the importance of organ donation and transplantation as the most responsible, most solidary and humane act that one person can do for another human being, but also to remind that you are 20 times more likely to need to be a donor than you will be able to be a donor. **In Serbia, in 2019, 15 families gave their consent for the organs of their loved ones to be donated, thanks to which 37 lives were saved.**



PROGRAM FOR EDUCATION

Due to coronavirus situation, the Program for Education of Hemofarm Foundation *You Can Do It* was implemented online during 2020 and it was dedicated to marking the 60th anniversary of Hemofarm AD establishment through participation of company experts as lecturers in Mentorship Program. Scholarship holders had a chance to learn from Hemofarm's experts everything about the skills they need in the labour market - presentation to the employer through writing a CV, cover letter, job interview, effective communication, leadership, motivational lectures on personal and professional development, neuromarketing. **The curiosity of the program was a lecture by H.E. Thomas Schieb, German Ambassador to Serbia, who spoke for the first time about his *personal and professional development*, as well as a lecture by Dr. Nikolaos Dimitriadis, Head of Neuro-Consulting Services, Optimal HR Group and the International Faculty of Sheffield University, City College on *Crisis and Your Brain*.**

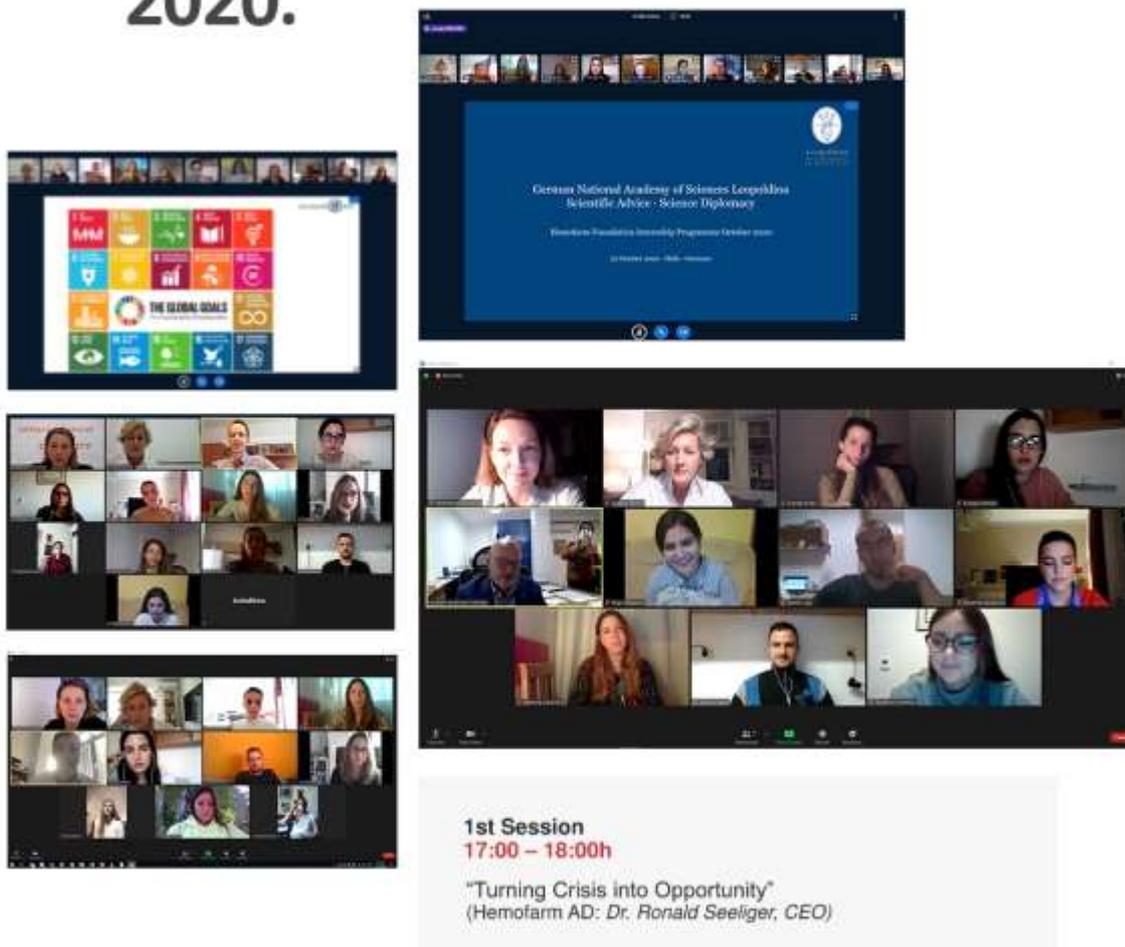
Internship program in Serbia was completely dedicated to professional topics from pharmaceutical development, warehouse operations, presentation of sterile and solid dosage forms plants, quality control and assurance, registration and maintenance of medicines, presentation of the packaging center, marketing and sales division, business compliance and purchasing division presented to scholarship holders by the experts of Hemofarm company.



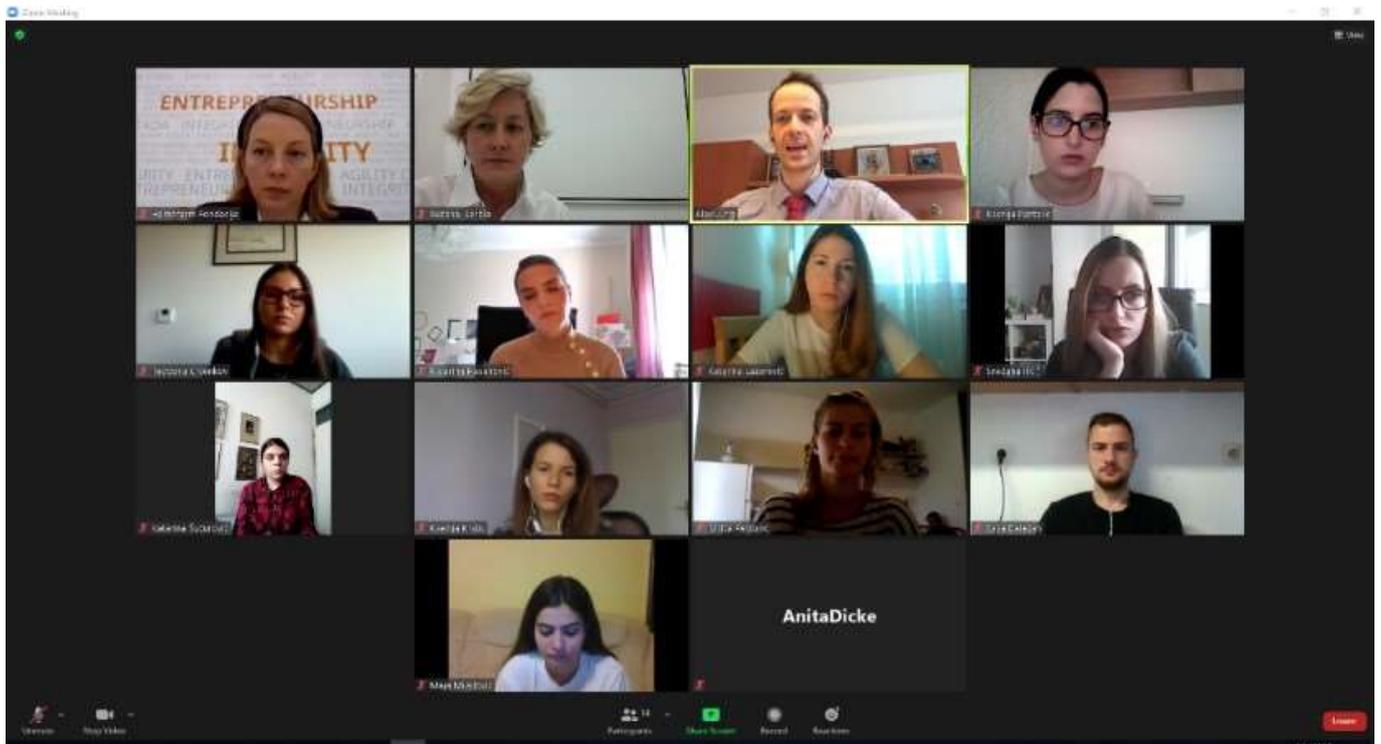
In the period from 19/10 to 23/10 the online internship program Germany was implemented with the support of the Federal Ministry for Economic Cooperation and Development of the Federal Republic of Germany (BMZ), the German Organization for International Cooperation GIZ and the Konrad Adenauer Foundation.

The program was dedicated to the greatest crisis of the public health – COVID-19 i.e. response of the German state and government to crisis, role of the German Academy of Science – Leopoldina during the pandemic, adaptability of the business sector, political and social activism, strength of the individual and community for positive changes in the society but also responsibility, solidarity and humanity which should not know any limitations, especially in such hard moment for the whole world.

INTERNSHIP PROGRAM NEMAČKA 2020.



Program participants, scholarship holders of the final year of the Medical School, Faculty of Pharmacy, Faculty of Technology, Physical-Chemical Faculty and Faculty of Chemistry were greeted by dr Ronald Seeliger, CEO of Hemofarm AD, member of STADA Group who spoke on the topic „Turning a Crisis into an Opportunity“. Dr. Alexander Jung, Deputy Chief of Division 212 - Central, Eastern Europe, Northeast Europe, the Caucasus and Central Asia, spoke on the topic "Germany during the COVID-19 Pandemic - The Role of Angela Merkel's Office during the Coronavirus Crisis - Strategy, Challenges, Communication."



With the head of the national program of the Konrad Adenauer Foundation of Serbia and Montenegro, Norbert Beckman - Dirkes, we talked about political and social activism in the time of coronavirus, but also about the strength of the individual for positive changes in society.



A novelty in the program was the participation of Andreas Wanke, Director of the Unit for Sustainability and Energy Management and International Cooperation at Freie University, who spoke on the topic "Sustainable Development and Social Responsibility".

Lucian Brujan, Director of International Relations Department, German National Academy of Sciences Leopoldina spoke on the topic „Scientific Diplomacy in the Time of Coronavirus“ and he emphasized in the introduction that the role of Academy was to represent the German scientific community internationally, to advise government, decision makers and society with regard to key scientific issues.



Internship program Germany was completed with the discussion of Veran Matić with scholarship holders at the topic 'The philanthropic Response of Europe and Serbia to the Crisis Caused by Covid-19'.

In October 2020 Hemofarm Foundation announced, together with the Human Resources Division new Scholarship Competition and admitted 60 new program participants of the Program for Education *You Can Do It* – 50 children of employees and 10 general scholarship holders from the Medical School, Faculty of Pharmacy, Faculty of Technology-Metallurgy, Faculty of Chemistry and Faculty of Physical-Chemistry. As of 2021, it was decided by the Hemofarm Foundation Board that the Human Resources Division would be taking care of the children of the deceased employees of Hemofarm AD.

PROGRAM FOR CULTURE

The 17th Belgrade Dance Festival was supported by the Program for Culture in the amount of EUR 8,500. During the year 2020, the 17th Belgrade Dance Festival managed to bring performances by La Veronal, Voetvolk, Un Poyo Rojo, Herve Koubi Company, Company 111, Ballet of the Croatian National Theater from Rijeka, Ballet of the National Theater from Belgrade and Silvia Gribaudo Company, in delayed terms. Performances by the Principles and Soloists of the New York City Ballet, Alessandro Sciarroni, Dresden Frankfurt Dance Company, Ballet Jazz Montreal, Jason Samuels Smith & Divine Rhythm Productions, Shay Kuebler|Radical System Art, and BodyTraffic were delayed. New dates for these programs have been postponed for March/April/May/September 2021. **We supported the shooting of a film by director Radivoje Andrić entitled "Summer when I Learned to Fly" with EUR 5,000.**

OTHER ACTIVITIES

In November 2020, **the third Excellence Award was presented to Ivanka Popović, rector of the Belgrade University.**

In accordance with the epidemiological measures due to the coronavirus crisis, the award ceremony was organized online through the website of the Hemofarm Foundation, and previous winners of the award Vigor Majić, Director of the Research Station 'Petnica' and prof. Dr Elka Stefanova, neurologist and founder of the Center for Memory Disorders and Dementia at the Clinical Center of Serbia, as well as Vladimir Kostić, President of Serbian Academy of Science and Arts (SANU), His Excellency Thomas Schieb, German Ambassador to Serbia, Ronald Seeliger, CEO of Hemofarm AD, Veran Matić, President of the Excellence Award Committee and Suzana Đorđević, Director of Hemofarm Foundation spoke about the significance of this award. The award was presented by Sanda Savić, Director of Corporate Affairs and Communications of Hemofarm AD.

Recognition for excellence was awarded to prof. dr. Ivanka Popović for her dedicated work with students, with a strong commitment to preserving the integrity and reputation of the University, as an institution of public importance.

Apart from the crane statue symbolizing perseverance and longevity, authored by the artist Aleksandar Vac, the award is also made of the pecuniary part as an incentive for further development of projects and ideas.

Digital
2020

Prof. dr Ivanka Popović
Nagrada za izuzetnost 2020

 **Hemofarm**
Fondacija

Prof. dr Ivanka Popović, author or co-author of more than 85 scientific papers, published in international or local journals and winner of the Medal of the Serbian Chemical Society for success and excellence in science, was elected rector of the Belgrade University in 2018.

27 YEARS OF HEMOFARM FOUNDATION

Hemofarm Foundation celebrated 27 years of existence in the midst of the corona virus pandemic, when the health of people all over the planet has been endangered, and supporting the health system is the responsibility of each of us.

Over 27 years of its existence, Hemofarm Foundation implemented 2200 activities worth EUR 13 million. We invested in clinical-hospital centers, health centers, we supported 3480 young people, future community leaders, we established the Excellence Award as a support to ideas and projects of individuals, organizations and institutions that change the face of society for the better. 80 prominent individuals wrote for our blog - ambassadors, doctors,

psychologists, philanthropists, writers, musicians about physical, mental health and social responsibility.

Hemofarm Foundation has received numerous awards for its work and social engagement in the past 27 years, and in the last five years alone it has won 24 awards, including the STADA Best Practice Award, and in 2017 was named the leading foundation in Serbia.



27 GODINA
BRINEMO O ZDRAVLJU LJUDI



Hemofarm Foundation is a member of the Philanthropy Council of the Government of Serbia, AHK Task Force for CSR-SDG, the Advisory Board of the National Alliance for Local Economic Development - NALED and the Serbian Philanthropic Forum.

SOCIAL NETWORKS

Thanks to its work during 2020 on social networks, the profile of Hemofarm Foundation ranks second on Facebook in terms of the numbers of fans and total engagement immediately after the Novak Đoković Foundation.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Novak Djokovic Founda...	171.5K 	0%	6	3.1K 
YOU 2  Hemofarm Fondacija	44.7K 	0%	5	2.7K 
3  Trag fondacija	32.4K 	0%	10	620 
4  Fondacija Ana i Vlade Di...	27.5K 	0%	8	874 
5  Fondacija Univerexport	504	0%	0	0
6  SBB fondacija	451	0%	3	83

TRADITIONAL AND ONLINE MEDIA

In 2020, the Hemofarm Foundation recorded 540 publications in traditional and online media, of which 360 were direct publications and 180 indirect publications with a total value of EUR 719,655.00, which is 28% of the total publications of Hemofarm AD.

RECOGNITIONS

Together with the company Hemofarm, we are winners of the award of the Serbian Philanthropic Forum and B92 Fund for exceptional contribution to a fight against coronavirus as well as for development of benefaction and philanthropy.

Hemofarm Foundation was shortlisted for the award *Global Generics & Biosimilars Awards* for CSR initiative of 2020. The competing companies were **Accord** Healthcare for the project Increasing patient access to life-changing medicines through targeted initiatives, **Dr. Reddy's Laboratories** for Community Health Intervention Program (Chip), **Eurofarma** for Private human milk bank, Humanitarian Aid Donations & response initiatives to Covid-19 crisis, **Hemofarm Foundation** for Programs of Hemofarm Foundation, **Sandoz** - Covid-19 Pricing Commitment and **STADA** – Response to Covid-19 crisis. The award was won by the Accord company from Great Britain.