

## NARRATIVE REPORT 2021

Implementing the mission **Caring for People's Health**, in 2021 we achieved **746 partnerships** with the institutions of the system, the international community, the civil sector, the media and prominent individuals. For the Social Responsibility Program, which is entirely dedicated to health (100%) and which consists of programs for health, education and culture, we spent **414.827, 18 EUR**.

**According to the number of people suffering from depression, even before the COVID-19 pandemic, Serbia, with five percent of patients, was above the world average.** Experts estimate that the impact of the current pandemic on people's mental health will be great and that the number of mental disorders caused by stress around the world is growing. According to the World Economic Forum, every third person develops anxiety and depression caused by the biggest public health crisis caused by COVID-19, and the first research conducted in Serbia shows that 28.9% of people reported moderate to severe depression, 36.9% reported anxiety, and 38.1% reported moderate to severe symptoms of stress.

Reacting to the new reality, and in order to protect the public health of Serbian citizens and provide psycho-social support to the population, Hemofarm Foundation launched the **'Unbreakable'** campaign with the goal of fighting depression and stigma around the patients. The campaign soon grew into a movement that, in the first eight months, was joined by **more than a million people** in Serbia, while **almost 9,000 people received help and support** through the established SOS line 0800 001 002, e-mail [support@nesalomivi.rs](mailto:support@nesalomivi.rs) and [movement@nesalomivi.rs](mailto:movement@nesalomivi.rs), as well as through social media of the 'Unbreakable' campaign and Hemofarm Foundation. The campaign was supported by **more than 657 stakeholders** from the country and abroad, including the most important partnerships with the Serbian Ministry of Health, four Special Hospitals for Psychiatric Diseases in Vršac, Kovin, Novi Kneževac and Gornja Toponica, Faculty of Philosophy, University of Belgrade, American Chamber of Commerce and the European Network of Donors and Foundations - Daphne, while more than **6 million people** had the opportunity to see the campaign on social media and television channels with a national frequency and the cable ones.

**The Unbreakable campaign has been awarded nine times at global, European, regional and national competitions.** It was named **one of the six best CSR projects in the world** at the Global Generics & Biosimilars Awards 2021, and was named **one of the 8 most important initiatives in Southeast Europe to promote business confidence** by the Center for International Private Entrepreneurship (CIPE) and the American Chamber of Commerce (AmChamsInEurope), it was named **the best socially responsible campaign in Serbia** in 2021 at the festival 'Campaigns with a purpose', it was chosen as **the best socially responsible integrated campaign** at the festival of integrated communications 'CACTUS' and received **five awards - gold award for the best campaign in the field of health, three silver awards - for CSR campaign, corporate and internal PR and consumer relations and the bronze award for Radio Advertising** awarded by the Association for Market Communications of Serbia (UEPS). 'Unbreakable' is also cited as an **example of good practice** in the field of mental health in a report submitted to the **UN Committee on Social and Economic Rights**.

The campaign to fight depression and stigma '**Unbreakable**', according to the Human Resources Division of Hemofarm AD, also **influenced young people to mention 'Unbreakable' in job interviews as 'an example of good practice of socially responsible business in the 21<sup>st</sup> century' which is why they 'made the decision' to apply for a job at Hemofarm and start a professional career there.**

Within the **Program for Health**, the program of continuous medical education of health professionals, **Hemofarm Foundation Academy** was implemented, which was attended by **13,905 health professionals**, which is 20% more than the previous year, while three times more candidates than before applied for the Scholarship Competition, within the Program for Education for the best students of Medical, Pharmaceutical, Technological and Technical Faculties of Electrical and Mechanical Engineering, as a result of the reputation that the Program for Education enjoys in public, but also as a result of a significant contribution of the campaign 'Unbreakable' to the good image and reputation of Hemofarm Foundation and its founder . In 2021, **Hemofarm hired six Hemofarm Foundation scholarship holders** in the marketing and sales sector, in the team of validation of analytical methods, stability studies, global team and human resources division.

**The Excellence Award** was presented for the fourth time within the Program for Culture, to **Prof. Lazar Davidović, D.M.Sc.**, vascular surgeon, dean of the Medical Faculty of the University of Belgrade and an international member of the Russian Academy of Sciences for demonstrated excellence in the field of surgical medicine, academic work and educational activities. His first decisions as dean of the Faculty of Medicine on the introduction of covid passes for research and teaching staff and faculty students, as well as insisting on scientific facts about the effects of ivermectin despite public opposition, show a high degree of integrity, responsibility and ethics in business, all of which makes him an exceptional doctor who cares for the health and well-being of people, thus protecting the integrity and honor of the medical profession, which is in line with the Geneva Declaration and the laws of humanity.

Hemofarm Foundation, which is the founder of the Serbian Philanthropic Forum, has an active role in the newly formed **Philea - Philanthropic Association of Europe**, which brings together more than 10,000 for-profit and non-profit members from over 30 countries through its participation in creating strategies and policies at the European level. Through its participation in the Management Board of the **Serbian Philanthropic Forum**, Hemofarm Foundation continues to influence public policies in the field of corporate social responsibility and philanthropy in Serbia with the aim of abolishing VAT on donations and providing assistance and support to the most vulnerable population.

In 2021, Hemofarm Foundation recorded **714 free media announcements** with a commercial value of more than **EUR 1,500,000**. The TV commercials of the '**Unbreakable**' campaign, entitled '**Don't Let It Break You**' and '**Don't Let the Holidays Break You**', were broadcast for free more than **3,500 thousand** times in the period from 26 April to 31 December 2021 on national frequency TV channels and on cable TV channels. The commercial value of the broadcast is **more than EUR 100,000**.

## **PROGRAM FOR HEALTH**

## HEMOFARM FOUNDATION ACADEMY

**From 1 January to 31 December 2021, a total of 13,905 health professionals attended 133 continuing medical education programs implemented within the Hemofarm Foundation Academy.** This is an exceptional result we have achieved with our partner EURO-CME, because the number of educated health professionals is almost 20% higher than the planned 12,000 in 2021.

### 'UNBREAKABLE' CAMPAIGN

According to the number of people suffering from depression, even before the COVID-19 pandemic, Serbia, with five percent of patients, was above the world average. Experts estimate that the impact of the current pandemic on people's mental health will be great and that the number of mental disorders caused by stress around the world is growing. According to the World Economic Forum, every third person develops anxiety and depression caused by the biggest public health crisis caused by COVID-19, and the first research conducted in Serbia shows that 28.9% of people reported moderate to severe depression, 36.9% reported anxiety, and 38.1% reported moderate to severe symptoms of stress. In order to prevent the coronavirus pandemic from being followed by an epidemic of mental disorders, Hemofarm Foundation, in cooperation with the Faculty of Philosophy in Belgrade and with the support of the Ministry of Health of the Republic of Serbia, launched a national campaign to preserve mental health, fight against growing depression and stigma around patients called '**Unbreakable**'.

Billboards with the message '**Watch out, fragile**' and '**Don't let it break you**' visible in 18 cities in Serbia, were the first in a series of campaign activities that provided professional support to patients through the establishment of a free and anonymous **SOS line to fight depression 0800 001 002**. The line is operational 24x7, and 40 psychologists and psychiatrists from the Special Hospitals for Psychiatric Diseases in Vršac, Kovin, Novi Kneževac and Gornja Toponica provide assistance and support to those who call. Help and support are also available via emails [support@nesalomivi.rs](mailto:support@nesalomivi.rs) and [pokret@nesalomivi.rs](mailto:pokret@nesalomivi.rs), as well as social media of Hemofarm Foundation and the '**Unbreakable**' campaign.

The '**Unbreakable**' website contains texts and advice from experts for improving psycho-social health, confessions of people who are struggling with depression, frequently asked questions and answers for overcoming this disease, and a directory of mental health care facilities that consolidate the contact information of the country's specialized health care facilities in one place.

**RESULTS** The '**Unbreakable**' campaign quickly grew into a movement, which, in the first eight months, was joined by:

1. **More than a million people**
2. Nearly **9,000 people** received help and support through the SOS line, e-mails and through the social media of Hemofarm Foundation and the '**Unbreakable**' campaign
3. **657 stakeholders** supported the campaign

4. Cooperation was achieved **with 107 individuals** in the 'Unbreakable' campaign
5. **40 confessions about the fight against depression** were published on the website 'Unbreakable'
6. **26 blogs on mental health** have been published on the website 'Unbreakable'
7. **Nearly 2,000,000 people** saw the campaign on TV screens in **28 primary healthcare centers in Serbia**
8. **More than 2,000,000 people** saw the campaign in **Naxis Taxi taxis**
9. **More than 5 million people** saw the campaign **on social media**

The 'Unbreakable' campaign recorded **714 free media** announcements with a commercial value of more than **EUR 1,500,000**. The TV commercials of the 'Unbreakable' campaign, entitled 'Don't Let It Break You' and 'Don't Let the Holidays Break You', have been broadcast for free more than **3,500 times** on national frequency and cable television. The commercial value of the broadcast is more than **EUR 100,000**.

**RECOGNITIONS** The 'Unbreakable' campaign, which is implemented within the Program for Health, has been awarded nine times at global, European, regional and national competitions. It was named **one of the six best CSR projects in the world at the Global Generics & Biosimilars Awards 2021**, and was named **one of the 8 most important initiatives in Southeast Europe to promote business confidence by the Center for International Private Entrepreneurship (CIPE) and the American Chamber of Commerce (AmChamsInEurope)**, it was named the **best socially responsible campaign in Serbia in 2021** at the festival 'Campaigns with a purpose', was chosen as **the best socially responsible integrated campaign at the festival of integrated communications 'CACTUS'** and received five awards - gold award for the best campaign in the field of health, three silver awards - for CSR campaign, corporate and internal PR and consumer relations and the bronze award for Radio Advertising awarded by the Association for Market Communications of Serbia (UEPS). The 'Unbreakable' campaign was cited as **an example of good mental health practice in a report submitted to the UN Committee on Social and Economic Rights**. An article about the 'Unbreakable' campaign will appear in the British 'Alliance Magazine', in the issue dedicated to mental health.

The great success of the 'Unbreakable' campaign is reflected in the timely recognition of the importance of mental health as a topic of public interest in the field of health and the lack of local initiatives in this area. This is evidenced by emails of praise, support and a desire to share experiences of fighting depression with the wider community as well as gratitude for launching the campaign, establishing an SOS line and emails of support.

**IMPRESSIONS** 'Thank you for existing. Today, your guy definitely saved my life over the phone ... Fight with us. We need support'

'A look at the billboard was enough - I realized that I was not alone.'

**'I think that every step you take to strengthen this society, full of prejudice and emotions hidden under a rug, is extremely important. As my family has always taught me to give selfless support to the people around me, I want to pass that on to you, hoping that you will do the right thing. In this way, I am showing my gratitude to you for being there when people have hard times, as they obviously do. Once again, thank you for being with me, in a completely unconscious, yet intimate way. With your support, I can get through the day more easily.'**

The significance of this project is extremely great because it recognized COVID-19 as a threat not only to the physical health of people but also to mental health due to the introduction of health protection measures that include physical distance, working from home, lack of social contacts. Broad support of stakeholders – ranging from experts, health workers, as well as the Ministry of Health of the Republic of Serbia, Faculty of Philosophy of the University of Belgrade, businesses, international organizations, civil society, media and prominent individuals contributed to the success of the project. The 'Unbreakable' campaign also inspired numerous institutions, organizations and individuals to join in and personally contribute to the improvement of mental health.

**INSTITUTIONS** The Ministry of Human and Minority Rights and Social Dialogue organized a round table at the topic of 'Protection and improvement of citizens' rights in the field of mental health in Serbia'. Participants, consisting of representatives of institutions, international organizations, civil society organizations, the media, agreed on the following binding actions to improve mental health in Serbia:

1. Adopting a new law to regulate conditions for performing psychological activity (the existing one is generalized and it does not regulate all areas of psychological activity);
2. Forming a unique register of individuals, professional organizations, institutions and private organizations that deal with preserving and improving mental health;
3. Forming counselling centres for preventive protection, improvement of mental health and providing of psychological and social services at the local level (independent of health centres);
4. Media reporting must be in accordance with the protection of personal information of the victims as well as destigmatizing users of psychological and social services (through expert, educational content, bringing it closer to individuals, while encouraging them to use the services);
5. Obligatory education of experts in education, child care and adequate steering of children at risk, in relation to mental health;
6. Obligatory education on mental health and recognizing of mental difficulties in primary healthcare;
7. Education for those who provide help (common education for experts, help providers in the area of mental health);
8. Implementing of ongoing primary prevention at all levels and ages for the purpose of raising awareness of citizens of the Republic of Serbia about the importance and impact of mental health on the overall health status and quality of life (firstly through informing and education from the area of mental hygiene starting from the earliest age);
9. Establishing of cooperation between the relevant ministries and non-governmental organizations in the field of mental health improvement;

## 10. Returning formal education on the topic of mental health to the educational system;

**BUSINESS** The American Chamber of Commerce in Serbia, in cooperation with the Hemofarm Foundation, held a panel discussion on the importance of mental health, experiences of employers and ways in which employers can provide support to their employees in this area. After a successful presentation, AmCham Serbia nominated the "Unbreakable" campaign as one of the three best examples of good practice for the prestigious recognition awarded by the Center for International Private Enterprise (CIPE) and the American Chamber of Commerce in Europe (AmChamsInEurope) for 'promoting trust in business'. Nearly 100 initiatives from Southeast Europe competed, and the Hemofarm Foundation's 'Unbreakable' campaign was included among the eight most important.

**INTERNATIONAL ORGANIZATIONS** Donors and Foundations Networks in Europe – Dafne, with more than 10,000 members in 30 European countries, supported to movement for empowering persons struggling with depression in Serbia – 'Unbreakable'. We support the 'Unbreakable' campaign and joint the efforts of our member in Serbia as a partner in fighting against depression and stigma accompanying people who are struggling with mental health problems. Mental health is one of the greatest challenges that our societies will face in the years to come, and philanthropy in Europe must mobilise its response to this challenge.

**NGO** Non-government organizations – mental health network 'Naum', 'Caritas Serbia', Association 'Prostor', 'PIN', 'Initiative for You #ITISIMPORTANT' have created a 'Mental Health Movement' with the aim to affirm mental health, solve problems of persons with mental health, draw attention of the public to the importance of preserving mental health and impact on the competent institutions to start the implementation of the Program on protection of mental health in the Republic of Serbia (2019-2026). The project 'Watch your tone' has also been initiated, supported by some of the most important organizations dealing with mental health – Heart Center, Initiative 'For You, It is Important' and the Public Health Institute of Vojvodina, for the purpose of preventing suicide in young people, which is the second most common cause of death in persons aged 15-29.

**MEDIA** National and cable broadcasters have broadcast the TV commercials 'Don't Let It Break You' and 'Don't Let the Holidays Break You' more than 3,500 times for free, thus joining the national campaign 'Unbreakable' to fight depression and stigma.

**INDIVIDUALS** Numerous public figures and influencers also took part by sharing their experiences in the fight against depression.

### **PROGRAM FOR EDUCATION**

**Program for education of Hemofarm Foundation 'You Can Do It' is one of the most prestigious educational programs in the country. This is shown by three times more registered candidates for the Scholarship Program than before, which is the result not only of the reputation that the Education Program enjoys in public, but also of the significant contribution of the 'Unbreakable' campaign.**

Although the list of faculties and courses was revised in the school year 2021/2022, the public invitation for awarding 10 general scholarships to the best students, who enrolled for the first

time in the final year of undergraduate/integrated studies at the faculties founded by the Republic of Serbia, was sent to the students of medicine, pharmacy, technology and electric and mechanical engineering.

Considering the situation with the COVID-19 pandemic and the fact that the previous two generations attended the Education Program online, in order to preserve safety and health of candidates, future scholarship holders and to ensure a higher number of applications, the process of applying for the general scholarships has been simplified this year, meaning that the applications were sent online via the Hemofarm Foundation website. The volume of the competition documentation has been reduced while the duration of the scholarship competition was extended from previous 20 to 30 days. Within the scholarship competition of the Hemofarm Foundation for the school year 2021/2022, which under the title 'Talent program You Can Do It' was open from 4 October until 4 November 2021, we received in total:

1. 80 applications of general scholarship holders, which is three times more applications than in the previous school year (in the previous 2020/21, there were 26 applications including those that did not meet the terms of the competition)
2. 56 applications for scholarships for the children of employees of Hemofarm AD and its subsidiaries in Serbia, Montenegro and Bosnia and Herzegovina, which corresponds to the average number of applications from all previous school years (in previous 2020/2021, 53 applications were received in total for scholarships of children of Hemofarm AD employees).

After the analysis of received documentation and all applications, as well as implemented process of professional selection, the Committee for selection of scholarship holders made a decision on selecting 10 general scholarship holders and 49 scholarship holders who are children of Hemofarm company employees, for the school year 2021/2022.

**EMPLOYMENT In 2021, Hemofarm company hired six scholarship holders of the Hemofarm Foundation in Marketing and Sales Division, in Analytical Methods Validation Team, Stability Studies, Global Team and Human Resources Division:**

1. Ksenija Pantelić, (generation 2019/2020) – employed as expert associate in Analytical Methods Validation Team, Hemofarm AD
2. Jelena D. Petrović, (generation 2012/2013) – employed in Talent Team of HR Division, Hemofarm AD
3. Ksenija Krstić, (generation 2016 – 2020, child of Hemofarm AD employee) – employed in global team – pharmacovigilance, Hemofarm AD
4. Milica Radojčić, (generation 2020/2021) – employed as expert associate for stability studies, Hemofarm AD
5. Rastko Vičić, (generation 2017 – 2020, child of Hemofarm AD employee) – employed as digital specialist in Marketing and Sales Division, Hemofarm AD
6. Milica Šuka, (generation 2020/2021) – employed in Marketing and Sales Division as CHC medical representative for the Centre region, Hemofarm AD

**Within the Mentorship program, topics of communication were covered ('How to get the most through communication', Sanda Savić, director of Corporate Affairs and Communications of Hemofarm AD, February 2021), personal and professional development**

(‘Personal and professional development’, Ivanka Popović, until recently the rector of the University in Belgrade, March 2021 and the winner of the Excellence Award 2020) while the experts from the Research and Development Division of Hemofarm AD with Vesna Cvrkota, manager of Pharmaceutical Development at the helm, presented **the project Expein** (April 2021), the development of which began as a local project for the market of Serbia and Macedonia, and owing to good quality and agility of colleagues it grew into a global project which will in future also be found at the markets of Germany, Austria, Albania, Bosnia, and perhaps Vietnam. Also, within this part of the programme, two online workshops were held in cooperation with the colleagues from HR, covering the topics of personal and professional development (Tatjana Jovanović, HR director, May 2021) and time management (Marija Guteša, HR Business partner, June 2021).

**Internship program Serbia, carried out in September 2021**, included getting to know the description and processes of work in pharmaceutical industry from the entry of pharmaceutical substance in plant to marketing and sales. Through 9 online lectures, divisions of production (production planning, solid dosage forms plant and sterile dosage forms plant), direct purchasing, pharmaceutical development, warehousing operations, quality control, production expertise and technology were presented, as well as the Packaging Centre. During 6 online workshops and trainings, scholarship holders of Hemofarm Foundation were able to learn more about business skills necessary for working in the Marketing and Sales Division, such as skills of communication, sales, presenting, different portfolios and strategies for introduction of a new product in Hemofarm AD portfolio.

**RESULTS The Program was assessed by the scholarship holders as excellent, interactive and the type of content that cannot be heard and learned within the process of formal education. The Program was assessed as excellent by the colleagues lecturers who see it as an ideal opportunity for informing young people with the possibilities of work and professional development within pharmaceutical industry but also as an opportunity to exchange information and find out about the interests of future young colleagues.**

The implementation of the **Internship program Germany** was postponed due to a high rise of the number of people infected with coronavirus and putting Serbia on the ‘red list’ of countries for entry into the FR Germany.

**Within the Program for Education You Can Do It, in 2021, a total of 20 activities were carried out, out of which 5 within the Mentorship Program and 15 within the Internship program Serbia.** Due to unfavourable epidemiological situation in our country, caused by the coronavirus pandemic, and with the aim to preserve safety and health of participants of the program, scholarship holders and lecturers, the program was completely organised online.

#### **PROGRAM FOR CULTURE**

**The Excellence Award was presented for the fourth time, on this occasion to Prof. Dr. Lazar Davidović, vascular surgeon, Dean of the Faculty of Medicine of the Belgrade University and international member of the Russian Academy of Science.** The award was presented to him for the demonstrated excellence in the area of surgical medicine, academic work and educational activity reflected in his role as a leader in founding the contemporary principles of vascular and endovascular surgery at the national level, publishing the results of work in

international medical magazines with the top level of scientific competence, leading role in European associations of vascular medicine and education of many students of medicine and young doctors from our country and European centres. His first decisions as the dean of the Faculty of Medicine of the Belgrade University on introducing COVID passes for scientific-academic staff and students of the faculty, as well as insisting on scientific facts about the effects of the medicinal product ivermectin in spite of opposition from a certain part of the public, show a high level of integrity, responsibility and ethics in work which makes him an outstanding doctor who cares for the health and welfare of people, thereby protecting the integrity and honour of the medical profession in accordance with the Geneva Declaration and the laws of humanity.