

WISE GREECE ANNUAL REPORT 2025



Message from the Founder

Dear friends,

2025 was a year full of action, growth, and meaningful impact for Wise Greece. With unwavering faith in our vision for a world with fewer inequalities and more contribution, we continued to implement initiatives that strengthen social cohesion and support people in real need.

Throughout the year, we further developed our educational programs in collaboration with organizations such as the TUI Care Foundation and the John S. Latsis Public Benefit Foundation, reaching more regions across the Greek provinces and empowering even more people to gain knowledge, skills, and inspiration.

At the same time, we continued to provide food to vulnerable social groups, ranging from everyday cooking essentials to small "luxuries" like our cookie boxes filled with premium biscuits, supporting the daily work of social groceries and soup kitchens.

One of our most significant milestones in 2025, however, was the opening of the Wise House, a center for volunteering and social impact. In its first year of operation, it served as a meeting point for more than 200 volunteers. It is also home to the SDGs Library, the first bilingual lending library featuring books for children and adults related to the United Nations Sustainable Development Goals. Furthermore, Wise House is adorned with an impressive 10-meter mural dedicated to Goal No. 17 Partnership for the Goals.

Together, we created, contributed, and multiplied our positive impact. Looking ahead, we continue with the same dedication and energy, strengthening our initiatives and expanding our footprint in society.

Thank you for being part of this journey.

Sincerely,
Melina Taprantzi



A few words about Wise Greece

Wise Greece is a multi-award-winning non-profit initiative that aims to promote the exceptional products of small Greek producers and transform the profit from their sales into food for people in need. Through this model, essential food items are purchased and distributed free of charge to children, families, the homeless, and the elderly affected by poverty.

At the same time, Wise Greece implements educational programs to boost entrepreneurship and promote sustainable development, while organizing Corporate Social Responsibility (CSR) programs in collaboration with many companies. Recently, Wise Greece introduced the Wise House, the first center for social impact and volunteering, which will host dozens of initiatives to maximize social impact.

More info:

www.wisegreece.com / www.wisehouse.gr



Our Wise Community

Our people are the soul of Wise Greece!



What makes me feel emotionally fulfilled is that I have finally been given the opportunity to help people in real need through my work. For me, the most important thing that motivates me to keep going is knowing that my work has a tangible impact at the end of the day.

Chara Parasoglou, Project Manager

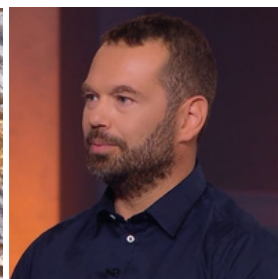
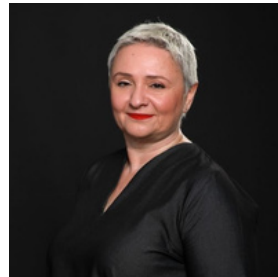


A memory that remains close to my heart was at the beginning of my journey with Wise Greece, when we gathered at Tritsis Park and cooked for the people of Shedia. This gesture gave me hope for our society and for people in need. Together, we can all make a difference!

Sylvia Pentheroudaki, Creative Director



Wise Greece is it's people!
The employees, the volunteers, the mentors who dedicate their time to our beneficiaries, the instructors who support our educational programs, and of course the producers, who have been part of Wise Greece for 13 years!

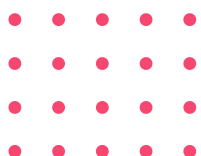


Introducing the Wise House



2025 marks a milestone year for Wise Greece, as our grand vision, the Wise House, came to life, embodying our values into a vibrant space for social contribution, volunteering, and education.

With the invaluable and decisive contribution of our supporters, who provided the resources and expertise to bring this project to fruition, we have created a center for volunteering, education, and social contribution.



During its first year of pilot operation, Wise House evolved into a common meeting ground where volunteers, corporate employees, and everyday citizens unite to make a difference. Its facilities now host initiatives to support our fellow citizens with food, books, and seasonal items, with **more than 225 volunteers** having already walked through its doors.

At the same time, the space will soon operate as a center for education and culture, hosting seminars on sustainability and the promotion of the gastronomic wealth of the Greek land, activities for children, and a lending library, demonstrating in practice that many 'individuals' together can bring about substantial social change.

For detailed information on the activities of Wise House, see page [48](#).



Creating impact with a focus on women

A key pillar of Wise Greece's social mission is strengthening women's participation in entrepreneurship, vocational rehabilitation, education, and volunteering.

To this end, we always **incorporate a women's participation index into our Programs**, especially for those living in rural areas, to ensure they are provided with equal opportunities.

Visit by women from Moldova

We hosted a group of women from Moldovan social enterprises in Athens, with the aim of exchanging expertise on women's empowerment issues.

The visit highlighted the Wise Greece model as an international example of social innovation, demonstrating how our Programs strengthen the active participation of women.



Our results

Over **75%** of Wise Greece employees are women

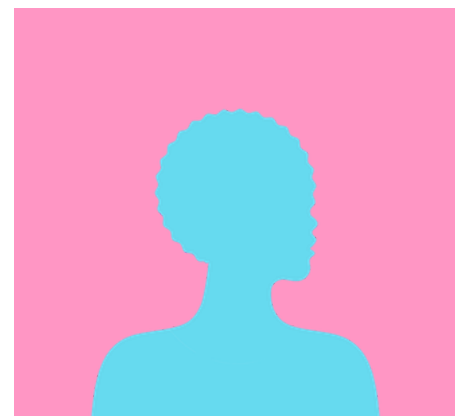
60%
of our volunteers are women

60%
of the producers who support Wise Greece are women

65%
of the participants in our educational programs are women

50+
books regarding Goal No. 5 Gender Equality are available in the “SDGs Library” the lending library located at the Wise House

7
SDGs Coffee Breaks have been organized in total for UN Goal No. 5 Gender Equality **with more than 700 participants.**



Our awards



Wise Greece has earned significant awards in recognition of its social impact, while it is one of only seven nonprofits worldwide to have been awarded by the United Nations and the World Bank for its significant contribution to the UN Sustainable Development Goals.

PR Awards 2025

In the context of the PR Awards 2025, which showcase the leading campaigns and teams in the field of Public Relations and Strategic Communication, with an emphasis on innovation and social impact, Wise Greece was honored with the Bronze PR Award 2025 in the 'Internal Communications / Employee Engagement' category. This distinction was awarded for the 'SDGs Coffee Breaks' program, successfully implemented in collaboration with **Goody's – Everest**, reaffirming the organization's commitment to promoting sustainability awareness and active employee participation.



Honorary Award from “The Hellenic Initiative”



Wise Greece had the distinct honor of being recognized at the 9th Annual London Gala of The Hellenic Initiative (THI), which took place on October 9th at the iconic The Dorchester hotel in London.

The Hellenic Initiative is an international, non-profit organization that unites the Greek Diaspora worldwide, with the goal of supporting Greece through actions of social solidarity, entrepreneurship, and sustainable development. Through its annual galas and programs, THI empowers initiatives with a significant social and economic impact on the country.



Wise Greece was honored and recognized for its overall contribution over the past 13 years.

In her acceptance speech, the President of Wise Greece, Melina Taprantzi, spoke with deep emotion about the enduring efforts of small Greek producers during the difficult years of the crisis, the impressive resilience they have demonstrated, and the ever-growing needs of our fellow citizens who struggle to meet even their most basic obligations.



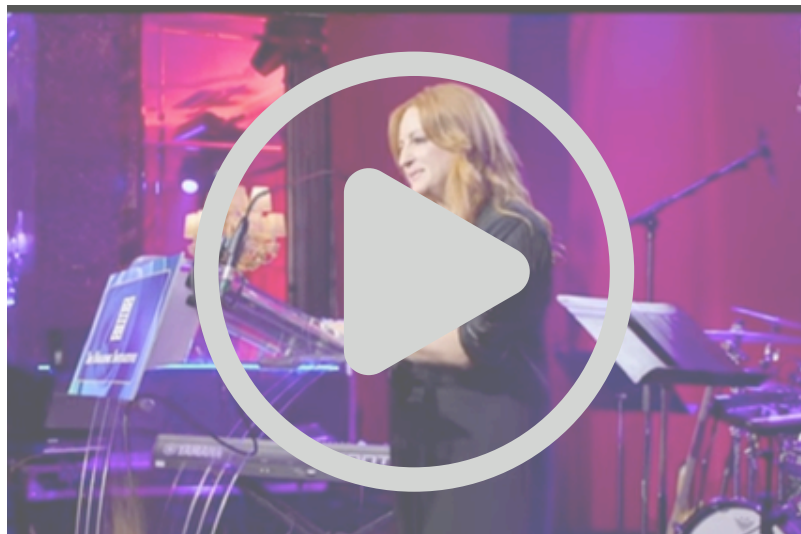


She referred to the steady support that Wise Greece provides to small, family-owned businesses from every corner of Greece, helping them showcase the wealth of the Greek land and ensure their sustainability and evolution, despite the successive crises the country has experienced.

At the same time, Wise Greece succeeds in securing access to essential food items for those in need, while creating opportunities for professional empowerment and development for vulnerable social groups, substantially strengthening social cohesion.

This recognition, especially from an organization that unites Greeks worldwide, has filled us with joy, emotion, and the strength to continue our work with the same faith, momentum, and dedication.

watch the video!



Wise Greece in numbers



- 150
Small Greek Producers
- 2500+
Products from all over Greece
- 70+
Partnerships with Companies
and Foundations for various
CSR Programs
- 238+
Tons of high nutritional value
food items have been distributed
- 612.000+
Beneficiaries
(families, children, the elderly, homeless,
and unemployed fellow citizens)
- 7.000+
Participants in our Programms
- 225+
Volunteers



Our Community



13.000
Followers



3.753
Followers



2.712
Followers



8.998
Subscribers



2025

95 Media publications
in 2025

2 International conferences, where
we had the opportunity to
present Wise Greece and speak
about our social impact.



Participation in major events and programs



Global CSR Forum

Wise Greece played a dynamic role in the Global CSR Forum in Riyadh, Saudi Arabia, reaffirming its international standing as a best practice in the field of social responsibility. We had the opportunity to serve a six-month term on the Forum's Scientific Committee, where we collaborated with key representatives from civil society, the corporate sector, and the government to design the Forum's core pillars of focus. At the same time, we participated in panel discussions and delivered a presentation on our activities.



Beyond (Profit) Forum

Another significant participation for Wise Greece was at the international Beyond (Profit) Summit, which brought together more than 80 speakers and 1,500 participants. The goal of the conference was to empower civil society and address the key obstacles that delay its effective contribution to society and the environment.



TALENT in collaboration with the Athens University of Economics and Business

Wise Greece has played a decisive role in the design and implementation of the 'TALENT' Program by the Athens University of Economics and Business, which has been running for the past 3 years. Through the program, high school and junior high school students have the opportunity to explore entrepreneurship with a social and ecological focus.

New strategic partnerships



Diversity Charter

Wise Greece has signed the Diversity Charter, an initiative of the European Commission aimed at promoting equality and inclusion in the workplace.

With this step, we did what was only natural to us. We are now officially committed to respecting the uniqueness of every individual, regardless of gender, age, nationality, disability, or beliefs.

Υπογραφή Μνημονίου Συνεργασίας

ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS & wise GREECE

Strategic Partnership with the Agricultural University of Athens

Wise Greece has signed a Memorandum of Understanding (MoU) with the Agricultural University of Athens, bridging academic knowledge with social entrepreneurship.

This partnership focuses on enhancing education and innovation around sustainable development and the strategic promotion of agri-food products.



Our producers



Wise Greece Producers



The Wise Greece producers, hailing from every corner of Greece, from Crete and the Peloponnese to Evros and Tinos, started from scratch. With perseverance, they have created high-quality, innovative products, maintaining their identity despite the consecutive crises our country has faced.

For more than ten years, they have been active participants in our mission, contributing through their work to Wise Greece's vital social cause. Today, more than 2,500 products belong to the Wise Greece family, reaching people every day who love premium Greek food and want their every purchase to become a force for good!

In the Producers' Words

“

Every product we create begins with the raw ingredients, the land, and the care they deserve. Our collaboration with Wise Greece allows this flavor to travel further and acquire a deeper meaning, connecting Greek gastronomy with a meaningful social cause. For us, food is not just a product; it is history, people, and values. And this partnership expresses exactly what we want to share through our work.

Avra Panousopoulou, Yiam Flavor Workshop



”

“

We have been collaborating with Wise Greece since its very first steps, maintaining an impeccable professional relationship. Beyond that, however, we work together for their charitable mission, which unites us through the common values we share. This fosters trust, respect, and a willingness to give back to our fellow human beings, which is the ultimate goal in all relationships.

Sofia Dimitriou, To Filema tis Lelas



”

“

From the very first moment we heard about the work Wise Greece does, we knew we wanted to contribute to the cause. For us, this collaboration is a relationship with substantial meaning and a deeply human dimension. Throughout this shared journey, we have the joy of seeing our products linked to initiatives that support people and provide real help where it is needed most. Partnerships like this, which give back to our fellow human beings, are the ones that express the true value of contribution, trust, and the belief that we can all contribute to something better.

Konstantina Karanika, Aithra Spirits



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For us, the person behind the product is of great importance, as are the ideas on how we can integrate high-quality Greek products into our daily lives. That is why every month on our blog, we highlight the stories of Wise Greece producers, ask them to tell us about their own favorite products, and present dozens of recipes that provide creative inspiration.

Column “Producer of the Month”

Through our regular column, we give a platform to the people of the Greek land to share their own stories. Every month, a Wise Greece producer presents their journey, challenges, and vision, highlighting the passion and quality hidden behind every Greek product.

Scan for more



“My Wise Product”

We have launched a new column on our blog, where Wise Greece producers present their own personal favorite product and the story behind it.

Scan for more



Scan for more

“Cooking for a good cause”

You can find more than 60 original recipes on our blog. Authentic Greek flavors, easy for everyday cooking, which, with the help of products from Wise Greece small-scale producers, are transformed into something unique.



food donations



Essential goods with high nutritional value

We make sure to provide all the essential ingredients our fellow human beings need to cook complete meals. From legumes, sauces, and pasta, to sweets and treats!



238+

Tons of food

612.000+

Beneficiaries

100+

Institutions across Greece
have benefited

70+

Companies have supported our
programs, with the goal of providing
even more food to those in need.



The Institutions we support

With our donations, we support dozens of institutions every year, located in every corner of Greece. Social Groceries, Soup Kitchens, Youth Shelters, and other organizations receive our donations of food and other essential items.

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Our collaboration with WISE GREECE spans many years!!! We hope it continues... and we wish for them to always stand by our side with the same love and the same genuine care.

**Melissa Foundation
Girls' Orphanage**

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We are grateful for your generous contribution and donation of essential goods to our facility. Your approach to helping us achieve our goal was precise and immediate. It has helped us support our beneficiaries and their dependents. Your support is invaluable to us, and we thank you very much once again!

Social Grocery of the Municipality of Preveza

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“

Our collaboration with Wise Greece is a promise of love. Because when we give together, hope multiplies: Supporting the Mother, Embracing the Child!

"Agkalia" Foundation

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“

Our collaboration with Wise Greece is based on three simple yet powerful words: Give | Support | Help. Every day, we join forces to ensure that everyone has access to the goods they deserve!

**Social Grocery and
Soup Kitchen of Maroussi**

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Our collaboration with Wise Greece serves as a valuable pillar of support for the work of our Social Grocery, substantially strengthening our efforts to stand by those in need. Their continuous and generous contributions help meet the basic needs of our beneficiaries, actively promoting solidarity and social responsibility.

**Social Grocery and Soup Kitchen
of the Municipality of Chalandri**

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Hope Boxes

The boxes that offer hope!



The Hope Boxes program is a Wise Greece initiative that has been successfully implemented for 6 years. Each 'Hope Box' contains 5kg of essential food items from small-scale Greek producers and is destined for our fellow citizens who struggle to cover their family's basic nutritional needs.

Companies supporting the program purchase one Hope Box for each of their employees, while the employees themselves vote to choose the Institution that will receive their box. In this way, the program ensures measurable results, supports the local economy through small producers, and strengthens the culture of giving within the corporate world.

Total Impact of the Hope Boxes:

91,5 tons

Program Impact in 2025

5 tons

Moments from the Hope Boxes donations



500kg of food for families in need

In collaboration with Wise Greece and the 'Hope Boxes' program, Worldline donated 500kg of essential food items to the 'Agkalia' (The Hug) Charity Association. Our employees actively participated in the initiative, providing tangible support to families in need and strengthening the work of the Association's volunteers.

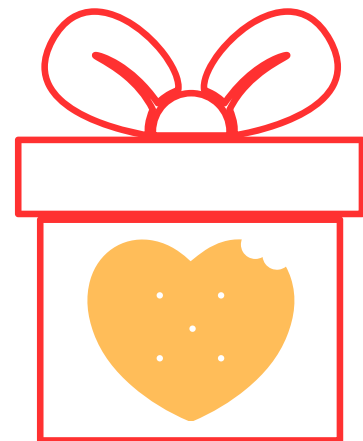


4.5 tons of food donated to 4 Institutions, through the partnership between PPC and Wise Greece!

We are delighted to welcome PPC to the Wise Greece family of supporters. The launch of our partnership marks a new era of initiatives centered on social contribution and sustainability.

Already, through this collaboration, 4.5 tons of food have been donated to 4 Institutions across the country, proving that when leading companies unite for social causes, the result translates into immediate and invaluable help for our fellow citizens in need.

Cookie Boxes



Cookie Boxes

Such a simple idea, yet it holds so much love!

One of the first programs we organized at the Wise House was "Cookie Boxes."

Volunteers from companies, as well as individuals, visited the Wise House to prepare boxes with colorful Cookie Boxes together, destined for families in need.

This initiative carries a special symbolic meaning: most families struggling to afford daily essentials often have to give up the small luxuries that bring joy. Thus, even a box of colorful cookies can bring back smiles.

Total Cookie Boxes donated to date:

2.060

Number of volunteers involved:

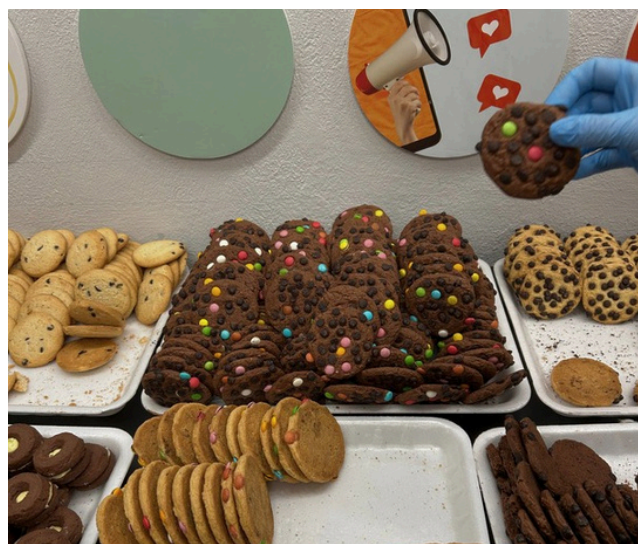
130

Total volunteer hours:

22



Highlights



Partnerships for food donations



Collaboration with Everest

We had the opportunity to collaborate with Everest's 'Bite Club,' where with every purchase of a special product combination, part of the proceeds was donated to support Wise Greece's mission.

Through this partnership, we successfully delivered 3.4 tons of essential food supplies to the Chalandri Social Grocery and 'Paidiki Stegi' (Children's Home) Shelter.

Every visit counts

Lamda Development has once again bolstered Wise Greece's mission, turning social responsibility into action. Through the 'Every Visit Counts' initiative at the Malls and Flisvos Marina, public visits were transformed into donations of high-nutritional-value food, distributed to children and families living under difficult conditions. Specifically, 5 tons of food were donated to the Social Groceries of Maroussi, Spata-Artemida, and Faliro.



Corporate gifts for a good cause

For several years, companies and individuals alike have been choosing Wise Greece Corporate Gifts for a good cause! By doing so, they provide their partners with a selection of premium products while simultaneously contributing to a significant social cause, as our profit from every gift is used to purchase essential food items for Institutions in need.



2025 Gifts for a good cause

Total number of gifts: 5.659

Total companies that supported the Program: 27

Food donated: 7 tons

Educational Programs



TUI FutureShapers Greece

With the support of the TUI Care Foundation, Wise Greece has introduced the TUI FutureShapers Greece program for the first time in Greece. The initiative aims to support and showcase the sectors of Tourism, Gastronomy, Culture, Natural Cosmetology, and Arts & Crafts, with a strong emphasis on innovation, sustainability, and creativity.

The 'IDEA' pillar of the TUI FutureShapers Greece program launched in January 2025 and was successfully completed in May of the same year, announcing the two grand winners of the entrepreneurship competition.

The educational program was conducted online, with experienced trainers providing participants with practical knowledge and tools to take their next entrepreneurial step or accelerate the growth of their existing business.



IDEA Pillar

We offered free online educational content and expert practical advice on developing business ideas, culminating in a two-day bootcamp in Athens.



EMPOWER Pillar

We focused on 6 regions across Greece (Peloponnese, Epirus, Zakynthos, Corfu, Cyclades, and Rhodes), where experts and mentors train small-scale producers and entrepreneurs in skill development, sales and service enhancement, product promotion, and sustainability-driven business growth.

TUI FutureShapers IDEA

IDEA pillar topics:

Entrepreneurship and new opportunities | Turning an Idea into a sustainable business (Business Model Canvas) | Building my own website | Financial Planning and Funding Sources | Project Management and Time Management Tools | Human Resources as the Core of the Business: Management and Development | Strong Branding as the Key to a Successful Business | Sales, Exports, and Outreach Strategies | Promoting Products or Services on Social Media | Pitching Your Idea Effectively | Creating Your Own Advertising Campaigns | Marketing Strategy to Scale Your Business | Sustainability and Business Opportunities

IDEA Pillar Impact & Results

1304

people registered in the Program

70,2%
women

29,8%
men

99,5%

**Would recommend the Program
to a friend or colleague**

99%

**Reports a better understanding of how
to develop a business plan**

99%

**Reports having gained invaluable
knowledge from the Program**

95%

**Reports that the trainers provided
highly practical insights**

Entrepreneurship Bootcamp



The finalists were selected from 223 applications and traveled from every corner of Greece, from Mytilene and Rhodes to Thessaloniki and Xanthi, for a two-day intensive training and networking event. Through specialized seminars, participants acquired valuable tools for structuring sustainable business plans and improving their presentation techniques, preparing the ground for the final phase of the competition.

The initiative culminated in the presentation of ideas to a jury consisting of distinguished executives (*K. Deriziotis, N. Karydis, I. Kothra, K. Moschonas, K. Santikou*), which announced the two grand winners.

The 1st prize (€6,000) was awarded to "Koukos de Lab" from Mytilene for the creation of furniture from olive pits, while the 2nd prize (€3,000) was received by "Myrovolos Organics" for the presentation of an innovative botanical product.

The Bootcamp also featured exceptional initiatives covering a wide range of innovation, such as Cat Café, Dots-Inclusive Jewelry, the NEREID platform, Oceanis cosmetics, the social enterprise Rags and Hearts, Rhodes Cooking Classes, Trofi.Lab, Cosmic Times, Star Sleep, and Pin-ela.

This event reaffirmed the commitment of Wise Greece and the TUI Care Foundation to actively support youth entrepreneurship within the sectors of Tourism, Food, and Culture.



From a total of 223 applications,
12 finalists were selected for the Bootcamp



“

"I loved everything, from the hosts to the seminars and all the people I met; it was an incredible experience.

Anna Chlorotyi – Handmade Wooden Dolls

”

“

I liked the combination of projects and the people I met, got to know, and exchanged views with!

Evangelia Karavasili – Oceanis, the Sustainable Luxury Hotel Amenities Line

”

“

Apart from the excellent organization and the high-value presentations, I enjoyed the networking with other entrepreneurs.

Michalis Kostopoulos – Rhodes Cooking Classes

”

“

There wasn't a single thing I didn't like! The organization, the atmosphere among the participants, the training sessions... everything was excellent. If I had to single out one thing, it would be the wonderful people I met!

Evi Zoumpoulidou- Star Sleep

”





TUI FutureShapers EMPOWER: Business Empowerment Workshops



The second pillar of the TUI FutureShapers Greece program, “EMPOWER,” includes a series of in-person training sessions for producers, processors, tourism professionals, as well as individuals involved in arts and culture across 6 regions of Greece (Peloponnese, Epirus, Zakynthos, Corfu, Cyclades, and Rhodes).

These training sessions focus on enhancing the skills of local communities, promoting innovation in tourism and gastronomy, and networking participants with experienced market experts. Our goal through this program is to reach the Greek provinces even more effectively and offer participants valuable tools to further develop their businesses. The first training sessions of 2025 began in the Peloponnese, while in 2026, we will focus on the remaining regions.

The EMPOWER Pillar so far

56 participants from entrepreneurs and professionals in Tourism, Food, Gastronomy, Arts, Cosmetology, and Culture

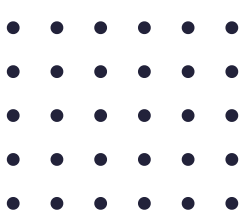
4 educational Workshops have been conducted through the end of 2025.

3 local entities have supported the Program

96% of participants state that they gained highly practical knowledge from the Program, which is particularly significant for their next professional or entrepreneurial steps.

Find out more about TUI FutureShapers Greece
www.futureshapers.gr





Program Farm Food Future



Farm Food Future: The Program for the future of food service and food production!

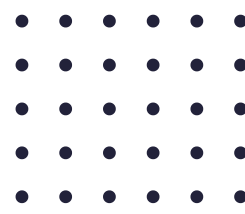
The Farm Food Future program, implemented by Wise Greece **with the support of the John S. Latsis Public Benefit Foundation**, is a strategic initiative aimed at empowering professionals in the agri-food and food service sectors. Through a holistic model of education, mentoring, and networking, the program creates a unified innovation ecosystem, connecting producers, processors, chefs, and entrepreneurs with a shared vision for sustainable development.



A central pillar of the project is the creation of **the first comprehensive platform for free mentoring and education**, offering video lessons, personalized consulting from industry experts, strategic planning tools, and thematic podcasts.

This digital infrastructure is complemented by a series of online training sessions leading to a Certificate of Attendance, providing practical knowledge for the creation of competitive and sustainable businesses.

A key priority is enhancing the resilience of food producers and professionals against the challenges of climate change through targeted education, modern practices, and adaptation tools. At the same time, particular emphasis is placed on developing sustainable products and solutions for the food service sector that reduce the environmental footprint, utilize natural resources responsibly, and meet modern market demands for responsible and high-quality production.



The team of 50 Mentors

Alongside digital learning, the platform offers access to 50 Mentors, ranging from chefs, food service entrepreneurs, and marketing experts to buyers, e-commerce specialists, and university professors, who are available to users to provide free mentoring and support them in their early stages.

Through a simple process, interested parties can connect with professionals who have inside knowledge of the food service, production, and agri-food sectors. This allows them to receive support for product development, strategy improvement, and effective market positioning.



Find out more about the Program
www.farm2future.gr





“SDGs Coffee Breaks”

SDGs Coffee Breaks Program: 30 minutes for a better world!

The SDGs Coffee Breaks program is a pioneering initiative by Wise Greece, which in 2020 was honored by the United Nations and the World Bank as one of seven non-profit organizations worldwide for its contribution to the Global Agenda for Sustainable Development.

The “SDGs Coffee Breaks” are 30-minute sessions that use the Sustainable Development Goals (SDGs) as a starting point to discuss vital issues. Through a brief, virtual Coffee Break lasting just 30 minutes, participants have the opportunity to explore a different Goal each time. An “SDGs Ambassador” from within the company presents the Goal, while guest speakers (social entrepreneurs, activists, artists, or scientists) share their own stories of inspiration and action.

Impact of the SDGs Coffee Breaks to date

123

Coffee breaks

11

Companies implementing
the program

14.866

Participants

100+

Speakers

Live SDGs Coffee Break

With ELLAKTOR Group

A standout moment for the program was the in-person SDGs Coffee Break held at the ELLAKTOR Group headquarters, dedicated to Goal #17: Partnerships for the Goals.

This meeting highlighted the importance of alliances between the private sector and civil society in achieving meaningful social impact.

The Group's employees actively participated in the discussion, reaffirming that collaboration is the "key" to addressing today's global challenges.



“30 Minutes to Change” in collaboration with PPC

PPC collaborates with Wise Greece to implement the “30 Minutes to Change” Program. Through this partnership, employees dedicate just 30 minutes each month to explore the UN Sustainable Development Goals, guided by experienced and inspiring speakers.

Welcome to the Wise House!



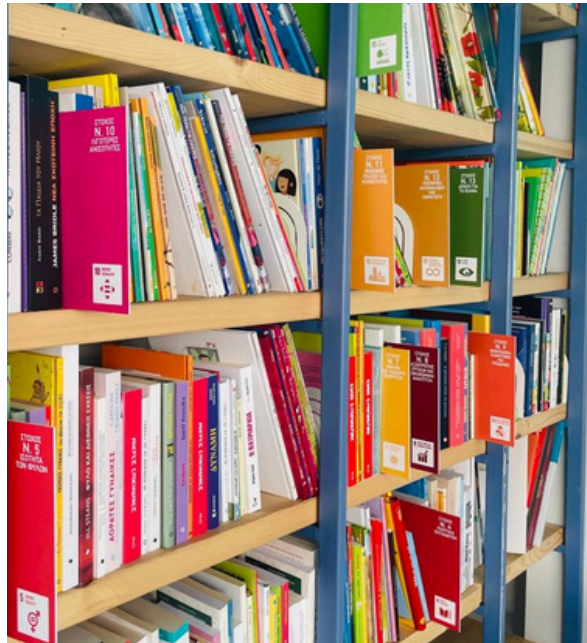
Wise House is a modern hub for volunteering, education, and social impact. It is a vibrant meeting point where volunteers, individuals, companies, children, and adults collaborate, learn, and co-create through programs and initiatives with a meaningful and measurable social impact.



Every corner of the space tells a story of change. From the interactive Sustainable Development Goals (SDGs) wall, where every visitor can select the Goal that inspires them and receive practical tips on how to contribute, to the impressive mural dedicated to Goal #17 "Partnerships for the Goals," which serves as a reminder that real change comes through collective action and meaningful collaborations.

In 2025, even during its construction phase, the Wise House became a hub for mobilization and giving. Hundreds of volunteers visited us, and together we managed to provide essential supplies, food, books, Easter candles, and Christmas items to our fellow citizens in need.

The Wise House is an open space for co-creation, inspiration, and activation, a place where ideas turn into actions and actions into a positive social footprint.



Contributors to the creation of Wise House



Scan for more

Learn more:
www.wisehouse.gr



A 10-meter mural dedicated to “Partnerships for the Goals”



The Wise House in Chalandri is now adorned with an imposing 10-meter mural, created in collaboration with Genia 17 and dedicated to the UN's 17th Sustainable Development Goal (SDG 17): "Partnerships for the Goals." The artwork, created by the renowned artist STMTS, is itself the result of a "Partnership," made possible by the active **support of EY Greece, Interamerican/Anytime, the John S. Latsis Public Benefit Foundation, and NBG Pay.**

Through vibrant colors and symbolic imagery, such as farmers tending the land, children, multicultural figures, and, of course, our planet, the mural emphasizes that no meaningful change can be achieved in isolation. The selection of Goal 17 highlights collaboration as the foundation for addressing global challenges, reminding every visitor to Wise House that joining forces between businesses, organizations, and citizens is the only path toward a sustainable future.

The making of the Mural



A video about the Mural

The team captured the chronicle of the mural's creation, while representatives of the companies and organizations that supported its realization spoke about the initiative, their actions, and the significance of "Partnership".

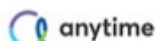
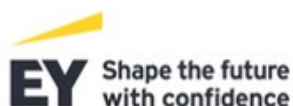
A podcast for the Mural

In a special podcast by elculture.gr, the President of Wise Greece, Melina Taprantzi, and Natasa Pentagiotti analyzed the strategic importance of Sustainable Development Goal 17 (SDG 17).

The discussion focused on how collaboration between different stakeholders, ranging from civil society to large corporation, is the "key" to achieving a sustainable future. Throughout the podcast, it was emphasized that Goal 17 is not just another objective, but the connective link that enables the implementation of all other goals.



The Mural was supported by:



SDGs Library

The first lending library for the UN Sustainable Development Goals is located at Wise House!

At the heart of Wise House, we have created a pioneering space for knowledge and inspiration: the first lending library in Greece exclusively dedicated to the 17 United Nations Sustainable Development Goals. This initiative marks the next step in our commitment to educating and raising public awareness about the great challenges of our time, such as poverty eradication, gender equality, climate action, and responsible consumption.



The library features 17 thematic sections, one for each UN Goal, where visitors can borrow from a collection of more than 650 books covering topics such as climate change, gender equality, zero hunger, poverty, inequalities, peace and justice, and more.





The bilingual SDGs Library features books for both children and adults in Greek and English. Our goal is for it to serve as a vibrant hub of knowledge, providing students, educators, entrepreneurs, and every concerned citizen with access to information regarding the most critical challenges facing our planet.

Ultimately, this space is not just a book-lending point, but a meeting place for dialogue, where knowledge becomes the vehicle for creating a more just and sustainable future.



The SDGs Library is a signatory of the SDG Publishers Compact.

The Library was implemented with the support of our Donors:

Platinum: The Hellenic Initiative

Gold: Alexander Pissios Foundation, Athanasios C. Laskaridis Charitable Foundation

Silver: ANAKEM

Bronze: Qualco Foundation

With the support of the Publishing Houses:

Aiora Press, Ammos Kids, diaNEOsis, Dioptra, Ellinoekdotiki, Ellinika Grammata, Ikaros, Infognomon, Kaleidoscope, Kastaniotis, Katoptro, Key Books, Melani, Metaichmio, Minoas, Nefeli, , Network for Children's Rights, Papadopoulos Publishing, Parisianos, Patakis, Papyros, Polytropon, Psychogios, Salto, Susaeta.

With the support of Chatzigakis Foundation and Ocean Stewards

Volunteering at the Wise House



Cookie boxes



Scan for more



The Cookie Boxes program is one of Wise Greece's key volunteering initiatives, aiming to offer a small "luxury" and a touch of joy to families and children in need.

In this context, volunteers from various companies visit the Wise House, where they are first given a tour and briefed on our social impact. Then, under the guidance of our team, they get to work creating colorful boxes filled with delicious cookies and treats!

These Cookie Boxes are destined for the beneficiaries of the foundations chosen by each company, offering children something handmade and unexpected, crafted with personal care and love.

A simple gesture, yet so meaningful!

2025 Program Impact Report

Companies that participated in the Program: **11**

Cookie Boxes donated: **2.060**

Number of volunteers: **130**

Total volunteer hours: **22**

Highlights from the Program

“Cookie Boxes”



100 Cookie Boxes with Revival for 'The Good Samaritan' Association of Parents & Guardians of Spastic Children



50 Cookie Boxes with the children of EY employees for the Maroussi Social Grocery Store



200 Cookie Boxes with NBG Pay for the Pallini Social Grocery Store



270 Cookie Boxes with GENESIS Pharma for the Chalandri and Pallini Social Grocery Stores



400 Cookie Boxes with Ellaktor for 'ELPIS' – Special Boarding House and KDAP for People with Disabilities of Elliniko–Argyroupoli–Glyfada

Highlights from the Program

“Cookie Boxes”



200 Cookie Boxes with NRG for the Peristeri and Vrilissia Social Grocery Stores



200 Cookie Boxes with NN for Humanity Greece



40 Cookie Boxes with QUALCO for the Spastics Society of Athens – 'Open Door'

Highlights from the Program

“Cookie Boxes”



150 Cookie Boxes with LAMDA Development for the Maroussi Social Grocery Store



50 Cookie Boxes with PRINCIPIA for the Chalandri Social Grocery Store



400 Cookie Boxes with DELOITTE for the Hatzikyriakio Institution and 'Agia Anna' Girls' Home

Candles for a good cause



Scan for more

In the festive spirit of the Easter days, we welcome the volunteer teams of our partner Companies to create handmade festive candles together.

Through a creative process with music and a joyful mood, volunteers use Easter ornaments and colorful ribbons to compose their own handmade candles, exactly as they imagine them.

These unique creations are then donated to selected Institutions, so they can reach the hands of children in need. An initiative that offers smiles to all participants, while promoting the joy of creation and giving!

2025 Program Impact Report

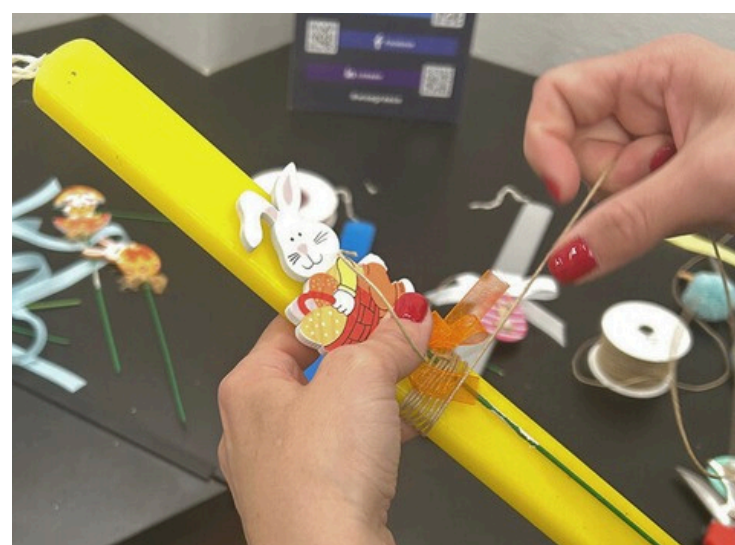
Easter Candles donated: **350**

Number of volunteers: **15**

Total volunteering hours: **6**



200 Festive Candles for a good cause with Lamda Development for the Pallini Social Grocery Store



150 Festive Candles with GENESIS PHARMA for the Agia Paraskevi Social Grocery Store

Books of hope



Scan for more



The 'Books of Hope' program was born from our desire to offer access to knowledge and the joy of reading to children living in Institutions or remote areas of Greece. This initiative transforms book donation into a personal gesture of love, ensuring that every child receives a carefully selected gift along with a warm, handwritten wish.

The volunteer teams of our partner companies are hosted at the Wise House, where, after being informed about the organization's social work, they undertake the creative preparation of the gifts. Participants wrap each book individually with colorful packaging and ribbons, writing personal wishes for the young recipients.

In this way, they practically write a wish to a child they do not know... making the process deeply moving.

2025 Program Impact Report

Children's books donated: **1550**

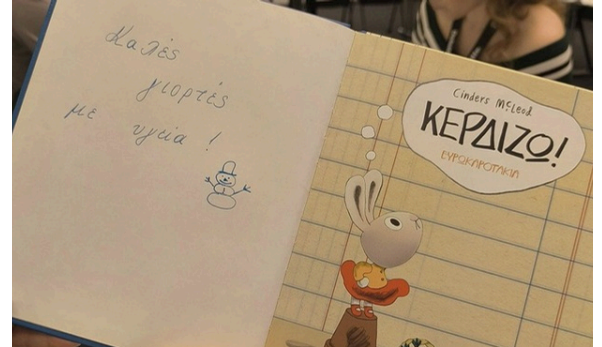
Number of volunteers: **103**

Total volunteering hours: **22**

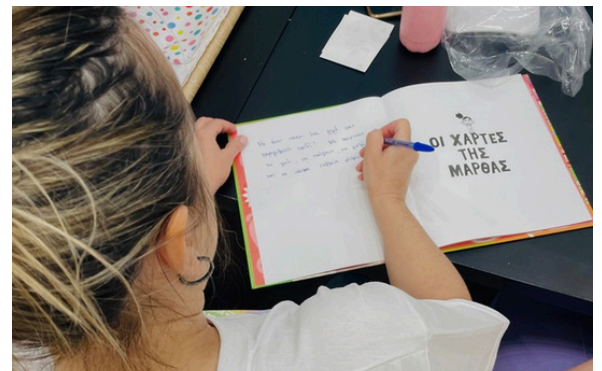
Highlights of the Program



100 Books of Hope with artist Maria Fragoudaki for the Keratsini-Drapetsona Social Grocery Store



300 Books of Hope with DELOITTE for the 'Open Door' – Spastics Society of Athens and Paidiki Stegi



300 Books of Hope with NN for Humanity Greece



300 Books of Hope with NRG for the Association of Families with Three or More Children of Attica 'Agios Nektarios' and Humanity Greece

A 5x4 grid of 20 dots, arranged in 5 rows and 4 columns.



200 Books of Hope with CMA for the Papagou-Cholargos Social Grocery Store



200 Books of Hope with THEON Group for the Recovery and Rehabilitation Center for Children with Disabilities (formerly PIKPA) and the 'Agkalia' Foundation



200 Books of Hope with NBG for the Hatzikyriakio Child Protection Institution



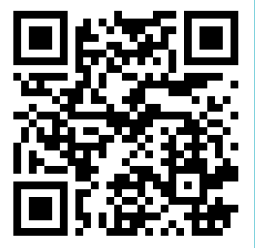
50 Books of Hope with EY for the 'Storgi' Guest House in Thessaloniki

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