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Sarantis Greece and AB Vassilopoulos Collaborate for Biodiversity Protection Through the "Welcome Them Back" initiative

Sarantis Greece, headquartered in Athens, reinforces its commitment to **corporate social responsibility** and **sustainability** by launching a new initiative in collaboration with **AB Vassilopoulos**. The initiative, titled **"Welcome Them Back,"** aims to support the **Hellenic Ornithological Society / BirdLife Greece** and contribute to urban **biodiversity conservation**.

Remaining committed to its environmental protection goals, **Sarantis Greece** focuses on the restoration of terrestrial ecosystems and the reversal of species loss, supporting efforts to preserve the natural environment.

This year's initiative highlights the **declining swallow population**, a phenomenon exacerbated by urbanization and the loss of suitable nesting sites. Through awareness campaigns, educational activities, and protective measures, this collaboration aspires to reach over **200,000 citizens**, fostering awareness and engagement around this critical issue.

The first wave of the initiative was successfully completed between **February 13 and 23, 2025**, with a key event held at the **AB Vassilopoulos store in Elliniko on February 15**. At the event, citizens had the opportunity to learn from the **Hellenic Ornithological Society** staff about the importance of swallow

About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.



conservation and how they can contribute to the cause. **Two additional waves of the initiative will follow —one in September and another in November— offering further opportunities for awareness and participation.**

Sarantis Greece continues to invest in impactful **social and environmental actions**, promoting **sustainability** and **conscious consumption**. With responsibility and dedication, the company remains committed to actively contributing to a **better future**, taking on initiatives that address today's environmental and social challenges.

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