



## Press Release

Athens, December 3, 2021

### Alpha Bank for the International Day of People with Disabilities Promoting equal access to culture and fostering a socially inclusive attitude

A number of initiatives that contribute to the **respect to diversity** and **strengthening of equal access** to society, economy and culture have been put in place by Alpha Bank, in the framework of its Corporate Social Responsibility. Aiming to serve people with disabilities, Alpha Bank adopts several actions to facilitate their access to its services and products, while it also designs and deploys programs that contribute to the **elimination of inequalities** concerning access to cultural and social life, cultivating the conditions for social integration and fostering a socially inclusive attitude.

#### “Cinema for all” TOGETHER with the Thessaloniki Film Festival

Since 2019, Alpha Bank, in cooperation with the Thessaloniki Film Festival, has succeeded in bringing quality cinema to all viewers with the action “**Cinema for all**” which offers equal accessibility rights to the content of films, by adapting them in a manner that they can be watched by people with vision and hearing impairments.

At the same time, during the **62nd Thessaloniki Film Festival** in November 2021 and with the exclusive support of Alpha Bank, **33 feature films** were screened with attached dialogue-based subtitles, so that people with hearing impairments could watch them. Also, in collaboration with the **Centre for Education and Rehabilitation of the Blind**, the printed program of **universally accessible screenings** was made available also in **braille**, while the Festival’s online screening platform was accessible to all.

In total, **more than 6,000 viewers** of the 62nd Thessaloniki Film Festival had the opportunity to watch both the universally accessible screenings and the screenings of Greek films with attached subtitles, while in combination with all accessibility initiatives, **more than 10,000 people with visual, hearing or mobility impairments and disabilities** had the opportunity to enjoy the cinema experience so far.

In 2022, Alpha Bank will further expand its collaboration with the Thessaloniki Film Festival through the financing of a study that will make “**Olympion**”, the **historic and iconic HQ of the Festival**, accessible for both its employees and the public.



## Art events under conditions of universal accessibility in collaboration with the Greek National Opera

Apart from the cinema, Alpha Bank supports the creation of the conditions for universal access of people with disabilities to opera and ballet events. In December 2021, **collaboration with the Greek National Opera (GNO)** brings to life a number of artistic events which will be accessible by deaf or hearing impaired individuals who are able to handle the Greek sign language or use intralingual subtitles, and by blind or visually impaired people who will be using the audio-description (AD) service.

Moreover, Alpha Bank's collaboration with the GNO includes **educational cultural actions** aiming at promoting inclusive learning and respect to diversity, organised for mixed groups of people with or without disabilities **Workshops and seminars for professionals on inclusion and accessibility tools, methods and practices** will also be organised. The educational workshops will be addressed to all those who love the arts, regardless of their level and experience.

**Rouli Christopoulou, Head of Alpha Bank's Corporate Social Responsibility**, made the following statement:

*"In Greece, more than 1 million citizens have some form of serious disability. Of all these people, only 11.5% have attended live theatrical or musical performances, while the percentage of those who have ever been in a cinema is even lower. Alpha Bank's history is intertwined with arts and culture and we strongly believe that unhindered access to the cultural life is a non-negotiable right for all. Our collaboration with leading cultural institutions of the country, such as the Greek National Opera and Thessaloniki Film Festival, is founded on our common vision of equal access to arts and culture for all. At the same time, our concern is to change perceptions regarding accessibility, to promote respect to diversity, foster inclusiveness and, ultimately, reduce inequalities."*

For the people of Alpha Bank, **the International Day of People with Disabilities which we celebrate today** is an occasion for raising public awareness and a reminder of our longstanding commitment to making the Bank an active agent of progress for a future of inclusivity and social integration for all.