



Social commitment in Pskov, Russia (October 2011)

Cramo in cooperation with SOS Children's Villages

In mid-September SOS Children's Villages had the official opening of a new village in Pskov. As one of the sponsors Cramo was invited to participate in the ceremony, meet the children and see the results of its long-term financial support to the organization.

Background

In 2008 Cramo took the decision to focus its previously relatively dispersed commitment, in a number of smaller social projects in different markets, by entering a group level social sponsorship to SOS-Children's Villages.

The first project was the new village in Brovary, Ukraine where Cramo is the main sponsor for the operation.

In 2009 the sponsorship was extended with financial support to the Family Strengthening program in St Petersburg Russia.

In 2011 the support has been split between two major projects; a continued support for the Brovary Village, and a new village in Pskov, Russia.



Why social sponsorships?

"Cramo is not a charity organization. But there are areas where 'doing good' is clearly related to our business targets", says Anders Collman, Head of Corporate Communications at Cramo. "We have very positive experiences from our cooperation with SOS. The projects are clearly related to our ambition in Cramo Care – our framework for sustainable business. And by focusing on fewer but larger projects we have the possibility to follow up the effect."

The Children's Village in Pskov

SOS-Children's Villages have been active in Russia since 1994 and opened its first CV in Tomilino in 1996. The Pskov CV is its fifth, and there are plan for two more in a near future. Each village has a capacity of approximately 70 children living together with "village mothers" in families of 5-7 persons.

Pskov is the capital in the Pskov region, bordering Estonia, and thus seen as a stepping stone to Russia for many Western companies. The construction start for the CV was in 2008. Today the CV has 14 family houses and separate buildings for common activities and administration. In December 2010 the first 20 children moved in.

“At our visit in mid-September 38 children lived in the village and it was a great experience to see how open, curious and unafraid all of them were”, says Mona Fostervold, marketing coordination in Cramo Norway. “All of them have an extremely difficult background, they move into new families with people they may never have seen before, and half a year later they behave just like any other happy kid. It is great! And the village director in Pskov as well as the director in Pushkin outside St Petersburg which we also visited assured us that this is their experience. The children ‘turn around’ almost over night”.

“Anders and Mona asked them different questions about their everyday life, schools, about how do they help their mother and I translated” says Evgenia Zorina, Cramo Russia. “I felt the same warmth of communication and relations in the SOS family as I feel in my own family. The children were full of care and love. I saw that the project actually works and that it is a right place to invest our energy, time and money in”.

Family Strengthening Programs

Apart from the “villages” SOS also finances FSP programs focusing on children living in extremely vulnerable families – like children to addicted, HIV-infected, imprisoned or simply ‘missing’ parents, or single teenage mothers. In August 2011 the FSP cared for 1927 persons.