

# ten million hands

SUSTAINABILITY  
IN ACTION




sustainability in action | inclusivity | responsibility | circular economy | conscious consumption




**One third  
of all food  
produced is  
wasted**



**Humanity  
consumes 1.6  
Earths  
every year**



**Half of all  
returned garments  
are ending up in  
landfill or burned**



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***Sustainability:  
we all do care  
about it, but what  
is actually  
happening?***



*Everyone wants to do their best, and corporations are adopting ESG / CSR / SDG frameworks and practices for doing good while strengthening their corporate image and improving employee attraction and retention.*

*Even though there are so many initiatives, sustainability is yet far away from being adopted on an everyday consumer basis to bring the desired change.*

and what about  
each and every one  
of us



"I struggle finding information concerning sustainable products and services".

"Which of them are actually sustainable?"

"How can I join a community of conscious-minded people to share ideas and best practices with?"





# ***Good News!***

***Sustainability is just one tap away!***

***Achieve your conscious  
consumption goals with  
TMH Meal & Benefits cards!***





***Ten Million  
Hands introduces  
the meal and gift  
cards that  
promote  
conscious  
consumption...  
and is bringing***



***Sustainability  
in Action***

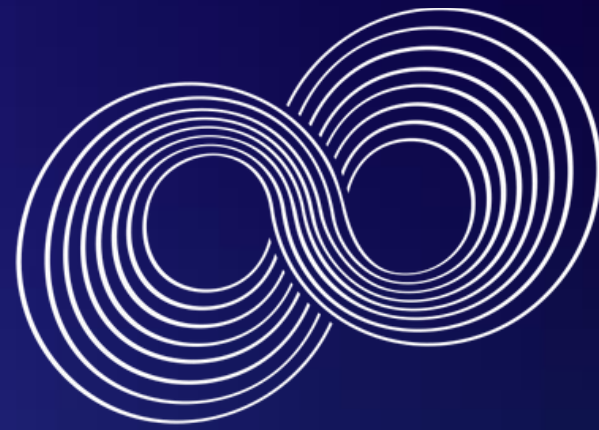


***TMH is on a mission to raise awareness, educate and provide tangible solutions towards an ethical and sustainable way of living.***



**ten  
million  
hands**  
SUSTAINABILITY  
IN ACTION

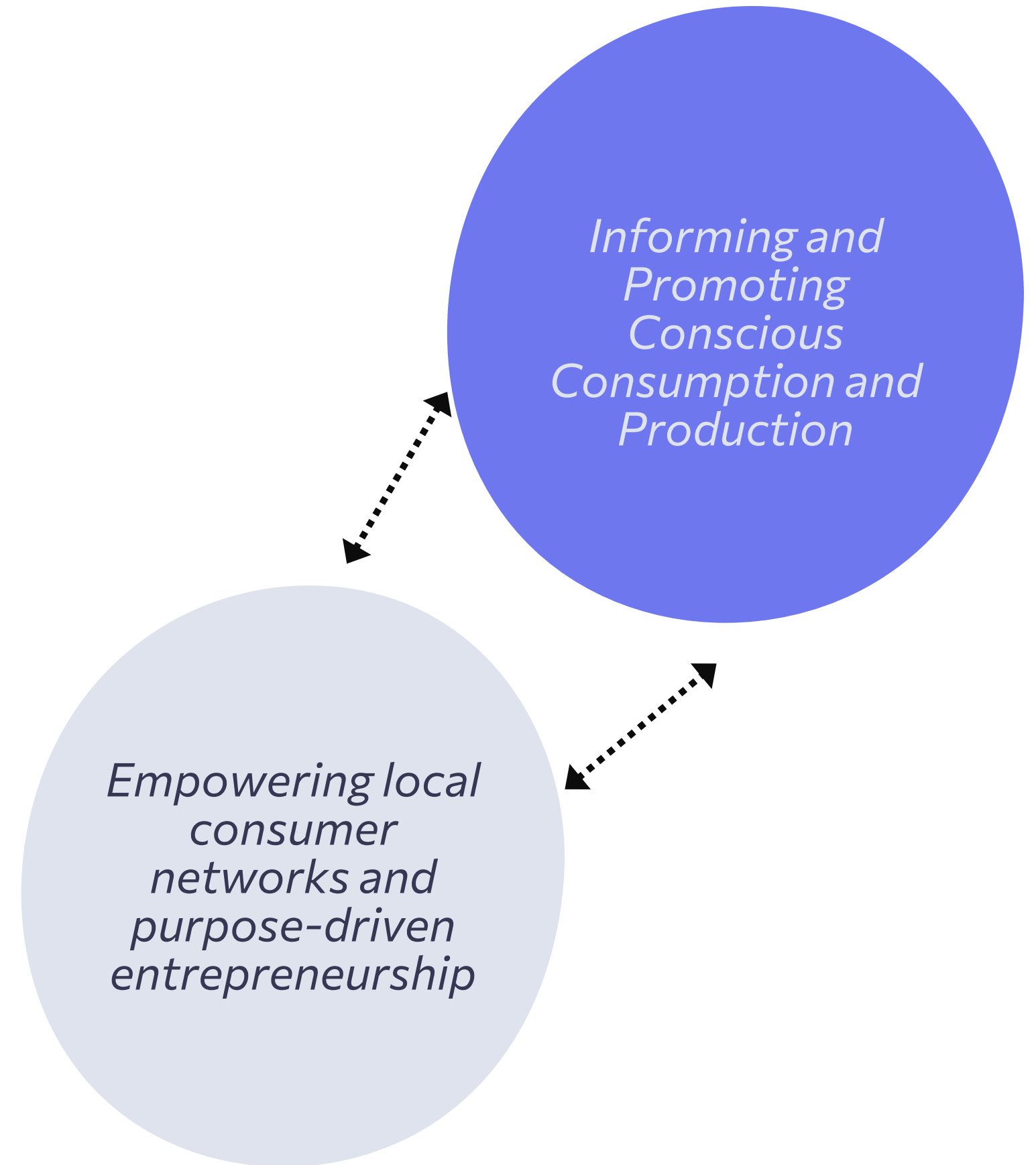




**ten million hands**

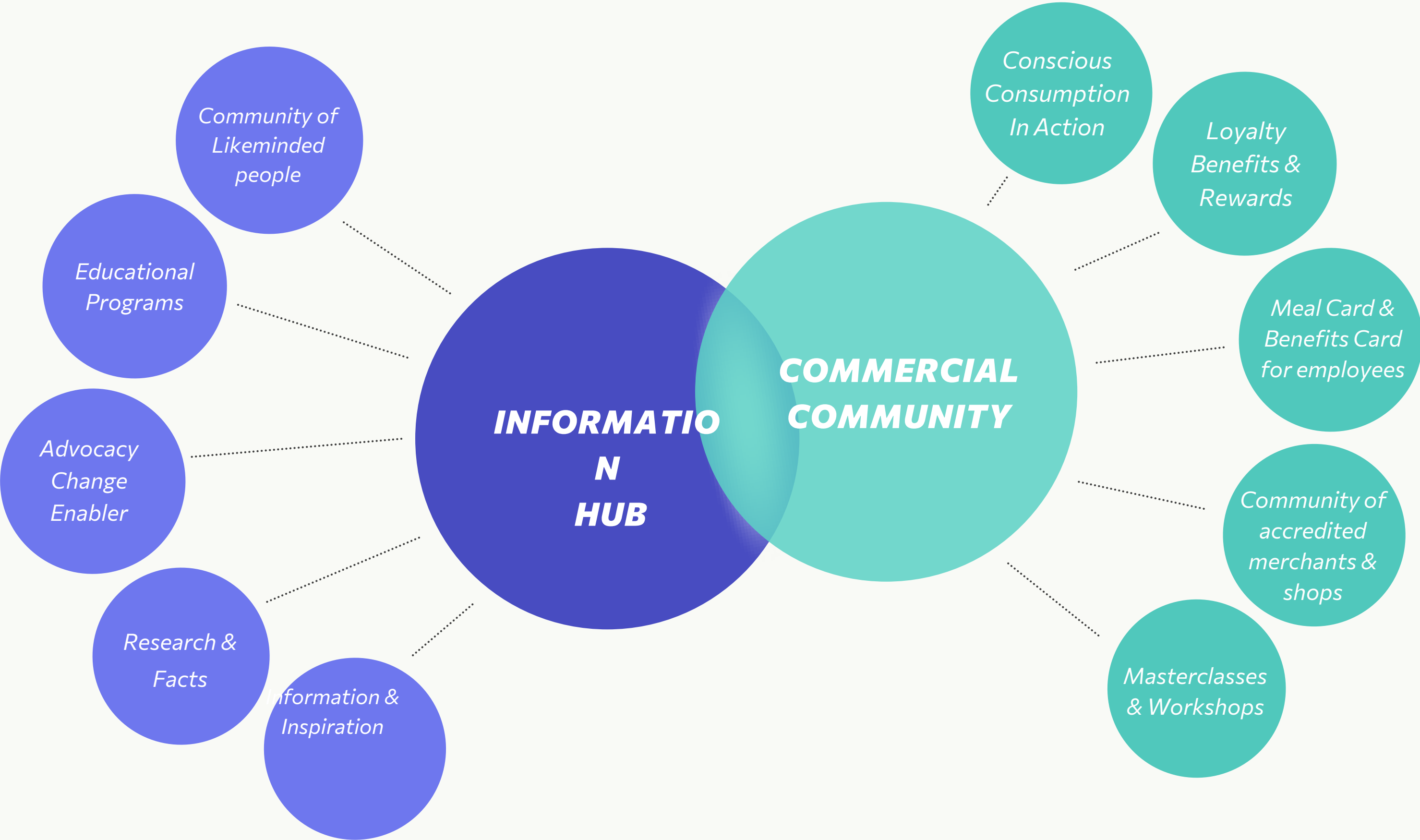
SUSTAINABILITY IN ACTION

***The first  
Information Hub  
and Business Retail  
Network in Greece  
on Sustainability***





# How it works



***Ten Million Hands is bringing***

## **KNOWLEDGE**

the 1ST and only  
Information Hub  
on Sustainability

## **TRUST**

a Commercial  
Community with  
verified merchants  
with sustainable  
products &  
services

## **TOOLS**

an ESG & CSR tool  
that empowers  
consumers &  
guides  
corporations



# **Information Hub**

[tenmillionhands.org](https://tenmillionhands.org)

## **AWARENESS**

**knowledge** through  
tips & best practices

motivating towards  
**conscious practices**

**community creation**  
promoting  
sustainable  
behaviourism

## **EDUCATION**

**training programmes**  
for schools and  
individuals

elementary and High  
School **education**  
**programs**

**adult learning**  
**modules**

## **ADVOCACY**

**promoting systemic**  
**change**

Inform authorities and  
partners for legal  
and community actions  
that can make a  
difference

# **ACTIONS / PROGRAMMES / INFORMATION HUB**

## **CONSCIOUS FACTORS**

Defining our sustainability criteria

## **SCHOOL TRAINING PROGRAMME**

where consumer behaviour is being shaped

## **LABELS INDEX**

Directory of product labels related to sustainability

## **COMMUNITY BUILDING**

Create affiliations and alliances. Build a strong community

## **BRANDS' GUIDE**

National brand guide sharing product and services information based on conscious criteria

## **DOCUMENTARY & PODCASTS**

Academic and scientific



## ***Our first informational initiative***

### **School Educational Workshop**

A ready-tested and approved curriculum that focuses on children 11-13 years of age, when consumer behaviourism is being shaped.

Educating on how to consciously purchase Fashion & Technology products and adopt sustainable practices in a 2-hour interactive workshop.





# **Commercial Initiatives**

## **TMH CARD**

*Introducing the 1st  
conscious  
consumption  
commercial  
community using a  
unique redeemable  
card:*

**TMH Meal Card**  
**TMH Benefits Card**

## **TMH CERTIFICATION**

*In association with  
TUV Austria*

**Rating tool** - an  
assessment for  
merchants, retailers  
and brands

**Certification** - an  
accreditation  
scheme for proven  
conscious  
businesses

## **TMH BUSINESS TRAININGS**

*Business training &  
workshops, educating  
and promoting  
conscious production  
and consumption  
practices*



## ***A network that supports local and sustainable merchants***

*Support **local** merchants. Bringing closer **additional clientele** to businesses that adopt sustainable practices*

*Specially **curated** merchants network across all neighbourhoods. Increased **visibility** and **online presence***

*TMH card holders enjoy custom **offers** and loyalty **rewards** that will support conscious consumer behavior*







## ***The cards that offer Double Benefits to your employees***

*Supporting your **corporate image.***

*Enhancing the **attraction and retention** of talented associates.*

*Endorse your employees **wellbeing.** Enhance purpose - driven actions and share experiences for a good cause.*

***Tax-free benefit** to your employees up to the amount of €1452 per year for the meal card and the amount of €300 for the gift card per year, without additional tax and insurance contributions.*

***Inform and train** your employees through TMH's responsible consumption information platform with articles, presentations, tips and podcasts with all the information they need for a **sustainable lifestyle.***





## ***Strategic Partners***



*The only cards supporting sustainable consumption and production*



# ***TMH Card - Competitive advantage***

- **1st Fintech-for-Good** venture in Greece
- **1st Conscious** pre-paid card in Greece
- World Class **Partnerships**
- **Hybrid** model (Non-profit & For-profit)
- Only employee benefits cards with all tax advantages and with **ESG & CSR** compliance
- Alignment with Sustainable **Corporate Values**
- Enhance brand awareness, become a **Sustainable employer**





***Ensuring  
Responsible  
Consumption &  
Production  
Patterns***



**12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION**



# Timeline from ideation to today...



# **Our Team**

## **Leonardo Valettas Executive Director**

*Founder and C-level manager for a variety of local and international organisations specialising in strategy and business development with a deep knowledge of start-ups and early-stage ventures. Leonardo has managed impact funds and direct investments for family offices and has been a lead advisor on several social innovation and purpose-driven ventures.*

## **Panagiotis Christofis Marketing & Comms**

*Panagiotis is a Communications and Marketing expert, digital all-rounder with two decades of experience in strategic marketing planning and business positioning. Panagiotis will coordinate all marketing and communications activities.*

## **Elena Lamprou Director**

*Elena has ten years of experience designing programs to raise awareness, develop, and accelerate social and start-up businesses. She has also participated in training programs for schools and universities to empower and gain experience in social impact team-building techniques.*

## **Panagiotis Kornaros Commercial manager**

*Commercial Manager with experience in building teams and strategies that drive growth. Panos has successfully managed commercial projects and teams in the UK and Greece and is leading TMH's business retail network.*

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## ***With the Support of***

### ***Helidoni***

***Foundation*** was established by ***Dimitris and Sara Georgakopoulos*** in 2019 and provides grants and investments in projects with charitable, educational and scientific activities in Greece. The ***Helidoni Foundation*** aims to promote development and progress by cultivating and supporting philanthropic and social initiatives that aim for sustainability. It supports many organizations that seek to find solutions with tangible social benefits and improve society in meaningful ways.



### ***Impact Hub***

***Athens*** is a local and international network aiming at positive social impact. Businesses and creative professionals work to design and implement model business models that will define the future of entrepreneurship. From social inclusion, environment and fair trade, ***Impact Hub Athens*** connects skilled professionals, creating a cross-cultural network of social solid impact.



**“ *Be the change  
you wish to see  
in the World* ”**

**- *M. Ghandi***

**-**

**...no excuses now, it's just one tap away!**







***Let's make  
together  
sustainability  
the talk of  
the town...***

