

# CORPORATE SOCIAL RESPONSIBILITY

# WEBCOR CSR NEWS /

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## LATEST NEWS

- 1/ AngoAlissar goes an extra mile
- 2/ WEBCOR: «We engage to empower»
- 3/ Webcor adopting green practices
- 4/ CSR survey

## 1/ ANGOALISSAR GOES AN EXTRA MILE

In February 2013, Webcor became a member of EFFA (European Foundation For Angolan Promotion & Development).

EFFA was established in January 2013 at the initiative of a small group of professionals who have pledged their enthusiasm and specialized skills in medicine, industry and banking together to create a service for a country they believe in: Angola.

EFFA is a non-profit association subject to Belgian laws. But its action is part of a much broader framework bringing together people from different countries and horizons sharing EFFA's values and its commitment to work for the development of Angola.

### LENDING A HELPING HAND

In February of 2014, AngoAlissar donated large amounts of food products ranging from dairy, to wheat flour, biscuits, noodles, rice, and juices to the Care Center for Children with Hydrocephalus of Kifica in Benfica.



Employees from AngoAlissar volunteered by taking part in this event through distributing goods to infant patients and their families.

However, their collaboration did not end there. When Sara Sebastião and Angelina Sanana returned to the head office the next morning, they shared their experience with their colleagues and described the heartbreaking situation of the affected children.

The outcome was overwhelming. Around 40 employees got together and contributed the amount of 32,990 kz which was used to purchase additional water, food and different household items needed for daily use.

*“You could see the gratitude in the eyes of the sick children’s parents while receiving the goods.*

*It was so rewarding”, said Sara and Angelina.*

### MAKING ANGOALISSAR PROUD



This kind of proactive engagement from AngoAlissar’s employees is what distinguishes this company.

It makes us proud and reminds us that our employees are indeed our best asset!

### FACTS ABOUT HYDROCEPHALUS

Hydrocephalus, also known as «water on the brain», is a medical condition in which there is an abnormal accumulation of fluid cavities of the brain. This may cause increased intracranial pressure inside the skull and progressive enlargement of the head, convulsion, tunnel vision, and mental disability.

Hydrocephalus can also cause death. Although it does occur in older adults, it is more common in infants.



## 2/ “WE ENGAGE TO EMPOWER”

In line with Webcor’s strategy for Corporate Social Responsibility, of which one of the primary goals is to contribute to local communities, and in collaboration with Himaya, the Lebanese Food Bank, UNICEF LEBANON and Clowns without Borders, Webcor organized an event on the 21st of March 2014 under the theme “We engage to Empower”, a title that speaks for itself.

Our initiative to implement a volunteering program that actively engages the company and our employees in facing social issues is in itself a real pioneer project in terms of cross-sector partnership which has proved to be the upcoming method of creating sustainable change.

On the 21st of March, 528 disadvantaged children, coming from tented settlements of Syrian refugees, public schools and local institutions in the Bekaa region were given the chance to take part in a full day of activities during which they were reminded that they were still children.

The main objective was to provide those children with an opportunity where they could play, eat, and have fun together as one, without any reference to their confession, nationality, political or social belonging.



## A TWO-WAY STREET

In order to measure the impact of the CSR activity, employees were asked to participate in a survey. Results revealed that the event did not only empower the children but also the volunteers themselves. Webcorians felt an increased sense of engagement, responsibility and awareness of social issues.

One employee commented: *"it helps create a sense of responsibility, connection and solidarity within the company"*.

Hiba Nesr, CSR Manager added: *"For those children, this event marked as a beautiful memory in their minds, for us it marked as a reminder that there is more to life than what our daily routine commands. However what we learned the most from this event is that no one party alone can truly bring sustainable change to societies and communities, change comes from different instances coming together in one voice to make something happen and we did make it happen: we engaged and we empowered."*

Further to its goal in creating sustainable change Webcor will assist its team members to participate in personal volunteering with Himaya. Employees interested in volunteering can go to [www.himaya.org](http://www.himaya.org) or send an email to [volunteer@himaya.org](mailto:volunteer@himaya.org).



## 3/ WEBCOR ADOPTING GREEN PRACTICES

Amidst the increased awareness of its responsibility towards its community, Webcor is committed to adopting green practices. In effect, the 3 R's Campaign "Reduce, Reuse and Recycle" was launched consecutively in Beirut, Dubai, Mozambique and Geneva. In the process, recycling bins were placed in the offices, and employees were taken through an awareness session and were encouraged to cooperate.

The results were very promising: paper consumption actually dropped in Beirut office by 42% in Q1 2014 versus Q1 2013, and 12% in Dubai office at the same period. A great accomplishment!



## 4/ CSR SURVEY

A survey was conducted in February 2014 to measure employees' perception of the company as well as their expectations in terms of CSR.

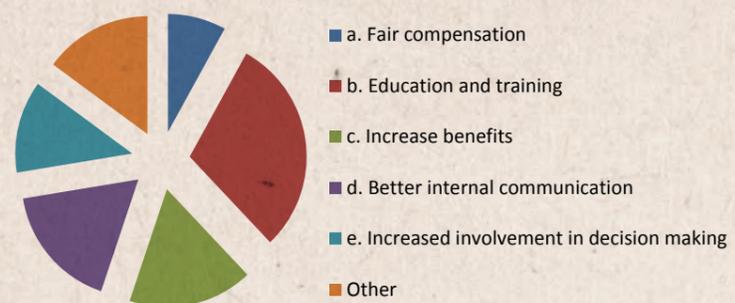
In this article, we capture some of the results.

### HOW WOULD YOU RATE WEBCOR'S PERFORMANCE IN:

	V.P.	P	A	G	V.G.
Relationship with suppliers	1%	4%	26%	51%	18%
Work environment	5%	12%	36%	35%	13%
Relationship with community	1%	17%	40%	32%	10%
Marketing and communication	5%	29%	43%	18%	5%

V.P. very poor P poor A Average G good V.G. very good

### WHAT CAN THE ORGANIZATION DO TO INCREASE EMPLOYEE SATISFACTION AND PRODUCTIVITY?



a. Fair compensation.....	8%
b. Education and training.....	30%
c. Increase benefits.....	17%
d. Better internal communication.....	17%
e. Increased involvement in decision making.....	13%
f. Other.....	15%

### IN TERMS OF EMPLOYEES' EXPECTATIONS WITHIN THE CSR FRAMEWORK, THESE CAN BE SUMMED UP AS FOLLOWS:

- More CSR involvement in local communities, namely in Angola
- Progress update on overall CSR initiatives (status of paper usage - comparison before CSR versus after CSR)
- Increased internal communication (sharing success stories across the group, etc.)
- Trainings related to work efficiency and personal growth
- Improved business processes, people management, etc.
- Improved working conditions to promote healthy working environment (offices, air, lights, etc.)
- Fairness towards all employees, irrelevant of nationality.

The input of our employees was crucial to the process of crafting our CSR strategy. This is what we call a bottom-up approach whereby everyone can have a say in the direction of our program. We have formulated a strategy that is titled "GROWING TOGETHER".

We will grow, Glow, Lead and Accelerate by Empowering our people and Engaging with our communities. This is how we all grow together.

*"Creating a strong business and building a better world are not conflicting goals - they are both essential ingredients for long-term success."*

William clay ford Jr.  
Executive Chairman,  
Ford Motor Company