

# CSR Report - Qatar

Citizenship 2017

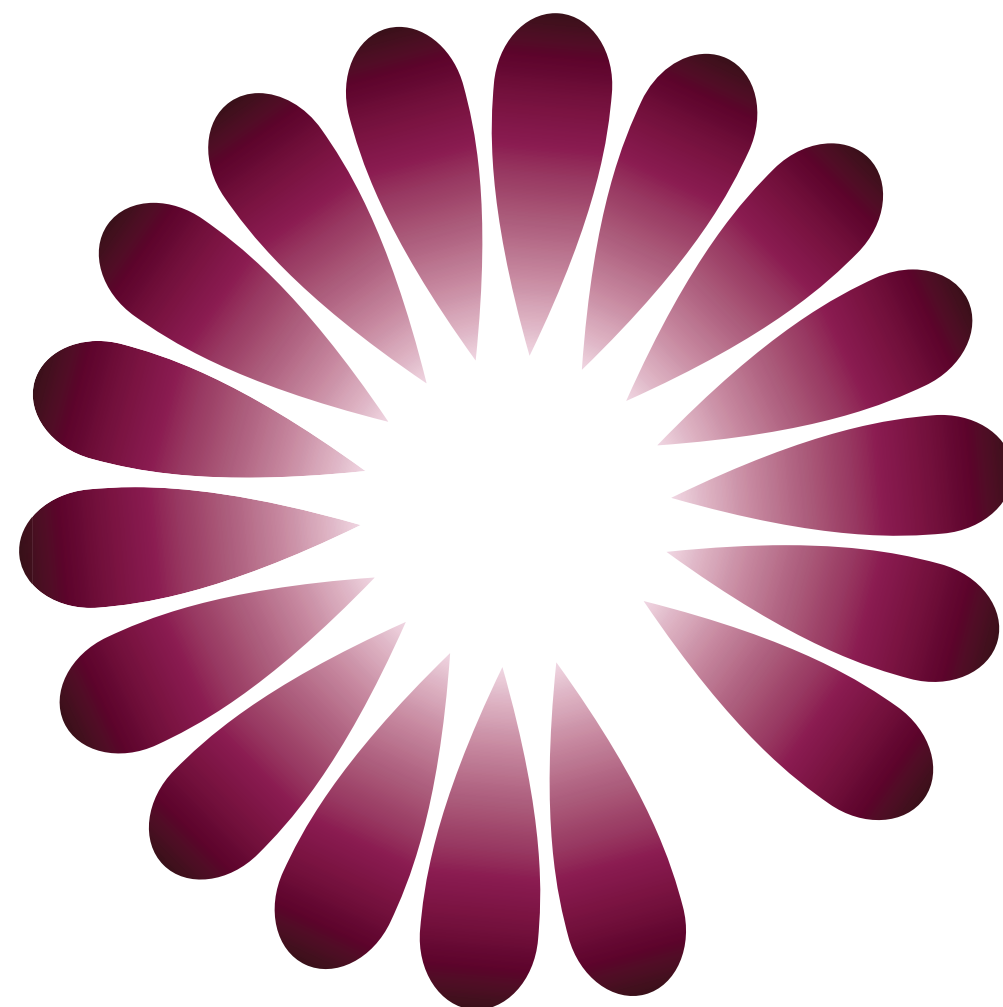
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**"The crisis has helped us decide to overcome and surpass all the obstacles"**

H H Sheikh Tamim bin Hamad Al Thani, the Emir of Qatar

6<sup>th</sup> Issue



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in Qatar's efforts towards  
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Citizenship - 2017 | 6<sup>th</sup> Issue

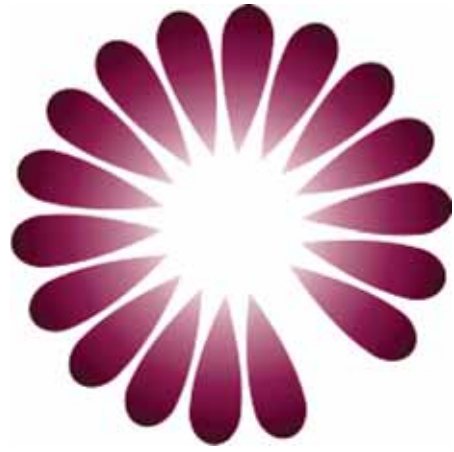
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In recognition of the efforts exerted by the Ministry of Economy and Trade to launch innovative initiatives that support the national economy and the efforts of the State of Qatar to provide a prosperous life for the citizens and residents.

HE Sheikh **Ahmed bin Jassim Al-Thani**, Minister of Economy and Commerce

**Cover** | A symmetrical shape resembles letter **Q** composed of single-pointed palm tree branches. A symbol holding many meanings, most notably national cohesion. The color derived from Qatar's flag fading into white to end transparent leaving a clear empty space symbolizing the ability to tackle challenges of the future.

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# CSR Report - Qatar

## Citizenship - 2017 | 6<sup>th</sup> Issue

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Social Responsibility in Qatar... **lead with facts**

HE Sheikh **Abdullah bin Nasser bin Khalifa Al-Thani**  
the Prime Minister and Interior Minister

CSR development  
is the means  
and the target...

**Qatar has made a huge leap in the field of CSR by supporting the development process in various sectors through which it seeks to achieve the National Vision 2030, guided by His Highness Sheikh Tamim Bin Hamad Al-Thani, Emir of Qatar.**

The development phase has led to a rise in the population, thereby, increasing the strategic need to increase the pace of development in all facets of life. This required creating a mechanism for monitoring and supply of main materials and commodities, and to take actions to maintain a safe and stable economic and social life. In this essence, the government realized that an increased focus on CSR can be the means and the target.

The social responsibility of Qatar towards the current and future generations, was demonstrated in innovative projects such as "Imdad", which is a practical interpretation of Qatar National Vision to tackle the challenges to sustain the community's prosperity, now and in the future. The project provides a mechanism for strategic forecasting of the inventory of goods and products, and guarantees to meet all supply requirements without any shortage or deficit.

The national program for the conservation and efficient use of water and electricity "Tarsheed" is clear evidence of Qatar's commitment to CSR, especially towards the environment and achieving sustainable development that can build a modern state following the international standard. The program aims to raise awareness of the culture, technology, legislations and regulations related to rationalized and efficient use of energy and renewable energy in Qatar, while taking into consideration the social and economic growth, the environmental effect, and the prosperity of citizens and residents.

Qatar's efforts in the field of power rationalization correspond with the global interest in sustainable development, environment preservation, and national resources to ensure their sustainability. The most important of these resources are electricity and water, which are vital for the comprehensive development and the implementation of its projects.

Perhaps, the positive results achieved by the "Tarsheed" program, which was the reduction per capita of consumption of electricity by 14% and water by 17%, is a motivation for us to continue supporting this program to achieve its noble objectives.

Citizens and residents of Qatar should cooperate in the rationalization of electricity and water consumption. It is a common moral, national and religious duty to preserve our natural resources that God has granted us, and to ensure a sustainable decent livelihood for us and for future generations.

The "Made in Qatar" exhibition showcased one of Qatar's CSR initiatives with its focus on the development of the local markets and their conversion from consumptive to productive, and helping markets depend on the diversity of sources of income aside from oil and gas. The government supports the private sector through providing procedures that guarantee that public companies do not compete with the private sector, based on its belief in the importance of the partnership between both sectors.

The government is keen to implement the governance system and the wise management principle in the corporate law to protect the rights of individuals and the interests of companies.

The principle of transparency is also being applied through e-government to save time and effort for the citizens, in addition to many systems and initiatives that demonstrate Qatar's CSR leadership in theory and practice.



## Citizenship... a social responsibility of the society



Dr. **Hassan Rashid Al Derham**, President of Qatar University

Creating courses  
about the siege  
reflects QU's Social  
Responsibility.

**Citizenship... One word that can fill a dictionary with its noble meaning.**

**Qatar University is proud to have "Citizenship" as the theme of this year's version of the national CSR Report; a platform where CSR leaders of the Qatari organizations have their visions shared.**

Because the siege was the most dominating issue on the local scene, Qatar University found in this theme a form of social solidarity established by CSR.

In this regard, the University has undertaken many initiatives and hosted many activities and seminars that upheld citizenship values in the face of the siege, which has increased the society's insistence that Qatar remain loyal to its principles and ideals to be always a beacon of enlightenment, and a safe haven for the oppressed.

Based on the success of the CSR report in attracting the leaders of major public and private sector corporations, Qatar University relies on the report's outputs to inspire students and the Qatari society to deal with the effects of the siege.

The report and the accompanying exhibition are the perfect interactive platform for the academic sector and the business community, in which Qatar University students engage in the various business sectors just before their graduation in various sectors and are directed to contribute to the four pillars of QNV 2030.

These outputs have been reflected in the raised awareness of university students who have completed dozens of studies on the siege in a way that reflects their knowledge of the consequences of the Gulf crisis on Qatar and the region.

As part of its CSR strategy, Qatar University had created a number of courses related to "the siege crisis" to explore it from different aspects: media, economic, social and legal.

Qatar University, as a representative of the higher education, was keen to well inform its students and educate them about the crisis since its early stages.

The preparation of this year's version of the CSR report was based on the speech of HH the Emir Sheikh Tamim bin Hamad Al-Thani, who said that "the crisis has helped us decide to overcome and surpass all the obstacles".

At the core of this vision was the reaction of the major leaders of this society to reassure their citizenship loyalty that was documented in the Report as a social responsibility of our society.





**We direct our CSR activities to add value and boost investing in education.**



Dr. Khalid Shams Al-Abdulqader, Dean, CBE, QU

**Our partnerships are programed to expand graduates' insights and develop their competencies.**

**The College of Business and Economics at Qatar University is committed to play its CSR role towards the students and the community by managing its activities, building partnerships and channeling its relationships along the path to add value and promote sustainable investment in education.**

CBE considers the International Conference on Entrepreneurship in Economic Development as one of the leading CSR platforms based on the important role it plays to nurture an innovative and creative generation.

The Entrepreneurial Support Initiative "Maan" (Together) is an effective CSR activity that encourages and supports entrepreneurs with new and innovative ideas from Qatar University students and other Qatar nationals, both technically and

financially, and believes their role is important for building generations capable of achieving their goals and ambitions complying with QNV 2030, which aims to achieve human and economic development, especially a knowledge economy capable of absorbing the diversity of entrepreneurs' ideas.

CBE organized an educational day for students with the participation of Qatar Stock Exchange CEO.

The event included a simulated trading model to raise awareness among the students about the concepts of financial markets, companies, mechanisms of operations, principles of investment and trading in Qatar Stock Exchange, in addition to its vital role as a genuine reflection of the national economy.

The educational day focused on combining theory with practical knowledge to provide a rich and interactive learning experience, giving students the possibility to live the practical applications of the theoretical material they have learned in the classroom.

Hosting QFC CEO by the College was a great opportunity for the students of CBE to learn more about the center and its ongoing efforts to raise the level of graduates and provide them with the best training to well serve their country; locally, regionally and internationally.

An interaction platform between the students and the Business sector, which is expanding graduates' insights and developing their competences.



**Citizenship... a social feeling**

**QatarCSR**



Mr. Fadi Khodr, Editor in Chief

**There is no value of social actions if not beneficial morally and materially to the nation.**

**These days, we have a great feeling of our basic responsibility towards society, which is the national sense of belonging to this haughty value: homeland. But where does this feeling come from and what moves it inside us?**

The famous psychoanalyst Carl Jung says of feeling: "A rational cognitive function depends on evaluation, which is equivalent to the function of thought, and is not an emotion, as discussed by many. As thinking has nothing to do with logic, feeling is not an emotion, but an assessment of things towards us. You value your brother and set his position for you neither by thought nor by intuition or sense but by feeling".

Therefore, this sense of belonging towards the homeland is not a result of (emotion), but of our (awareness) of the value of the homeland towards our existence.

We are fully aware that our existence is deficient without our sense of belonging to the homeland, the people and the family.

There is no real value for existence without the human extensions of this existence. The highest of which is the community we live in and is living in our minds.

Just as social responsibility is a national duty, citizenship is a social feeling. And there is no value of social actions if not beneficial morally and materially to the nation.

Any company contributing to the service of the community and the nation must realize that it promotes the positive link between all categories of stakeholders, which leads to increasing their confidence in the company and its products. In addition, its social responsibility is creating a strong, effective, indirect and genuine promotion line.

Corporate Managements must be aware that the (interest) of the society and the country are inseparable from their direct commercial (interests), which necessitates placing the social responsibility criterion within their core strategies, rather than on the margins of their budgets as an uncommercial social duty.

Taking into consideration this concept and understanding the nature of the social feeling is one of the most important aspects of smart marketing and is available only in the corporations that have a major role in the service of the nation and society.





## Ahmed bin Jassim Al-Thani... CSR Person of the Year



"National Product" campaign, assurances to the society, initiatives and partnerships that reinforced tackling the current national challenge

HE Sheikh **Ahmed bin Jassim Al-Thani**, Minister of Economy and Commerce

**Qatar University has named H.E. Sheikh Ahmed bin Jassim bin Mohammed Al-Thani, Minister of Economy and Commerce, as CSR Person of the Year 2017 in recognition of the ministry's efforts and its role in launching innovative initiatives that bolster the national economy and support the state's efforts towards ensuring a decent standard of living for the country's citizens and residents.**

The Ministry of Economy and Commerce has sought to cement Qatar's advanced position on the global economic map and pursue the journey towards establishing a diversified and competitive knowledge-based economy in line with the policies set by the country's wise leadership and the Qatar National Vision 2030.

The ministry's initiatives have contributed to enhancing the role of the private sector as an active partner in strengthening and bolstering the national economy through the development of an advanced legislative framework to regulate the business environment.

In this context, Qatar has ratified new laws and introduced amendments to existing legislations such as Commercial Companies Law and Commercial Registration Law in addition to the creation of a single window for investor services, providing advanced electronic services for business incorporation and streamlining procedures for licensing businesses.

The ministry has also worked towards developing advanced economic and logistic zones to serve investors needs while promoting Qatar's efforts towards achieving self-sufficiency by motivating national companies to increase their production. The ministry also launched an initiative to support and protect national products in local markets through the establishment of a committee on the protection of national products and combating practices that harm them in international trade in addition to launching the seasonal market initiative to promote products.

As part of its efforts to bolster the investment environment, the Ministry of Economy and Commerce has worked on promoting Qatar as a leading destination for foreign direct investments by contributing to the promulgation of several draft laws governing foreign investments

including the draft law on regulating the investment of non-Qatari capital in economic activity and the Investment Free Zones Law.

In this context, the ministry has organized several international economic forums and meetings to highlight the attractiveness of the Qatari economy as well as to bolster bilateral economic and trade relations with friendly countries and empower the private sector to launch investment projects that enhance the competitiveness of the national economy.

The ministry also oversaw the signing of several agreements and memoranda of understanding which have contributed to the development of economic and investment cooperation with key trading partners around the world, including the US, UK, Turkey and Iran.





## Ministry of Economy and Commerce's Social Responsibility initiatives



Ministry of Economy and Trade  
devotes all efforts and endeavors  
to serve society members.

**Thanks to its sound economic policies, Qatar has succeeded in the past years in diversifying its income sources and laying the foundations of one of the most promising economies on the regional and global levels. Qatar's success reflects the key role that the private sector has played in bolstering the national economy in line with the vision of His Highness the Emir Sheikh Tamim Bin Hamad Al-Thani to build a diversified and competitive knowledge-based economy as outlined in the Qatar National Vision 2030.**

In line with these economic policies, Qatar has embraced an advanced economic model that has cemented its position as a major regional economic hub. The State has managed to overcome various regional and global challenges and laid the groundwork for a new economic phase that saw Qatar open up to its trading partner around the world, promote its national products and rely on its own capabilities.

In addition to its role in developing the national economy and creating an environment conducive to business activities, the Ministry of Economy and Commerce has dedicated a great deal of attention to serving the community. In this context, the ministry gave priority to

the promotion of social responsibility as a key aspect of its development journey and a source of inspiration that strengthens loyalty and commitment to the development of this nation and its people.

To this end, the Ministry of Economy and Commerce has launched several initiatives aimed at strengthening public private partnerships and encouraging the private sector to contribute effectively to the development of the national economy and the promotion of local products. The Ministry has also introduced amendments to laws and regulations governing several economic sectors such as the consumer, trade and investment sectors, in an effort to bolster commitment to serving the Qatari community at various levels.

### "National Products" initiative

In 2017, the Ministry of Economy and Commerce sought to promote national companies, facilitate the flow of Qatari goods and enable local products to access international markets. To this end, H.E. Sheikh Ahmed bin Jassem bin Mohammed Al-Thani, Minister of Economy and Commerce, along with a number of officials, held a series of meetings with representatives of the private sector and government agencies to take advantage of economic and trade agreements ratified by Qatar

and identify the challenges facing Qatari producers both locally and internationally.

In parallel with these efforts, the Ministry of Economy and Commerce has spearheaded efforts to promote local products under the slogan "National Products." The slogan was part of an initiative launched in cooperation with malls and major retail outlets. The initiative aims to showcase and facilitate consumer access to goods bearing the "National Product" mark. In this context, the Ministry has partnered with Al Meera Consumer Goods and Bedaya Center, to enable local startup companies to showcase and market their food and consumer products in the country's largest retail outlets.



## National Product Initiative Objectives



Stimulate markets and encourage investors to release new products

Support national products and promote them in local markets

Support investors and empower them to easily reach consumers

## National Product Characteristics



DIVERSE PRODUCTS



HIGH QUALITY



COMPETITIVE PRICES

## Privileges Assigned to National Products

- |                          |                                    |
|--------------------------|------------------------------------|
| 1   Display Priority     | 4   No Display Fees                |
| 2   Free Advertising     | 5   No Product Listing Fees        |
| 3   No Registration Fees | 6   Discounts don't Apply on Sales |



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**Food security**

Qatar has made major strides in promoting food security-related projects. As part of its strategy to achieve food security, the state has launched an initiative to establish four aquaculture projects. The state will also issue licenses to establish four greenhouse agricultural projects to produce 80,000 tons of fresh vegetables and fruits each year, at a production rate of 20,000 tons per year for each project. The project will reach its maximum production capacity within 5 years from the date of the signature of the contract.

The State has also completed the first phase of a program to maintain a strategic stock of food supplies and feed, whereby the ministry has built a strategic stock of food and feed to cover the strategic needs of the state.

**“Aqal Min Al Wajeb” initiatives**  
Each year, the Ministry of Economy and Commerce unveils a series of initiatives to mark the holy month of Ramadan under the theme “#Aqal\_Min\_Al\_Wajeb”, the Arabic for “#the\_least\_we\_can\_do.”

These initiatives were designed to cover all aspects of the Ministry’s activities in terms of organization, partnership and support, and to raise awareness about various consumer and commercial topics. These include the subsidized sheep initiative and another initiative to bolster the productivity of bakeries and cafeterias.



The Ministry also launched an initiative, offering discounted prices for over 418 consumer goods, in addition to stabilizing the price of more than 50,000 food and non-food commodities in cooperation with mall and major retail outlets.

The ministry has also urged malls and restaurants to extend working hours during the holy month of Ramadan and clearly inform consumers of working hours.

**Regulating and supporting the business sector**  
In line with its efforts to bolster the business environment and support SMEs, the Ministry has launched several pioneering initiatives, including the “Single Window Project for Investor Services” at the Ministry of Economy and Commerce.

The window provides integrated and interrelated services offered to clients by the Ministry of Economy and Commerce as well as other government agencies. These services enable clients to complete many of the procedures relating to the incorporation of businesses and to immediately secure approvals to kick start a number of business activities.

As part of its efforts to support SMEs and entrepreneurs, the Ministry of Economy and Commerce has also streamlined procedures for the issuance of licenses for the construction of business centers.

The Ministry has also granted licenses for home businesses based on the decision of HE the Minister of Economy and Commerce No. (242) of 2016 on the conditions, regulations and procedures for granting licenses for home businesses. Based on decision No 243 of 2016 of the Minister of Economy and Commerce on the regulations and conditions for the licensing of street vendors, the Ministry of Economy and Commerce has also launched a new initiative to regulate the work of street vendors by specifying permissible activities, requirements and standards and conditions for issuing licenses.

In a bid to support entrepreneurs and small investors, the Ministry has also organized a public lottery over 12 investment opportunities pertaining to the licensing of mobile vendors. The Ministry recently announced new opportunities for licensing mobile vendors, complementing its efforts to support the private sector.

The Ministry of Economy and Commerce has also launched a seasonal market for camping supplies by allocating spaces in Al Rufaa Celebration Road. The initiative effectively contributes to stimulating local trade activity, supporting the state’s economy and creating a diverse environment that contributes to the growth of the commercial and private sector.

The market aims at providing appropriate spaces for Qatari traders and productive families in a bid to create a suitable environment for these families to market their products, which has a positive impact on the families.

The Ministry has also organized the seasonal Dates Market, the largest specialized exhibition in all varieties of dates. The market offers traders, entrepreneurs and SMEs the opportunity to display their dates products and related manufactured goods to the public, which will have a positive impact on their business.

The Ministry invited foreign companies to participate in the dates market in a bid to introduce local dates products and enable foreign companies to exhibit their products, giving companies the opportunity to enter into agreements and partnerships that will give access to new markets and promote trade growth in the field of date supply.

The market will also empower local investors to market their products in foreign markets by allowing local entrepreneurs to gain insight into the expertise of participating countries to improve the quality of local date products and strengthen its position in foreign markets.



**Consumer protection**  
Throughout 2017, the Ministry of Economy and Commerce pursued efforts to protect consumer rights through the adoption of a number of initiatives aimed at ending monopolies, curbing price increases and regulating markets.

In this context, the Ministry’s Permanent Committee for the Management of Central Markets has sought to implement projects that contribute to the development of markets in the country.

The committee announced the opening of the Umm Salal Central Market, which was established to provide consumers with basic commodities such as fish, vegetables, fruits and meat in addition to many other goods and products.

In 2017, the Ministry also announced the full implementation of the Cabinet’s decision on exempting a number of products from the provisions of Law No. (8) of 2002 which regulates the work of commercial agents.

The Ministry notified commercial agents of the need to amend the records of 35 basic food and consumer goods included in the resolution, by writing off these goods from the register of commercial agents at the ministry.

In a bid to ensure transparency in commercial transactions and strengthen trust between suppliers and consumers, the Ministry of Economy and Commerce has also launched the “Shop with Confidence” initiative when it comes to announcing discounts and promotional offers.

Through this initiative, the Ministry aims to crack down on violations as well as fake and unlicensed promotional offers.

The Ministry of Economy and Commerce has also issued a circular regulating the return and exchange policy of products. The circular

outlines in details under which circumstances a consumer can exchange products or request a refund.

The Ministry also compelled commercial establishment to use Arabic as the main language in invoices and data pertaining to services and products as well as in reception and communication centers in order to ensure consumers’ right to access correct information relating to purchased goods and services.

The Ministry has also shed light on Law No. (5) of 2017, which regulates transactions in subsidized goods, raising awareness of new provisions aimed at regulating access to subsidized goods through designated sale centers at commercial markets, as well as regulating the trading of subsidized goods according to the highest standards.

In a bid to protect consumer rights, the Ministry unveiled last year uniform contracts for the rental and equipment of wedding halls and tents.

As part of its efforts to control markets and ensure the compliance of suppliers with their obligations under Law No. (8) of 2008 on consumer protection and its executive regulations, the Ministry has also issued a circular to dealers and distributors of air conditioners on regulating the display, sale and warranty of air conditioners in line with the Ministry’s policies on regulating commercial activities in accordance with the laws and regulations in force to protect fundamental consumer rights.

Also, as part of its efforts to develop the automotive industry, promote competition in terms of maintenance and repair services and create a competitive environment that incentivizes workshops to improve the efficiency and quality of their services, the Ministry of Economy and Commerce has launched an initiative to end monopoly and bolster competition in the automobile market. The initiative falls in line with

Ministerial Decree No. (418) of 2016 which regulates the licensing of third party workshops in a bid to promote fair competition in vehicle after-sales services.

The initiative is aimed at protecting consumers’ rights, promoting competition in terms of maintenance and repair services and creating a competitive environment that gives clients freedom of choice in terms of car maintenance, spare parts and warranty.

In a bid to raise awareness among consumers, ensure their right to access accurate information and empower them to take appropriate decisions, the Ministry has also issued a circular calling on all vehicle agents and dealers across Qatar to post fuel efficiency labels from 2017 models onwards. The label determines the vehicle’s fuel efficiency based on fuel economy measures.

**Promoting Public Private Partnerships**  
The Ministry of Economy and Commerce is pursuing efforts to support the private sector through numerous initiatives dedicated to the promotion of public private partnerships. The first public-private partnership project bore fruit in 2017 as final preparations were underway to inaugurate and operate the GWC Bu Sulba Warehousing Park.







### Opportunities in the education and tourism sectors

The Ministry has offered investment opportunities to develop and operate private schools in order to encourage investments in the education sector.

Another project that involves the transformation of the old Doha Exhibition Center into a modern and integrated entertainment city has also been announced to encourage investment in tourism projects.

### Logistics areas

The Ministry of Economy and Commerce's Technical Committee to Stimulate Private Sector Participation in Economic Development Projects organized a public draw for the allocation of 119 multi-use commercial land plots in the Logistics Zone (Al-Wakra, Birkat Al Awamer and Aba Saleel).

These commercial plots offer investors the opportunity to participate in the development of business sectors in these areas by building showrooms, commercial shops, clinics, banks, restaurants among other facilities.

### Advanced e-services

As part of its efforts to continuously improve and develop its services in a bid to upgrade the Business Services System in Qatar and facilitate the delivery of services to clients, the Ministry has launched smart e-services that enable users to issue and renew licenses and commercial records as well as

search for a trade name, among other e-services launched in 2017 such as:

- E-services to issue licenses for the management and operation of bakeries
- Developing a software to issue licenses for discount and promotions
- Supply services

- Patent registration e-services
- Service to issue certificate of deposits and Patents
- Commercial agencies' services
- Trademark registration service

The ministry has also launched a new service for the incorporation of companies through its mobile app, which allows investors around the world to establish companies at any time through the application by reserving a trade name and establishing a limited liability company, a sole proprietorship or an individual enterprise.

The ministry has also taken the necessary measures to reduce the period it takes to renew commercial license for shops. Investors and entrepreneurs could currently renew licenses immediately as opposed to the previous 48-hour duration.

### Advanced e-services

New eservices for Individuals and Corporations

#### Launching Commercial Agencies Services

Record Commercial Agent	Registration Commercial Agency	Record amendment Commercial Agency
Renewal Commercial Agent	Write-off Commercial Agency	Record write-off Commercial Agency
Extract of registration certificate Agent or commercial agency	Negative certificate Commercial Agency	

#### Discounts

#### Development of the licensing program for discounts and promotional offers

Licensing Services Discounts and promotional offers	Issue, cancel or modify Discount Licenses (Discounts, Legislation, and Festival Discounts)
Issue, cancel or modify licenses for promotional offers (Special Offers, Price Draws, Sweep, Win & Promotions)	

### Studies, research and awareness programs

Within the framework of initiatives aimed at educating members of the community and promoting a culture of investment among all segments of society, the Ministry of Economy and Commerce has issued periodicals offering a range of investment and economic advice.

The Ministry is also issuing studies and reports that enable investors and entrepreneurs to identify their objectives and develop investment and economic plans.

The Ministry has also provided a number of investment tips in sectors that would contribute to bolstering the competitiveness of the national economy.

Ministry called for investments in restaurants and travel agencies while also encouraging investments in street vendor activities based on decision No. 243 of 2016 by H.E. the Minister of Economy and Commerce on regulations and requirements for licensing street vendor activities. Throughout the year, the ministry

has also sought to launch a series of tips aimed at raising community awareness and educating consumers on various life aspects and guiding them into making the right decisions.

In this regard, the ministry has provided a number of tips on children investment portfolios, the periodic maintenance of vehicles, the reduction of food waste, and smart shopping in Ramadan as well as tips on the benefits of dates and fish and how to purchase them.

## منتجات الشركات الوطنية الناشئة متوفرة الآن في "الميرة" بمجمع الجلف مول



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## CSR at Ministry of Foreign Affairs



HE Sheikh Mohammed bin Abdulrahman Al-Thani

CSR is  
a humanitarian  
duty.

**The Ministry of Foreign Affairs continued its leadership in CSR at the local and international levels as one of the most significant supporters of humanitarian and development initiatives including educational, environmental, cultural, human rights and relief activities.**

### World Autism Awareness Day

The Ministry of Foreign Affairs illuminated its buildings in blue, to mark World Autism Awareness Day. Celebrating April 2 as World Autism Awareness Day came based on a proposal by the State of Qatar.

The Ministry of Foreign Affairs' celebration was in solidarity with an international campaign to mark the occasion.

The campaign is organized by (Autism Speaks), an autism advocacy organization in the United States, which called for illuminating

famous buildings and landmarks around the world in blue to mark the occasion.

### Combating Violent Extremism

The Foreign Ministry's Diplomatic Institute organized a forum on combating violent extremism on the sidelines of the 7th meeting for the board of Global Community Engagement and Resilience Fund (GCERF), which was hosted in Doha for the first time in the Middle East.

The forum was attended by the secretarial of the fund, and entities related to fighting violent extremism, administrations, concerned offices from different ministries such as the Ministry of Foreign Affairs, academic and research institutions and a number of governmental and non-governmental organizations.

The forum aimed to coordinate and unify the efforts of fighting violent

extremism and to benefit from global experiences in the field. It also aimed to introduce the efforts of the State of Qatar in the field of blocking extremism and assisting local societies on resilience and the State's financial contributions in supporting GCERF.

### The national CSR report

The Ministry of Foreign Affairs participated in the launch of the 5th edition of the annual national CSR report (Leaders' Visions) held at Qatar University, which presented the Ministry with a distinguished shield in recognition of its role in this field.

The report highlighted that the Ministry of Foreign Affairs sees the promotion and protection of human rights as a strategic objective for the State of Qatar to be achieved at the national level and through regional and international efforts.



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Qatar Creating Vision



www.orbis.org



www.mofa.gov.qa





#### Arab Cultural House in Berlin

HE Qatar's Deputy Prime Minister and Minister of Foreign Affairs Sheikh Mohammed bin Abdulrahman Al-Thani opened the Arab Cultural House "Al Diwan" in the German capital of Berlin, aiming at spreading the Arab culture in the framework of the Qatar-Germany Year of Culture. The Arab Cultural House is the fruit of the Qatar-Germany Year of Culture, which was characterized by many cooperative projects and cultural exchanges.

#### Support UN Office for the Coordination of Humanitarian Affairs

The Qatar Fund for Development, has signed an agreement with the UN Office for the Coordination of Humanitarian Affairs (OCHA) to provide a multi-year generous financial contribution of \$40 million to support the office.



#### Support PACES foundation

Qatar Fund for Development (QFD) has signed a one-year grant agreement to support PACES foundation in training 6,220 children in the age group of 7-16 years in the refugee camps and most marginalized areas in Palestine, Jordan and Lebanon.

The grant aims to support the activities of the foundation in 2017 in areas such as health, hygiene, sports programs and awareness courses for children.

#### Support for Counter-Terrorism

The State of Qatar has provided financial support worth US \$ 250,000 for the United Nations Centre for Counter-Terrorism (UNCCT), which aims to strengthen the capacity of Member States to implement the United Nations International Counter-Terrorism Strategy. It also works with the Qatari (Silatach) Foundation



to implement and facilitate skills programs for the youth and provide job opportunities for them.

#### Donates for Humanitarian Partnerships

The State of Qatar has donated \$200,000 to the Office of the United Nations Assistant Secretary-General for Humanitarian Partnerships with the Middle East and Central Asia in Geneva.

#### National Sports Day

The Qatari Ministry of Foreign Affairs participated in the Sports Day at the Diplomatic Club, under the auspices of HE the Foreign Minister Sheikh Mohammed bin Abdulrahman Al-Thani.

The program included many sports, social and cultural activities that were well received by the participants and their families.



www.mofa.gov.qa

Children of refugee camps... in the center of our attention.







#### Qatar's' International Award for Dialogue of Civilizations

The Qatar's National Committee for Dialogue of Civilizations at the Ministry of Foreign Affairs was keen to sponsor and support the Dialogue among Civilizations and peaceful coexistence between the religions and cultures where it adopted Qatar's' International Award in collaboration with the ISESCO Chair of the Alliance of Civilizations at the University of Qatar. The Award will be given to the best research on the topics of the award, which include many themes, such as the dialogue's concept, philosophy, dimensions as well as problems of dialogue and communication. Dialogue will also tackle innovative visions of civilized and effective dialogue that helps build homelands and civilizations. Winners of the Award will be

honored during the Doha Forum, organized by the Ministry of Foreign Affairs.

#### United Nations Alliance of Civilizations Fellowship Program


The Qatari Committee for the Alliance of Civilizations at the Ministry of Foreign Affairs receives annually the delegation of the United Nations Alliance of Civilizations Fellowship Program, in which 17 young leaders from Europe and America participated in 2017. The event was organized in the framework of deepening mutual understanding of youth in both the Western and Muslim worlds by providing them with the opportunity to increase their awareness of cultural, political, religious and social differences and the role that young people can play in reducing extremism and fanaticism.

#### The awareness Program of the alliance of Civilizations


In the framework of implementing the contents of Qatar plan for the alliance of Civilizations, the Qatari secretariat of the committee of the Alliance of Civilizations at the Ministry of foreign Affairs convened many orientation meetings with the students of the academic, education and youth institutions with a view to introducing the issue of alliance of civilizations and highlighting the general and special goals which it seeks to achieve, as well as the most important programs and activities carried out by the UN secretariat of the Alliance of Civilizations together with reviewing the most important activities and events conducted by the State of Qatar in the various fields within the framework of the Alliance.



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## Social Responsibility at Qatar Media Corporation



HE Sheikh Hamad bin Thamer Al-Thani, Chairman



HE Sheikh Abdulrahman bin Hamad Al-Thani, CEO

**This year, Qatar Media Corporation (QMC) has been highly active and engaged in Corporate Social Responsibility efforts through various initiatives and programs.**

### Beginning of the blockade

On Monday, June 5th 2017, coinciding with the beginning of the holy month of Ramadan, a blockade was imposed on the State of Qatar. It began with the hacking of Qatar News Agency (QNA). Fabricated statements were falsely attributed to His Highness the Emir of Qatar, Sheikh Tamim bin Hamad Al-Thani. It was under this false pretext that diplomatic ties with Saudi Arabia, United Arab Emirates, Bahrain and Egypt were severed a few days later.

Instantaneously, fake news reports and defamatory media campaigns were launched by the four blockading countries in order to gain support against Qatar. The shocking news left many confused and resulted in several related hashtags trending worldwide on Twitter.

However, this unexpected and unprecedented circumstance has created new opportunities to highlight and showcase QMC's CSR efforts.

### Facing the Crisis

QMC has played a major role in confronting the siege by coordinating with different media outlets in the country, in order to keep up with the latest developments and create a unified media front, publishing truths.

### Media Platforms

Since the beginning of the blockade and until today, QMC has been one of the leading voices in the country addressing the accusations and fabrications reported and echoed by the blockading countries on various platforms, both official and social.

QMC was continuously present in its coverage of any developments relating to the blockade, thus emphasizing the role media plays in serving the community.

The coverage included breaking news, official press releases, as well as official speeches of His Highness the Emir of Qatar including diplomatic tours abroad and his popular return to Doha. In addition, political experts and analysts were featured on different QMC platforms in order to explain and clarify various reports relating to the current political situation.

Diplomatic tours made by HE Sheikh Mohammed bin Abdulrahman Al-Thani, the Foreign Minister of Qatar, as well as, HE Dr. Khalid bin Mohammed Al-Attiyah, Minister of State for Defense Affairs, were also among QMC's most significant coverages in recent months.

QMC was also present at the Gulf Cooperation Council Summit held in Kuwait on the 5th of December 2017, broadcasting details of the summit. It also reserved special coverage due to the keen participation of the Emir of Kuwait, HH Sheikh Sabah Al-Ahmad Al-Sabah, to unite and preserve the GCC.



HE Sheikh Abdulrahman bin Hamad Al-Thani, CEO of QMC... First to announce on twitter that (QNA) is hacked.



Moreover, economic agreements signed by the Minister of Economy and Commerce, HE Sheikh Ahmed bin Jassim Al-Thani, have been highlighted and covered in depth along with the impact it will have on the country.

The coverage also shed light on the tours made by the President of the National Human Rights Committee, Dr. Ali bin Smaikh Al-Marri, as well as the launch of Qatar's Government Communications Office website, publishing information on the blockade: [www.lifttheblockade.com](http://www.lifttheblockade.com)



### 'Our Lives' Program

The Qatar Television program, 'Our Lives,' covered news and events of interest to citizens and residents in Qatar, with segments focusing on economy, culture, sports and other aspects of life. The program conveys Qatar's transformation after the blockade. Specialists were hosted to answer questions relating to the different segments and reports covered during the program.

### The Truth: The Conception and Its Objectives

Immediately after the surprising and ferocious media attack launched by the blockading countries, it was clear that the aim was to isolate and depict Qatar as "an enemy" in the region and in the world.

In the midst of a crisis cluttered with fake news, QMC sought to be a truthful voice heard by the masses.

This was the idea behind the Qatar Television program 'The Truth' proposed by the CEO of the Corporation, HE Sheikh Abdulrahman bin Hamad Al-Thani.

The program, which launched on the 5th of June 2017, the day the blockade was imposed, intended to inform viewers and reveal the truth of the situation while committing to highly ethical and unbiased journalistic reporting. The program 'The Truth' succeeded in a short time to attract millions of viewers from Qatar and abroad and continues to be updated on all the official developments.

Reflecting Qatar's position during the crisis, 'The Truth' helped combat false claims and reports made against Qatar. It very quickly turned into an honest and powerful source of news, with an opportunity for viewers to also interact through social media.

Over the past few months, the program managed to expose the viewers to hundreds of news and analysis reports, some containing sensitive and undisclosed information.

During the beginning of the blockade, the program aired daily, in order to inform viewers on all the constant updates and developments of the crisis. The program eventually started airing only twice a week and now airs on a weekly basis.

The program also hosted dozens of official figures and experts from different fields to participate in the discussion and cover all the questions and concerns raised by the viewers.

These diverse and distinguished guests contributed to the discussion and analysis of the crisis and its effect on areas such as: politics, economy, media, security, education, and more.





### Truth and Standards of Modern Media

Due to the transparent format of the program, the scope of public interaction was widened through

two interactive seminars, one on the 100th day of the blockade and another on the 200th day. Both events highlighted the main achievements and obstacles Qatar

had to overcome due to the blockade. The program continues to showcase Qatar's achievements, goals and future projects.



### Guests interviewed on 'The Truth'



HE Sheikh Abdullah bin Nasser Al-Thani, Prime Minister and Minister of Interior, said that the aim of the crisis was to intervene in Qatar's internal affairs and sovereignty. The interview highlighted the measures taken by the Qatari government immediately after the siege, in order to overcome the blockade. He also mentioned the amendments made by HH Sheikh Tamim bin Hamad Al-Thani to the permanent residency law allowing beneficiaries to carry out business activities and own residential and investment properties. He also described the new push to open up new industries in the country.



HE Sheikh Hamad bin Jassim Al-Thani, the former Prime Minister, addressed the turbulent history of the Gulf States relations and the conspiracies against the State of Qatar. He referred to Al Jazeera as one of the root causes for the rising tensions between the Gulf States. He also signified HH Sheikh Tamim Bin Hamad Al-Thani's wisdom in handling the current political crisis. In addition, he confirmed that the staff he worked with worked hard and diligently.



HE Dr. Khalid bin Mohammed Al-Attiyah, Deputy Prime Minister and Minister of State for Defense Affairs, referenced the 2013-2014 GCC crisis, which led to the withdrawal of ambassadors from Qatar and discussed the hacking of Qatar News Agency (QNA). He also mentioned the several failed coup attempts on Qatar and stated that, after this blockade, Qatar did not lose Saudi Arabia, instead "it is Saudi Arabia who lost Qatar."



HE Sheikh Mohammed bin Abdulrahman Al-Thani, the Qatari Foreign Minister, spoke about the diplomatic relations with the blockading countries prior to the crisis, the dispute with the UAE two months before the siege, and the Kuwaiti mediation efforts. He also stated that the demands made by the four blockading countries were unacceptable, as it imposed on the states' sovereignty. He additionally mentioned the fact that the four countries have not provided any evidence to their claims against the State of Qatar.



HE Sheikh Ahmed bin Jassim Al-Thani, Minister of Economy and Commerce, began by stating that, despite its intention, the crisis did not affect the movement and exchange of trade with other countries. He added that the country's strategy today has shifted to focus more on the diversification of the economic sectors and to rely less on the oil sector, which represents Qatar's National vision 2030.





#### Qatar Radio

Since the first day of the blockade, the news control unit was actively covering all the latest developments, through four main daily detailed news bulletins, exposing inhumane violations and refuting accusations made by the blockading countries.

They also highlighted the initiatives and actions taken by Qatari officials at various levels and interviewed political analysts, writers and thinkers who defended Qatar, its positions and policies.

The process of preparing news reports was taking place daily in and out of the newsroom.

The news control department professionally dealt with news relating to the blockade in an orderly and systematic manner.

The bulletins were divided into separate files relating to the different aspects of the crisis, including files on politics, economics and human rights violations.

The news edition concludes with a national report that proudly reflects the unity between the leadership and the people, under the title "Tamim Al Majd."



#### Oryx Radio

Immediately after the blockade, the French language radio, Oryx Radio, modified some of its programs and proceeded to prepare special reports and analysis programs. In cooperation with Qatar TV, the program 'Rule Point' was launched, broadcasting twice a week.

#### Rule Point

The 30-minute program is considered as a trustworthy source of news in the face of orchestrated media campaigns attacking Qatar. The program sheds light on the latest news and events relating to the Gulf crisis through discussions and analysis.

The program aims to highlight the position of the State of Qatar and differentiate between facts and lies. The program is also focused on ensuring follow-ups and coverage of the latest news regarding the crisis, updating and informing the French-speaking listeners.

The various aspects of the crisis are analyzed, explained and enriched by special reports and coverages prepared in the radio's newsroom or gathered from other reports broadcasted during the Qatar TV program 'The Truth.'



#### Urdu Radio

The Urdu Radio aims to inform its listeners of the latest developments in the country through the program 'The Truth,' broadcasting three times a week.

It highlights news relating to the blockade, the escalations and the developments of the crisis. In addition, the radio hosts Indian guests who play a role in various sectors in the country. They contribute by analyzing the crisis, explaining and responding to rumors, as well as, expressing their views about the crisis. The lack of translations enhances the credibility and allows the news to spread amongst the Urdu speaking community.

Urdu Radio made sure to prepare daily reports with various angles thus enriching the news bulletins and summaries. This covered many topics such as: the causes of the crisis, the investigations on the QNA hacking, the local and international reactions, the international mediations to solve the crisis, and the media coverage of the crisis. There was also dialogues with specialists in marketing about changes in consumers' habits during the blockade and the trend in favor of local products and the boycott of the blockading countries' products. Furthermore, the reports also included the next steps and alternative measures taken by the State of Qatar while facing the consequences of the crisis at all levels.





## CSR at Qatar Post



Our values  
reflect the key  
principles of CSR.

Mr. Faleh Mohammed Al Nuaimi, Chairman and Managing Director

**The core values of Qatar Postal Services Company (Q-Post) reflect the key principles of CSR: reliability, effectiveness, openness, timeliness and excellence, as well as continued investment in building a sustainable postal sector and keeping abreast of modern life that requires the development of world-class products and services, which is the basis of the postal service sector.**

Q-Post shoulders a great deal of the common social responsibility by building a connected community in Qatar. Especially after the company has revolutionized the postal sector by facilitating its operations, developing the postal network, exploring new growth areas, diversifying mailing products and services and offering a unique customer experience.

Q-Post modernization process involved wide change process in the way it operates and offers its services and postal products.

The transformation was based on three strategic priorities:

improving the service and customer's experience, building a top-notch operating policy, using automated mailing tools, modern technological systems, and enhancing staff capacity through an efficient working environment.

### Keeping up with the digital era

Q-Post is fully compliant with the digital era, diversifying its portfolio of products and services, and investing in e-commerce cooperating with major companies in Qatar and the world.

The company enhanced the digital postal service and expanded its international service to individuals and companies in collaboration with UPS.

"Connected" e-shopping service was also facilitated to reduce shipping costs for customers.

Q-Post has also launched the home delivery service, which is now available to all customers who own a mailbox, a service that is offered for the first time in the history of Qatar Post.

Q-Post signed strategic partnerships with many national and foreign institutions.

With the increasing demand for postal services, the new customer needs and the emergence of new technologies, Q-Post is working on changing the way national postal services are presented in Qatar. The overall development process aims to provide the best postal services to every citizen and company, and to establish Q-Post as a leading company in Qatar and the world.

### National cohesion

Qatar Mail Services Company (Q-Post) issued a special stamp entitled "Tamim Al Majd", which presents a picture of His Highness Sheikh Tamim Bin Hamad Al Thani, the Emir with the Qatari flag, based on the company's social and citizenship responsibility and its duty to support its government and wise leadership in their directives and rational decisions.



**Our services**  
from **Qatar...** to **Qatar ...**  
for **Qatar**



[www.qpost.com.qa](http://www.qpost.com.qa)





#### Partnership with Qatar Mobility Innovations Center

Q-Post signed a Memorandum of Understanding (MoU) with Qatar Mobility Innovations Center (QMIC) to jointly use the (Tasleem) "delivery" technology platform, which is based on the principles of cooperative economy, particularly through non-permanent delivery agents to provide their services within the Supply and Demand rules with high efficiency.

#### Overcoming the siege

Q-Post achieved remarkable successes and has been able to launch many new services to the public, to overcome the siege and its negative effects.

The company expanded in every way to avoid the effects of the siege crisis on customers in Qatar and abroad and raised the siege issue at the last meeting of the International Postal Union and received all the support from member countries.

Q-Post was able, in the past months, to open new markets for Qatari mail, and received strong support from the government which directed



all governmental and private institutions to benefit from its services.

#### Partnership with Qatar University

The Qatar Postal Services Company (Q-Post) signed MoU with Qatar University to establish administrative, technical and scientific cooperation in various fields and to exchange information and experience to improve performance according to the overall quality standards in accordance with the terms of reference and legislations of the State.

#### The National Day

Q-Post believes that the national day symbolizes unity and independence and recalls the challenges faced by the fathers in the past and how they overcame these difficulties to achieve unity and build an independent state.

This was manifested in the speech of His Highness Sheikh Tamim bin Hamad Al Thani, "Expect more prosperity and good livelihood" a motto for national day celebrations, which came as a response to those who are trying to break the will of the people of Qatar, and that the



state will emerge stronger out of the crisis with greater dignity and ties, as this crisis showed mutual loyalty between the ruler and the people

#### Partnership with HMC

Qatar Postal Services (Q-Post) and Hamad Medical Corporation signed MoU on health cards, medical reports, medicines and devices delivery services to individuals and businesses across the State of Qatar to enhance the delivery of medical equipment and medicine to patients.

#### Sports Day

Q-Post seeks to educate the local community on the correct methods of sport and is keen to participate in the National Sports Day in cooperation with the Ministry of Transport and Communications in various sports activities.

The company promotes sports and encourage the community to practice a healthier lifestyle.

It boosts the role of sports by bringing together the community and reviving sports spirit among its employees.



**Our social responsibility goes beyond borders**



[www.connected.qa](http://www.connected.qa)





## QU's CSR initiatives... a successful example of academic-business interaction



Companies have shown dedication to all aspects of citizenship.

Dr. Bader Abdulh Al-Esmael, Head, CSR committee at Qatar University

**Despite the increased importance given to CSR activities in organizations across the globe, little is acknowledged about the effectiveness of CSR initiatives engaged by organizations. In particular, partners and stakeholders need to receive information about the company's spending on CSR activities and their effectiveness. This requires proper communications to get practical and effective CSR reporting.**

Many companies in Qatar are taking major initiatives in corporate citizenship programs. This is well evident in the academic research results published in this report. All corporate citizenship programs in the Qatari companies prove their interest in supporting youth, health, community and economic development. Many companies in Qatar are showing more interest in corporate citizenship activities given

the current political and economic circumstances that the country is going through. Companies have shown dedication to all aspects of citizenship and this had positive impact on the economy as well as on the reputation of these companies.

As more companies in Qatar are engaged in CSR activities, this academic research targeted Qatari companies to identify the main drivers for implementing CSR and to examine the level of CSR communications with stakeholders. This increased emphasis on CSR by the Qatari companies is also the focus of the Qatari government to enforce CSR by companies that operate in Qatar.

Qatar University has contributed in developing the National CSR strategy aimed at achieving sustainable development as addressed in QNV 2030. The CSR report this year is

taking the citizenship theme as part of that strategy which became an example of the successful academic interaction with other sectors.

QU CSR Committee is proud of the level of its students' involvement with the leaders of governmental, non-governmental and business institutions in the events hosted by the University over the last three years, as these institutions share their CSR and sustainability achievements with the students during the exhibition or within the CSR report.

The students' contributions provide a great opportunity for the business leaders to recognize their abilities and skills. The events held by the university constitute a practical test of the students' ability to prove their determination to be a good example of educated youth aware of the current challenges.





## The Role of Organizational drivers and Communication on the adoption of CSR Activities.



Conducted by: the Social Responsibility Committee at Qatar University



Supported by: Qatar CSR

### Introduction

**Despite the increased importance given to CSR activities in organizations across the globe, little is known about the effectiveness of CSR initiatives employed by organizations.**

In particular, different stakeholders need to receive information about company's spending on different CSR activities and the effectiveness of the CSR activities employed.

This requires proper communication for CSR reporting.

This study comes as part of a series of studies conducted on the Qatari context, particularly companies that operate in Qatar and that consider sustainability issues as part of its strategic aims (CSR Report, 2016).

In particular, the first phase focuses on providing proper operationalization for corporate social responsibility (CSR) activities that are implemented by Qatari companies.

In the second phase, the strategic integration of CSR in Qatari companies was examined.

The current study, the third phase of this research project, concentrates on identifying possible drivers for CSR initiatives as well as focusing on describing the level of communication for CSR initiatives in Qatari companies.

Furthermore, a special section related to corporate citizenship has been added as an important supplement to the study.

### Review of the Literature

There are number of definitions of Corporate Social Responsibility (CSR) available that typically focus on different factors that should be included in these initiatives (Verschoor, 2009).

A concise definition provided by The Financial Times states that CSR "is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders" (Definition of corporate social responsibility, 2017, para. 1).

This definition is congruent with the consumers' perspective of CSR as well, with the most important factors including: (a) corporations need to be committed to their employees; (b) corporations need to be committed to the public and communities and overall society; (c) corporations have a responsibility to provide quality products; and (d) corporations have a responsibility to the environment (Verschoor, 2009).

The respective internal and external drivers and obstacles of CSR are discussed below followed by a discussion of the role of CSR communication in achieving organizational goals.



### Internal Organizational Drivers

One of the overarching obstacles to successful CSR initiatives is the mindset of some corporate's leaders concerning the utility of these efforts.

Until fairly recently, many corporate leaders viewed CSR initiatives as so much greenwashing intended only to minimally satisfy the expectations of shareholders and other stakeholders.

Increasingly, however, many corporate leaders are recognizing that CSR initiatives that are aligned with organizational goals can provide significant returns on these investments.

For instance, Ballou, Casey, Grenier and Heitgerp (2012) emphasized that, "If organizations think about sustainability initiatives in the same manner as their core business decisions, such initiatives cannot only be a source of competitive advantage and long-term value for shareholders, but also be highly valued by an organization's multiple stakeholders" (p. 268).

Beyond these intangibles, though, other drivers of CSR initiatives include their ability to directly contribute to a corporation's profitability (Carrasco & Buendía-Martínez, 2016).

To facilitate the process, some corporations have created CSR teams to identify opportunities and implement appropriate initiatives; others, however, have implemented CSR strategies organization-wide in less obvious but still significant ways.

For example, Brooks (2010) reports that, "Some [corporations] have set up a substantial CSR team while others have embraced CSR in a more subtle and pervasive way.

The latter have changed their values as a result and require all activities to reflect these new values" (p. 12).

External Organizational Drivers  
As growing numbers of companies of all sizes and types embrace CSR as a philosophy that has proven benefits, it will become increasingly important for corporations to pursue these types of initiatives as well in order to remain competitive.

Consequently, CSR just makes good business sense.

As noted in the introduction, although CSR lacks definitional clarity, Frecea (2015) suggests that "giving back to the community" in substantive ways represents the core of CSR in an otherwise highly globalized marketplace.

In this regard, Frecea advises that, "Some international organizations have [adopted] a concept [that] includes non-financial responsibilities in their operational process. This valuable approach is based on the voluntary CSR character and facilitates the connection between corporations and society to generate an increased social welfare" (2015, p. 36).

Regardless of the type or level of CSR programs that are in place or planned, achieving optimal outcomes requires an organization-wide communication plan to ensure that all executives and employees understand the importance of these initiatives and the rationale behind them as discussed below.





## The Role of CSR Communication

(Communicate CSR more effectively to stakeholders)

The role of CSR communication is to promote buy-in on the part of all stakeholders, most especially the organization's human resources.

In the past, many corporations have used mainstream media such as print media and television as communication channels to promote their CSR initiatives, but these types of practices are increasingly viewed as self-promotional and inappropriate.

In this regard, Kesavan and Bernacchi (2013) emphasize that, "Evidence shows these types of CSR

communication efforts through traditional channels are seen as being less than credible.

The message is clear that CSR messages, no matter how valuable and credible, are not being properly conveyed via conventional media" (p. 59).

Indeed, even if a corporation donates hundreds of thousands of dollars to community-based initiatives, they will not benefit from these investments if they spend tens of millions of dollars bragging about it.

Some superior and highly cost-effective alternatives are available for CSR communication, though, including most especially social media platforms such as Twitter and Facebook where consumers can share their experiences and views about a corporation's CSR activities in a moderated forum.

Empirical observations, word of mouth and personal testimonials are increasingly viewed as more credible than the greenwashing efforts used by many corporations today (Kesavan & Bernacchi, 2013).

## Methodology

### Sampling and Data Collection

As more and more companies in Qatar are engaged in corporate social responsibility activities (CSR Report, 2015), this study targeted Qatari companies to identify the main drivers for implementing CSR and to examine the level of CSR communication to stakeholders.

This increased emphasis on CSR by the Qatari companies is also the focus of the Qatari government to enforce CSR by companies that operate in Qatar.

The targeted companies were identified from different sectors. The study relied on quota sampling and identified companies from 11 sectors in Qatar, as shown in figure 1. In particular, the study relied on Companies list from the CSR Qatar records.

Overall, the sample consist of a total of 100 companies.

A questionnaire was developed in order to gather data from the targeted companies.

It was then pre-tested by academics who are expert in the CSR field and was modified according to their feedback.

Companies were then contacted via telephone by trained research assistant to solicit their cooperation and to verify key informants for this study.

The questionnaire targeted senior managers (mainly the senior manager who is responsible of CSR activities) who have an intimate knowledge of the company's CSR initiatives.

Through initial telephone contacts, we received 75 initial agreements to participate in the study.

Then, the questionnaire link was sent to them via email.

In the last stage, respondents were contacted again via a phone call in order to follow up with them and to make sure that they have completed the questionnaire.

Of the 75 who agreed to participate, 54 respondents actually completed the questionnaire, and 50 usable questionnaires were obtained.

The overall response rate, after eliminating incomplete responses, was 50%.



**External/Internal Drivers of CSR**

This section explores the perceptions of senior managers of internal and external drivers of CSR, which may influence the adoption of CSR in the selected companies in Qatar.

In this part of the questionnaire, which measures the drivers that influence CSR adoption, the five-point Likert scale is designed in the percentage for importance of the drivers.

Items from 1 to 7 are measuring the internal organizational drivers/ obstacles of the CSR adoption in the selected companies in Qatar (which includes; CSR team, raising profile, competition, global competitiveness, experience and knowledge, staff capacity, and staff skills).

Items from 8 to 11 are measuring the external organizational drivers/ obstacles of the CSR adoption in the selected companies in Qatar (which includes; Global acceptance and adoption, high competence by other local companies, CSR practicing level by local companies, and the external pressure by local and global companies).

**Communication of CSR**

The level of communication for the company's CSR initiatives was measured using four items.

Respondents were asked to respond to 5 scale items which measures the level of CSR initiatives communication in the company.

The five-point Likert scale was adopted from previous work (Ballou et al, 2012).

The items can be found in Table 3.

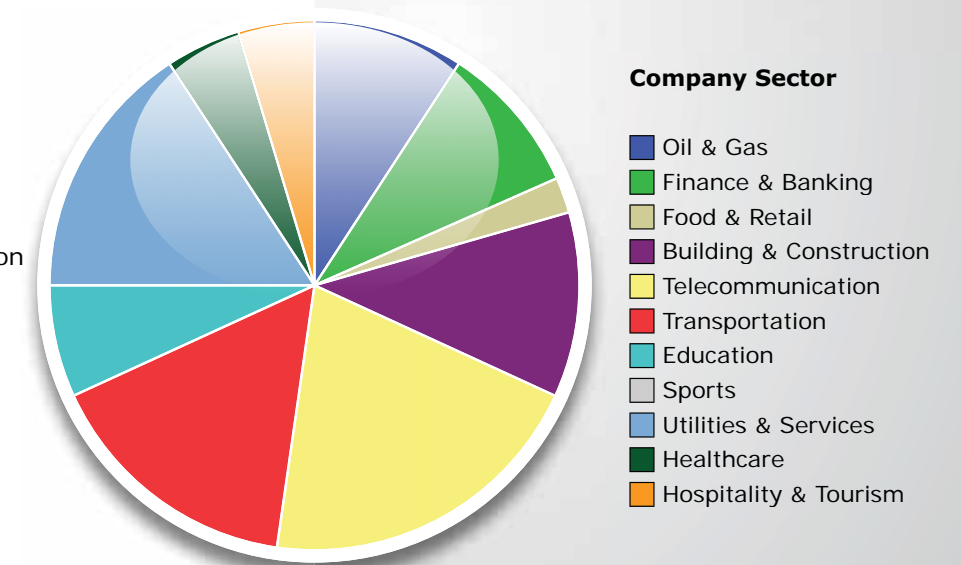


**Figure (1):  
Companies by Sector.**

**Actual Sample Structure  
(Firmographics)**

Figure (1) indicates the distribution of companies by sector.

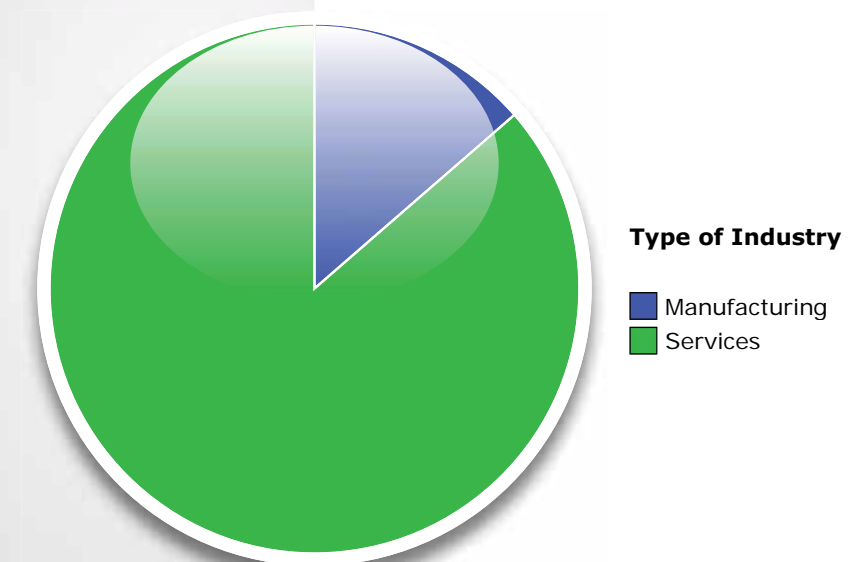
It shows that the most sector being investigated is the Telecommunication (18%), followed by transportation sector (14%) and utilities and services (14%).



**Figure (2):  
Distribution of companies  
based on industry type.**

Majority of the sample belongs to the service sector; 76%.

The Qatari economy relies heavily on the service sector as it represents the country's second-largest economic sector and is steadily growing.





**Table (1) provides some information about company profiles and backgrounds.**

As can be seen from table 1, more than half of the companies are large sized that employs more than 500 employees.

Moreover, about 30% of the sampled companies are publicly held, and the remaining are privately held 26%, joint venture 16%, and others 16%.

**Table 1: Participated Companies**

Number of Full Time Employees	Frequency	Percent	Type of Ownership	Frequency	Percent
Less than 100 employees	9	18.0	Private	13	26.0
From 100 to less than 300 employees	5	10.0	Public	15	30.0
From 200 employees to less than 500 employees	4	8.0	Joint Venture	8	16.0
500 employees and more	26	52.0	Others	8	16.0
Not identified*	6	12.0	Not identified*	6	12.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>Total</b>	<b>50</b>	<b>100.0</b>

**Note:** not identified data refers to completed responses received but respondents did not provide the company's descriptive information.

#### Model Testing

At first, respondents were asked to indicate their level of agreement with respect to internal and external drivers that could influence effective adoption of CSR activities in their companies.

The results indicated that many drivers could enhance the implementation of CSR activities in Qatari companies.

Concerning internal factors, respondents agreed that CSR adds value to the company.

In particular, about 86% agreed that CSR can help their company raise its profile (Mean = 4.32)

and that 74% of the respondents believe that CSR can improve the global competitiveness of their company (Mean = 4.12).

Also, about 68% agree/strongly agree that their company is keeping ahead of competition due to CSR practices (Mean = 4.02), as can be seen in table (2).

Because of this, companies are willing to implement CSR activities.

Internal drivers seemed to be more important to companies compared to external drivers.

For example, respondents agreed that their company employs a CSR team that help in implementing CSR activities (Mean = 4.2, about 74% agree/strongly agree).

Also, having adequate experience and knowledge (Mean = 4.3), providing staff the capacity to deal with CSR (Mean = 4.2), and having training programs to improve staff skills in CSR (Mean = 3.92).

**Table (2): Drivers For CSR Implementation**

Internal Drivers for CSR Implementation		Mean	Std. Deviation
1.	CSR assists my company in raising its profile.	4.32	.768
2.	My company is keeping ahead of competition due to CSR practice in Qatar	4.02	.869
3.	CSR practice improves the global competitiveness of your company	4.12	.895
4.	My company has CSR team, which enables it to practice CSR in Qatar	4.20	.881
5.	My company has enough experience and knowledge related to CSR practice	4.30	.839
6.	My company's management cares about providing staff with the capacity to deal with CSR	4.20	.782
7.	My company's managers have programs to improve staff skills in CSR	3.92	.900
<b>Average</b>		<b>4.12</b>	<b>.782</b>
External Drivers for CSR Implementation		Mean	Std. Deviation
1.	Practicing CSR in global companies helps to adopt it locally by my company.	4.17	.723
2.	The high competence of other local companies encourages my company to adopt and practice CSR	4.07	.698
3.	The increase of CSR practicing level by local companies encourages my company to adopt CSR.	4.03	.760
4.	There is external pressure by local and global companies in the direction of practicing CSR by my company.	3.45	1.071
<b>Average</b>		<b>3.93</b>	<b>.635</b>

In addition to internal factors, external factors were identified.

One of the most important factors as identified by respondents is the experience of global companies in CSR that drives local companies in Qatar to adopt it (80% agree/strongly agree on it).

The competence of local companies in CSR (Mean = 4.07) and its practicing level by local companies (Mean = 4.03) are also considered vital. Finally, the external pressure by other companies to practice

CSR is of less important (40% agree/strongly agree on it).

Finally, respondents were asked to state how CSR initiatives are communicated to different stakeholders.

Respondents agreed that their companies communicate CSR initiatives to the board of directors (64% said they agree/strongly agree) and to external stakeholders (66% said they agree /strongly agree).

With respect to proper communication channel, the results have shown that Qatari companies disseminate information about sustainability aspects via their websites (Mean = 3.95, 66% said they agree/strongly agree) and to a lesser extent, through a publicly available hardcopy (Mean = 3.74, 58% said they agree /strongly agree).

Overall, the results showed that Qatari companies communicate CSR initiatives to different stakeholders to a moderate level (Mean = 3.95).

**Table (3): CSR Initiatives Communication**

Statement		Mean	Std. Deviation
1.	The results of Sustainability Initiatives are communicated to the board of directors (BOD)	4.09	.978
2.	The results of sustainability initiatives are communicated to external stakeholders	4.03	.823
3.	The organization disseminates sustainability information via website	3.95	.920
4.	The organization disseminates sustainability information via publically available hard copy	3.74	.983
<b>Average</b>		<b>3.95</b>	<b>.791</b>

#### Conceptual Framework





## Discussion and Conclusion

The relationship between responsible behavior and profitability is becoming more and more important.

Understanding the role of CSR drivers shall positively influence the implementation of CSR activities.

Internal drivers seemed to be more important for implementing CSR activities as compared to external drivers as evident in the study.

Company's expertise as well as top management support are essential for successful implementation of CSR activities.

Furthermore, this study highlighted on the importance of communicating CSR initiatives both internally to employees and all related stakeholders to the company as well as externally to the public and media.

In order to add more value to CSR activities conducted by Qatari companies, communicating these initiatives both internally and externally is essential.

Utilizing contemporary media tools shall maximize reach and effective communication of CSR activities and accomplishments by Qatari companies for both internal and external stakeholders.

CSR activities could be used as a branding tool by companies if communicated effectively to relevant stakeholders (Mascarenhas, 2011).

This has also been facilitated by the emergence of contemporary communication tools like social media and alternative marketing tools.

Qatari companies should change their perception from viewing CSR initiatives as a community service/ obligation to becoming a powerful branding and marketing tool for their corporate brand names both locally and globally.

# Corporate Social Responsibility

## Introduction

The emergence of corporate citizenship as a well-accepted managerial practice is due to the growing belief that acting as an exemplary organization is good business (Maignan & Ferrel, 2000).

The term corporate citizenship emerged in the late 1990s.

The term is used to "connect business activity to broader social accountability and service for mutual benefit," reinforcing the view that a corporation is an entity with status equivalent to a person (S.Waddell, 2000).

Many global business leaders today consider it critical to engage with the communities in which their companies operate. There is also evidence that implementing corporate citizenship programs shall improve company performance (Ketvirtis, 2012).

### Empirical Study in Qatar

Many companies in Qatar deliver corporate citizenship programs that addresses economic, legal, ethical, and discretionary citizenship issues.

Corporate citizenship programs are regarded as a critical matter driven by pillars of Qatar national vision 2030 – environmental, economic, social and human developments; also given the current political and economic circumstances that Qatar is witnessing.

A study has been conducted on Qatari companies in an attempt to provide meaningful information on the level of implementation of many aspects of corporate citizenship.

A sample of 27 companies in Qatar from different sectors participated in the study. About 60% of participated companies are Qatari companies.

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The distribution of participated companies based on sectors is shown in figure 1.

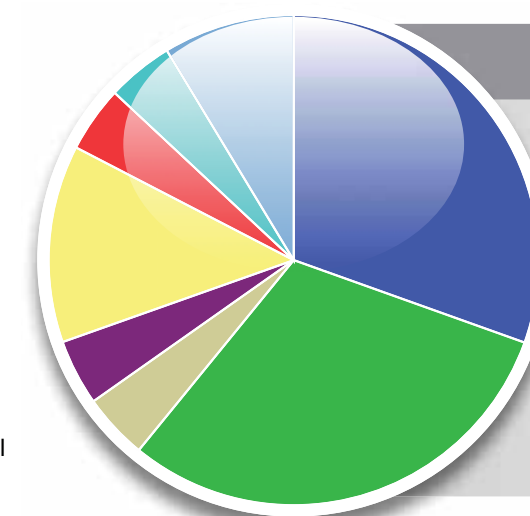


Figure 1:

### Company Sector

- Oil & Gas
- Finance & Banking
- Food & Retail
- Building & Construction
- Telecommunication
- Transportation
- Education
- Sports
- Utilities & Services
- Healthcare
- Hospitality & Tourism

Figure 1: Distribution of Companies Based on Sectors

Managers who are responsible for CSR programs in the participated companies where asked to complete a survey that measures the level of implementation of different corporate citizenship activities on a scale from 1 (very low) to 5 (very high).

The results have shown that Qatari companies implement different aspects of corporate citizenship to a high level, having the ethical aspect as the most one adopted (Mean = 4.42) followed by the legal aspect (Mean = 4.38), then economic (Mean = 4.07) and discretionary citizenship (Mean = 4.06), as shown in table 1.

Table 1: Descriptive Statistics

The contacted managers described corporate citizenship programs they adopt in their companies.

In Qatargas, for example, corporate citizenship activities are based on the needs of the community.

In Doha Bank, the response from the manager described their corporate citizenship as follows "Doha Bank's CSR strategy encompasses supporting and developing the local Qatari community.

To this effect, Doha Bank conducts and participates in various Career Fairs and provides Scholarship facilities to young Qataris.

Doha Bank's vision revolves around supporting Qatar National Vision 2030 encompassing all the pillars mentioned therein".

Moreover, MacDonald's in Qatar is taking thoughtful initiatives in corporate citizenship.

This is well evident in the description provided by the manager "We always look into developing our products to pertain less fat, cholesterol. We have a team hired to work on improving the quality of every ingredient we serve. We recycle the oil we use and we have another team hired to monitor how the oil is being recycled to guarantee that the result is environmental friendly."

Table 1:

Aspects	Mean	Std. Deviation
Economic Citizenship	4.07	.81
Legal Citizenship	4.38	.73
Ethical Citizenship	4.42	.72
Discretionary Citizenship	4.06	.73



### Conclusion

Many companies in Qatar are taking major initiatives in corporate citizenship programs.

This is well evident in the study results described in this report.

All corporate citizenship programs in Qatari companies prove their interests in supporting youth, health, community and economic development.

Many companies in Qatar are showing more interest in corporate citizenship activities given the current political and economic circumstances that the country is going through.

Companies have shown dedication to all aspects of citizenship and this has had positive impact on the economy as well as on the reputation of such companies.

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## CSR at Ashghal



Our Social Responsibility is a lifestyle

Dr. Eng. Saad bin Ahmed Al-Muhannadi

**As part of its efforts to accomplish the objectives of Qatar National Vision 2030 and to meet the requirements for hosting the World Cup 2022, the Public Works Authority 'Ashghal' collaborates with various governmental and private entities to implement the National Social Responsibility Program that serves the Qatar community.**

Ashghal implements its programs and projects to develop the country's infrastructure and public buildings focusing on sustainability and international standards.

At the same time, Ashghal also strives to develop the skillset of Qatari employees targeting increased Qatari workforce.

Ashghal's social responsibility initiatives range from various fields, including:

#### Community Outreach

Owing to Ashghal's keenness in communicating with people residing in various regions of the country to know their views and requirements, and to acquaint them with the important infrastructure projects that serve each region, during the year 2017, Ashghal organized several get-togethers with the community in Al Shamal, Al Khor and lately in Al Wakrah, with participation of municipal representatives, dignitaries and notable personalities of each region.

In these meetings, Ashghal officials presented the integrated plan of Ashghal to develop road, infrastructure, drainage networks and public building projects in each region.

Ashghal had also held meetings and get-togethers with residents of Al Kheisa area (Rawdat Al-Hamama), Al Sailiyya (north of Salwa Road) and North Bani Hajer, to announce completion of road and infrastructure projects in those areas.

Besides, Ashghal has taken lead to honor the workers involved in implementation of projects, to express token of appreciation for their dedicative contributions in building the landmarks of the state.



#### Al-Shamal Residents Meeting

As part of Ashghal's keenness in communicating with people residing in remote regions, a community get-together was organised in Al-Shamal Sports Club with participation of dignitaries, notable personalities and residents of Al Shamal City.

Ashghal's integrated plan for developing roads, infrastructure, drainage networks and public building projects for Al-Shamal and Al-Ruwais areas was presented in the meeting.

Ashghal's allocation for these regions includes more than 20 projects with a budget exceeding 2.2 billion riyals with a targeted delivery by the year 2022.

#### Al-Khor Residents Meeting

Ashghal arranged another community meet in Al Khor Sports Club with participation of notables, dignitaries and residents of Al Khor City. Ashghal's integrated plan for Al Khor area to develop roads, infrastructure, drainage networks and public building projects were presented in the meeting.

Ashghal has allocated more than 18 projects costing above 4 billion Qatar Riyals for Al Khor to be implemented by 2022.

A presentation was made in the meeting comprising the roads and infrastructure projects for Al-Okda, Al-Haidan and Al-Khor areas.

Besides, Ashghal launched an awareness campaign regarding the safety measures to be taken during the rainy season to educate the people about ways to prevent damages caused by rainwater catchments in some places, and to ensure security of people, buildings and property.

The campaign included short animation video and illustrations in Arabic and English.







### Fighting the Blockade

Ashghal has opened a new market of diverse opportunities aimed at dependence on the local competencies and to encourage new investors through the launch of several initiatives.

The most important step in this area is 'Ta'heel' initiative designed in cooperation with Qatar Development Bank, in which 49 local firms and 63 construction materials were qualified to be used in the implementation of infrastructure projects.

This initiative targets to qualify and adopting Qatari manufacturers for entering them in the approved supplier chain of Ashghal, to minimize dependence on imported materials, to increase reliance on the local products and to increase the private sector role in the developmental projects of the country.

Similarly, another initiative was launched to encourage small entrepreneurs through provision of opportunity to compete for bidding in tenders that worth 15-20 million Qatar Riyals.

This initiative provides local entrepreneurs with the opportunity to implement small projects and qualify them to work in future strategic projects of the country.

Efforts to fight the blockade also included opening markets before many countries such as Turkey, Kuwait, Oman, France and China among others to supply all raw materials required for the project works. This has resulted in gaining some products with increased quality, higher efficiency and lower prices ensuring timely implementation of projects.



### Partnership with Qatar Mobility Innovations Centre (QMIC)

The Public Works Authority 'Ashghal' has signed a Memorandum of Understanding (MoU) with Qatar Mobility Innovations Centre (QMIC) for cooperation through (Wain) application that advises and directs road users with provision of updated information on new roads and the live traffic.

The MoU aims to realize the government's directive to encourage cooperation with Qatari manufacturers and developers and to maximize use of all roads and infrastructure projects through the introduction of new routes facilitated by the completed road projects.

This initiative enhances traffic flow and improves life of people in the country.

### Partnership with Qatar Fund for Development (QFFD)

Ashghal has signed another Memorandum of Understanding (MoU) with the Qatar Fund For Development (QFFD) to provide technical support for the infrastructure projects financed by QFFD in different countries.

Both parties will coordinate in sharing expertise in order to contribute to the effective implementation of these projects.

Ashghal shall provide all the support and expertise for the projects of QFFD to ensure high quality in implementing the projects and to rise their efficiency.

### Partnership with Qatar University and the University of Texas A&M in Qatar

With the scope of many training and development programs for Ashghal staff and the university students, Ashghal has signed



memorandum of understanding with Qatar University and Texas A & M University in Qatar to provide training opportunities for knowledge seekers from both ends in the field of construction and project management, in such a way that the universities shall provide educational support for Ashghal staff who wish to continue their studies at the University.

### Cooperation with Contractors

Ashghal has engaged with some construction companies to implement a number of projects for the benefit of the society at free-of-cost, promoting sense social responsibility.

Thus, during the second half of 2017 Ashghal has started implementation of projects to develop Doha Corniche and Al Khor Corniche, improvement works at Al Wakra Beach and Al-Shamal City Beach, besides the development of Ben Ghannam Island located at the north of Al Khor City.







#### Qatar National Day

Ashghal believes that the slogan of Qatar National Day (Promise of Prosperity and Glory) represents the economic, urban and scientific resurgence of the country.

It also implies that the determination to overcome all the challenges of the country is the notion of all people living in this country, including Ashghal personnel who strive efficiently to overcome the challenges in implementing the state's projects to the fullest,

and to accomplish the vision implied in the slogan of Ashghal "Qatar deserves the best".

Ashghal is committed to complete the process of developing the infrastructure of the State of Qatar with the highest standards, to accomplish prosperity for the people and the state.

Activities of the National Day celebrations were inspired by the legacy and heritage of Qatar represented in a heritage village

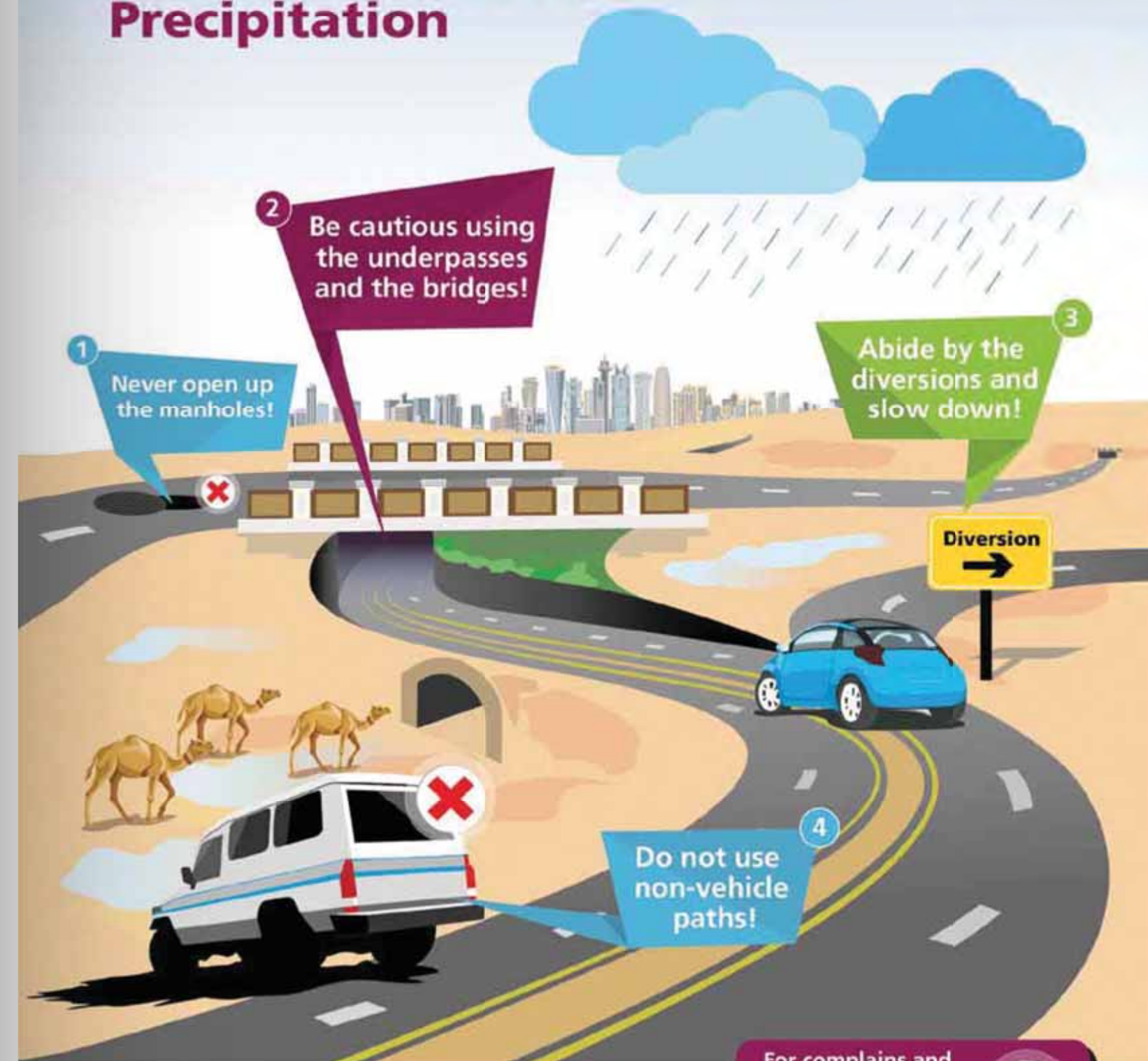
that covered the past and present of Qatar and its shining history.

The National Day celebration activities and the heritage village provided an opportunity before the Ashghal staff to revive the ancestral heritage.

It also acquainted the young generation with the noble history of the land and inculcated a feeling of attachment in their minds towards their nation.



## Precautions during Precipitation





## Social Responsibility at Primary Health Care Corporation



Dr. Mariam Abdulmalik, Managing Director

**Social Responsibility is part of our strategy.**

### The Primary Health Care Corporation is leading the efforts to promote CSR through changing the health care model from therapeutic to preventive.

With a rapid pace, PHCC is establishing its leading position as a community gateway to the health system, providing excellent services to the public, promoting proactive awareness programs and playing a principal role in ensuring that the national primary health care strategy is interpreted into reality across the state of Qatar.

The Corporation's role is to be a major provider whose goal is to transform primary health care to be the initial point of contact with the health care system for the people of Qatar.

The primary health care model focuses on promoting public awareness of health issues through counseling, edification and interference before patients get sick and treat them closer to their homes. Our vision is to consolidate our position as a preferable provider of primary healthcare services in the State of Qatar.

PHCC has adopted several initiatives to the promote CSR principles, as proved by its partnership with the civil society organizations.

PHCC relies heavily on providing community health services. This is a responsibility to the entire community.

Our aim is to improve health and wellness through comprehensive, integrated, individual-centered and

affordable primary health care services in line with the QNV 2030.

PHCC is committed to promote sustainability by positively change the common behavior.

This commitment is evident in our encouragement of staff to economize paper usage and saving water and energy.

We understand that sustainability is a journey, and we recognize that our path toward CSR must be conscious and evolve continuously to reach the highest global standards.

Therefore; CSR is an integral part of our strategy, and we believe that we will achieve our CSR goals through commitment, dedication and creativity of our employees and partners.

### National Primary Health Care Strategy

PHCC has completed 83% of what it needs to achieve by the end of 2018 of the National Primary Health Care strategy.

The Corporation was able to achieve and complete 52 of the 64 recommendations, and 10 of the commitments toward patients mentioned in the National Primary Health Care Strategy.

By the end of the third quarter of 2017, the primary health care institution completed 83% of what it needs to achieve by the end of 2018.

PHCC made a number of achievements during the past period, the most prominent of which were: Breast and intestinal screening services for Qatari patients, and the implementation of (Cerner) electronic health record system in all PHCC health centers.

8 health centers have also been renovated and 6 new health centers have been completed, including 3 modern health and wellness centers.

In addition to the success and testing of the new added services to promote the prevention of diseases such as: smart clinic tests, mental health, early detection of cancer

(specifically breast and colon cancers), Along with the application of the beautiful smile program.

PHCC achievements included pre-marital screening services in all health centers, examination service after 6 weeks of delivery at all health centers, and Child Health Handbook and its application in all health centers and adaptation by external health providers.

The development of clinical guidelines for the management of the most common non-transitional diseases, home health and mental health, and the development and implementation of joint work agreements with the Community Mental Health Organization, (Weyak) association and HMC.

The achievements included applying (Hayak) customer service in all health centers, training of health centers' staff by Ooredoo Customer Service Department and the 24-hour call center offering patients general inquiry and booking services.

PHCC notes that the next steps of the national primary health care strategy will focus on achieving all recommendations by the end of 2018. Progress will be monitored and reported to the Strategy Programs Board and the Ministry of Public Health.

The corporate strategic plan 2018-2022 includes the guidelines and initiatives of the National Health Strategy 2017-2022 and other national strategies, while adhering to the three-pronged approach to primary health care by seeking better health, better care and better value.

One of the most significant achievements at the international level was the International Conference on Primary Health Care.

A milestone in the march of primary health care, where officials and primary health care professionals discussed many topics of interest and the large number of the participating health experts exceeded all expectations.

The International Conference, which was held under the patronage of His Excellency the Minister of Public Health, Dr. Hanan Al-Kuwari, resulted with several important conclusions. The most important were: Empowering and strengthening the role of primary care in health through raising investment in primary care research and finding solutions.

More than 900 participants and senior Primary health care experts from the world participated in the conference.





### **Qatarization**

In the field of human resources, PHCC Department of Training and Development of the workforce, provides excellent education and training programs, enabling staff to present the best clinical care and health services to patients through systematic training programs and cooperation with external and internal academic partners.

Within the framework of human resource and national capacities competency planning, we are working for staff development.

We are also developing technical expertise and skills and providing various training opportunities to enable all health care professionals to be qualified to provide high quality evidence-based health care to all patients and their families contributing to the creation of healthy communities.

The Corporation focuses on enabling education at workplace, and this involves virtual learning through online seminars where many participants are involved from different locations to share global experiences.

In addition to the electronic library that provides scientific support to all health care professionals, and helps them easily access to the best clinical practices supported by scientific evidence and access to the latest methods of learning and research references.

PHCC adopts the policy of developing the Qatari nationals in various fields. The senior management of the Corporation are devoting their efforts to provide the best job opportunities for Qatari nationals, which contributes to achieve the objectives of the State.

The Corporation also provides job opportunities for qualified Qatari nationals to demonstrate their skills and involvement in the labor market, especially in health care, which is providing Qatari male and female employees with expertise, as well as training in the primary health care departments, by enrolling them in specialized training courses that meet their respective functional areas requirements. The percentage of Qatarization during 2017 reached 21%.

### **PHCC is committed to provide all primary health care services to all those who live in the State of Qatar, including the citizens of the siege countries**

Since the first day of siege, PHCC has been committed to providing all primary health care services to all those who live in the State of Qatar, including GCC nationals, as part of its ethical, humanitarian and religious obligations to provide health care to whoever needs it.

The number of patients from the siege countries who received health care services in the Corporation's centers has reached about 30 thousand during the past year.

This figure proves the commitment of Qatar to the moral and humanitarian duty to provide

medical services to anyone who needs it regardless of their sex, race or color.

The Corporation received 6195 patients from Bahrain, 2430 UAE Nationals, and approximately 20,000 Saudi Nationals since the beginning of the siege.

### **School Health Care Programs**

The School Health Services and Health Care Program work to provide a healthy environment for students through quality prevention education and treatment programs.

The number of schools covered by the program and by health and nursing services increased to 275 ranging from kindergarten to high school with more than 110,000 students.

The schools are divided into three health districts. Nursing coverage of schools was 83% on daily basis. The Corporation seeks to cover 100% in future.

Each school has a clinic equipped with the necessary medical equipment and materials. Each of these schools has a nurse from PHCC.

One of the most recognized achievements of the program is the implementation of the electronic record program for students in 90 schools. Our plan is to be implemented in all schools and kindergartens in future.

An expanded program for early detection of psychological problems and mental health care for students providing the best treatment and support for them was also introduced.

### **Diamond level from the Canadian International Accreditation**

The Corporation has reached a great achievement in its journey in terms of following procedures and providing quality service, which is the highest level of accreditation at the diamond level.

This is due to our continuous improvement and excellence in the level of services provided. Our level of reliability confirms that our primary health care services are of high quality and safety in accordance with international standards.

The Corporation's highest accreditation level, the diamond, has passed many international standards, making PHCC one of the world's leading providers of primary health care.

The Canadian International Accreditation demonstrates the commitment of the Primary Health Care Corporation to the quality of services it provides, and the effectiveness in its service to the community and patients through the development of services, and attracting qualified personnel who operate according to the highest standards.

PHCC's accreditation at the diamond level comes after a long and hard work that continued over the years and after it was acquired in 2014 at the Platinum level.

The accreditation included a thorough assessment of all health centers and departments, as well as all systems, including patient safety, and medical methods.

### **Keeping pace with the growing demand for primary health care services**

To keep up with the increasing number of people in the State of

Qatar, accompanied by a rise in the number of patients and increased demand for health services, PHCC has taken many steps within its strategies.

Clinics have been increased in health centers, and the diversity of services has been improved in terms of the quality of the basic services at health centers, including dental, and different specialized clinics. In addition to health and wellness services, smart examination clinics, physiotherapy, as well as preventive medicine services such as early detection of cancer and healthy lifestyle clinics.

In the context of continuous development and in accordance with PHCC future plans and strategy for the development of services, the Corporation has opened new centers and replaced others to suit the numbers of patients and the quality of services: Leabaib Health Center, Al-Karana Health Center, Umm Salal Health Center and Al-Khail Health Center.







**You can do it! We can help!**

Smoking Cessation Clinic at Primary Health Care Corporation

### Helping You Celebrate A Healthier Life

Regardless of the health center you belong to you can utilize this service by making an appointment for consultation and smoking cessation medications.

For an appointment please call **107**

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## CSR at UDC



We employ the highest standards of CSR across our entire portfolio of activities and investments.

Mr. Ibrahim Jassim Al-Othman, President & CEO

As an organization established to play a key role in the development of Qatar, United Development Company's (UDC) business practices are closely aligned with the wider goals of sustainable economic and social development that the State of Qatar has set forth in its vision for 2030.

Accordingly, the Company applies the highest standards of corporate social responsibility across its entire portfolio of activities and investments.

These standards cover the welfare of its employees, the environmental consequences of its activities, community services and volunteer work as well as responsible and transparent corporate governance, based on the following guidelines:

- Corporate: making choices that will sustain our businesses for the long term.

- Social: acting in ways that respect people and protect the environment.
- Responsibility: expressing character through words and demonstrating character through actions.

### Responsibility towards Employees:

UDC understands that attracting and retaining the best possible people is important. Therefore, the Company has provided (i) a workplace where people want to work, (ii) a work environment and culture where all employees are treated fairly, and (iii) a workforce that reflects the diversity of the community at large in Qatar.

UDC seeks to provide opportunities for training and development to all its employees, ensuring that our people have the skills, capabilities and ability to be the best they can be.

### Responsibility towards Our Environment:

UDC is committed to caring for the environment as evidenced by the attention given to incorporate sustainable development programs into the Company's business decisions and practices.

The Company's efforts include the focus on such things as (i) appropriate management and recycling of waste, (ii) environmentally friendly processes and packaging, (iii) optimization of energy consumption in all Company operated and managed projects and developments, including the use of environmentally friendly technologies such as district cooling, (v) regular training and events designed to highlight environmental issues and initiatives, and (vi) constant awareness campaigns promoting activities to reduce environmental impacts and use natural resources efficiently through innovation and performance monitoring.



### Responsibility towards Our Community:

UDC contributes to the economic and social well-being of the people of Qatar, and by extension the GCC, because it recognizes the deep interdependence that healthy businesses share with healthy societies.

The Company has invested substantial financial resources to fund initiatives that foster economic, social, educational, health and environmental stability, thereby improving the quality of life in Qatar.

### Responsibility towards Corporate Governance:

UDC has a well-developed corporate governance system in place and has maintained a good record of compliance with all applicable rules and regulations since its inception.

This system is being constantly reviewed by various stakeholders including the Board of Directors, the Audit Committee, the Company's Internal and External auditors and Management, to ensure that there is transparency and accountability, that in turn will enhance the Company's overall performance.

### Conclusion:

United Development Company takes its social responsibilities very seriously and fully recognizes the importance of good citizenship, active community participation, sound environmental policies and strong corporate governance to foster transparency and accountability throughout its organization while maintaining a socially responsible and effective corporate culture.





## Always Fresh, Always Local, Always Responsible



Mr. Moutaz Al-Khayyat, President

Goodness is the only investment that never fails.

**We believe it is our duty to make a positive contribution to enhancing the lives of everyone in Qatar by creating opportunities and inspiring hope.**

For us, corporate social responsibility is about more than business continuity – it is a part of who we are, both as private citizens, and as leaders in the Qatari community. Fresh high quality products are the cornerstone of our growth.

We are committed to offering products that are manufactured to the highest food safety standards and contribute to a nutritious and balanced diet. We will offer a wide variety of products that will expand our product portfolio.

As the country's largest fresh dairy producer, Baladna has become a staple of family diets and we take this responsibility very seriously.

We comply with rigorous and internationally recognised food quality and safety standards.

In 2017 we began the process of aligning our business with the new FSSC 22000 quality management standard.

Baladna also recognises the important role that it plays in responsibly growing local food production and while the current product range comprise milk, laban, natural cheese, and yoghurt, over the coming months fresh juice products and other products will be added which will significantly contribute to making Qatar food self-sufficient.

Baladna is totally committed in playing its part in Qatar's National Vision 2030.

With the great support the government provides to the agricultural and livestock production sector in Qatar, Baladna hopes to responsibly meet the full demand for local dairy products by the end of 2018.

In the words of the poet Henry David Thoreau, "goodness is the only investment that never fails."

At Baladna, we hope that spirit captures the many and multifaceted efforts that we are making to give back to and be a responsible member of our community.



### We take Extraordinary care for our cows.

Our cows consume the highest quality carefully selected feed and they receive best-in-class 24-hour veterinary care in state of the art temperature controlled barns.

Water conservation and sustainable farming methods are central to fulfilling Baladna's growth strategy and all our forage is imported from sustainable sources and we operate bio-security best practices to ensure the health of our farm animals

### Caring for our Community

Baladna has been investing in community and environmental stewardship since our foundation in March 2014.

Based north of Doha along Al Shamal Road, Baladna Farm is a hub for the Qatari community, locals and expats alike.

If you visit on any day of the week, you will find many families enjoying

a day in the park, learning about our cows, or dining in our traditional restaurant. Community is at the heart of our enterprise.

Awareness and education programs are run daily on Baladna Farm, with regular visits by schools and universities giving students an opportunity to understand the many roles that the farm plays – as a caretaker for the many animals on the farm, as a producer of fresh dairy and milk products, and as a responsible part of the country's future growth.

Giving students and families an opportunity to see and interact with the source of their food is an important way to bring them back to the land and nature, while also instilling a great sense of pride in being part of a country that is moving to a more sustainable future.

Baladna is also a major donor and supporter of causes and communities across the country,

donating our time, efforts, products, and money to keep community life strong.

Baladna is an important sponsor for sports teams, such as Al Khor Football Club.

Baladna has also sponsored AgriteQ Qatar and the Qatar Self Sufficiency Exhibition, cultural events like Librtha Heritage Festival, in addition to plays over the past year.

We are also proud supporters of National Sport Day!

This year, Baladna celebrated National Sport Day at the Sheraton Park and Al Arabi Sports Club, to support the country's goals towards a healthier future.

We organized activities for everyone, and distributed free family access vouchers for Baladna Park and more than 20,000 free products including milk and yogurt, to sport day enthusiasts.





Stewards of the environment  
It is vital to maintain a balance between development needs and protecting the environment. Baladna believes in zero waste and has efficient methods in place to manage and compost solid waste and recycle them.

Manure lagoons have also been built to manage and treat animal refuse. The company has taken sufficient steps to keep the air in the barns clean by installing filtration systems. Future plans include the production of fertilizers by reusing waste material.

Providing the local market with natural fertilizers will also help agricultural farmers reduce water usage. Baladna is also looking to establish a water treatment plan with two water towers to further contribute towards environment protection.



Towards a sustainable future  
Sustainable businesses are more profitable, more productive and better equipped to face future challenges.

We aim to continuously improve efficiencies by further automation of our production lines and product handling which in turn increases capacity and lower costs.

Baladna is in the process of listing on the Qatar Stock Exchange,

the IPO will help Baladna expand its product portfolio through investments in poultry farms, juice and fertilizer production.

Baladna will continue its mission to provide a sustainable foundation for authentic, high-quality, premium and nutritious products that enrich consumer's daily lives.

Baladna will work towards meeting the long-term goals of the Qatar National Food Security Program,

while helping Qatar become a dairy independent nation.

Baladna's continuous commitment towards the community, environment and food safety will help Qatar achieve an essential part of the National Vision 2030.

Baladna understands the importance of social sustainability and giving back to the community and was recently awarded the Social Responsibility Award.





## Sasol's social responsibility in Qatar



Mr. Phinda Vilakazi, President of GTL Ventures at Sasol

What we have accomplished so far remains unfinished compared to what we hope to achieve for the Qatari society in the future.

**While focusing on its core business in Qatar, through a strong partnership with Qatar Petroleum's joint venture ORYX GTL; Sasol continues to prioritise its social responsibility initiatives toward the Qatari community.**

Over the years, and through strategic partnerships with the public sector and civil society organisations, Sasol, the international integrated chemicals and energy company, launched several pioneering CSR initiatives that left a positive impact on the local community.

What we have accomplished so far remains unfinished compared to what we hope to achieve for the Qatari society in the future.

We realize our duty toward the community, and through our initiatives we seek to provide any support needed for Qatari groups and sectors.

We are proud of being a part of this society and will continue to work towards more fruitful cooperation with the public and civil society organisations sectors to serve the Qatari people.

**"Definitely Able" and "Accessible Qatar": From promoting awareness and inclusion to creating tangible change**

In 2017, Sasol developed and expanded its "Definitely Able" and "Accessible Qatar" initiatives to cover new areas.

This year, the initiatives didn't only promote awareness and educate people, but also created tangible change on the ground.

The first Accessible Qatar conference was launched by Sasol. Under the patronage of H.E. Sheikh Abdullah bin Nasser bin Khalifa Al Thani Prime Minister and Minister of Interior during the 14th Project Qatar.

The 2-day Accessible Qatar Conference aimed to raise awareness about accessibility, encourage knowledge sharing, and influence project developers to make existing and future venues accessible to the disabled.

The Accessible Qatar Conference concluded with an awards ceremony recognising the most accessible venues in Qatar for the mobility impaired.

The ceremony was attended by key government figures, developers, and representatives from winning venues, which included five-star hotels, shopping malls, tourist attractions, parks and recreational areas. Through its initiative "Accessible Qatar", the company opened the first Inclusive Playground in the region at Al Legtaifiya Park.



Featuring modified playground equipment including a slide and a swing for wheelchair users, the Inclusive Playground opened a new frontier for accessibility in Qatar.

The Playground sent a strong message to children of all ages and abilities to come together and play together.

Also, through "Accessible Qatar" initiative, Sasol, in cooperation with D-Adapt Company, sponsored the launch of the "Freestyle Aquatics at Aspire" at the indoor swimming pool in Aspire Dome.

The programme was organized by Aspire Zone Foundation and the non-profit Freestyle Aquatics organization.

It offers swimming, scuba diving, and snorkeling lessons for people with disabilities of all ages.

It also included the installation of a special lift for disabled persons to enter and exit the swimming pool.

Sasol conducted several audits and organized training workshops on accessibility awareness for several local institutions, including Qatar Tourism Authority (QTA), the Supreme Committee for Delivery and Legacy (SC), the Ministry of Health (MOH), and the Ministry of Education and Higher Education.

The workshops focused on accessibility issues and stressed on the need to promote the culture of accessibility.

The workshops also called for more venues that can conveniently accommodate the disabled community.

Sasol also presented ways to audit venues when assessing their readiness to accommodate people with disabilities.

**Individuals can also make change**

Sasol's CSR initiatives are not only limited to supporting local institutions and encouraging them

to take all measures needed to ensure accessibility.

Sasol also enabled individuals and gave them the important role of carrying on this mission.

It launched "Accessible Qatar Ambassadors" programme, which recruited three ambassadors from among the disabled community.

Through the support Sasol offers them, these ambassadors work to serve their communities and organize events and initiatives to promote awareness about their needs.

The ambassadors were part of all events organized by the Sasol's initiative "Accessible Qatar".

In addition, they held events and workshops that they have entirely initiated and organized.





## Innovation in CSR is my social responsibility



Mr. Jack Saba, General Manager of Public Affairs at Sasol



**Qatar... an accessible destination**  
Sasol partnered with the Qatari tourism and hospitality sector, namely Qatar Tourism Authority (QTA) for a host of initiatives in 2017.

In addition to delivering "Accessibility Awareness and Audit Training" to a team of QTA inspectors; Sasol's "Accessible Qatar" initiative conducted expert accessibility audits in many hotels, tourist destinations, and public venues across the country.

It encouraged hotels and restaurants to provide food menus and instructions using Braille language and to introduce other changes and improvements for the benefit of the disabled community in Qatar.

At the World Tourism Day celebrations, "Accessible Qatar" launched the 'Understand Accessibility' programme.

This programme provided 9-dimensional virtual reality (9-D VR) chairs to promote accessibility, find solutions, and raise awareness around the challenges faced by the disabled community.

**The desert is not lifeless**  
Through its "Qatar e-nature" initiative, Sasol is trying to change the misconception that the desert is a place with no biodiversity.

The "Qatar e-nature" app and website, both created by Sasol, introduce people and particularly schoolchildren to Qatar's rich nature and environment.

"Qatar e-nature" also provides detailed information about flora, birds, mammals, reptiles, and insects in Qatar.

As part of this initiative, annual school contests are organized to foster knowledge of Qatar's nature among the students.

In 2017, the app and website were upgraded to improve the user's experience.

A new marine life section was added, and the overall content was revised to assure it is up-to-date.

**Education before medication**  
To mark World Diabetes Day 2017, Sasol and Qatar Diabetes Association (QDA) have launched a Diabetes Education Room at the QDA premises to raise awareness and improve outcomes in managing childhood diabetes.

The Education Room features two sections: a meeting room for parents to receive guidance from diabetes educators on health education, lifestyle, and diet changes, and a children's play area that houses "the Health Park with Salem and Sarah" board game, which was specially developed by Sasol and QDA in 2016.



**Qatar is hub for entrepreneurship and sustainable development in the region**

In line with Qatar National Vision 2030 (QNV 2030), which seeks to diversify the economy and encourages entrepreneurship, Sasol, as the gold sponsor, supported the sixth edition of "Al Fikra National Business Competition".

The competition was launched by Qatar Development Bank (QDB) to support Qatari entrepreneurs and embrace creative ideas that contribute to the diversification of the Qatari economy.

Sasol was also the gold sponsor of the Rowad Qatar Annual Entrepreneurship Award and Conference 2017.

The event which was held by QDB offered a platform for SME's and entrepreneurs to come together and share creative concepts, projects, and initiatives that can enrich the business community and serve the Qatari people.

And as part of its international efforts to support sustainable development, Sasol renewed its membership of Abdulla bin Hamad Al-Attiah Foundation for Energy and Sustainable Development.

This came as a recognition of the long-standing relationship and partnership between the two organizations as they look towards a sustainable future.

The Al-Attiah Foundation uses membership funding to support ongoing research and publishing efforts that contribute to a greater understanding of the energy and sustainability.

The Foundation also hosts the annual Al-Attiah International Energy Awards, a high-profile prize that rewards individuals for their Lifetime Achievement in advancing the international energy sector.

Sasol calls on all companies and government, semi-government, and private establishments to join its efforts in supporting the local community and achieving sustainable development that serves Qatar and its great nation.





## CSR at Al Faisal Holding



We have proven a rich history of corporate social responsibility.

Sheikh Faisal Bin Qassim Al Thani, the founder

Throughout the years, Al Faisal Holding has proven to have a rich history of corporate social responsibility, which brings together the challenges and complexities of the business world, and the increasingly diversified society. As the founder of Al Faisal Holding – Sheikh Faisal Bin Qassim Al Thani – is a strong believer in the big role the private sector plays in developing and enriching the local community.

Al Faisal Holding is committed having a strong bond with its environment, and its activities mainly focused on:

- Investing in education.
- Operating with and adhering to the highest ethical standards.
- Protecting the environment.
- Promoting diversity amongst the Company's work force and partnering with diverse suppliers.
- Ensuring a safe, healthy workplace.

As a part of its corporate social responsibility strategy, Al Faisal Holding has participated in several events and partnered with different companies that support its vision.

One of these key initiatives is Al Faisal Educational Fund, which has been established in November 2009, in partnership with Qatar University and Qatar National Bank, with the objective to enhance the courses offered by the College of Business and Economics at Qatar University, teaching

business students the principles of Socially Responsible Investment, and giving the opportunity to enhance the classroom environment with real life practical investment experience.

The money generated from Al Faisal Educational Fund give the students the opportunity to create and manage their own real portfolios during the semester.

After that, students are requested to justify their investment decisions to members of the finance faculty to show an understanding of the theory and application of responsible investment.

Moreover, in March 2013, Al Faisal Holding signed a significant agreement with Carnegie Mellon University-Qatar, demonstrating the importance of strengthening the links between business and education in Qatar.

This initiative involves achieving mutual benefits for both entities, where Al Faisal Holding's managers are able to access the educational

system and trainings provided by Carnegie Mellon University-Qatar, and the University's students are given the opportunity to experience business at first hand through scholarships and placements in Al-Faisal's range of international businesses.

The two organizations also hold a series of joint conferences, seminars, and workshops.

Al Faisal Holding adopted another initiative which demonstrates its commitment to education; an agreement with the American School of Doha (ASD) was signed in 2014, where Al Faisal Holding provided the school with a grant to in order to establish the Sheikh Faisal Scholar Project for the Arabic Language and the Sheikh Faisal Center for the Arabic Language.

The main focus of this project is to enhance the curriculum of Arabic language at ASD, to develop proficiency-based curriculum and resources to ensure that students master their mother tongue and become articulate young leaders

in their own language. This step would enhance the children's confidence while using their language, and it would support their proficiency in other languages, as it is necessary for children to excel in their mother tongue as a base for learning other languages.

As a part of its continuous commitment to promote entrepreneurship, and knowledge transfer between Qatar and the outside world, Al Faisal Holding has signed an agreement in 2014 with DePaul University, to support entrepreneurship and business development in Qatar and the Middle East.

Later in the same year, DePaul launched The Sheikh Faisal Center for Entrepreneurship in the Middle East at the Driehaus College of Business.

The center facilitates student exchange programs to develop new generations of Qatari and U.S. entrepreneurs and business leaders.





Groups of Qatari students visited DePaul's campus in Chicago each summer, and had the opportunity to experience working with faculty and alumni entrepreneurs to apply entrepreneurship theory and practice in developing their own businesses plans, in addition to students of business programs students in Driehaus College of Business had the chance to visit Qatar and participate in study-abroad programs.

Al Faisal Holding is a widely respected contributor to the development of Qatar's knowledge-based Economy and it will continue to focus on education and skills development among the current generation of young Qataris, on whom the country's future economic growth will rely.

Al Faisal Holding education division comprises of Stenden University in Qatar and Gulf English School.

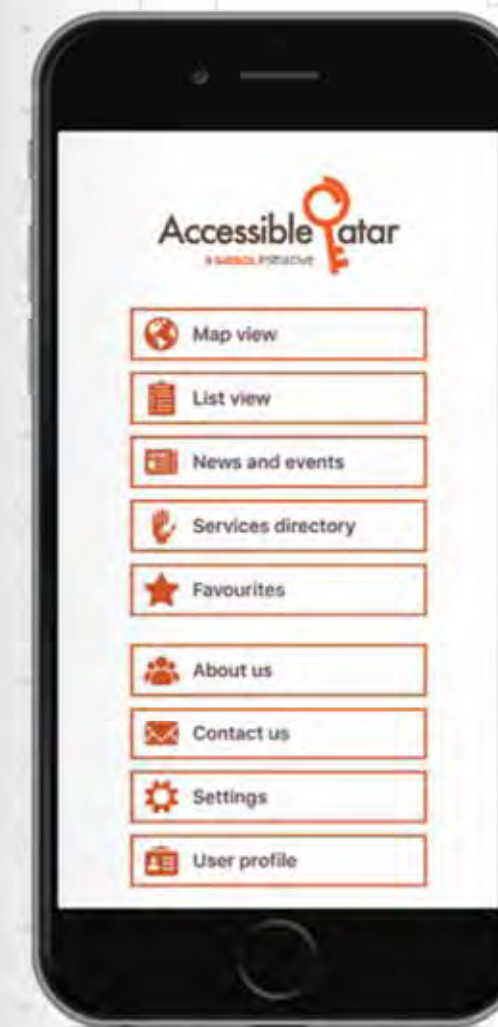
Stenden University Qatar was established in 2000, based on an agreement between Al Faisal Holding and Stenden University Leeuwarden, The Netherlands. It offers three four-year Bachelor in Business Administration with majors in International Business and Management Studies, International Tourism Management and International Hospitality Management.

The Gulf English School launched in 1993, offers quality National Curriculum of England and Wales, the International Baccalaureate Diploma in Year 12 and 13, as well as Arabic and Islamic Studies.

Gulf English School is a fully accredited school by the Council of International Schools (CIS), the International Baccalaureate Organization (IBO) and is a member of the BSME.

The School's campus has been expanding since its foundation to meet the constantly growing numbers of students, and it gives high priority to the development of students' personal qualities and communication skills, through cooperative and collaborative learning processes and extracurricular activities.

Qatar's National Vision 2030 has been launched as a clear roadmap for Qatar's future. With its main pillars focusing on economic development, social development, human development, and environmental development Al Faisal Holding is determined to play a vital role towards achieving these goals, and ensure that Qatar will continue moving steadily towards becoming one of the leading economic powers led by H.H. The Emir, Sheikh Tamim Bin Hamad Al-Thani.



## Together Towards an Accessible Qatar

Accessible Qatar, is one of Sasol's corporate social responsibility initiatives that aims to provide the disabled community instant information about public and touristic venues accessibility through a smartphone application and website. It combines expertly audited data and user reviews and ratings, giving the disabled community the confidence they deserve to explore and enjoy Qatar without limits. Moreover, having accessibility information publicly available will encourage venues to make necessary modifications in support of accessibility for all.

Download the app today and help us ensure Qatar is an accessible destination for all.



www.AccessibleQatar.com

@DefinitelyAble Definitely Able @DefinitelyAble  
/thedefinitelyable @DefinitelyAble

### Partners





## CSR at Dlala Holdings



Dr. Abdul Aziz Ali Al Hammadi, CEO

Towards  
a positive impact  
on the Qatari  
community.

**Dlala Brokerage and Investment Holding seeks to establish itself as a leader, not only in the field of financial and investment brokerage, but in the field of CSR as well. Therefore, the company has spared no effort in supporting CSR projects to apply a positive social impact on the Qatari community, contributing to the development and welfare of the society.**

As a sign of its deep belief in CSR, Dlala Holding has launched a worldwide-leading initiative in this field, inviting students from Qatar University to attend its board meeting to train students and prepare them for responsibility, which comes within QNV 2030 launched by HH the Emir Sheikh Tamim bin Hamad Al-Thani, which is based mainly on human development, youth support and transparency.

#### Partnership with Qatar University

Dlala Holding signed an MoU with Qatar University to improve and

enhance knowledge in education, scientific research, executive training, community development, exchange of professional experiences, scientists and researchers in business administration, finance and information systems.

The MoU includes cooperation of the two parties in organizing joint conferences, symposia and workshops to achieve the common goals.

The MoU provides also training opportunities for Qatar University students; introducing them to trading systems, contributing to their scientific researches, and sponsoring excellent and creative students.

In addition to the company's CSR plan to help achieve QNV 2030. The company also looks forward to hire outstanding students who are trained within the partnership agreement.

#### Qatar University students attend the board meeting

In the first initiative among the Qatari shareholding companies and in the framework of the cooperation agreement with Qatar University, the company hosted two students from the university to attend the board meeting as part of its CSR to support young Qatari nationals and provide training opportunities for QU students.

Dr. Abdulaziz Al Hammadi, CEO of Dlala Holding, said that inviting students to attend the board meeting, which is the core of the company's leadership, is a good opportunity for university students to get acquainted with this business atmosphere in a practical manner.

The students expressed their gratitude as they were introduced to the new rules of governance issued by the Qatar Financial Markets Authority, as well as discussions on the company's financial results and those related to the company's business progress.



Dr. Abdul Aziz Ali Al Hammadi, CEO of Dlala Holding, signing the agreement with Qatar University



Group photo of the students with the board of directors of the company



The signing ceremony of the partnership with Al Jazeera Media Network

#### National partnerships

Dlala Holding has signed a partnership agreement with Al Jazeera Media Network to sponsor (Al Borsa) program aimed to provide economic and investment education through a simplified dialogue with analysts and specialists in the world of finance, business and economy.

The program also sheds light on the most important economic variables and their impact on the living conditions in the society.

It also provides a brief economic content for all segments of the public based on simple numbers and visual techniques that put the viewer at the forefront of developments in the world of stock, oil, and commodities.

#### Qatar National Vision 2030

To represent the civilized image of Qatar and QNV 2030,

Dlala Holding contributes to the country's strategy to train young leaders to take responsibility and help build the nation by providing them the best training in stock trading and real estate. Dlala Holding continues to be part of the development and progress process in Qatar.

#### Youth Care

Recognizing the youth's important part in building the society, and through its CSR towards its young people, the company supported "Efaf" project to help young Qataris get married.

This project is one of the strategic projects of "RAF" Foundation which aims to serve the Qatari community.

Supporting "Efaf" project is part of the company's CSR towards the society, a role played by the company to support social, sports and humanitarian activities in Qatar.

#### We care

As part of its CSR towards charities in Qatar, Dlala Holding generously presented a donation to Qatar Charity and "Dreama" Foundation as part of the company's campaign to donate 1 QR for each order executed by Dlala Islamic Brokerage Company on the Doha Securities Market. The amount is divided equally between Qatar Charity and "Dreama" Foundation for orphans.

#### Developing the national economy

Dlala Holding seeks to strengthen its presence in the Qatari market as an investment company that contributes to the development of the national economy considering the boom in Qatar.

The company is diversifying its investments to achieve the highest returns to its shareholders by taking advantage of the excellent investment opportunities in the Qatari economy.







## Committed to Community...

Dlala brokerage & Investment Holding (Q.S.C)



The highest standards of  
Health, Safety and Environment consciousness  
are our values



[www.contraco.com.qa](http://www.contraco.com.qa)



## CSR at Contraco



Mr. Nabil Abu Shaaban, GM

Contraco is committed to its CSR and certified 'Grade-A' contractor

**Contraco is committed to its CSR and certified 'Grade-A' contractor, and the company, continually implement its CSR by improving the effectiveness of IMS conforming to ISO 9001:2008, OHSAS 18001:2007 and ISO 14001:2004 standards. When it comes to building construction of any type, "Contraco" is one of the leaders in the field.**

Contraco is one of Qatar's largest, 'Grade-A' certified building, construction and infrastructure companies. Accredited by the Central Tenders Committee of Qatar and trusted by the government, private sector and VIP clients alike to deliver massive, significant and unique projects, Contraco possesses an unblemished track record of success in the industry.

As a Qatari company, with a legacy that spans over four decades, Contraco has grown in tandem with the rise of Qatar on the global stage.

As our country grew from modest beginnings to become a rapidly expanding nation with modern metropolises, Contraco has played a key role of fully engaged partnership. As our portfolio will readily demonstrate, Contraco has worked tirelessly to realize the vision of Qatar's leadership, capably deploying our expertise in the development of key projects and state of the art infrastructure.

From commercial & residential buildings, educational & cultural developments, medical, hospitality and sports stadiums Contraco undertakes multimillion dollar turn-key projects, utilizing our

company's design, construction, Fit-Out, MEP and operational capabilities to drive projects forward and deliver work that sets the industry standard.

By applying internationally acclaimed know-how in combination with the world's best practices in management, we have developed a reputation for overcoming every possible challenge, in order to ensure our projects are delivered on budget and on time.

Confident of our capabilities, the growth trajectory of Qatar and fueled by the spirit of entrepreneurial innovation that drives us, Contraco looks forward to a future filled with optimism. Hence, we invite you work with us, as we build bigger and reach higher with every project.



### Sustainability & Environment

Our turnkey projects from design to build strive at upholding environmentally safe and sustainable practices.

Be it through the reduction of material requirements, water, energy or resource use Contraco ensures that our projects promote waste management, recycling, and conservation.

Contraco has the capacity to construct LEED certified buildings and we duly guide our clients on making responsible choices that elevate their own environmental credentials.

Upholding the best Quality, Health, Safety and Environmental practices has become a culture, within which every employee is treated as family

member with dignity and equality and our planet is treated with utmost respect.

Contraco consistently meets the highest degrees of compliance during HSE audits.

We also work at improving the resilience of the physical structures we create as a sign of respect for the fragile and environment around us.

As an environmentally responsible entity we pursue sustainable alternatives in the construction and management in all our projects and we consistently evaluate the methods we use to mitigate the environmental impacts from construction.

Our goal at Contraco is to construct infrastructure that makes a positive contribution to the community, long after they are built.

### Labour Accommodation

Given the complexities associated with labour shortages and the resulting delays projects often face, Contraco has invested heavily in managing and maintaining a considerable contingent of construction labour.

We have a large, well maintained, permanent labour accommodation facility for our blue-collar workers.

Additionally, Contraco also has full facility labour accommodations that are portable – thus leading not only to efficient project management but also resulting in well-deserved rest for our workforce, who can be stationed very close to the projects they are working on.





## CSR at (ASTAD)



Eng. Ali Al-Khalifa, CEO, ASTAD

**SANAD**  
is a significant  
approach  
towards CSR  
and Knowledge  
based economy.

**At ASTAD, we are committed to supporting the development of communities in which we work, strengthening and contributing to the economic & environmental improvement of societies.**

We achieve this through good governance, rigid compliance with the laws and regulations, and open and effective communication.

Meeting the highest international standards in all of our projects is central to our business.

Our portfolio of projects includes some of the most iconic buildings in Qatar, spanning the fields of government, health, culture, sports, education, transport and research.

We combine the expertise of our exceptionally talented teams to

ensure that each of our projects exemplifies innovation and excellence, and meets the highest criteria.

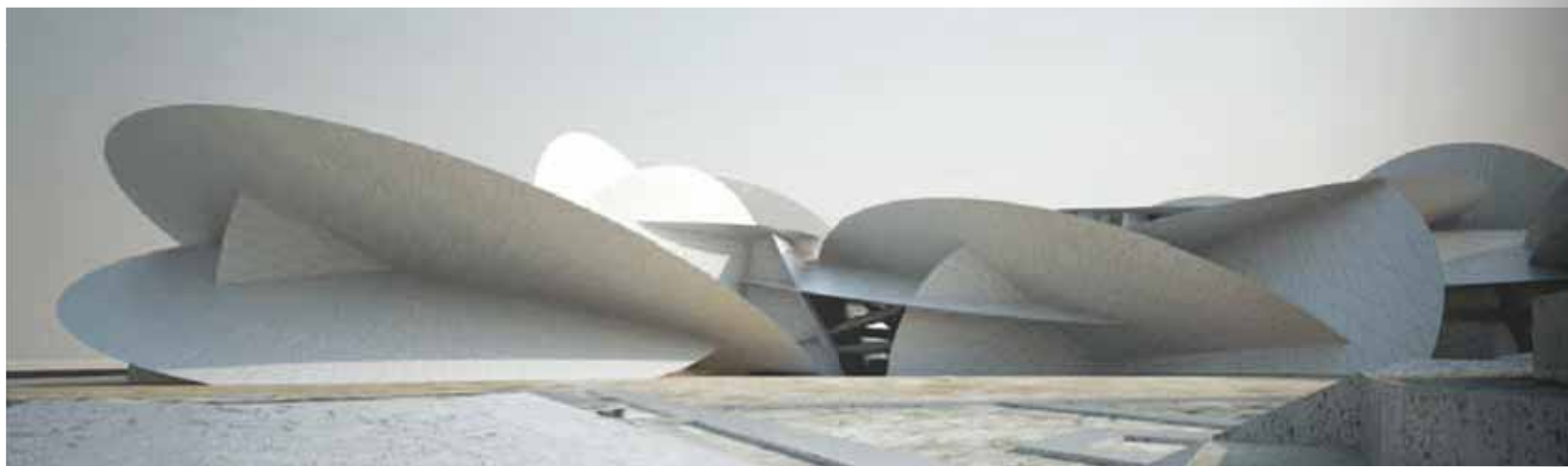
Our projects play a significant part in contributing to the development of Qatar, as it transitions from a carbon-based to a knowledge-based economy.



For successful completion of construction projects, there is a need for well drafted contracts that clearly state the guidelines and agreements required throughout the entire construction process. Our vast experience has led us to the creation of our own integrated suite of contracts – **SANAD**.







**SANAD** For successful completion of construction projects, there is a need for well drafted contracts that clearly state the guidelines and agreements required throughout the entire construction process.

Our Commercial and Operational Division's years of cumulative local and international experience has led us to the creation of our own integrated suite of contracts—SANAD.

The suite includes templates, forms, general conditions and supporting appendices that have been developed to guide and support contractual procedures, encourage seamless processes and promote fairness and equity between parties.

We developed SANAD specifically for Qatar, yet with the added feature of being adaptable to enable customized tailoring to suit the requirements of any construction project across the region.

SANAD evaluates the various methods to most effectively address the common contractual challenges faced in the region, while aiming to help overcome them, prepared with the mindset to give Employers, Contractors and Consultants a comprehensive document with full front-end terms and conditions, appendices and annexures.

It complies with local laws, regional realities, and global best practices while holding equity, flexibility, balance, and effectiveness at its core.

SANAD aims to bring all parties involved in a project together by offering more balanced contract terms and conditions.

Reducing costs and promoting the efficient delivery of projects while simultaneously maintaining fair and appropriate risks for all parties will benefit the Employer.

SANAD aims to be an invaluable asset to the existing forms of contract currently being used in the construction industry.

This region has one of the most unique work environments and set of challenges seen in the construction industry.

Throughout our experience managing the delivery of complex building and infrastructure projects, we have grown to understand the unique contractual challenges faced within the region as we have been directly confronted with them.

This presented an opportunity for us to take action and develop a new set of standard contracts to support the region's growth, furthering our journey towards the Qatar National Vision 2030.

SANAD was under development for many years and has been accomplished using our Commercial

and Operational Division's wealth of global knowledge, real experience and lessons learned.

Our specialized teams worked closely with international legal and insurance experts to ensure that all requirements were met.

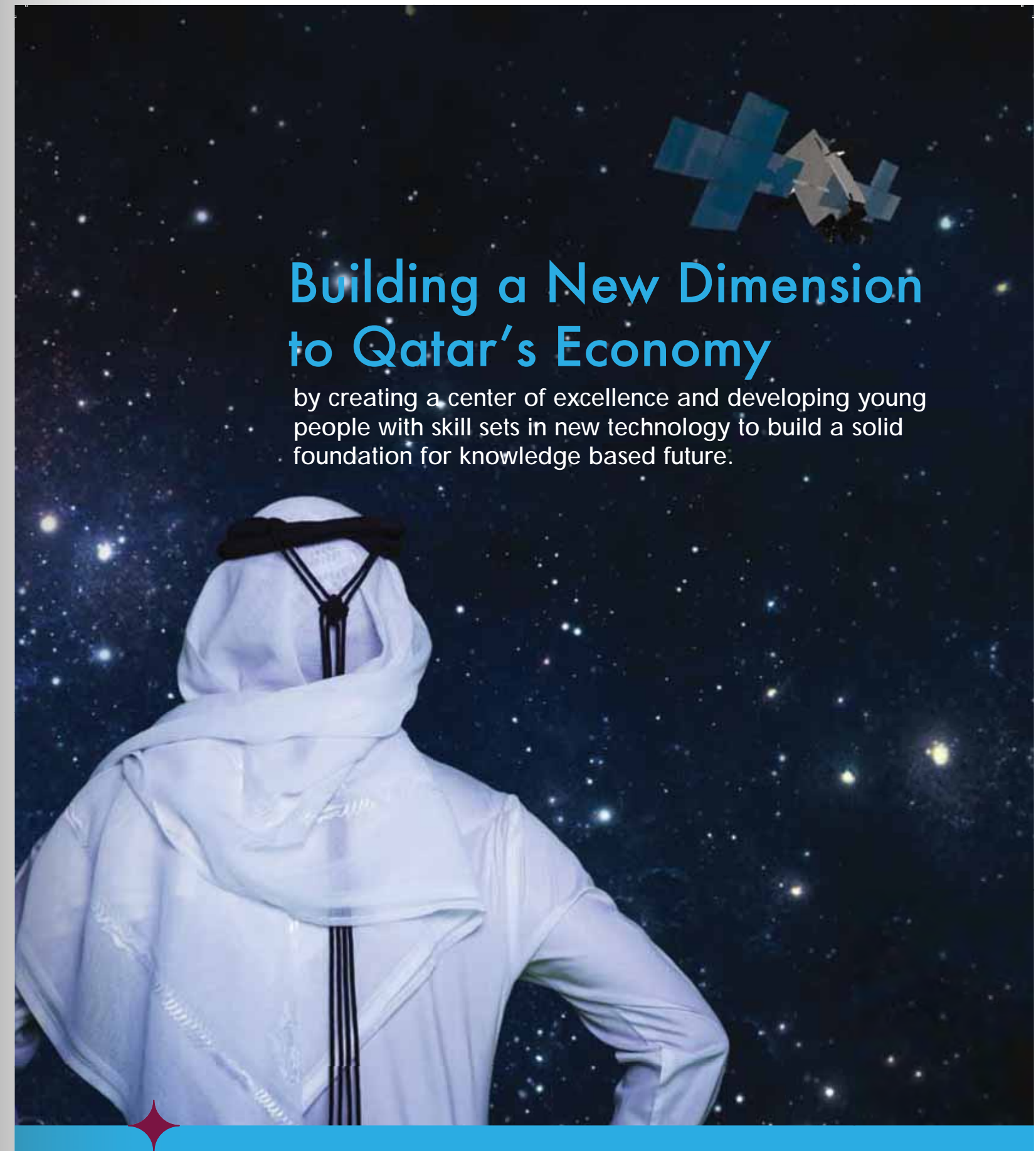
We enjoyed every step of the process in the development of SANAD; driven by our team's passion and commitment to improve the efficiency of the construction industry.

The Arabic word SANAD translates to 'support'. This is demonstrated through our integrated suite of contracts, which will act as a supportive tool across the construction industry, offering fair contractual procedures and ensuring seamless and functional allocation of liabilities.

We are honored to have the opportunity to successfully establish these contracts, and look forward to cementing them into this region's construction industry as a new set of standards.

SANAD is one of the tools we feel is necessary to help improve the contractual culture within the region.

We call for all parties involved in the construction industry to collectively take a step forward towards industry best practice.



## Building a New Dimension to Qatar's Economy

by creating a center of excellence and developing young people with skill sets in new technology to build a solid foundation for knowledge based future.



## CSR at al khaliji Bank



Mr. Fahad Al Khalifa, Group CEO

al khaliji  
is driven by  
progressive CSR  
in parallel  
with its vision  
for growth

**As Qatar's next generation bank, al khalij Commercial Bank (al khaliji) PQSC is driven by progressive Corporate Social Responsibility in parallel with its vision for growth.**

The core of the bank's CSR program is a conviction in its mission to drive sustainable economic, human, societal and environmental development in line with the Qatar National Vision 2030.

### Health and Nutrition

In March, the Bank organized a special nutrition awareness event titled "Together for a healthier you" for staff, in collaboration with Lite n' Appetite Health and Diet Food Center, offering one on one consultancy sessions along with

comprehensive advice and education on nutrition, health and physical exercise.

In April, an awareness event about Autism, in collaboration with Shafallah Center and Qatar Autism Families Association was organized.

al khaliji also held an informative awareness session in October, on the occasion of the Breast Cancer Awareness Month, which was conducted by the Primary Health Care Corporation (PHCC) Screen for Life Program.

### Sports and Fitness

al khaliji's CSR efforts in 2017 also included a number of sports and fitness initiatives.

Marking the sixth consecutive year that the Bank celebrates Qatar National Sport Day (NSD), al khaliji organized as well as participated in several initiatives and activities, including the Qatar Central Bank walk along the Doha corniche.

al khaliji also organized a run at Al Sadd Sports club under the bank's "Generation Fit" initiative, featuring professional physical fitness tips and advice for everyone.

Furthermore, al khaliji hosted its Annual Football Tournament for the fourth year in a row at Al Sadd Sports Club serving as a platform to foster the values of community, sportsmanship and positive team spirit among participants.



**al khaliji cares.**

Sport, health, environment and education, our bank is committed to Qatar all the way.

+974 4494 0000 [www.alkhaliji.com](http://www.alkhaliji.com)







## Corporate citizenship at KPMG in Qatar



Mr. Ahmed Abu-Sharkh, Country Senior Partner

Our purpose is to inspire confidence and empower change.

### Local action

We are proud to have been part of the country's business community for over 40 years.

Being responsible corporate citizens is at the heart of what we do and we are committed to giving back to society, in recognition of the opportunities and support we have experienced in Qatar that have allowed us to thrive.

Our 300 in-country professionals share our purpose to inspire confidence and empower change, not only for our clients, but also the public.

We are dedicated to making a real difference to the country's vibrant and diverse community and regularly carry out activities and

programs focused on education and training, social welfare and the environment.

### Education and training

We believe in drawing on and developing local talent and have entered into agreements with some of the country's biggest businesses to provide valuable work experience for many young Qatari's who are keen to gain exposure in the private sector and broaden their understanding of International organizations.

We work closely with some of Qatar's leading universities and we will continue to widen and reinforce our efforts to develop mutually beneficial projects and initiatives with them.

We have employed dozens of interns and graduates each year from local universities and our commitment to their development includes ongoing technical training and providing hands-on experience, working on projects under the guidance and mentorship of our professional staff.

We have also regularly delivered seminars for university students in Qatar to give them insight into Audit, Tax and Advisory careers.

Many KPMG graduates and alumni go on to take up public and private sector positions in Qatar, applying the development and experience that they gained whilst working at KPMG in their roles which often have a wider impact on society.



### Community

Our staff actively participate in local sporting events including the Qatar Diabetes Association's World Diabetes Day Walkathon held in the Oxygen Park, Education City, and the Ooredoo half Marathon.

Each year, our staff and their families are invited to KPMG in Qatar's National Sports Day celebration, helping to educate them on ways to reduce health risks and promoting a healthy lifestyle, in line with the Government's objectives for the day.

Each year during Ramadan, a number of our staff work with local charitable organizations to donate meals and share Iftar with laborers in Qatar's labor camps, donating over 2000 meals in the last 3 years.

### Environment

During Qatar Sustainability Week 2017, and as part of the firm's Global Green Initiative, at KPMG

in Qatar we began an initiative to reduce, reuse and recycle paper waste.

All staff got involved in an internal campaign and as of February 2018, we have recycled over half a ton of paper.

In the coming year, we will be running further campaigns on reducing power and electricity use and replacing disposable items.

### Global commitment

At KPMG in Qatar, and our member firms around the world, our approach to corporate citizenship is founded on the belief that business has a vital role to play in helping solve the most complex problems in any given community.

Our values are aligned with the UN Global Compact's 10 principles and are part of the foundation of how we conduct business.

We believe strongly that responsible business practices contribute to broad-based development and sustainable markets.

KPMG International applies member firms' skills, resources and influence in pursuit of the UN's Sustainable Development Goals.

Our member firms' people contribute to all 17 Sustainable Development Goals through their client work.

Our corporate citizenship programs particularly focus on 'Quality Education and Lifelong Learning.'

We will continue to expand our corporate citizenship programs in Qatar throughout 2018 and beyond, to help Qatar's business community, students and residents to prosper and grow.





## CSR at MANATEQ



Eng. Fahad Rashid Al-Kaabi, CEO

Supporting  
the National  
Economy  
is the foundation  
of our Social  
Responsibility

**“Manateq” The economic zones company continues its leadership in the CSR field throughout the years, being part of genuine initiatives that reflect its commitment to support the citizenship values.**

#### Made in Qatar Exhibition

“Manateq” sponsored “Made in Qatar exhibition” held under the patronage of His Highness Sheikh Tamim bin Hamad Al Thani, Emir of Qatar, and was organized by Qatar Chamber in cooperation with the Ministry of Energy and Industry. The sponsorship of the exhibition is a serious initiative that contributes to build and sustain the local industry, being a platform to highlight the company's vision and achievements. The Exhibition has enabled “Manateq” to reveal its objectives, projects and investment opportunities, working towards achieving QNV 2030 objectives to diversify the economy.

#### Awarding Leadership

For the 3rd consequent year, Qatar University honored “Manateq” with the CSR leader award in recognition of its efforts to encourage its employees,

contractors and the community to adhere to the highest HSE standards and by ensuring the proper communication of those standards clearly to the concerned parties and ensure their implementation.

#### ISO standards

Manateq continued its excellence in applying international quality standards and was awarded new ISO certification: ISO 14001: 2015 and BS OHSAS 18001: 2007 for its HSE Management System (HSEMS), following a comprehensive assessment and audit process performed by an independent party (TÜV NORD CERT GmbH), a provider of testing and certification services based on global specifications and standards for products, services and management systems.

#### Introducing investment opportunities to the private sector

As part of its efforts to promote private sector investment in Qatar and increase its contribution to the economic development in the State, HE the Prime Minister and Minister of Interior Sheikh Abdullah bin Nasser bin Khalifa Al -Thani reduced the rental value by 50% for all investors

in the logistics parks in the southern region of the State (Al Wakra, Birkat Al Awamer & Aba Saleel) during 2018 and 2019 so that the rental values will be reduced from QR 40 to QR 20 per square meter. It is also decided to provide more exemptions to stimulate investors to speed up the completion of their projects on time, where investors are exempted from the rental value of 2018 in the event of the issuance of building permits before 31 January 2018 and exempt them for 2019 in the event of the issuance of licenses to complete the construction before January 31, 2019. This will contribute to the development of logistics parks in accordance with the time plan adopted by Manateq.

This step highlights Manateq's proactive approach, as well as its efforts to establish close relationships with the private sector and reflects its continuous contribution to diversify the economy and develop various sectors in Qatar. It supports as well partnerships with the private sector as part of its continued commitment to the development of the Economic zones, Industrial zones, logistics and warehousing parks.



## YOUR ZONE FOR SUCCESS

A world-class environment for your business to thrive

Manateq provides the most efficient, cost-effective and sustainable Special Economic Zones, Industrial Zones, Logistic and Warehousing Parks, offering benefits such as long-term rent, primary infrastructure and prime locations.

Expand your business growth.

Go to [manateq.qa](http://manateq.qa)





## Commercial Bank's national pride



Mr. Joseph Abraham, CEO

We invest  
in young Qataris

**Commercial Bank stands united with the people of Qatar in full support of His Highness The Emir Sheikh Tamim bin Hamad Al Thani during the economic blockade.**

As a Qatari bank that is committed to supporting Qatar's all-round national development in line with the Qatar National Vision 2030, Commercial Bank is fully aligned with His Highness' National Day "promise of prosperity and glory."

We are proud to be a Qatari bank, support the vision of His Highness The Emir, and firmly believe the economic blockade has made Qatar stronger than ever before.

The impact of the blockade on our business has been minimal, and

Qatar's banking sector has proved remarkably resilient, with the government providing tremendous support. To publicly express Commercial Bank's national pride, an image of the iconic 'Tamim Al Majd' mural was placed outside the Commercial Bank Plaza building in West Bay. Covering most of the building's façade, the image is one of the largest of its kind on Doha's skyline.

As a leading provider of banking services and innovative new products, Commercial Bank plays a key role in the realisation of the economic pillar of the National Vision by financing Qatar's large infrastructure projects, SMEs and entrepreneurs.

The economic blockade has intensified Qatar's efforts to strengthen its economy through enhancing bilateral trade with countries outside of the GCC, and Commercial Bank participated in several events during 2017 to promote Qatar's international trading relations.

In support of Qatar's human capital, we invest in young Qataris who will be our future leaders through Commercial Bank's National Development Programme.

Commercial Bank sponsors over thirty Qatari university students with financial support, and since 2015 we have supported over 29 Qatari graduates through our leading graduate training scheme.



## Corporate Social Responsibility

Commercial Bank regards Corporate Social Responsibility (CSR) as integral to its business and is committed to supporting Qatar's national development in diverse areas such as sports, culture, health and humanitarian projects in line with Qatar National Vision 2030.

## المسؤولية الاجتماعية للشركة

يُعتبر البنك التجاري المسؤولية الاجتماعية للشركات جزءاً لا يتجزأ من أعماله، وهو ملتزم بدعم التنمية الوطنية في مجالات عديدة منها الرياضة والثقافة والصحة والمشاريع الإنسانية تماشياً مع رؤية قطر الوطنية 2030.



كل شيء ممكن تحقيقه  
everything is possible





## CSR at Sharq Law Firm



Mr. Rashid Al Saad, Senior Partner

Sharq Law Firm is the first private law firm in Qatar to introduce a Qatarization programme (Al Wakeel)

### CSR achievements

**Sharq Law Firm is the first private law firm in Qatar to introduce a Qatarization program (Al Wakeel) and its aim is to present young graduates in the legal industry a platform where they can learn and obtain practical experience in legal representation, becoming skilled lawyers who are able to stand their ground in International market.**

The Firm is also a sponsor of Kidzmondo, where young children are encouraged to learn more about the legal profession through role play.

This instils good behavior in the children and a desire to be professionals in future.

In addition, the Firm is also a proud participant in Qatar University College of Law Externship program.

This program allows young Qatari graduates obtain practical experience under the guidance of our Partners and Senior colleagues.

### Citizenship achievement

Sharq Law Firm is the first Qatari Law Firm to register a Law Firm in the QFC under the visionary guidance of our Senior Partner, Mr. Rashid Al Saad. Mr. Al Saad is also a leader in the legal industry as well as a proud recipient of several prestigious international awards from international bodies such as IFLR1000, Legal 500 & Chambers & Partners.

The Firm also renders high-value probono legal assistance to Qatari organizations such as Qatar Red Crescent, Dreama Orphanage, Qatari Youth Hostels.

Sharq Law Firm provides probono legal assistance in all areas of law at no cost to individuals who have suffered loss or are experiencing various issues due to the blockade on Qatar.

### Defeating the siege achievement

Sharq Law Firm provides probono legal assistance in all areas of law at no cost to individuals who have suffered loss or are experiencing various issues due to the blockade on Qatar.

Sharq Law Firm has committed time and resources into assisting several in all their legal challenges, rendering top quality legal services to affected citizens and expatriates of Qatar.

Collectively, the Firm has spent over 100 hours rendering probono services related to the siege against Qatar.

Sharq Law Firm provides probono legal assistance in all areas of law at no cost to individuals who have suffered loss or are experiencing various issues due to the blockade on Qatar.



www.sharqlawfirm.com





## CSR at Qatar Cool



Mr. Yaser Al-Jaidah, CEO

**Qatar Cool commits to reducing environmental risks.**

### Being a responsible and sustainable Qatari organization is of the utmost importance to us.

We believe that district cooling has a critical role to play in the country's development and the National Vision 2030.

Qatar Cool commits to reducing environmental risks, preserving natural resources and improving economic growth and opportunities.

Qatar Cool ensures that the growth of operations is undertaken in a sustainable and responsible manner.

Qatar Cool's CSR objectives reflect the commitment of the organization's responsibility towards society we are positioned as an industry driver, promoting and implementing international, clean and green policies.

Qatar Cool takes the environmental impact of district cooling very seriously.

District cooling plants are operated more efficiently with less harm to environment by eliminating such things as carbon dioxide, possible gas leak and noise pollution.

District cooling offers major environmental benefits and allows us to economize on natural resources.

Over the past eight years Qatar Cool has saved over 1 billion kilo watt hours of electricity, in turn reducing over 1 billion tons of CO<sub>2</sub> from the atmosphere.

The CO<sub>2</sub> reductions are equivalent to removing over 206 thousand cars off the road or planting over 15 million mature trees, which would populate over 44 thousand football pitches.

Qatar Cool has recently completed the conversion of two of its West Bay cooling plants to accept Treated Sewage Effluent (TSE) into its operations.

To date we have saved around 1,000,000 m<sup>3</sup> of potable water in the two cooling plants. To put this in to context, the potable water saved thus far is enough to run around 1,500 average sized villas in Qatar per year.

Qatar Cool has many ongoing projects with its partners and many more to implement over the next few years, we endeavor to further safeguard the environment whilst contributing with the change in Qatar into a sustainable country, through our operations and projects.



# Driving Environmental Change



## Our Environmental Impact in 2017:



280 Million kWh = 9,300  
Reduction in energy consumption



= 155 Million tons of CO<sub>2</sub> = 29,700  
Taking Off the road





## CSR at QIIB



Dr. Abdulbasit Al-Shaibei, CEO

We contribute effectively to the Qatarization process.

**QIIB is Committed to the Qatari society and is contributing to the development of Qatar. Social responsibility is a primary priority in QIIB, throughout its various activities it takes into consideration to add value to the Qatari community.**

In this context, QIIB is keen to contribute effectively to the Qatarization process. In 2017, the bank hired many Qatari Nationals and gave them the proper training and suitable positions within its organization.

QIIB actively participated in supporting education programs and competency training of the Qatari youth through its various branches with banking and administrative specialties during the summer vacation. In recognition of its role in serving the community, Qatar University honored QIIB at the annual ceremony held by QU Career Services Center to honor the

partners who support its vision, programs and activities related to training, recuperation and employment opportunities.

QIIB was also awarded the Best Supporting Bank of "Al Dhameen" program by Qatar Development Bank for the local banks supporting the SMEs and entrepreneurs. The program provides great value to the community and contributes to the horizontal development of the economy in Qatar.

The Bank supported schools, educational and academic institutions by participating in many activities to support them and provide appropriate resources for activities that enrich the educational process and contribute to its development. The Bank supported innovative projects for students and hosted at its premises a number of schools that organized professional days to boost the students' knowledge and guide them in their practical lives.

Emphasizing promotion of values of work, QIIB honored a number of its senior employees for their long service, dedication to work and loyalty to the Bank and its customers. The Bank has also supported medical activities through participation in health awareness events that reflected positively on the wider community.

QIIB continues to support charitable and religious activities under the umbrella of the Ministry of Endowments (Awqaf) and Islamic Affairs to strengthen sympathy and solidarity in the society. QIIB also supports the efforts of Qatar Red Crescent and its extensive activities both inside Qatar and abroad.

The Bank is keen to provide its high-quality services and products in a way that suits the needs and aspirations of the Qatari citizens in line with the global standards. An important commitment from QIIB to provide services consistent with the high level of civilization that Qatar has achieved.



## We Put You On The Right Track

At **QIIB**, we offer you innovative banking solutions and services of the highest international standards. Let International Islamic take care of your finances, so you can take care of your business.



**QIIB**  **البنك الدولي الإسلامي**

Call us on 44840000 or visit [www.qiib.com.qa](http://www.qiib.com.qa)



## QFC Regulatory Authority and Corporate Social Responsibility



Michael G. Ryan, CEO

Building a legacy of financial regulation through educational outreach.

**The QFC Regulatory Authority (the Regulatory Authority), an independent regulatory body established in 2005 by Article 8 of the QFC Law, regulates firms that conduct financial services in or from the QFC.**

It has a broad range of regulatory powers to authorise, supervise and, when necessary, discipline firms and individuals.

The Regulatory Authority plays a significant role in the development of the State economy through its regulation of firms and its efforts to establish a legacy of regulation for Qatar.

**Mubadarah (Our Initiative)**  
Driven by its strong belief in the importance of engaging in the national movement of social responsibility, the Regulatory Authority has developed a Corporate Social Responsibility (CSR) programme, Mubadarah (Our Initiative), that underscores a commitment to its ethical, social and environmental responsibilities.

Mubadarah, which takes as its focus the areas of education and finance sector development, delivers on the first pillar of the Qatar National Vision 2030 and the Second Strategic Plan for Financial Sector Regulation 2017-2022, both of which call for the development of human capital to meet the State's long-term goals.

By supporting the community through technical seminars, lectures, and classes held in Qatar's universities, the Regulatory Authority contributes to the economic and social development of Qatar as stated in the second pillar of the Qatar National Vision 2030, Social Development.

The third pillar of the Qatar National Vision 2030 encourages the development of a competitive and diversified economy capable of meeting the needs of all its people.

The Regulatory Authority contributes through the ongoing development of Qatar's financial sector.

## The QFC Regulatory Authority CSR mission



Mr. Eisa Ahmed Abdulla, Chief Operating Officer and Managing Director, Corporate Services

**"To deliver a world class financial services regulatory environment, which also contributes to the economic, environmental, and social well-being of Qatar and its people."**

**Al Masar (The Path)**  
The Regulatory Authority launched its Al Masar programme in September 2015.

Designed to assist and support Qatari staff through five specific phases of career development, the programme provides a clear structure for different competencies, professional and managerial training, technical skills, guidance and mastery of the programme's five phases.

**Outreach to Future Regulators**  
In 2017, the Regulatory Authority developed a strategic partnership with the Qatar Banking Studies and Business Administration Independent Secondary School for Boys and its companion Girls' School to raise awareness on the diversity of jobs in the finance sector.

The schools prepare students in grades 10-12 for careers in financial institutions including banks, financial services companies, the stock exchange, and financial regulation.

In alignment with Qatar's 2030 Vision, this strategic partnership is helping to develop a talent pipeline of future regulators for the next decade.

**Specialised Master's Degree in Financial Regulation and Leadership**  
In November, 2017, in partnership with the Qatar Central Bank and the Qatar Financial Markets Authority, the Regulatory Authority launched a financial sector master's degree, with a specialisation in regulatory leadership, the first of its kind in

the region and one of a few similar programmes globally.

The programme, which is for Qatari employees in core business areas of Qatar's three financial regulators, is delivered by HEC Paris in Qatar, one of the world's top providers of executive education.

**Raising Awareness of Finance Careers with Bedaya Centre**  
The Regulatory Authority and Bedaya Center for Entrepreneurship and Career Development Authority have joined forces to collaborate on career development events and initiatives for young Qataris.





## Weill Cornell Medicine – Qatar



Ms. Nesreen Al-Refai, Chief Communication Officer

Sahtak Awalan has made a real impact on the lives of Qatar's younger generation.

**Sahtak Awalan: Your Health First was launched in 2012 in association with Qatar Foundation, the Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality and Environment, Occidental Petroleum Qatar, ExxonMobil and the Supreme Committee for Delivery and Legacy, as a campaign intended to encourage people to lead healthy lives and transform unhealthy behaviors into healthy ones.**

The aim is to educate people about healthy living, exercise, nutrition and sustainability so they can make informed choices about the foods they buy, the importance of a balanced diet, and the way they live their lives. The initiative is totally inclusive and is aimed at everyone: young and old, nationals and expatriates, although there is a focus on youth.

Sahtak Awalan has made a real impact on the lives of Qatar's children. Its Healthy Canteen initiative has improved menus

and encouraged students to choose healthy options in Qatar Foundation schools, as well as two Government schools, Nusaiba Bint Kaab Primary Girls School and Abdallah Bin Zayd AlMahmoud Model School for Boys. The scheme will be expanded to more Government schools in the next academic year.

Project Greenhouse has proven to be a huge success in more than 130 schools across Qatar, teaching children the importance of eating fruit and vegetables but also about sustainability and how to grow plants.

Project Greenhouse has now been expanded into a new phase, Khayr Qatarna, which has seen three large-scale greenhouses built in three schools. The produce from these will be available in local markets across Qatar under the Khayr Qatarna brand.

The scheme will help teach students about the environment, logistics and economics and will also promote Qatar's food security.

Proceeds from the project will be reinvested in Khayr Qatarna, allowing the scheme and the number of greenhouses to grow and increase.

Healthy eating will continue to be promoted to the general public in local supermarkets across Qatar through YHF's Your Healthy Choice initiative.

Other projects aimed at our children include The Poster Competition, where children are challenged to research health-related topics. The aim is to encourage children to take responsibility for their own learning and to teach them about the importance of sport and the dangers of obesity, diabetes, and smoking. In addition, The Challenge inter-schools sports contest is a fitness competition for middle school students who compete against each other in a series of events.

High-profile events that YHF has hosted include the annual Color Run, which attracted more than 9,000 people in January 2018, with \$1 pledged for each participant to Education Above All.



Through **Khayr Qatarna, Your Health First** has built large-scale greenhouses at schools across **Qatar**, empowering young generations with the ability to grow their own fruits and vegetables and help preserve the environment.

With every seed that is planted, we improve sustainability, and grow stronger and healthier together.

f t y i /SahtakAwalan

[www.SahtakAwalan.com](http://www.SahtakAwalan.com)





## Asthma Qatar Network... Social Responsibility of Health



We hope to reach patients with asthma, their families and the surrounding community.

Dr. Aisha Hossain. Director of Strategic Planning

**Despite the great efforts spent to fight and reduce the spread of the disease, the ugly fact is reflected in the ever-increasing statistics suggests that a solution is still far from reach if innovative tools are not presented to tackle the challenges of asthma.**

Figures from many studies in the region has recently showed bad results and raised major concerns for the increasing number of patients suffering from asthma.

As the gap between rapid growth of patients' numbers and existing efforts to combat the disease enlarges, it seems more effective to push further the implementation of programs and initiatives that promote asthma control and the ways to reduce its spread.

Asthma Network in Qatar provided an opportunity to emphasize national commitments to fight asthma, and to share lessons learned and best practices from international experiences in the implementation of asthma fighting strategies, as the challenges of asthma persist in modern societies.

It's clear that the network is closely linked to the efforts of Qatar towards achieving the objectives of the World Health Organization.

We are very proud to have taken one of the steps that will enhance our endeavor to deliver information to as many people as possible, including patients with asthma, their families and the surrounding community.

We look forward to reach out different segments of the community and all those in need, as an innovative initiative that will enable the implementation of asthma prevention and treatment programs, and as a necessary tool to maintain a steady march of national strategies aligned with QNV 2030.

Being part of the national health strategy proves the large national concern for asthma, given the urgent need to boost the efforts exerted in treatment, care and support of patients living with the disease.

We believe that since its establishment the network has become one of the most important CSR initiatives for health.



"Together"  
We can make a difference



[www.asthmaqatar.org](http://www.asthmaqatar.org)



## CSR at Hamad Trauma Center



Committed  
to reducing  
preventable  
injuries  
in Qatar

Dr. Hassan Al Thani, Head of the Hamad Trauma Center

**Hamad Medical Corporation's Hamad Trauma Center has been providing care to seriously injured patients for the past ten years. The Center is classified as a Level I Trauma Center, based on the highly regarded standards of the American College of Surgeons, Committee on Trauma. More than 2,000 patients receive care at the Center each year; the majority of them victims of road traffic or work-related injuries.**

Despite significant reductions in the number of fatalities from trauma since its inception, Dr. Hassan Al-Thani, Head of the Hamad Trauma Center, has prioritized and supported numerous preventive efforts, conducted outside of the busy emergency and operating rooms of Hamad General Hospital, home of the Center.

"Our most important goal is to prevent injuries, the leading cause of death in Qatar, from happening in the first place. If we can reach out to the communities at the highest risk for injury with appropriate safety education, this will be the initial step," explained Dr. Al Thani.

The Center also provides up-to-date data from the Qatar National Trauma Registry on the leading causes of injury in Qatar to policy makers and stakeholders who use this data as they plan and develop programs that will work in the local setting.

The Hamad Injury Prevention Program (HIPP), the community outreach arm of the Hamad Trauma Center, operates across a wide range of areas with the aims of improving safety and reducing preventable injuries in Qatar. Here are a few examples of key initiatives:

In coordination with the National Traffic Safety Committee, Traffic Department of the Ministry of Interior and the International Traffic Medicine Association, HIPP has conducted workshops with key stakeholders and created consensus recommendation for best practices to keep young drivers safer in Qatar.

Consistent efforts to increase the usage of seatbelts and child appropriate restraint systems have been undertaken by HIPP. These include the 'Young Kids in Safe Seats [YKISS]' National Priorities Research Program Grant from the Qatar Foundation, school-based interactive educational sessions with independent schools, regular public awareness messaging, organizing the yearly World Day of Remembrance for Road Traffic Victims and participating in the GCC Traffic Week.

HIPP has collaborated with many stakeholders involved in many key injury prevention areas, including Child Health Transport Research, with SickKids International and Qatar Foundation, Work-Related Injuries, with Johns Hopkins International Injury Research Unit, Ministry of Labor, Ministry of Public Health and Qatar Red Crescent, and Young Driver Road Safety, with the National Traffic Safety Committee, Traffic Department of the Ministry of Interior and the International Traffic Medicine Association.



## Hamad Trauma Center

Promoting a culture of safety in the community

The Hamad Trauma Center's Hamad Injury Prevention Program (HIPP) is dedicated to reducing preventable injuries in Qatar. Using the latest research to support its initiatives, HIPP runs awareness campaigns on a wide range of safety areas.



Road safety: pedestrians, young drivers, child passengers and motorcyclists



All Terrain Vehicle Safety



Worker safety: heavy vehicle, falls and falling objects safety



Home safety



مؤسسة حمد الطبية  
Hamad Medical Corporation

HEALTH • EDUCATION • RESEARCH  
صحة • تعليم • بحوث



## CSR at EBLA Group



Mr. Hilal Arnaout, CEO

We believe in our Corporate Social Responsibility towards the countries we operate in.

**Ebla Computer Consultancy believes in its social responsibility towards the countries in which it operates. As one of the largest professional IT companies in the Middle East and a leader in systems integration in the region, the company is committed to the international principles of CSR.**

Ebla is proud of the confidence expressed by the Qatari government by granting us a significant share of the institutional content market, and the major software solutions contracts in Qatar. Ebla Computer Consultancy is the most successful partner in the countries it has worked in, with its wide understanding of the local market and of users' mentality.

Since its establishment in 1993, Ebla Computer Consultancy has achieved a global reputation in business solutions as a result of its investment in human capital.

Hundreds of employees from different nationalities teamed up according to best practices, and in a working environment that guarantees them all rights being the core value of the company.

Ebla has a strong customer base that has contributed to the company's growth since its establishment and has made it a regional leader. It is also an active high-solvent company with strong management linked to a high-level relationships' network that helps its continuous growth.

With many opportunities in the IT sector, Ebla has grown through geographic expansion, and been successful in providing a range of added value services and products to its customers. Ebla has also made strategic acquisitions that have significantly enhanced the value of the company and generated high returns for the stakeholders.

Ebla Computer Consultancy has a well-known record in training and institutional qualification, including project execution, system installation, application development and all after sales services.

The company helps in finding solutions to any technical problems facing the institutional work. It adopts an innovative strategy in finding solutions that are in line with developments in the markets, taking into consideration the course of events and the future.

Ebla Computer Consultancy is today the number one provider of infrastructure solutions or paper and document management problems. However, the company hopes to further develop, and work to link these solutions with other applications available by its partners (Microsoft) and (IBM).

Ebla Computer Consultancy has become the institutional partner responsible for employees in various sectors, including the government sector, which has achieved great success so far, in addition to the oil sector, which is having steady steps ahead, as in the telecommunications sector. Ebla focuses as well on the banking and insurance sector, and achieved great confidence within the sector.

### Education support

Ebla contributes to the various activities aimed at serving the education sector and its development in applying modern intelligent education tools, and in the areas of planning, establishment and maintenance of educational facilities according to the latest innovative technology.

Ebla Computer Consultancy is a pioneer in serving its customers in the Gulf and the Arab region as a strategic partner of Microsoft and IBM, delivering a wide range of premium services to its customers.

Continuing this leadership, the company is working with its partners to localize IT in education by offering a suite of automated systems for educational management,



e- learning, e-content management, school management, quality management, IT solutions, consulting technology, technical services and many other systems and programs.

### Technological innovation

The technological innovation formed the principles of Ebla Computer Consultancy in providing consultancy services related to the Middle East countries' efforts to acquire modern technology, including the need for technical support, especially with regard to ICTs.

The company represented the best tool in the region towards

enhancing cooperation for the transfer, adoption and perfect use of technology. Ebla was one of the first companies to spearhead the knowledge-based economy, including coordination and motivation for skills building, training and networking with leading global software solutions companies.

### ISO 9001: 2008

Ebla Computer Consultancy has received the ISO 9001: 2008 certification, which is an internationally recognized quality management system standard and a clear indication of the business process supported by a strong quality system.

This is in recognition of the quality of its services, its commitment to customer satisfaction, and its dedication to continually improve its business operations with a range of value-added enterprise software solutions.

### National day

Ebla Computer Consultancy was honored as one of the sponsors of the National Day of the State of Qatar. A clear proof of its social responsibility aimed at establishing positive cooperation and playing an active role for the benefit of the community.





## CSR at SEIB insurance



Mr. Elias Chedid, Deputy CEO and COO

Our partnerships with educational institutions is part of our CSR.

**CSR at Seib Insurance and Reinsurance Company is a top priority; this is revealed by our multiple partnerships with educational institutions.**

Seib has paved its way with determination and dedication of its distinguished team to become a leader Qatari national insurance company providing its services carefully and accurately and meeting customers' requirements.

Driven by its belief in the Qatari youth, Seib is committed to develop educational opportunities and boost students' competency by providing education support and practice in the labor market.

### Partnership with Qatar University

Seib signed MoU with the Faculty of Arts and Sciences at Qatar University stating co-operation for five years to train the faculty students in the company and to hold workshops in all fields related to Arts and Sciences. The two parties collaborate to build students' abilities and provide opportunities

that enable them to apply the skills they have acquired at the university in a practical work environment.

### Safety and security of workers

Seib believes that the Amiri Decree on the Protection of Domestic Workers is an important quality step that will help protect and secure tens of thousands of maids, chefs, cleaners, janitors and other domestic workers in line with the social and economic objectives of QNV 2030.

Seib sees that its positive contribution to provide workers with a comprehensive insurance plan that covers all their needs and at the lowest cost to employers is a national duty.

Seib thinks as well that this insurance plan is suitable and useful for employers, helping them monitor the health status of their employees and providing them with the necessary medical care in an organized manner. Seib trusts that the new package is an important addition to its wide range of insurance solutions, as well as

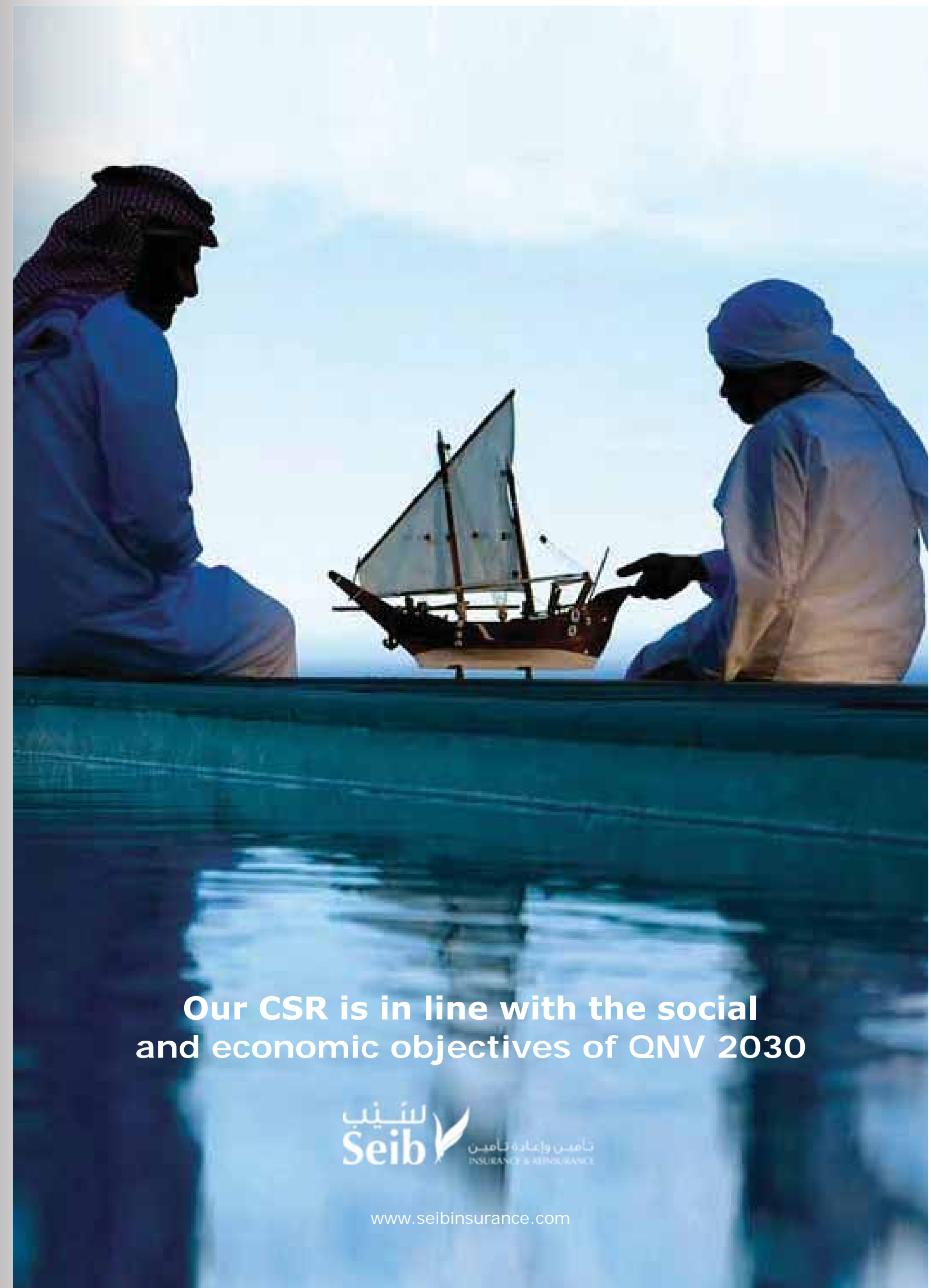
a significant contribution to the campaign to protect domestic workers.

### Partnership with the Qatar Business and Finance Academy

Seib signed an MoU with Qatar Finance and Business Academy (QFBA), which has become a part of "Kawader" distinguished academic program and a strategic partner providing expertise, training and supervision during the student's field training. Seib provides students with practical training, networking and learning from experienced professionals in this field.

### Sports Day

Seib launched the "Sports for a Healthy Future" initiative to mark the Sports Day under the Seib CSR Program, which covers all aspects of community development through environmental sustainability, social and cultural development, and humanitarian works. Seib also launched another health initiative that promoted non-smoking inside and outside the offices for one day per month, calling on all employees in the building to adhere to the health message of this initiative.



**Our CSR is in line with the social and economic objectives of QNV 2030**





## Mohammed Hamad Al-Mana Group... A Leading vision for self-sufficiency



Mr. Abdulaziz Al-Mana

**Diversification  
of the national  
food basket  
sources...  
Our route toward  
self-reliance.**

Through the vision of "Mohammed Hamad Al Mana" group of companies that aim to provide high quality and environment-friendly services and products to meet the needs and expectations of the community, the Group continues its journey to be always at the top, inspired by the long and rich experience of 60 years, in line with the objectives and strategies of QNV 2030.

The Group is keen to adhere to transparency and credibility in its contact with the community.

It believes in the interactive team work, which boosts the exchange of experiences to serve the national goals concerning CSR in all the projects and working fields of the Group.

### **Self-sufficiency and food security**

Mohammed Hamad Al Mana Group proudly announces launching the National Group for Agricultural and Livestock Production "Mazraty" (My Farm), for various fresh chicken meat products, eggs, animal fodder and organic fertilizers.

This project is one of the main pillars that contribute to food security in Qatar. The project is unique in the region because it is totally green and spread on an area of 2 million square meters.

The positive advantages of the project are that its fodder products are of plant origin and high quality raw material, ensuring optimum feeding for poultry and livestock, which in turn makes the flavor of the poultry and red meat so delicious.

The project management is providing veterinary services and feeding guidelines for small and medium farms, breeders and modern specialized projects through a highly experienced team in the field of animal and fodder production.

### **Slogans:**

- "Mazraty" is one of the national initiatives for food security.
- "Mazraty" strives to be a major part of Qatar's strategic vision and objectives.
- "Mazraty" is diversifying the national food basket.
- "Mazraty" cares for environment protection



**"Mazraty"...**  
**One of our CSR initiatives for food security**



[www.mhalmanagroup.com](http://www.mhalmanagroup.com)



## CSR at the Embassy of India



HE P Kumaran, the Ambassador

The welfare and well-being of the Indian expatriate community is a matter of utmost importance to the Government of India.

**The Embassy of India adopts a proactive approach to ensure that the grievances of Indian blue collar workers are addressed satisfactorily by the concerned authorities in Qatar.**

We are grateful to the Qatari Government for their continued patronage and support to the large Indian community in Qatar and their appreciation of the discipline, cultural sensitivity, hard work and law-abiding nature of the community.

Cognizant of its social responsibilities, the Indian Embassy in Qatar has taken a number of initiatives in various spheres by involving organizations within the community, which work under the patronage of the Embassy.

We have established four apex community organizations, which function under the aegis of the Embassy and are mandated to take initiatives within their assigned roles and to contribute to advancing India-Qatar relations.

**A. The Indian Community Benevolent Forum (ICBF):**  
ICBF has been engaged in a wide range of community welfare activities since its inception in 1984.

### Some of these activities are:

- Assisting the Embassy in addressing the grievances of blue-collared workers.

- It operates a seven-days-a-week Help Desk at the Embassy premises, after office hours, for providing various types of assistance to the needy and underprivileged members of the Indian community.

It was a deserving winner of the Pravasi Bharatiya Samman Award (Overseas Indian Recognition Award) in January 2011.

- It regularly organises medical camps for low-income workers from India and some other countries in the different cities of Qatar, in collaboration with the Indian Doctors Club (Indian Medical Association) and medical centers who are willing to partner with us.



Approximately 2000 expatriate workers benefited from this initiative, by learning about new labour laws and upcoming changes in health facilities.

- ICBF also brings out a quarterly e-magazine titled 'Sahara' for disseminating information about the activities and initiatives being undertaken under its banner, to inform the larger Indian community.

### B. Indian Business and Professionals Council:

This is the apex Indian community organization mandated with the task of promoting business and trade relations between India and Qatar. Over the years, IBPC has emerged as an excellent platform for networking amongst businessmen and professionals, helping expand their professional horizons.

### C. Indian Cultural Centre (ICC):

ICC is the apex Indian community organization engaged in actively promoting cultural and people-to-people linkages between the two sides. It serves as an umbrella for the large number of organizations working within the Indian community and representing different parts of India.

ICC organizes a number of events showcasing Indian culture, tradition and heritage, and helps build bridges with the citizens of Qatar and various expatriate communities resident in Qatar.

### D. Indian Sports Center (ISC):

The mandate of ISC includes the promotion of sports and games within the Indian community in Qatar and also encourages optimal use of the public sports facilities available in the State of Qatar, for maximizing the benefits to the Indian community.

In the short period since its formation in February 2017, ISC has organized a large number of sports and games tournaments, both within the Indian community and in cooperation with other expatriate communities.

There are around 6,000 Indian joint business ventures operating in Qatar and Indian nationals work in virtually every sector of the Qatari economy. Indian workers have contributed substantially to the growth and development of Qatar over the years and continue to do so.

The Embassy of India continues to explore new avenues to augment its CSR and community welfare activities with the active partnership of the large and well-regarded Indian community and the Government of the State of Qatar.





## CSR at Embassy of Spain



HE Ignacio Escobar, the Ambassador

Long standing  
commitment  
with CSR.

### The Embassy of the Kingdom of Spain in Doha is keen to support and promote CSR in Qatar, in particular as a part of QNV 2030.

Spain has a long standing commitment with CSR and its Human Rights associated perspective.

The fact that Spain boasts many multinational companies operating all over the world means that these enterprises can become an effective tool in promoting worldwide CSR.

To this end, Spain has approved in July 2017 its National Action Plan for Companies and Human Rights, based on the UN Resolution 17/4 of the Human Rights Council on "Human Rights and Transnational Corporations and other Business Enterprises".

The National Action Plan attempts to protect Human rights including from the impact that entrepreneurial activity can have.

This Plan establishes a Follow up Committee that will monitor yearly the implementation of the measures and will propose any amendments thereto. The Committee will develop

the execution of the measures, while identifying the concerned stakeholders, the compliance indicators and the implementation schedules.

The Spanish Business Council is an active member of the Spanish Community.

In cooperation with the Spanish Embassy the SBC delivers every year the "Friends of Spain Awards" to the individual and corporation having had a particular relation with Spain. When selecting the awardees, the commitment to principles of CSR are among the key factors, which explains that among the winners are companies such as Qatar Airways, Ashghal, Qatar Rail, the SCDL or Manateq.

Many companies who are members of the Spanish Business Council have their own CSR agendas and carry them on in Qatar as well.

Sacyr, for instance, has a Corporate Social Responsibility Master Plan through which it opens a dialogue with the local society, it identifies the objectives, commitments and lines of action that respond

to the challenges presented by the societies where it is present.

Eurofinsa, another prominent member of the Spanish Business Council, invests in social welfare in all the countries where it operates.

Its approach revolves around the quality of life of people, social development and environmental improvement in local communities, while paying specific attention to the fight against corruption.

Having developed its own Employee's Handbook and a Code of Conduct, Eurofinsa has established a Vendor Code of Conduct for the promotion and improvement of their capacities and of their quality and service level.

Additionally, Eurofinsa commits to transmit its social responsibility and environmental policies along the chain of value. The Embassy is also supporting CSR at a regional level, through organizations such as the European Union, participating in seminars and roundtables, thus promoting the sensitivity to these issues.



[www.exteriores.gob.es/embajadas/doha](http://www.exteriores.gob.es/embajadas/doha)



## Social Responsibility of the Korean Embassy



HE Heung Kyeong Park, the Ambassador

Towards diversifying areas of cooperation with Qatar to include modern technology and knowledge economy

### CSR activities of the South Korean Embassy in Qatar include education, health, culture and various development areas.

Cooperation between the two countries is characterized by continuous development in all fields.

In health, the Qatari-Korean Medical Forum was held by Hamad Medical Center (HMC), Asan Medical Center of Korea and Seoul Hospital, in conjunction with the Qatar Healthcare Innovation World Summit.

In the field of culture, Hamad Bin Khalifa University, in cooperation with Korea Foundation, hosted the Korean Film Festival, which provided a better understanding of the Korean culture in Qatar and expanded the cultural exchange between the two countries through four Korean films represented humanitarian and family issues.

In the context of expanding cooperation beyond the fields of energy and infrastructure,

including education, health care, information and communication technology and infrastructure projects, strong participation of Korean companies is pointed such as Doha Metro, Lusail Highway, Umm Al Hool Electricity and Desalination Plant, And Hamad Medical City hospitals.

In addition to the cooperation of the two countries in new types of joint ventures in the manufacturing sector, such as the non-hydrocarbon lamps, which aims to produce lamps designed for the Middle East area.

The embassy supported Qatar Legal Forum held at Qatar University, which discussed the legal framework for international relations on business and trade between Korea and Qatar. The Embassy also supported the initiative of QU to introduce the Korean Language Teaching Program in cooperation with the University of Korea as part of the exchange of Master's and PHD programs between the two universities.

Although the energy and construction sectors are of the most important pillars of cooperation between the two countries, Doha and Seoul aim to diversify their fields of cooperation to include modern technology, knowledge-based economy, scientific research and peaceful nuclear energy as part of their post-oil era preparations.

Based on our experience in organizing the 2002 World Cup and the great potential of the State of Qatar, we are very confident in its ability to organize the 2022 FIFA World Cup.

Korea hosted the Olympic Games in 1988 and was not well economically and the infrastructure was poor but after hosting the tournament all conditions changed for the best.

Qatar has become a very influential and well-known country now and with the organization of the FIFA World Cup in 2022 it will have a more prosperous future, so the Korean government and companies strongly support Qatar in their journey to host the World Cup.



## Cooperation between Qatar and Korea is constantly developing in all fields



[www.qat.mofa.go.kr](http://www.qat.mofa.go.kr)



## Buthaina Al-Ansari ... Author of (Stronger than the siege)

QatarCSR



Buthaina Al-Ansari

Pioneer  
Leader  
of CSR.

**CSR Committee at Qatar University has always been the leader of launching and developing initiatives that promote a culture of social responsibility in Qatar.**

Among the most prominent of these initiatives is the CSR Innovation Award for all nationals and expats living in Qatar whose CSR contributions have positively influenced the Qatari society.

Buthaina Hassan Al Ansari is a role model in CSR innovation. The results of our research have proven with facts and data that Al Ansari is one of the first pioneers in Qatar and the Arab world whose name and work were associated with CSR long before it became popular and still spending great efforts in this field.

These efforts were culminated in the writing of the book reflected the highest sense of CSR and citizenship. "Stronger than the siege", a book that documents the unjust siege that has been and continues to be imposed over the state of Qatar.

The book documents the siege historically, and unfolds by pictures the story of the Qatari people beating the siege with wisdom and determination to continue building and protecting their country.

The first part of the book the author traces the historical background of the siege and the events that led to the crisis, the April 2017 negotiations, the hacking of the country's websites, Al Jazeera, the evolution of events, and the siege countries' demands.

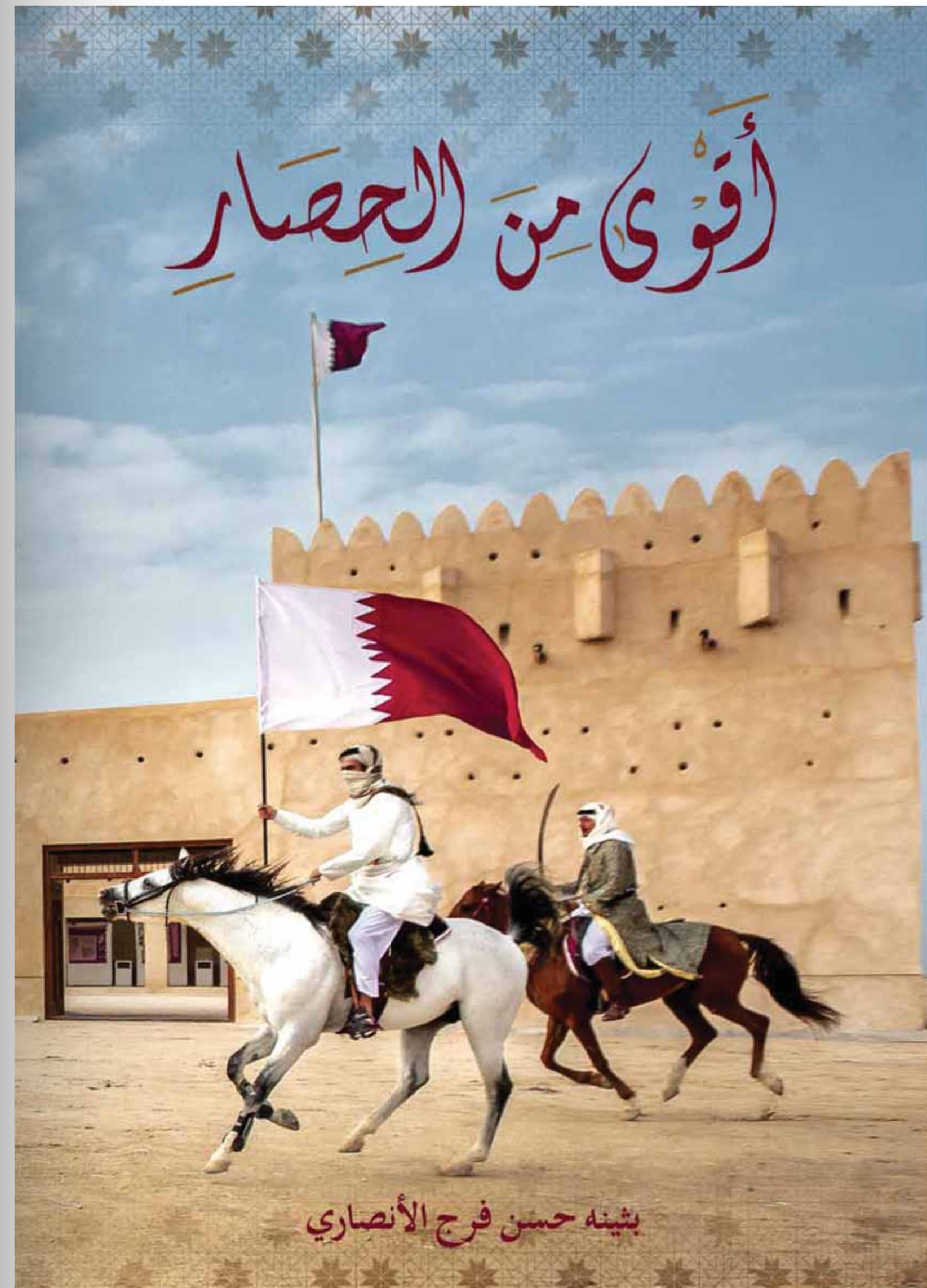
The writer says in the introduction of her book: "Thank God, we have survived and became stronger and stronger under the siege, socially, economically and politically. Qatar emerged as a stronger Arab symbol, thanks to the vision of our Emir Sheikh Tamim bin Hamad bin Khalifa Al-Thani and the entire government. His Highness, with his graceful ethics, determination, wisdom, helped us overcome all the

difficulties caused by this deceitful siege and fight back with all our human powers.

The most important lesson I learned personally in my work or social life and recommend to everyone around me and to my children, is the importance of our solidarity against the hardships, and not to engage in the minor things and the foolish behavior. We should maintain our good manners and neglect the minor issues. This is what we have learned from HH Sheikh Tamim bin Hamad Al Thani, our Emir and our homeland symbol.

Yes to Qatar, the country of justice and national symbols. (You've been fair, so you've ruled, and so forth you could sleep safe and sound.) You are the symbol of the history books that will be written about the glory of Tamim (Tamim Al Majd).

The future generations will always remember you and the whole Arab nation will know very well who "Tamim Al Majd" is."





## Sara Nasser Al-Thani... most successful CSR activists in Qatar

**QatarCSR**



Sheikha Sara Nasser Al-Thani

My aim is to enhance the role of social responsibility in Qatar.

**Qatar University, represented by the CSR committee, is launching and developing several programs and initiatives aimed at promoting a CSR culture within Qatar.**

One of the important initiatives is the CSR Innovation Award for individuals' positive contribution to the Qatari society, Sheikha Sara Bint Nasser Al Thani was one of the awardees this year.

Sheikha Sara is one of the most successful Social Responsibility activists in the State of Qatar.

She has undertaken this national task with great determination since she joined Public Relations and Communications Departments in different public and private sectors, where she was a creative member and could initiate Social Responsibility activities as key tasks for the organization.

Throughout her career, Sheikha Sara represented various institutions in different CSR activities, such as Qatar Fuel (WOQOD) where they achieved the CSR Leadership Award twice.

her outstanding efforts in supporting various local development initiatives have also resulted in receiving many awards for sports, economy and environment organizations for the contribution to social responsibility.

Sheikha Sara believes that the role of Social Responsibility lies not only in the private sector, but in the government sector as well.

Through her researches she seeks to activate SR in all the government sector bodies and to enhance cooperation between government and private sectors as a positive factor and to create impact in society, mainly for the individual and for the society in general.

Sheikha Sara is currently working on a research about (Social Responsibility in Qatar) to be submitted to the concerned authorities in the government, in which she explained the importance of Social Responsibility as it reflects a civilized image of the nation.

It also aims to establish criteria, standards and solutions to enhance the role of Social Responsibility in the State aligned with QNV 2030, taking into consideration the guidelines defined by this vision about social responsibility in Qatar.

Sheikha Sara considers this award as an inspiration for the country's young talents to develop and innovate in Social Responsibility.



# I hope Qatar leads in Social Responsibility by 2030





## Dana Al Anzy... youngest youth activist whose name is associated with the UN Sustainable Development Goals

**QatarCSR**



Dana Al Anzy

**She believes that sustainable development is associated with CSR**

**CSR Committee at Qatar University has always been the leader of launching and developing initiatives that promote a culture of social responsibility in Qatar.**

Among the most prominent of these initiatives is the CSR Innovation Award for all nationals and expats living in Qatar whose CSR contributions have positively influenced the Qatari society.

Dana Al Anzy, has been recognized as the youngest youth activist whose work has been associated greatly with the UN Sustainable Development Goals.

She attended the 71st session of the United Nations General Assembly.

She is a youth advocate and active supporter for the "Education above all" Foundation, and traveled to New York to support the right to education for children around the world.

She is also recognized for her achievement in supporting SDG 4 through her Elevate To Educate campaign, where she became a part of the first Qatari females to Summit Mount Kilimanjaro, the highest peak in Africa.

Her role in the team is focused on representing Qatari youth and pointing to their positive participation through training programs and projects to achieve the goal of making education available for all.

Dana believes that education by itself is not enough, to be effective; it must go along with economic empowerment, leadership skills and moral support as a holistic approach to sustainable development.

Al Anzy underwent vocational training in the United Nations Alliance of Civilizations organization in New York.

She also participated in the specialized high-level dialogues

organized by the United Nations General Assembly at its headquarters, which focused on youth and children affected by extremism and violence, which led to her participation in side events of the UN General Assembly session to draw attention to the needs of young people.

She also communicates her cause with the public through social media and formal channels to promote the activities of "Education above all" Foundation.

She has founded herself as an empowering speaker and social media influencer through her utilizing of social media as one of her platforms.

Al Anzy believes that the "Education above all" model is unique, as it is not only an organization that aims to support individuals to improve their quality of life, but rather aims to build the skills of the entire society in order to create a better future.



Al Anzy believes that the "Education above all" model is unique, as it is not only an organization that aims to support individuals to improve their quality of life, but rather aims to build the skills of the entire society in order to create a better future.

Al-Anzy's goal was to convey these messages continuously from a platform where world leaders stood to champion change.

Alteration of ideas is the first step towards change. The best way to change the monotonic views toward youth and education problems is to listen directly to the young people and students.

Since its establishment Dana was involved in the Youth Program project, organized by the Education Above All Foundation, enabling her to benefit from leadership skills training programs, building

professional skills, understanding other cultures and managing projects to support her activities.

Previously, Dana was involved from her early teen years with Reach Out To Asia's Youth Advisory Board where she underwent public speaking and conference planning trainings.

She also participated in several UN-led conferences as a youth representative, such as the 13th United Nations Congress on Crime Prevention and Criminal Justice, The United Nations Alliance of Civilizations fourth Global Forum and The Doha United Nations Climate Change Conference.

Al-Anzy believes that 'Youth Program' project in the Foundation strengthen the links between young people in Qatar and youth around the world to promote the importance of access to quality education.

As an organization activist, she traveled to Ethiopia to help establish a youth education project to support the establishment of a tutoring program by the Ethiopian youth to ensure organic social support.

She was given the opportunity to address the need for education as the basis for development planning at the United Nations.

She is proud to be part of the institution that had set the goal to educate 10 million people to gain access to quality education.

She also worked on education programs through teaching English in Malaysia and Sri Lanka and promotes to implement a change in the international law to protect education in the areas affected by conflict.





## Qatar CSR Network added value... Leadership, vision, performance, success and excellence

# QatarCSR

## Toward support of the UNGC's ten principles including CSR

### Summary

Qatar CSR Network is proud to be the first to introduce the concept of social responsibility in Qatar as a strategic and development framework for the infrastructure of this concept over the past 10 years.

This report covers the activities of Qatar CSR Network during the period from 2007 (Date of establishment) to 2017 and highlights the successful achievements and programs during this period.

The activities proposed in the report have been formulated in a manner consistent with the UNGC's ten principles, leading to significant progress towards the achievement of the SDGs.

### Introduction

Experience has shown that the failure of companies to take responsibility for their societies leads to the fragility of their national economy and increases its vulnerability and potentiality for reflux.

The most important lesson of the global financial crisis a decade ago on corporate responsibility towards its societies is the collapse of most institutions following the outbreak of the crisis, most of which were companies and banks that ignored their social responsibility and rushed to increase profits quickly without taking into account the needs of communities, "The world is facing the worst economic and financial crisis in the history of the United Nations because of the lack of social responsibility," said Miguel D'Escoto Brockmann, president of the UN General Assembly (63rd session) in April 2009.

Social responsibility is key to promoting the stability and prosperity of society.

Its programs are a crucial step towards achieving SDGs and their application helps enterprises and companies to develop development strategies commensurate with their interests.

The last three decades have seen an increase in awareness of the concept of social responsibility to unprecedented global levels and have been addressed in many studies and reports as a cornerstone of a country's development strategy; they are increasingly being addressed by heads of State and Government and First Ladies, the concept of social responsibility is a top priority in government development strategies.

Those calls represented a decisive step towards its global spread.

There is an urgency to adhere to the UNGC's ten principles as the most important international initiative in social responsibility that leads the humanitarian efforts to reduce the catastrophic effects of current global issues including global warming, the environment, human rights and the fight against corruption.





### Establishment

Qatar CSR Network was established on 15 May 2007 with a vision of sustainable social responsibility and a mission to align business strategies with community priorities.

Qatar CSR has set itself the following objectives: To establish a specific standard for corporate and business behavior in the national economy; to encourage companies to improve the overall image of their services, thereby giving them the status of good citizenship; and bridging the knowledge gap between companies and social responsibility programs.

### Enhancing the national image

Qatar CSR has contributed to the high rates of development progress achieved by Qatar with greater effort and determination, and it has been able to achieve a great social leap over the coming decades after it managed to activate its social mobility through the development of its institutions and

the involvement of all components of the Qatari society to ensure continuity in the development and growth, in addition to the openness and conscious of the outside world, which led to attracting major global institutions to invest in projects that contribute to the development of society.

### Keeping up with the revolution of the concept of social responsibility

The social responsibility context since the launch of Qatar CSR Network has undergone a major change at the national level.

Qatar CSR has revolutionized the concept of social responsibility to contribute to enhancing and activating the social impact of business investment.

It has long stressed that the formulation of a responsible approach to all stakeholders is the key to resolving issues that the community may face.

Over a decade, Qatar CSR has been the culmination of this wave, focusing on sustainable development, and raising awareness about the need for the cooperation and participation of all stakeholders to make progress towards a more advanced and prosperous society.

For example, Qatar CSR has become one of the pilot projects linking social responsibility to development.

It underscores the unique role of Qatar CSR as a reliable source of monitoring and evaluation of progress towards SDGs and an appropriate mechanism to move forward this progress.

As challenges multiply and more innovative approaches are needed to address the constraints to development, the need for Qatar CSR Network to provide constructive ideas to support society's development efforts, pioneering research products and innovative activities and services is increasing.







### Mobilization of resources

To address these challenges, Qatar CSR restructured its work program in line with the objectives for which it was established; strengthened operations related to project development and results-based budgeting; initiated a new resource mobilization strategy; and renewed its efforts to establish relationships with academia and the business community.

Qatar CSR supported greater collaboration among institutions and academic bodies on the basis of the belief that the combination of their strengths would result in synergies.

With the continued support of institutions, Qatar CSR is confident that these changes will ensure that its work continues to be a valuable contribution to society.

### Qatar National CSR Program

The National Social Responsibility

Program created by the Qatar CSR Network is an integrated system in an effort to highlight the extent to which the activities of Qatar CSR contribute to increase knowledge and awareness of the social responsibility concept.

The program includes reports, studies, and a series of lectures and dialogues, aiming to develop comprehensive national plans of actions to promote social responsibility, and provide consultation and support to projects aimed at achieving SDGs.

The program is consolidating the national efforts in promoting the CSR and Citizenship culture, sustainability development and in upholding humanity and human rights values.

The CSR program encourages the society to join social responsibility awareness with civil and human

rights knowledge into the educational system, and helps develop and strengthen programs and educational activities aimed at the promotion and consolidation of citizenship values, CSR principles and human rights.

### Supporting Qatari Masters and PhD students

Qatar CSR has been a reliable academic reference for Masters and PhD students from Qatar providing an active platform for promulgating their theses, providing information, and logistical and research support, to the social responsibility researches.

### Charity

Qatar CSR provided a value-added platform for civil society organizations and charities through the publication of reports and researches supporting those institutions and non-governmental organizations.



### Qatar CSR Report

The Qatar CSR report marked a major turning point in maintaining a culture of social responsibility in Qatar at various levels, including the contribution of governmental and non-governmental sectors, the academic sector, the business community, NGOs and charity institutions.

Under the patronage of H.E. Sheikh Abdulla bin Nasser bin Khalifa Al Thani, Prime Minister and Minister

of Interior, Qatar CSR Network publishes the Qatar CSR report in partnership with Qatar University within a media partnership with Qatar Media Corporation and sponsored by the Ministry of Foreign Affairs (distribution partner to Qatar Embassies around the world).

The report has achieved an unsurpassed success to become the annual national CSR book, with the contribution of ministers, ambassadors and leading figures,

and sponsored by the major institutions. The report also gives the CSR Person of the Year Award.

The report is focusing on the citizenship responsibility of the Qatari institutions and monitors their contributions and achievements in serving the country, and highlights the advancement attained by these institutions in relation to their commitment to the four pillars of QNV 2030 and sustainable development.





Snapshot of the CSR-Qatar 2012 report highlighting the major risks relative to social responsibility (climate change).



#### CSR Report Qatar 2016

Under the patronage of H.E. Sheikh Abdulla bin Nasser bin Khalifa Al Thani, Prime Minister and Minister of Interior, Qatar University hosted the ceremony to launch the fifth edition of the National CSR Report.

During the ceremony, H.E. Mr. Salah bin Ghanim Al Ali, Minister of Culture and Sports, was honored as CSR Person of the Year 2016 in recognition of his significant role in supporting CSR and for being a role model in inspiring the youth of Qatar.

Leading companies and community representatives who are leaders in CSR were also honored.







#### CSR Report Qatar 2015

Under the patronage of H.E. Sheikh Abdulla bin Nasser bin Khalifa Al Thani, Prime Minister and Minister of Interior, Qatar University hosted the launching Ceremony of the fourth Edition of the National CSR Report (Leaders' Visions).

During the ceremony H.E. Sheikh Joaan Bin Hamad Al Thani, president of the Qatar Olympic Committee, was honored as the CSR person of the year 2015 in recognition of his significant role in supporting CSR and for being a role model inspiring the youth of Qatar.

The launch ceremony was held in the presence of and a number of High officials, Ambassadors, representatives of international organizations and respected academic personalities.



#### CSR Report Qatar 2014

Qatar University in partnership with Qatar CSR Network hosted the launching ceremony of the "CSR Report Qatar 2014" at its premises. During the event, QU President Prof Sheikh Abdulla Al-Misnad presented HE Abdullah bin Hamad

Al-Attiyah, President of the Administrative Control and Transparency Authority with The CSR Person of the Year award which will become an annual tradition celebrating the most prominent figures who contribute to CSR in Qatar.

The ceremony was attended by government ministers, professors, ambassadors, partners, sponsors and guests who contributed to the Report and who were honored on this occasion.







### CSR Exhibition at Qatar University

Qatar CSR network organized the CSR Exhibition at Qatar University as the first exhibition of its kind that is held in Qatar to review the different experiences of the business leaders to enhance students' awareness by creating realistic engagement with representatives of the public and private sectors.

The CSR Exhibition in Qatar complements Qatar CSR achievements in this area, hosted by Qatar University and dedicated to the concept of social responsibility of universities.

The exhibition aims to create a realistic interaction between the institutions participating in it, and university students to help them both have a better understanding about their

competencies in serving the society together in a better way.

Organizing Committee of the Exhibition is counting on the added value achieved through the interaction between the students and the leaders of multinational companies and various corporations and agencies from the private and public sectors who are attending the event.



### Media coverage

Qatar CSR Network's initiatives have a broad media attention. All TV, radio and press media cover the various activities of the network.







#### Academic Studies

All over the years, Qatar CSR has prepared and funded academic studies at Qatar University, especially in the field of CSR in Qatar. And still working closely with QU students on current studies. The first study titled (CSR in Qatar and Organizational Performance A preliminary study).



The second study titled (The Strategic Integration of Corporate Social Responsibility: An Empirical Study on Qatari Companies).

The third one titled (The Role of Organizational drivers and Communication on the adoption of CSR Activities).



#### Lectures and workshops

The network continued to fulfill its social responsibility through numerous roles, including lectures on current issues, and participation in workshops and events organized at Qatar University.



One of the lectures given by QatarCSR at Qatar University



HE Abdullah bin Hamad Al-Attiyah  
President of the Administrative Control  
and Transparency Authority

#### CSR Person of the Year

The CSR Person of the Year is chosen in recognition of his/her achievements includes setting new boundaries in the social work and presenting initiatives devoted to



HE Sheikh Joaan Bin Hamad Al Thani  
President of the Qatar Olympic  
Committee

achieve sustainable development; in addition to his/her leadership in the community development, particularly in youth issues; and playing a key role in supporting disable people; and effectively participating in boosting the



HE Salah bin Ghanim Al Ali  
Minister of Culture and Sports

national efforts to achieve Qatar National Vision 2030; and building bridges between cultures, and having abiding faith in the dialogue of civilizations







#### Partnerships

Qatar CSR has determined several MoU's with various prestigious bodies including universities, governmental and non- governmental institutions to implement long-term cooperative projects focused on educating the public.

#### Qatar University

In 2014, Qatar CSR signed a long-term academic partnership agreement with Qatar University, under which the University will host the Network's initiatives including the National Report and the Social Responsibility Exhibition.

#### The Council of Ministers

In 2015, HH Sheikh Abdullah Bin Nasser Bin Khalifa Al-Thani, Prime Minister and Minister of the Interior, has granted his patronage for the Network's initiatives, in particular the National Program for Social Responsibility, which represented an important milestone in the Network's process. The 2015 report was introduced personally by the PM under the title "Qatar, A State of Social Responsibility".

#### Ministry of Foreign Affairs

In 2015, Qatar CSR received high governmental support from the Ministry of Foreign Affairs, which

was responsible for distributing the Network's publications to the embassies of Qatar around the world, and the Minister of Foreign Affairs is writing a keynote in each issue since.

#### Qatar Media Corporation

In 2017, Qatar CSR signed a media partnership agreement with Qatar Media Corporation for a renewable three-year period, under which the Corporation is sponsoring the Network's initiatives and supporting it with high media coverage. The leaders of the Corporation were keen to enrich the Network's reports with their vision of social responsibility.





**Government  
representation**



**Business  
community**





## Diplomatic representation



## Academic representation





## Comprehensive community polarization



### Looking ahead

The launch of Qatar CSR Network 10 years ago was not a coincidence but was a carefully studied program.

The aim was to provide a realistic picture of Qatari and non-Qatari institutions operating in Qatar in clear harmony within the attractive investment climate in recent years

away from the consequences of the global financial crisis and its subsequent repercussions which hit the majority of the world's economies.







### International experiences

The concept of social responsibility has been recognized as a breakthrough in many countries that have made progress in sustainable development while still in its early beginnings in countries still separated from civilization.

Qatar CSR has monitored a number of global and Arab networks and portals that focus on the efforts made by each country towards social responsibility programs.

Qatar CSR was established as an innovative and unprecedented

project, and a platform for national leadership, government, institutions and people to reflect on the global development agenda and to highlight national actions to promote social progress, justice and integration on the basis of the full participation of every individual.



### Success Factors

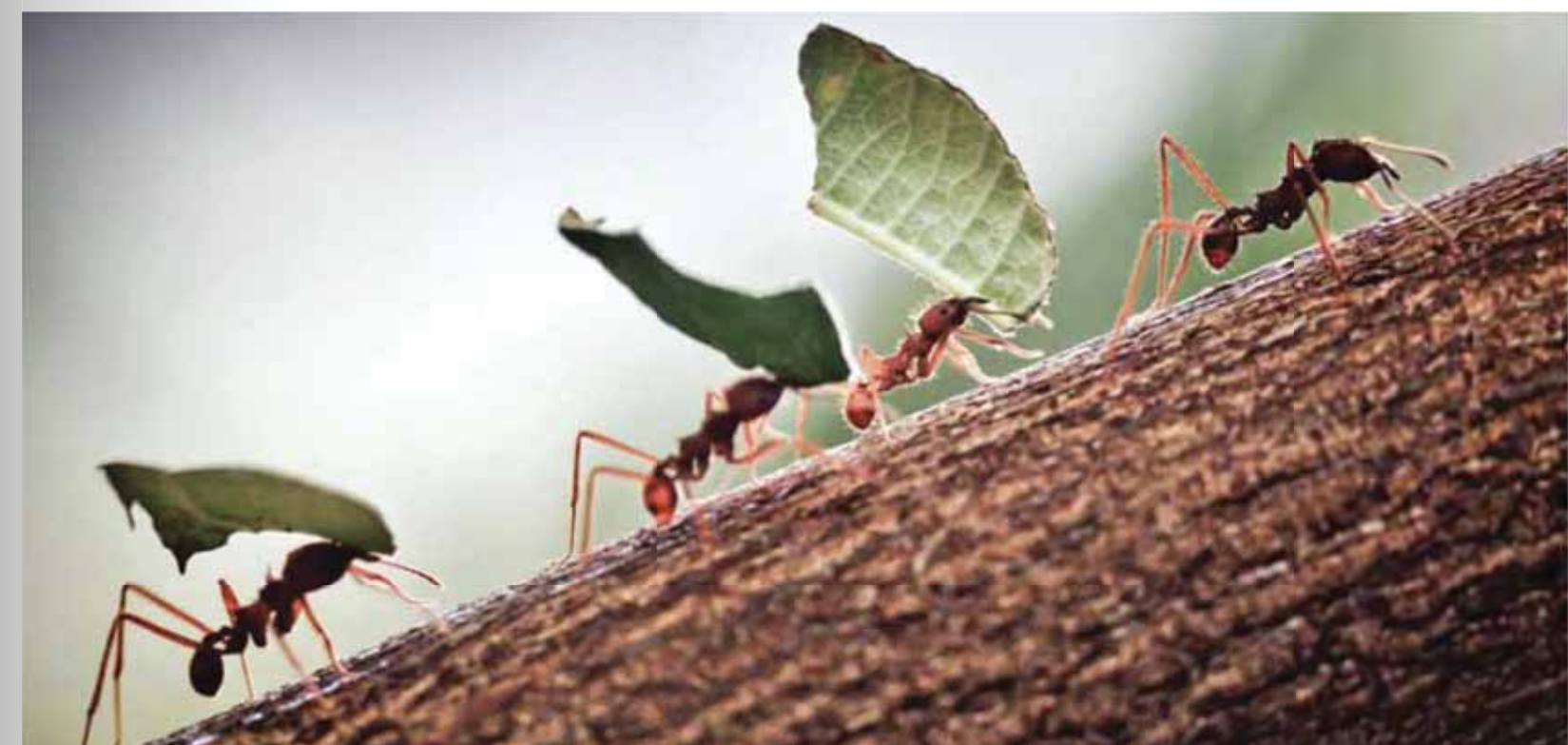
Key factors contributed to the success of Qatar CSR, including: Leadership: as the first and only social responsibility specialist in Qatar; Added value: we believe that no investment in the world can deliver

an added value such as the investment in social responsibility; Qatar CSR's convictions are based on the need to highlight the efforts of social responsibility leaders.

Qatar CSR is moving forward to achieve its objectives that

intersect with the pillars of Qatar National Vision 2030;

The strategic plans adopted by Qatar CSR are aimed to achieve a leading role in social responsibility at the national level.





### Social integration

Qatar CSR looks forward to cooperating with all the institutions that share its thinking.

It believes that many of the early leaders in sustainable development and community service have consistently implemented programs and initiatives that contribute to promoting social integration within responsible community contexts and have formulated national strategies for social development.

Qatar CSR also recognizes the essential role of these institutions in developing and implementing effective programs to maximize the positive impact of their investments in social development, and recognizes that their social responsibility is rooted in their policies.

However, Qatar CSR believes in its ability to contribute to the promotion of progress at the national level towards SDGs and to be integrated with relevant stakeholders to become a national forum for the exchange of institutional experiences in the area of social responsibility.



### Economic role

Qatar CSR recognizes that intercontinental institutions have specialized teams to monitor investment-attracting climates.

Qatar CSR is aware that these institutions believe that the principles of social responsibility are the cornerstone of their investments in other countries and is confident that sustainability in these countries depends on their contribution to the development of the communities in which they invest.

This is the role that Qatar CSR tries to play in delivering a clear picture that will make it easier for the professionals in these institutions to invest in Qatar.







### Spreading

Qatar CSR Network's efforts have been focused on providing a simplified model for the world as to how well CSR principles are flourishing in Qatar.

Qatar CSR sought to follow the sources of visits in order to know the interest of the countries around the world.

The number of countries that entered Qatar CSR web exceeded 130 from all corners of the globe, but the largest proportion of those visits are of course from Qatar.

Qatar CSR monitored a large number of visits aimed to explore Qatar CSR itself, in the sense that the largest proportion of visitors entered through search engines

using the components of Qatar CSR logo, by specifying the words or the following phrase: Social responsibility Qatar.

In other words, the spread of the concept of social responsibility in Qatar is of great interest at the local, Arab and international levels.



### Added value

Flexibility for business leaders to adopt fast-impact programs that will make a real difference in people's lives in a way that achieves social prosperity and maximizes corporate profits.

Promote the coherence of activities in the area of social responsibility through the development of new tools that contribute to SDGs.

As part of its follow-up to community-based activities, Qatar CSR has consistently defined the dimensions of social responsibility and the role of this concept on a broad national scale and contributed to the promotion of enlightenment by the inspiring thinking of business leaders.

Qatar CSR considers that the full integration of the public and private sectors into the sustainable development process as a whole, supported by the contribution of non-governmental organizations, national institutions and civil society organizations, and the application of the principles of social responsibility in particular will ensure the implementation of effective measures for the advancement of citizens, researches, analysis and academic

studies dedicated to social responsibility, which all contribute to the resolution of emerging problems and the development of new standards, agreed upon at the national level.

Of course, the launch of Qatar CSR, and the great benefits that meet the needs of the people, have helped inspire the leaders of institutions to sponsor its initiatives.

Recognizing the importance of the availability of data and information on national activities reflecting the extent to which social responsibility standards are applied to the outside world, Qatar CSR is working diligently and through monitoring to improve the availability of information related to the socio-economic aspects of the country's public and private sector frameworks.

As a major gateway to multiple issues, Qatar CSR has succeeded in becoming an interactive forum at the national level, directly and indirectly linked to many local corporations.

It has also become the focus of a number of universities, research centers and institutions through research projects, academic

exchange programs, publications and reports related to development issues.

Qatar CSR promotes sustainable development, and provides action plans and effective solutions to its challenges.

In addition, Qatar CSR is a vital participant in development activities to stay abreast of the most important national issues, as well as being an active contributor to finding solutions to contemporary challenges, as well as its special consultative position for various stakeholders.

Through its specialized portal, Qatar CSR has continued to provide global information to all stakeholders on the attractive investment climate in the country.

In this context, it provided a compendium of best practices and initiatives in the field of social responsibility in an efficient and transparent manner, with an emphasis on creating enabling environment for multinational corporations, as well as its role in building confidence between the private sector and the target audience.





### Renewable responsibilities

Measuring the level and prevalence of social responsibility in society is an important part of the Qatar CSR Network's plans to develop capacity for policymakers to formulate strategies.

The approach of Qatar CSR in this regard is to provide high-quality readings and useful information to decision-makers.

In addition to economic assessments concerning the social impact on the business sector, which is critical to the evaluation of development strategies, because of their very sensitive considerations.

Generating a national consensus on the importance of establishing a culture of social responsibility is a major challenge to the process of SDGs.

Qatar CSR seeks to consult with the wider public to share different points of view.

Qatar CSR believes that the response of relevant partners provides different opinions that formulate guidelines for better functioning.

As information, research and reporting on best practices in social responsibility are becoming increasingly important, and since monitoring and evaluation are

among the cornerstones of Qatar CSR, the task of reviewing national efforts to make progress towards SDGs requires that the increasing number of local companies that have developed specialized social responsibility strategies continue informing Qatar CSR of their relevant reports and strategies.



### Main forum in CSR

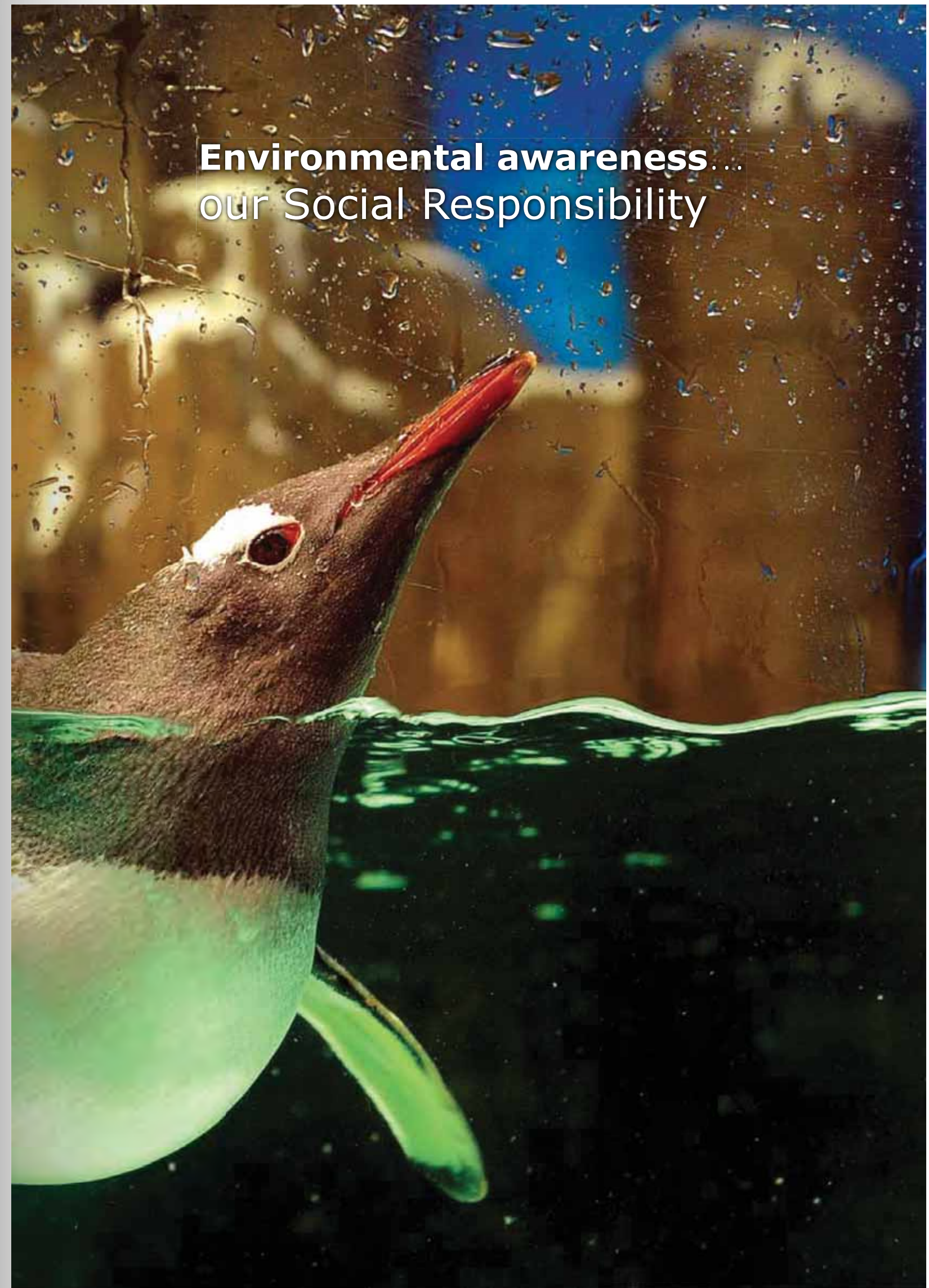
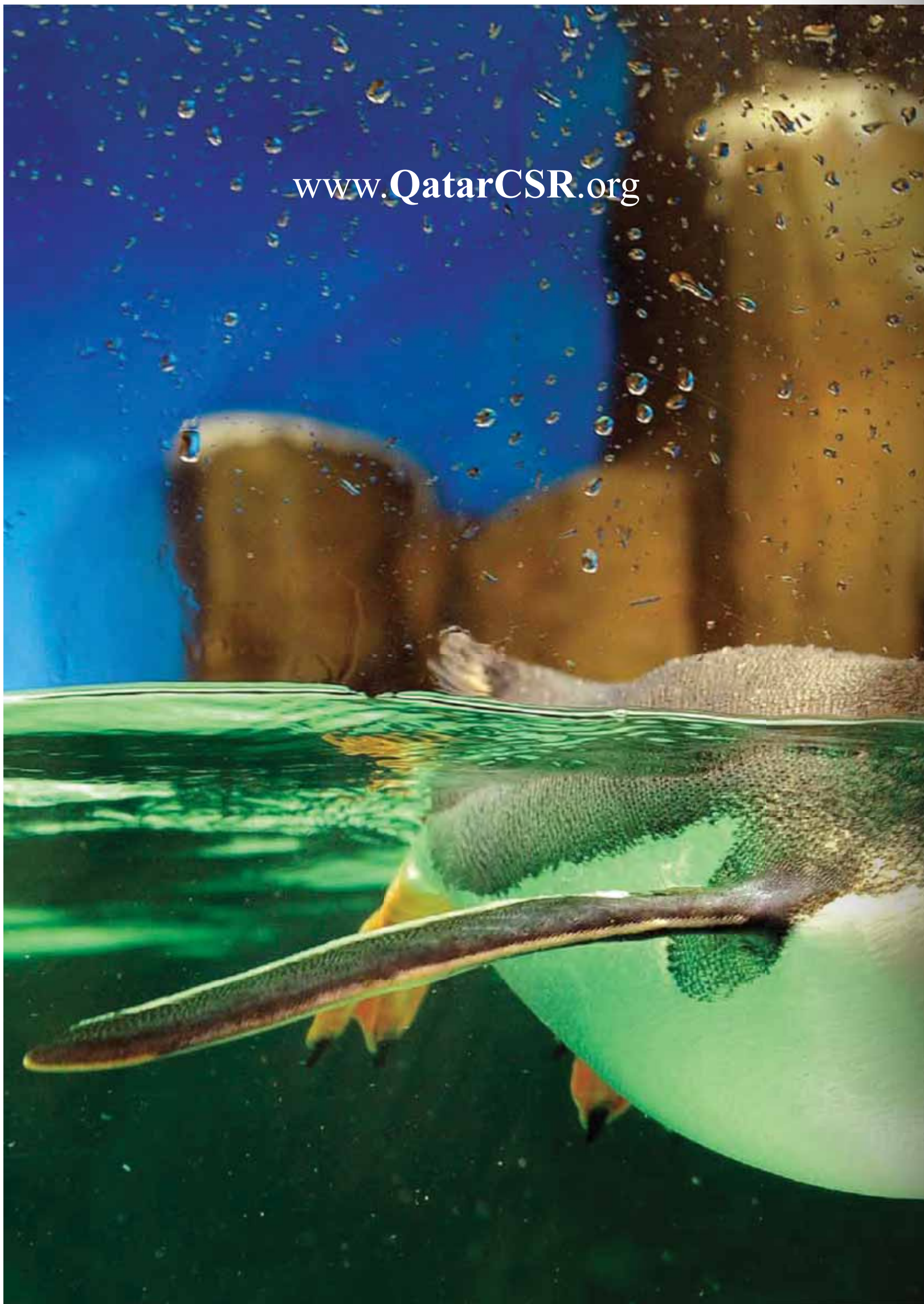
As the main forum of social responsibility at the national level and as the gateway to the true transfer of the country's sustainable development environment to the world, Qatar CSR has become a national concern with the participation of all factors in this area.

The adoption of more effective means within relevant public and private sector institutions requires overcoming obstacles to the functioning of Qatar CSR in order to achieve its objectives in full, and implementing more comprehensive and effective programs by stakeholders to assist Qatar CSR and its efforts to develop and implement national social responsibility action plans that promote national initiatives, which has an impact on development and partnership building, as well as assisting Qatar CSR in fulfilling its mandates to strengthen its efforts, in accordance with the UNGC.



[www.QatarCSR.org](http://www.QatarCSR.org)

**Environmental awareness...**  
**our Social Responsibility**





## CSR and Citizenship ... the spirit of society in Qatar

### QatarCSR



Haitham Hossam AlDein, Director of Strategy

Our responsibility is to share successful experiences with ambitious initiatives.

**The unique form of harmony and unity of the Qatari people around their wise leadership resembled the genuine identity of the community. The national cohesion and solidarity gave an example to the world that would become a moral lesson for generations and a beacon of guidance for the peoples that experience sudden crises.**

The most noble meanings of loyalty were presented. All sincere efforts were exerted. A unique success story was written in the history of humanity, amidst a local and international consensus that Qatar's commitment to the principles of social responsibility has guided its strategic portfolio and its solidarity as a state.

The effects of Qatar's association with CSR have been reflected in the outputs of its national programs, particularly food security, which

intersected with strategic planning including self-sufficiency, national product promotion, (Tarsheed) and other value-added initiatives.

Today, the harvest of the years since the launch of QNV 2030, sends a message to the local and international public opinion that the four pillars that have shaped this vision have always been socially responsible, in absolute harmony with the "Ten Principles of the United Nations Global Compact", which are derived from: the Universal Declaration of Human Rights, the International Labor Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

Today, Qatar CSR Network, with over 10 years of experience, has established the CSR culture in Qatar as lifestyle. It pioneered dispersion

of pilot experiences on promising initiatives by attracting more than 150 leading figures including ministers, ambassadors, academics, corporate leaders, NGOs, and charities. And the most important achievement was the strong presence of women and young leaders in all our initiatives.

A Decade of responsibility, through which we've focused on sustaining the CSR environment in Qatar by highlighting the responsible achievements of the institutions and offering communication channels between the business sector and the community.

Our efforts have achieved many successes, including the patronage of His Excellency the Prime Minister and Minister of Interior, the support of the Ministry of Foreign Affairs, Q-Post, Qatar Media Corporation and our long-term academic partnership with Qatar University; the national "Home of Social Responsibility".

Today, with the current challenges in the region, our beliefs are becoming firmly established. The countries where CSR is considered a top priority in their national development strategies, can overcome all challenges whatever their nature is. Qatar CSR Network is proud to be the first national platform to take responsibility for reaching out to local and international public opinion to ensure that CSR and citizenship are the spirit of the society in Qatar.



[www.sipritofqatar.org](http://www.sipritofqatar.org)

*Spirit of  
Qatar*

**A humanitarian platform  
from Qatar to the world**



**QatarCSR**

رصد المسؤولية الاجتماعية للشركات... مسؤوليتنا الاجتماعية  
Monitoring CSR is our Social Responsibility

