

Social Responsibility – Qatar

The National Program 2022

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

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In recognition of Her Excellency's significant contribution and tireless efforts to further develop the health sector's capabilities to cope with the Covid-19 pandemic.

CSR person of the year: **HE. Dr. Hanan Mohamed Al Kuwari**, Minister of Public Health

Cover | His Highness the Amir Sheikh Tamim bin Hamad Al Thani patronize the graduation ceremony of the 44th batch (class 2021) of Qatar University's male students.

Chairman
HE Sheikh **Khaled bin Faleh Al-Thani**

CEO | **Dr. Saif Bin Ali Al-Hajri**

GM | **Jak Saba**

Director of Strategy
Haitham Hossam Al-Dein

Academic Supervision
CSR committee at Qatar University
Dr. **Bader Abdullah Al-Esmael**
Dr. **Anas Al Bakri** | Dr. **Shatha Obeidat**
Dr. **Olfat Bin Arafa**

Senior Advisor | **Mahammed Awad**

business Development Manager
Asem Al Saleh

Marketing Manager | **Rana Afan**

Operations & Research
Dr. **Rula Mreishah** | Dr. **Osama Mohanna**
Muhammed Al-Andalusi | **Ola Ahmad**

Creative Director | **Ghazwan Issa**

Contributors | **Academic and VIP leaders**
representing various sectors in Qatar

Issued by | **Qatar CSR Program**
PO Box | 987 Doha, Qatar
info@QatarCSR.org
www.QatarCSR.org
+974 - 33008652 | 55808753

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Season 9: Lessons Learned

Contributors



HE Sheikh Khalid bin Khalifa bin Abdulaziz Al-Thani
Prime Minister
& Interior Minister



HE Dr. Khalid Al-Attiyah
Deputy Prime Minister
& Minister of State for Defense Affairs



HE Sheikh Mohammed bin Abdulrahman Al-Thani
Deputy Prime Minister
& Minister of Foreign Affairs



HE Sheikh Faisal bin Qassim Al-Thani
President
Qatari Businessmen Association



HE Dr. Hanan Mohamed Al-Kuwari
Minister of
Public Health



HE Eng. Abdullah bin Abdulaziz bin Turki Al-Sabae
Minister of Municipality



HE Sheikh Mohammed bin Hamad bin Qassim Al-Thani
Minister of
Commerce and Industry



HE Abdullah bin Hamad Al-Attiyah
The Founder
The Al-Attiyah Foundation



Dr. Hassan Rashid Al-Derham
President
Qatar University



HE Mr. Akbar A Baker
CEO - Qatar Airways
Chairman - Qatar Tourism



HE Sheikh Fahad bin Mohammad bin Jabor Al-Thani
Chairman
Doha Bank



HE Sheikhha Mayes bint Hamad Al Thani
Managing Director
USQBC



Dr. Saif Bin Ali Al-Hajri
CEO
Qatar CSR National Program



Mr. Rashid Mohammed Al Nuaimi
Chairman
DALLAH HOLDING Media



Dr. Abdulbasit Al-Shalbei
CEO
QIIB



Mr. Abdullah Ibrahim Al Sowaldi
Chairman
Elite Paper Recycling



Mr. Yasser Al-Jaidah
CEO
Qatar Cool



Mr. Kamal Al-Nanea
CEO
McDonalds Qatar



Mr. Neville Bissett
CEO
Qterminals



Dr. Bader Al-Esmael
Chair CSR
Qatar University



Mr. Ali Al-Khater
Chief Communications Officer
HMC



Ms. Eyman Faran
Project Manager of Community Engagement
HMC



Ms. Nesreen Al-Relal
Chief Communication Officer
Well Cornell
Medicine - Qatar



Eng. Waleed Orabi
General Manager
METITO



Mr. Jack Saba
General Manager
MUBADARA for Social Impact



Mr. Haitham Hossam Al-Dein
Director of Strategy
QatarCSR

Towards the Consolidation of Citizenship and Social Responsibility



HE Sheikh **Khalid bin Khalifa bin Abdulaziz Al Thani**
Prime Minister and Minister of Interior

Social Responsibility is the cornerstone of confronting the pandemic.

His Highness Sheikh Tamim bin Hamad Al Thani, the Emir, is keen to focus and emphasize the Social Responsibility' concept in his Highness's various speeches, reflecting the importance of that concept in achieving comprehensive development. This concern was reflected in the speech of the first meeting of the elected Shura Council when His Highness stressed the deepening of the citizenship and community responsibility values.

Social Responsibility has emerged as the Government's main thrust in sharing priorities for action and national cooperation to address the Covid-19 pandemic in order to ensure a coordinated and coherent response to unprecedented challenges. One of the most important contemporary tasks was to take adequate measures to prevent the risk of a widespread pandemic, as well as to fulfil the

Government's responsibilities towards a secure future.

Given that this programme is issued in cooperation with the most important state educational institutions, it must be emphasized that, despite the repercussions of the pandemic, the state's education systems have responded and adapted quickly to ensure education continuity and students' safety. The pandemic has motivated our institutions to innovate and develop solutions based on remote education. Our children, the students, were able to keep up with these changes and demonstrate a high ability and determination to keep pace with the educational process and be highly responsible.

Furthermore, compared to the great challenges faced by many States, Qatar has been proud to fulfil its commitments to its citizens and maintain the national security through

the consolidation of public health delivery approaches under national and social responsibility. Their successes and achievements have set an example as States build resilience strategies in the face of crises.

The Government continues to support stakeholders to further consolidate the progress made in the face of the pandemic. This includes issuing guidance based on a thorough analysis of the pandemic spread repercussions at the global, regional and local levels, as well as urging relevant institutions to redouble their efforts and move quickly to take decisive action.

In the first place, the Government considers that strict implementation of national measures taken is the key to success in crisis management strategies and policies in the context of emerging from crises.

This includes, but is not limited to, the proper delegation to those with competence to oversee efforts and effectively address the root causes of the pandemic based on a social justice approach that ensures better support for our children.

Qatar is proud of the achievements made from citizenship perspective among the various entities, including our academic institutions, whose role has been clearly demonstrated in supporting the process of community solidarity against the pandemic. In this context, it is important to refer to Qatar CSR National Program at Qatar University and the role it plays in providing institutions with graduates who can lead and contribute to development.



Social responsibility is a lantern for university students in achieving their goals



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

Instilling and promoting the values of social responsibility are the titles of the goals and objectives of Qatar University.

Social responsibility took on heightened importance in the time of Covid-19. The pandemic was a resilience test at Qatar University, an opportunity to reduce reliance on traditional working methods, employ modern technology in developing adaptation skills, academic and virtual administrative performance, continue to implement plans and projects, as well as maintain services and the health and safety of the university's staff and students.

Instilling and promoting the values of social responsibility, innovation, academic integrity and diversity are the titles of QU's goals and objectives to be a compass for the university students to achieve their goals.

Based on the essence of those values, Qatar University has been more responsible for its contribution to national efforts to overcome contemporary challenges and crises, particularly the COVID-19 pandemic crisis.

The University's response to the pandemic has been in line with State efforts to curb the spread of the epidemic and protect society and its members. Students, faculty, researchers and staff from the University dealt with this challenge with every responsibility, seriousness and attention. Thanks to the cooperation and collaboration of all, the University has been able to move from traditional to distance

education in a record period.

The University has worked to monitor and assess the situation and make the changes and adjustments required to improve and improve the student's educational experience and to fill the gaps resulted from this sudden shift.

This has resulted in some adjustments to the deadlines for deletion, withdrawal and suspension of certain academic policies, as well as numerous guidance to faculty members that would improve education and improve student evaluation to be fairer and objective.

In light of the changing and exceptional situation we are in, Qatar University has taken exceptional measures that are reassuring to students, faculty staff as well as parents. Understanding, wisdom

and flexibility has been a starting point for all to do their utmost to maximize the benefit possible to ensure that the educational process proceeds with the required quality, so that students would acquire the skills and information required, and to achieve the desired learning outputs and competencies that will enable students to continue their studies in the following courses and qualify them to serve their communities and homelands.

The high sense of social responsibility of all parties under the umbrella of Qatar University reflects the success of the University's leadership of the National Programme for Social Responsibility and its embrace of the leading initiatives under the Programme, which would maximize the concept of national responsibility and the process of academic giving.



Social responsibility: Dissemination of pioneering experiences to promising attempts

QATAR
CSR

Dr. Saif Al-Hajri, CEO, Qatar CSR National Program

Social responsibility is a priority for sustainable development.

A number of companies' social responsibility is an additional welfare through which they review a corporate "Prestige" to better demonstrate themselves to society. What such a group of companies does not realize, however, is that the concept of social responsibility goes beyond their exclusive prospects of giving donations to those in need or supporting philanthropy, and their responsibility ends at that review.

The principles of social responsibility are complex at a level where they go beyond many concepts combined; The limits of that reformer are far-reaching. It should be said that social responsibility represents a series of institutional actions and interrelated measures linked to an ethical system that collectively contribute to creating a logical balance between the company's work and business interests and its positive role and impact in the society in which it operates.

The social responsibility spirit has multiple dimensions, including the ethical, social, cultural, environmental and sporting dimension, forming what might be called the social impact of

institutions, which collectively would shed light on the contribution of each responsible institution that contributes significantly to supporting the sustainable development process at all levels. By applying social responsibility to institutions on the ground, the concept of "giving back" to the society in which the institution was born, or crossed continents to invest and make profits, is largely reflected.

Of course, every institution with a special concept of how to adhere to the principles of social responsibility should have a high level of institutional awareness that voluntary social responsibility is different from what is imposed by a law that compel those institutions to apply social responsibility. Thus, the effectiveness of forcible implementation will be no better for society than a voluntary and indifferent commitment to any directives.

In Qatar, we acutely recognise the state's keenness and wise leadership to raise awareness of the importance of institutions applying the highest international standards of social responsibility. Social responsibility has become a priority

issue for sustainable development. The state has provided legislative and legal ground to urge Companies listed on the Qatar Stock Exchange to support sports, cultural, social and charitable activities by allocating 2.5 per cent of the companies' annual net profits. This law is an important achievement in Qatar's path to leadership and advancement in CSR's implementation.

In the Qatar CSR National Programme, we believe that it is our role to encourage institutions operating in Qatar to apply the concept of responsible leadership and to honour institutions that have registered real achievements on the ground. We are diligently working to consolidate the concept of mainstreaming pilot experiences into promising attempts, which would encourage more institutions to follow the example of institutions with a reputation for applying social responsibility.

The creation of inter-institutional competitiveness for voluntary implementation of the principles of social responsibility must be based on the institution leadership awareness of the role of that concept in increasing client loyalty.

We urge institutions to improve their contribution to society



Dr. Bader Abdullh Al Esmael, Head of CSR Committee at Qatar University

CSR practices are implemented at a mid-to-high level.

In light of the Qatar Government's emergency plan to deal with Covid-19 since the pandemic announcement, the added value of the National Social outputs of Qatar University's Responsibility Program has come to the fore. Seeking to contribute to the implementation of directives issued by the competent authorities, reflects the response of the university system, as a cadre, students and staff, by activating arrangements adapted to changing developments in a responsible academic sense.

As a part of Qatar University's Social Responsibility Committee, we have always been committed to our academic duty, keeping pace with current challenges, and contributing to insights and solutions to many thorny global issues.

In this regard, the Committee has prepared a recent research study supported by Qatar SR Network under the title: CSR Responses to the "COVID-19" Pandemic in Qatari Organizations.

The study aimed to explore CSR initiatives carried out by organizations operating in Qatar to address the COVID-19 crisis. Applying stakeholder theory, the study investigates Qatari organizations initiatives to protect their staff, clients, communities and the environment during the COVID 19 pandemic.

The study illustrated how organizations in Qatar responded to the Covid-19 pandemic by supporting key stakeholders to protect their corporate reputation. A total of 44 organizations from various sectors in Qatar participated in the study.

The results showed that many of CSR practices examined in this study, targeting employees, customers, clients, communities and the environment, are implemented at a medium to high level.

The present study results provide many practical implications for organizations and government policymakers in Qatar.

First, a good relationship with key

stakeholders during this critical period can help improve the economic, social and environmental performance of organizations.

Second, organizations can adopt a stakeholder-oriented CSR perspective to attain multiple business outcomes such as improving their relationship with their customers, employees' satisfaction, and enhancing corporate reputation.

Moreover, the results can benefit government policymakers to enable them to assess the effectiveness of organizations CSR strategies in responding to the Covid 19 pandemic and taking the suitable actions to improve their contribution to society.



Dr. Hanan Al Kuwari... CSR Person of the year



HE. Dr. Hanan Mohamed Al Kuwari, Minister of Public Health

Transparency
is the best
approach to
the Corona
pandemic.

Qatar University has the honour to choose Her Excellency Dr. Hanan Mohamed Al Kuwari, Minister of Public Health, as the public figure for social responsibility 2021, in recognition of her significant contribution and tireless efforts to further develop the health sector's capabilities to cope with the Covid-19 pandemic from its inception, to provide the necessary health-care services for Covid-19 patients, as well as to provide basic medical care services to all segments of society and to meet their needs.

Her Excellency, together with volunteers and community institutions, participated in the promotion and implementation of the pandemic response plan, believing in the importance of their role in achieving the desired goal.

She has also followed up Qatar's successful experience in addressing the pandemic and reducing its impact through a consistent government approach, adopting a strong and integrated governance structure for crisis and emergency management through close and organized cooperation with the various state actors, as well as responding quickly

and effectively to emergencies in accordance with a response and communication plan and increasing the capacity of healthcare facilities. Her Excellency has adopted a transparent approach to the Corona pandemic since its inception. This approach has contributed to building community confidence and has strengthened the commitment to implement procedures.

Her efforts have also contributed to more than 85.6% of the population receiving vaccination in 2021, one of the highest rates of COVID-19 vaccination in the world, along with significant efforts to provide enhanced third dose to people, six months after receiving their second dose.

During 2021, several new specialized facilities were opened, attracting the world's most advanced medical technologies.

In addition, Qatar's organ transplant programme has been developed to include lung, kidney and liver transplant, making Hamad Medical Corporation one of the most comprehensive transplant centres in the region, which would enhance a high-level availability of specialized health care for patients in Qatar, as well as increase the number

of donors to about 450,000.

Her Excellency's efforts contributed to the speedy promulgation of Act No. 22 of 2021 regulating health-care services within the State.

Her Excellency's efforts included the launching of a health ageing website, the opening of memory and geriatrics clinics in 3 health centres, the launching of geriatrics counselling services in emergency departments, the opening of a geriatric clinic in Al Wakra Hospital and the opening of mobile centres in various places to provide home care services.

In order to enhance the role of social responsibility in keeping up with precautionary measures and meeting patient requirements, Her Excellency has made substantive efforts to provide emergency care services in eight health centres around the clock, through the application of "We look after you", the provision of home delivery services, the opening of clinics to provide integrated care services for cardiology, mental health, dentistry, diabetes, ENT services, general paediatrics, dementia and the provision of dialysis services in three health centres.

Social
responsibility
is embodied in
providing
care
to all segments
of society



Social Responsibility at Ministry of Foreign Affairs



HE Sheikh **Mohammed bin Abdulrahman Al-Thani**,
Deputy Prime Minister and Foreign Minister

The year 2021 has been one of many achievements of the Ministry of Foreign Affairs, which has strengthened its efforts in the area of social responsibility at both the local and international levels. It has continued to support all development initiatives in the environmental, educational, cultural, relief and humanitarian fields and to achieve the SDGs.

Human Rights

The Human Rights Department of the Ministry of Foreign Affairs has inaugurated the emblem of the Qatar for the observance of World Human Rights Day, which is on the 10th of December every year.

The launch of the slogan comes within the framework of raising

awareness at the local and international levels of World Human Rights Day, at which the United Nations General Assembly adopted the Universal Declaration in 1948. The Ministry of Foreign Affairs organized a ceremony on the 7th of December, in cooperation with State ministries and bodies, and features an exhibition of the State's major achievements in the field of human rights. The event also includes an art exhibition with the participation of Museums and the National Human Rights Commission, and the ceremony programme contains speeches by a number of officials.

A video entitled "Qatar and Human Rights" and an exhibition of participants in the event, where the

People support
is always
in our sights.

promotion and protection of human rights is a strategic choice for Qatar, form the backbone of the country's comprehensive reform policy, and human development and the protection and promotion of human rights are Qatar's top priorities.

The State of Qatar has not hesitated to provide the necessary assistance to many States and international organizations to deal with the Corona pandemic, with contributions of more than US\$140 million. Qatar's victory in the 2022-2024 Human Rights Council membership elections reflects the international community's confidence in Qatar's active and positive role in protecting and promoting human rights and related issues.

Qatar's belief in human rights, the reduction of discrimination and the promotion of human rights is not a product of today, but stems from religion, Qatari culture, Islamic and Arab identity.

The promotion and protection of human rights is a key central pillar of Qatar's international relief and development programmes, which aim in particular to realize the right to development and the right to education, and to mitigate the negative effects of climate change on the full and effective enjoyment of human rights. Qatar, through its membership in the Human Rights Council, will continue to highlight these important issues.



Multi-year donation

Since 2018, Qatar has renewed its pledge of unconditional multi-year funding, totalling US \$16 million, to support UNHCR'S core. Qatar declared that, in continuation of that support, it was making a financial contribution of US \$8 million, of which 4 million would be allocated to the 2021 budget and four million to the 2022 budget, based on its sense of humanitarian responsibility, a spirit of international solidarity and shared burdens.

Qatar also reiterated its continued partnership with the UN system to achieve its objectives, as it is one of the leading development and relief assistance countries and is keen to adhere to the principles of shared responsibility and multilateral action.

Attention to workers

Qatar's Ministry of Foreign Affairs organized a celebration of International Migrant Day in Doha, entitled: "International Migrant Day.

success stories from Qatar," with the participation of the UN Office for Migration in Doha and a number of ministries and stakeholders. Qatar attaches great importance to migrant workers and considers them to be genuine partners in the State's development and renaissance project. This is in line with the objectives of Qatar's National Vision 2030, which included important issues related to attracting the required migrant workers and taking care of their rights, and promoting opportunities for economic growth.

In particular, thanks to the implementation of Qatar's National Vision, Qatar is at a privileged stage in its history of moving towards full, comprehensive and even accelerated development, with the result that the State has recorded rates of growth and economic recovery that it has never experienced before. State migrant workers play a central role in this development, so protecting and promoting their rights has always been a strategic choice and a moral duty before it is a political and legal obligation.

Sports Day

Qatar's diplomatic, consular and representative missions abroad organized various sports events on the occasion of the country's sports day, in accordance with precautionary measures and procedures, and

included a range of sports activities and a football match.

Qatar pays particular attention to the sports sector and has allocated it one day (the State Sports Day), which is the Tuesday of the second week of February of each year, in which everyone is urged to exercise and all departments and state institutions are disrupted.

In Berlin, the capital of the Federal Republic of Germany, the Embassy of Qatar organized events on the occasion of the State's Sports Day with the participation of His Excellency Sheikh Abdullah bin Mohammed Al Thani, Qatar's Ambassador to Germany, diplomatic staff and embassy staff, and the program included various sporting events.



Global responsibility

Qatar renewed its commitment to the responsibility to protect in line with its belief in international cooperation to establish collective security and respect for international law, and with its well-established policy of promoting international peace and security, during the virtual ministerial meeting on the responsibility to protect on “responsibility to protect and the role of women and girls in preventing atrocities”, organized on the sidelines of the 76th session of the United Nations General Assembly, missions of Costa Rica, the Republic of Croatia and Denmark to the UN, and in partnership with the International Centre for Responsibility for Protection.

Based on Qatar’s commitment to protection responsibility, it has continued its efforts to strengthen the responsibility to protect as an active member and Chair of the three-year partnership of the Friends of Responsibility to Protect Group, and Qatar has consistently supported and implemented the Women, Peace and Security Agenda, based on its commitment to the gender equality principle and the promotion of the protection of women’s rights, and in Qatar’s support for the role of women and girls to achieve peace.

Given the importance of women, girls and young people being armed with quality education, Qatar plays a leading role at the international level in providing education, particularly in conflict zones and post-conflict communities, which reflects Qatar’s conviction that the involvement of



women contributes to the success of mediation processes, ensuring the rights of women and girls, the advancement of women and their active participation in society are an essential part of any conventions and activities relating to peace and the rule of law.

International Women’s Day

In collaboration with the UK Embassy in Qatar, the Department of Human Rights of the Ministry of Foreign Affairs organized a symposium on “Women’s Empowerment in Politics and Diplomacy” as part of the Celebration of International Women’s Day, with the aim of raising awareness of the important roles that women can play in their political and diplomatic work.

Qatar reaffirms its concern for the empowerment of women and the

provision of support and an environment that will promote their political, civil, social, economic and cultural rights, as this interest has been reflected in Qatar’s National Vision 2030 and in national development strategies (first and second), in addition to the national legislation passed in recent years reflected Qatar’s growing interest in promoting and protecting women’s rights, eliminating discrimination between women and men, and establishing the rules of equality between them in various fields, noting that Qatar continues its legislative efforts Institutional and at the level of strategies needed to support and strengthen the role of women in all areas.

The state’s attention to women’s empowerment continues beyond national frameworks, with the state launching several initiatives at the regional and international level, such as the Silatech Foundation, which since its inception in 2008 has contributed to the employment of nearly 1 million young men and women and the creation of 2 million jobs by 2020 within the Arab world.

Education above all, a global initiative with four international programmes: “Teach a Child”, “Proud”, “Protecting the Right to Education in Conditions of Armed Conflict and Insecurity”, and “Hands of Good towards Asia”, which contribute to children’s access to education opportunities.



Protecting education

H.E. Sheikh Mohammed bin Abdulrahman Al-Thani, Deputy Prime Minister and Minister for Foreign Affairs, participated in the high-level event to mark the International Day for the Protection of Education from Attacks on 9th of September each year, organized by each of the institutions: Education for All, the Permanent Delegation of Qatar to the UN, and the United Nations Children’s Fund UNICEF, UNESCO and the Special Representative of the Secretary-General for Children and Armed Conflict.

His Excellency the Deputy Prime Minister and Foreign Minister expressed Qatar’s honor to host this important event, noting that more than a year ago Qatar led the efforts that led to the historic resolution 74/275, which proclaimed the 9th of September as the International Day for the Protection of Education from Attacks, especially since Qatar firmly believes in the transformative power of education, it is vital to ensure the continuity of education during armed conflict, and to provide and facilitate international cooperation and assistance programmes that prevent or respond to attacks on education.

This is not an option, but a duty, as it has become imperative because education gives girls and boys hope, trust and dignity, providing them with the knowledge and skills they need to escape poverty, save lives and reduce the spread of preventable diseases and pandemics. Education plays a vital role in rebuilding conflict-affected

societies as they move to peace, and by influencing people’s attitudes and behaviour, education is a key channel for improving understanding, tolerance and mutual respect for each other and for the planet.

Support Yemen

Qatar’s Deputy Prime Minister and Foreign Minister Sheikh Mohammed bin Abdul Rahman Al Thani, Chairman of Qatar Development Fund, witnessed Qatar’s signing with WFP the \$90 million Food Security and Nutrition Support Agreement for the WFP Response Plan in Yemen, and Qatar’s Foreign Ministry said Qatar and WFP are signing an agreement to support food security and nutrition in Yemen, including general food assistance, food for children, pregnant and lactating women, health and food counselling aimed at educating

society about positive food behaviours.

The agreement lasts 12 months and benefits 7 million, 621 thousand and 932 people, in addition to providing a “humanitarian air service” for the transport of volunteers and staff internationally and within Yemen.

Gaza Support

The Ministry of Foreign Affairs announced that the Qatar Committee for the Reconstruction of Gaza, in cooperation with the Qatar Development Fund, has disbursed the country grant to the chaste families in the Gaza Strip, which has been provided to some 97,000 families who are in the Gaza Strip, at \$100 per family, and the grant is disbursed through the UN through the distribution centers it has identified in the Gaza Strip’s approximately 300 governorates.





Divided by War... Gathered by Qatar

Evacuations

International praise continues for Qatar's diplomatic and humanitarian efforts to facilitate the evacuation of foreign and Afghan nationals wishing to leave Afghanistan, while its generous care of its hosts has been greatly appreciated by the world, consisting of letters of thanks and gratitude from various countries, governments and international organizations, and international and international praise for Qatar's continued pivotal role in Afghanistan at all diplomatic, humanitarian and logistical levels, and Qatar's provision of adequate housing and health care to all evacuees from Afghanistan. They currently reside in Qatar temporarily, based on their moral commitment to humanitarian issues and facilitated the safe passage of Afghans, journalists, diplomats and representatives of international organizations.

Qatar's Foreign Ministry, represented by His Excellency Sheikh Mohammed bin Abdul Rahman Al Thani, Deputy Prime Minister and Foreign Minister,

received widespread international praise, as the Canadian Foreign Minister thanked Qatar for its great role in securing the transfer of Canadian citizens from Afghanistan, and Mrs. Liz Truss, The British Foreign Secretary, expressed her thanks to Qatar for its efforts in facilitating the evacuation of British citizens from the Afghan capital Kabul, thanking His Excellency Sheikh Mohammed bin Abdul Rahman Al Thani, Deputy Prime Minister, Foreign Minister and Friends of Qatar to organize the third flight to transport citizens from Kabul.

The Belgian Foreign Ministry also thanked Qatar for securing the travel of Belgians and their families from Kabul, and the Belgian Embassy in Qatar expressed its gratitude for being able to welcome Belgians to Qatar after a difficult trip from Kabul, thanked the Qatari Foreign Ministry for its efforts in evacuating Belgians, while Dutch Foreign Minister Tom de Bruyne expressed his gratitude to the State of Qatar for facilitating the travel of

Dutch nationals from Kabul to Doha before returning to the Netherlands, as Democratic Senator Chris Murphy said The United States and the international community owe Qatar gratitude, and no country is more effective than Qatar in evacuations from Afghanistan. The German Foreign Ministry praised Qatar's efforts to provide a safe passage for the evacuation of its citizens and a number of Afghan officials from Kabul, thanking the Qatari Foreign Ministry for providing support to enable a safe passage for the trip, thanks to this tremendous support to the Government of Qatar.

Qatari Foreign Ministry spokeswoman Lulua Al Khater announced the arrival of Fawzia Kofi, Deputy Speaker of the Afghan Parliament, in Doha to reunite with her two daughters in Doha, expressing her happiness at Kofi's arrival on Qatar Airways and joining her two daughters, who were evacuated earlier, thanking all those who contributed to the evacuation in Afghanistan.



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CSR at Ministry of State for Defence Affairs (MOSFDA)



HE Dr. Khalid bin Mohammad Al Attiyah,
Deputy Prime Minister and Minister of State for Defence Affairs

Volunteering is
an integral part
of our country
culture.

MOSFDA' social responsibility is an essential element in the development of society based on the consolidation of the concept of social responsibility and the formulation of strategies and regulations that contribute to the development and regulation of areas of social service. The Ministry also seeks to raise awareness among all sectors of society and to support all initiatives aimed at achieving SR in Qatar, in parallel to the consolidation of efforts in the service of society in various sectors.

A Million-Tree Initiative

In accordance with MOSFDA' vision of developing the role of young people and enhance their awareness of many community initiatives and holding citizens accountable in the delivery of various services to the community, students of the Military High School participated in the initiative (planting one million trees), launched by the Ministry of Municipality and Environment, where this initiative comes as a commitment from Qatar on reducing the percentage of carbon emissions as well as supporting environmental development as one of the pillars of the national vision, Lt. Col. Salem

Massoud Al-Hababi, commander of the Military High School, attended.

Given the particular importance of trees in the ecosystem and their implications for human health and quality of life, each student at the military high school planted a tree inside the camp, in order to promote this initiative, to raise awareness of afforestation and to expand the green areas.

Family Meeting

The Candidate Training Center organized the "Open Day" event, which allows parents of 21st class candidates the opportunity to visit the training camp and see their diary and training during the training period, in order to motivate new students and raise their morale through this family meeting.

The visit aims to inform the parents of the candidates and their relatives about the candidate's diary inside the camp themselves and to visit his facilities, which enhances the center's communication with parents to convey their views to others, and the strict and disciplined system available to their children, including housing, training place, religious duties, lectures, health food programmes, and proper exercise. Parents were pleased with the special visit, which demonstrated that the Centre's management was keen on relations and that family cohesion was the foundation of society.



Counter-narcotics

The Candidate Training Centre, in collaboration with the ANGA and the Traffic Awareness Department of the General Directorate of Traffic at the Ministry of Interior, organized the Anti-Drug Lecture and the Traffic Awareness Lecture as part of the 21st Candidate Batch Program. The anti-drug lecture dealt with many topics, the most important of which are: the definition of addiction, its harms, areas of addiction and how to prevent it, with some advice to stay away from abnormal behavior, and included questions from participants about addiction and its harms.

The importance of respect for traffic law, adherence to traffic regulations and their significance in reducing accidents was also explained during the traffic awareness lecture, and discussion and dialogue with candidates was opened and their queries and proposals heard.

The lecture aimed to provide a brief idea of traffic accidents, especially those experienced by young people, and to explain the magnitude of the risk resulting from driving recklessly in order to achieve control of road security, awareness of the dangers of speeding, and traffic accidents that may occur due to the lack of traffic awareness among some drivers.

Transport of the injured

The NSA concluded the course of transporting infected people contaminated with weapons of

mass destruction to the academy's recruits in cooperation with the Medical Services Command and the Chemical Defence Unit of the Qatari Armed Forces and in the presence of Brigadier General Ahmed Saud al-Quwari, Vice President of the National Service Academy and Colonel (Doctor) Sami Abdul Wahab of the Medical Services Command and Major (Doctor) Khuloud Rashid Al-Subai'i, Commander of Muqdam Health Centre. The course aims to publicize weapons of mass destruction and their risks, how to prevent them and to train on how to wear and remove individual protective equipment. Practical training has also been conducted on the use of stretchers and how to ambulate and evacuate the injured from the area contaminated by weapons of mass destruction.

Medical evacuation

NSA concluded the Nidaa Mukdam exercise (2) with the participation of the units of the Qatari armed forces, the Ministry of Public Health

represented by the ambulance department and Al-Khor Hospital, and in coordination with the National Command Center in the Ministry of Interior, in the presence of His Excellency Major General Hamad bin Ahmed al-Nuaimi, Deputy Chief of Staff for Education and Training.

The exercise aims to sensitize National Service recruits on the method of aeromedical evacuation in critical situations, the importance of their lives by providing the necessary medical care at maximum speed, to convey to the community a picture showing the interest of the National Service Academy in the safety of their recruits in coordination with the medical services, to train medical personnel at the Mukdam Health Centre on how to deal with critical situations, to activate the emergency medical plan for evacuation, and to train how to contact the competent authorities. The conclusion was attended by a number of senior commanders of the Qatari armed forces.





Future Engineer Program

NSA announced the Future Engineer Program, organized by Qatar University's Faculty of Engineering and the National Student Service Academy, which aims to introduce engineering in general and civil engineering in particular and motivate students to study engineering as an area for future study to actually contribute to building Qatar's renaissance.

The program includes practical

experiences by students themselves as well as competitions in the fields of construction engineering, water and environment engineering, road and transportation engineering and cadastre engineering.

The Qatar Society of Engineers participates through a Pioneering Engineer Program in which leading engineers in the country share their experiences with students to give examples and set a true example for the future engineer.

Induction Seminar

In collaboration with the NSA, QSW organized an induction seminar aimed at activating ways to raise awareness of the foundation's activities and centers in the service of the community and target groups. Representatives of the Qatar Foundation for Social Action centres spoke at the symposium, in the presence of a large number of recruits at the NSA.



Educational and research cooperation

Qatar University and MOSFDA have concluded a memorandum of understanding involving cooperation, coordination and participation between the two parties in accordance with their specialization and expertise, to provide the necessary support for the initiatives and projects of the armed forces, including the use of the university's technical strategic programs and research, such as electrical engineering, communications, computer and computer science in its various branches, information systems and security, and remote sensing provided at Qatar University, its colleges and scientific research institutes. The agreement was signed by Dr. Omar al-Ansari, Vice President of the University for Academic Affairs, representing the University, and Major General Engineer Abdul Aziz bin Falah al-Dosari, advisor to the Deputy Prime Minister and Minister of State for Communications and Space Affairs, representing MOSFDA.

The memorandum of understanding provided for cooperation in education, innovation, technological and engineering development and technical strategic studies, in accordance with the requirements of the armed forces, including cooperation in conducting scientific research and developing special scopes according to specific tasks, exchanging professional

expertise, scientists and researchers in electrical engineering, communications and computers, computer science, innovation, information systems and security, strategic studies, providing research resources and access to scientific courses available to researchers from the armed forces, and holding conferences, Seminars and joint specialized workshops.

The signing of this memorandum is part of the partnerships that the armed forces are seeking to establish with several diverse sectors and in multiple disciplines in the fields of innovation and technological development, and both Qatar University and

the Qatari Armed Forces aim to establish partnership, coordination and cooperation, believing in the role played by educational and research institutions.

The two parties aim to build partnership and cooperation in the areas of innovation, modern engineering scientific research and technological development, and the exchange of scientists and researchers in the field of computer science, electrical engineering, communications, computer, information systems and security, cybersecurity, remote sensing and satellites, especially (NanoSatellite), others and specialized scientific conferences.



Youth abilities

MOSFDA participated in the second edition of the "Arab Educational City Lecture Series", held at the Qatar National Library in collaboration with MOSFDA entitled "Our future is beating the aspirations of our youth", and the Ministry believes absolutely in the ability of young people to meet challenges through research, development and innovation, as this faith is an integral part of the national defence strategy that is consistent with Qatar Vision 2030.

The ministry prepares Qatar foundation, Qatar University and other graduates of prestigious universities, the true wealth of this country, and must be supported and guided in their research and scientific career, because they are the main pillars of the defence strategy, "understanding the ammunition provided to us by the educational and research infrastructure in the country."

The Ministry seeks to empower Qatari youth, involve them in decision-making, provide them with scientific and research knowledge, enhance their leadership skills, give them the flexibility to overcome global challenges, and drive them to innovate further so that they can bring about positive change.

In order to meet the national sustainability challenges, it is necessary to continue to invest in the minds of young people and to believe in their abilities and to enable them to use the tools with which they have been provided with diverse knowledge and science to find and develop solutions, with a view to achieving sustainability in different sectors of the State and not only in the environment. "To be able together" is to build a knowledge-based economy of economic diversity, which requires young people to rely on four important components: Faith in the idea, enthusiasm, action, perseverance.

Building a sustainable future requires strengthening the responsibility of young people to carry the secretariat "Ancestral Meadows: A matter of Trust", our parents and grandparents have coexisted with many challenges, the most important of which is water and food, and they have been able to overcome them.

We have been able to move forward through energy and seek to build a diversified economy, but today's young people are required to carry this trust, develop solutions that will enable them to overcome the challenges of water and food security, and focus on engaging in clean energy areas, and it must be noted here that our research institutes work in collaboration with Qatar Foundation research institutes as a beehive to address global

warming, desertification, and other challenges, and we hope to bring net CO2 emissions to zero.

MOSFDA believes that volunteerism as a social value is part of Qatari culture, and applies in the blood of every Qatari. Qatari youth are fond of doing good and providing assistance, but volunteering methods have evolved and are no longer limited to traditional volunteering, as we have seen in the Covid-19 pandemic, and we are also witnessing it in the pandemic of the times: migration, where young people need to work to prevent brain drain, and to employ their knowledge to volunteer in new and modern fields such as technology, research, development and innovation.

The Ministry believes that there is a significant role for the family in supporting community values and social responsibility and their importance as a nucleus of Qatari society, where there is an importance and necessity for young people to adhere to the values on which we grew up in the issue of family formation and strengthening their cohesion, and to maintain this nucleus that comes to the heart of society.

Reducing carbon emissions and supporting environmental development are at the core of our social responsibility



www.mod.gov.qa

MoCI: Pioneering initiatives to instill the CSR culture in Qatar's business community



H.E. Sheikh Mohammed Bin Hamad Bin Qassim Al-Thani,
Minister of Commerce and Industry

Social responsibility and sustainable development are firm pillars in Qatar National Vision 2030.

The Ministry of Commerce and Industry (MoCI) attaches great importance to supporting and deepening the culture of social responsibility among all Qatar's companies and institutions.

For many years, MoCI has been keen to put forward initiatives and events that significantly contribute to consolidating the CSR concept in the local business sector. This trend has been reinforced by the Ministry since the (ISO) introduced the ISO 26,000 CSR standard in November 2010. The said standard places greater social responsibility on institutions and companies.

The Ministry continues to urge various companies to apply social responsibility concepts, starting from their way of doing business to environmental policies, which will achieve sustainable

development in accordance with Qatar National Vision 2030.

Combating commercial fraud during the World Cup

MoCI, in collaboration with FIFA, organized a training workshop on measures to protect consumers and combat commercial fraud at the FIFA World Cup Qatar 2022.

The organization of the workshop is part of the Ministry's efforts to adopt the best practices in preparation for the hosting of this historic event, as well as to promote the efficiency of judicial officers, hone their capacities and provide them with new ways and methods to distinguish between authentic goods and copycat products of all forms and types.

The workshop tackled means to combat commercial fraud practices. The training workshop discussed

ways to protect the rights of corporate contributors, brand values, the companies whose rights are protected by FIFA to use its trademarks, the mechanisms for identifying officially licensed products, the unauthorized use of FIFA and the FIFA World Cup Qatar 2022 trademarks and designs, as well as a review of a number of inspection campaigns in Qatar that have resulted in the seizure of a number of copycat products.

A MoCI committee has been set up for the purpose of monitoring instructions and guidance on the measures to host the FIFA World Cup Qatar 2022, within the Ministry's competence. It is responsible for providing all necessary cooperation and support within the Ministry's competence and in accordance with Act No. (10) of 2021.



Code of conduct and integrity of public officials

MoCI, in cooperation with the Administrative Control and Transparency Authority, organized an educational workshop on the "Code on Conduct and Integrity of Public Officials." The workshop is part of the Ministry's efforts to develop and support the skills of the Ministry's staff and to instill the concepts and standards of integrity and transparency. The event also aims to publicize the Code of Conduct and Integrity of Public Officials and to stimulate adherence to the relevant provisions.

The organization of the workshop complements the efforts made by the State to develop its personnel, and promote the principles of integrity and transparency among them. The Ministry's affiliates will first be helped gain a better understanding of the principles and norms of the Code of Conduct and Integrity of Public Officials, and then formulate the appropriate mechanisms

to implement its decisions and ensure continuous adherence with the obligations stated therein.

Protection of intellectual property rights

MoCI participated in the Challenge and Innovation Forum, organized by the Ministry of Sports and Youth, and showcased at the Qatari Science Club, under the slogan 'With the Mind, We Untie the Knot'.

The Ministry is participating through a special pavilion, through which it aims to promote the protection, widespread dissemination, and utilization of intellectual property rights.

During its participation in the forum, the Ministry previewed the key initiatives in terms of protecting intellectual property rights, as well as the laws and legislation passed to protect these rights, in addition to highlighting the most prominent electronic services it provides in this area, the patenting mechanisms for all forum participants, and the procedures followed to this end.

Organizing historical art gallery

As part of the Ministry of Commerce and Industry's National Day celebrations, the Ministry, in collaboration with a group of Qatari artists, organized an exhibition of paintings that reflect Qatar's long history of trade and industry, and the stages of their development.

The Ministry is keen to celebrate the National Day of the State in an innovative and distinctive way. It has hence organized an art exhibition in cooperation with a selection of Qatari artists.

The event reflects the National Day slogan 'Ancestral Meadows: A Matter of Trust', as the artists' works linked the specificity of Qatar, as a land and a population, to the commercial importance that the Qatari environment has had throughout history, as well as its contribution to promoting the commercial and industrial movement in Qatar, by capitalizing on its wealth and natural resources.





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Attention to students and community service

MoCI and Qatar University have signed a memorandum of understanding (MoU) for academic cooperation, research, and joint studies. The MoU included broad prospects for joint cooperation in research, training, and education, as well as in terms of exchanging data and information, encouraging tapping into facilities and entities available to both parties, and sharing experiences to enhance scientific and research cooperation and community service.

The MoU also included coordination and joint cooperation in organizing seminars and training workshops targeting the Qatari community, implementing joint programs in the preparation of studies and research, marketing both parties' services, working to develop entrepreneurship, and cooperating in other possible areas of mutual interest.

Signing the MoU forms part of the Ministry's efforts and ceaseless endeavors to strengthen

cooperation with various educational institutions and bodies in the State as part of its community responsibility. This measure also comes due to the Ministry's belief in the key role played by Qatar University in providing the community with qualified cadres and various competencies, as well as in its vital role in the field of targeted studies and research.

Under the MoU, cooperation between the two parties in various relevant areas has been strengthened, the exchange of experiences and information has been promoted, and the various sources available to both sides have been utilized and employed optimally to serve Qatar's business environment and society, in addition to enhancing the ability to achieve the Ministry's objectives and vision.

With Qatar University (QU)'s interest in entrepreneurship, supporting startups, and increasing student engagement in this field, the MoU promotes MoCI-QU cooperation at all levels that support developing and strengthening

the joint work between the two institutions, in addition to devising common initiatives to serve the Qatari community.

Collaboration with Georgetown University

MoCI and Georgetown University in Qatar have signed an agreement on the preparation of a training program entitled 'APMG International Academic Accreditation Partnership Program', with the support of Georgetown University in Qatar.

Signing the agreement forms part of MoCI's commitment to strengthening partnership with various government agencies and honing the expertise of concerned individuals in public-private partnership projects.

Under the agreement, the parties agreed that Georgetown University would design and implement an organized education program for public-private partnerships, which is an APMG-accredited program. The APMG Institute is a global institution for academic accreditation and testing, supported by Georgetown University in Qatar.



Interactive campaign to support Qatari products

MoCI organized an interactive campaign to support the Qatari product by displaying sculptures in the commercial complexes of Qatar's leading industries. This step complements the Ministry's 2021 Qatari Product Support Campaign, aimed at directly supporting national products and marketing them in local markets, raising consumer awareness of their importance, and motivating them to give priority purchasing them, in addition to supporting entrepreneurs and investors and allowing them to easily reach consumers. The initiative contributed to introducing the most prominent local industries and the mechanisms they go through during the various stages of manufacturing and production, as well as the most important information and statistics about them.

As part of the campaign, cooperation and coordination were made with a number of entities, complexes, and commercial markets in the country, with the aim of building figures representing a number of local industries in various Qatari sectors, including the industries of construction materials, electrical equipment, furniture, furnishings, timber, textiles, as well as medical, paper, food, and other products.

Supply of medicines and medical supplies

MoCI has sponsored a three-year framework agreement for the supply of medicines and medical supplies between Hamad Medical Corporation and Qatar Pharma Pharmaceutical Industries.

The agreement is part of joint efforts by MoCI and Hamad Medical

Corporation to support national industries and to emphasize the ability of local products to achieve self-sufficiency for Qatar.

This cooperation is part of MoCI's efforts to consolidate support for the role of national companies in achieving self-sufficiency for the State in various sectors, particularly in the pharmaceutical industry, a vital sector at the national and international levels.

The initiative consolidates real partnership with the private sector, and also supports the economic growth of non-oil sectors in line with the country's economic diversification plans to achieve the Qatar National Vision 2030 goals, and the 2018-2022 National Manufacturing Strategy objectives.

Consumer protection inspection campaigns

MoCI has carried out several rigorous inspection campaigns aimed at protecting consumers in Qatar and preventing the

presence of counterfeit goods.

One of these was a joint inspection campaign, in collaboration with the Ministry of the Interior, the Ministry of Municipality, and the Ministry of Environment and Climate Change, on factories and businesses in the industrial zone, with a view to monitoring the compliance of providers with Act No. (8) of 2008 on Consumer Protection, as well as the laws and regulations governing conducting commercial activities in Qatar.

The said campaign forms part of MoCI's efforts to monitor the State's markets and commercial activities therein, control prices, as well as detect violations and counterfeit, copycat, and non-standard goods.

The inspection resulted in the seizure of chemical products and 50 tons of expired glue powder used in the construction materials industry, in contravention of article 6 of Act No. (8) of 2008 on Consumer Protection.



Our national responsibility,
our social responsibility



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Ministry of Municipality: **We are keen to support and promote social responsibility**HE Dr. **Abdullah bin Abdulaziz bin Turki Al-Subaie**, Minister of Municipality

Towards strengthening community partnership with various actors, institutions and individuals.

Ministry of Municipality is keen to develop a sense of social responsibility and achieve its goals that are in accordance with the Ministry's objectives to serve the community, by strengthening the community partnership with various entities, institutions and individuals in many of the works, initiatives and services implemented by the Ministry and its affiliated sectors, municipalities and departments.

As one of the largest service ministries, Ministry of Municipality has always sought to increase its clients' satisfaction level by upgrading the services level provided to them, increasing the efficiency of its administrative processes and

increasing the transparency level and community participation, applying global standards and outstanding best practices, linking internal and external systems, The Ministry also attaches its interests to serving the community through continuous coordination with the competent administrative units to complete transactions for the elderly and persons with disabilities to increase, develop programmes, awareness-raising activities, educate, attract qualified country cadres and develop their customer service skills.

"Zero Waste" campaign inaugurated

HE Dr. Abdullah bin Abdulaziz bin Turki Al-Subaie, Minister of Municipality, launched a campaign (Zero Waste) Under the slogan "Less trash." A Nicer City ", in the presence and participation of His Excellency Dr. Sheikh Faleh Bin Nasser Bin Ahmad Al Thani is the Minister of Environment and Climate Change, Her Excellency Mrs. Buthaina bint Ali Al Jabr Al Nuaimi, Minister of Education and Higher Education, aims to reach the community to an advanced awareness level of waste importance as part of resource sustainability and improved waste management.

The ministry is implementing several initiatives and events to deal with all waste types and reuse it for electricity generation and fertilizer production.

The Ministry's Waste Treatment Centre, the largest waste treatment

center in the Middle East, produces fertilizer, electricity, biogas and recyclable materials, producing more than 36,000 tons of fertilizer in 2021, distributed to municipalities, nurseries and public authorities in the country, 264,000 MW/h of electricity, 38 cubic meters of biogas, as well as other iron, plastic and other products.

Integrated National Waste Screening Program

An integrated national programme based on the idea of sorting recyclable materials from other household wastes, launched in 2019, consists of four phases, with the developing hygiene services aim for environmental conservation and safety and sustainable development in implementation of the Ministry's Sustainable Strategic Plan.

All state schools (government and private) in various stages, health centers and hospitals, banks and financial institutions, commercial complexes and malls, parks, universities, government and parastatals, hotels, corniche region, and Doha city center, all facilities, buildings, facilities and FIFA™ World Cup 2022 stadiums, participated in the Program.

A service (the nearest recyclable container to my home) was launched for residents next to schools, kindergartens and health centers in 2021, and recyclable container sites in schools and health centers were linked to an electronic system that locates the container on the map.



A Million-Tree Planting Initiative

Launched in 2019, this initiative is one of the most important initiatives that reflect social responsibility, with Ministry of Municipality participation, Ministry of Environment and Climate Change, Public Works Authority, The Supreme Committee for Delivery & Legacy, KAHRAMAA Corporate, as well as the wide participation of society various segments, from institutions, government agencies, the private sector, companies, schools, educational institutions, youth centers and sports clubs.

The initiative aims to support efforts to address the effects of climate change, reduce waste of water resources using treated water for irrigation, improve air quality, increase green patch, reduce gas emissions, and other goals to improve life quality. Since its launch, the initiative has

contributed to the increase in green spaces, with some 700,000 tree seedlings planted and distributed by the end of February 2022.

Hygiene efforts during the FIFA Arab Cup

Ministry of Municipality, represented by the Department of Hygiene, made outstanding efforts during Qatar's hosting of the FIFA Arab Cup from November 30 to December 18, 2021, where clean-up operations were carried out by lifting and unloading containers in all stadiums and its facilities.

Efforts resulted in the removal of 375 tons of miscellaneous waste and 31 tons of recyclable waste. A total of 525 workers, 163 drivers, 92 cleaners, 113 vehicles and vehicles participated on a daily basis, in addition to 3,072 miscellaneous containers.

World Hygiene Day

Ministry of Municipality celebrated World Hygiene Day (September 18th), organizing a number of various events and activities, with the aim of enhancing the hygiene value and importance among community members and encouraging them to contribute to pollution reduction and environmental conservation, as a collective and ethical responsibility to ensure their sustainability.

On this occasion, the Department of Hygiene launches a number of campaigns to clean up kindergartens and beaches in partnership with youth centres, civil society and the private sector. This day represents an opportunity to intensify efforts and unite the relevant government sectors, institutions, entities, bodies, various partners, stakeholders, civil society and volunteers, with a view to raising public awareness of the hygiene importance as a collective responsibility that we all share.





Qatar National Day

Ministry of Municipality, represented by the Department of Hygiene, intensified its efforts during the National Day, intensifying its efforts to clean and sweep the main streets, in addition to washing all containers at the points distributed, and raising and unloading a large number of existing containers, and the hygiene work continued around the clock during the National Day off period. Efforts resulted in the lifting of 24-ton miscellaneous waste. 470 cleaners participated in the campaign. Thirty-two specialized sweeper tools and 21 vehicles were used to collect waste, in addition to 29 workers observers and 53 drivers.

UN World Food Programme

Qatar, represented by Ministry of Municipality, has made a humanitarian contribution of 158 tons of packaged local dates to the WFP to support WFP's humanitarian food assistance around the world.

The contribution is part of strengthening partnership with local, regional and international actors, UN institutions, and civil society institutions to help marginalized groups and communities around the world, including refugees. This assistance is part of Qatar's

commitment to continue providing humanitarian support and contributing to international efforts to alleviate the humanitarian and relief suffering of those in need in different worldwide. Especially as the people number affected by food insecurity around the world has increased in recent years due to the conflicts high frequency in many regions.

Cooperation with the United Nations

Ministry of Municipality and UNEP discussed cooperation and coordination ways in reducing food waste and waste in Qatar, and strengthening cooperation with UNEP to implement plans and programs aimed at reducing food waste and waste throughout Qatar food supply chain, as reducing food waste is an important objective of Qatar's national food security strategy.

Ongoing Services Despite the Pandemic

Despite all the impacts and challenges related to the (COVID-19), the ministry's agencies, particularly municipalities, have continued their efforts to provide their daily services to the public, as the Ministry has, since the pandemic, developed contingency plans for hygiene, disinfection and

sterilization of various buildings, service and health facilities, gardens, parks, markets, Al Furjan Market, and others, and all municipalities health control departments have intensified their campaigns and inspection tours of food institutions and facilities to ensure the sanitary requirements availability and the foodstuffs validity for consumption, both in the transport, storage, sale and trading stages, in order to preserve the health and safety of consumers.

These extraordinary efforts have contributed to the public's lack of negative impact on municipal services due to the Corona pandemic. The electronic transactions proceeds at Ministry of Municipality in 2021 amounted to (1.151,366 transactions).

The Ministry attaches great importance to the municipal sector through the facilities and services development and upgrading in various geographical areas, which have contributed to WHO's adoption of two municipalities, Doha and Al Rayyan as health cities. This confirms the country's great interest in Qatari cities, through sustainable urban development and high quality of life to improve the health and well-being of people across the country.



صفر نفايات
zero waste
لغد بلا نفايات ♦ The Future is Zero

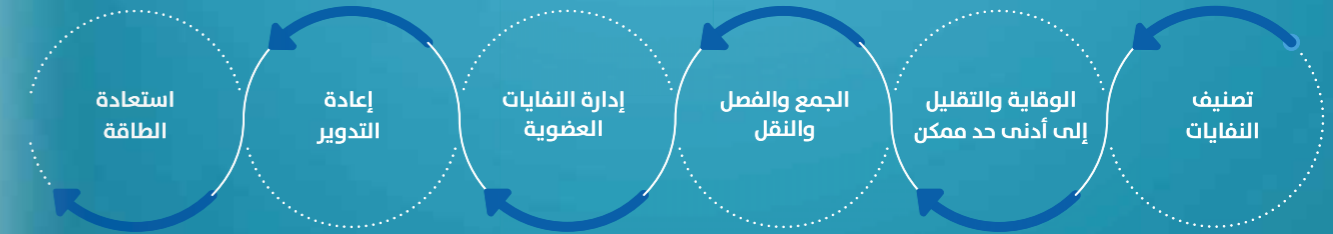


حملة صفر نفايات نفايات أقل مدينة أجمل

4 تنظيم الفعاليات والأنشطة التي تستهدف جميع افراد المجتمع	3 التوعية حول خطورة النفايات وتأثيرها على النظم البيئية المحلية	2 تعزيز مشاركة الاسرة والمجتمع	1 الاستهلاك والإنتاج وإعادة التدوير
8 خلق الوعي واستقطاب الشباب في العمل التطوعي	7 المشاركة من خلال مبادرات وبرامج متعددة	6 اتخاذ إجراءات لتحسين إدارة النفايات سعياً لتحقيق رؤية قطر 2030	5 إدارة النفايات

المحاور الأساسية للحملة

الفترة الزمنية للحملة هي 12 شهر



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184 albaladiya

The values of the Al-Attiyah Foundation are rooted in social responsibility and their clear significance.



HE Abdullah bin Hamad Al-Attiyah, the founder

Activating social responsibility ensures sustainable development and access to a safe environment.

The Al-Attiyah Foundation's values and principles are evident through its effective application of social responsibility and its tireless pursuit of sustainable development.

The Al-Attiyah Foundation strives to disseminate these values in Qatari society, to create partnerships with stakeholders and institutions, to support social responsibility activities, and to work hard to provide practical knowledge and insights on energy and sustainable development topics in Qatar.

The Al-Attiyah Foundation's interest in social responsibility is underlined by the numerous conferences and seminars it organises and participates in. Recent work and collaboration includes the following:

Carbon Neutral Power System

After a short break, the Al-Attiyah Foundation hosted its quarterly CEO Roundtable where executives from various bodies convened to discuss the issue of combating climate change.

This meeting underlines the Al-Attiyah Foundation's interest in the issue of climate change and the need to mobilise all efforts to address it. It also highlights the Foundation's ability to build channels for dialogue among various decision makers.

The discussion addressed how to reach net zero carbon emissions and a carbon-neutral power system by 2050, while providing stable energy supplies at affordable prices that would ensure strong economic growth.

Speakers at the event stressed that energy production, transportation and the consumption system needed to change very quickly. This includes the immediate cessation of construction of coal-fired power plants, the non-production of internal combustion motor vehicles by 2035, and the global electricity sector reaching net zero emissions in 2040.

The high-level roundtable comes as international efforts to address the climate crisis, the greatest challenge of our time, are accelerating.

High temperatures, above record levels, have contributed to crop damage, leading to wildfires, and causing the deaths of nearly 2,000 people in the United States and Canada during June and July 2021.



Energy and water

The Al-Attiyah Foundation participated in the second edition of the World Conference on the Sustainable Correlation between Energy, Water and the Environment in the Desert Climates 2021. The conference provided a platform for experts and stakeholders on the interface between energy, water and the environment to highlight the important research currently under way in this regard. In addition to the importance of water for energy generation, extraction, transport and treatment, the entire water management system needs energy from water production for treatment and distribution. At the same time, increased water and energy requirements have significant impacts on the natural environment.

In the Al-Attiyah Foundation's view, the challenges posed by managing the interrelationship between energy, water and the environment may vary from region to region, but they appear to be more complex in desert climates such as those of Gulf States, where they rely on expensive and energy-consuming desalination processes.

Promoting educational and research knowledge

The Al-Attiyah Foundation and Qatar Foundation for Education, Science and Community Development (QF) have agreed to a memorandum of understanding aimed at enhancing education, awareness and research of climate change in Qatar.

Under this cooperation, the two sides are joining forces to contribute

to shaping a sustainable future for Qatar and its community, through cooperation in education and research, as well as hosting joint conferences on climate change.

The Al-Attiyah Foundation and QF will carry out in-depth studies and publish regular technical reports on climate change-related topics in Qatar with the aim of supporting climate policymakers in the country.

Climate change

The Al-Attiyah Foundation, in collaboration with ExxonMobil and QF, hosted the first edition of the Qatar Climate Change Conference 2021. The conference, held at Education City, addressed

key climate change topics of national importance to Qatar.

The Al-Attiyah Foundation considers climate change to be a threat to the natural environment human health, and the global economy, and that this change is caused primarily by greenhouse gases from fossil fuel consumption. Diversifying energy sources and moving to cleaner ones as soon as possible can help achieve sustainable development goals, avoid global warming and achieve net zero emissions by 2050.

In addition, this path requires the use of clean energy technology, enhanced hydrogen dependence and decarbonisation of natural gas.



Qatar Tourism... Toward integrate social and environmental into the business visions



Our stakeholders are partners for our CSR strategies.

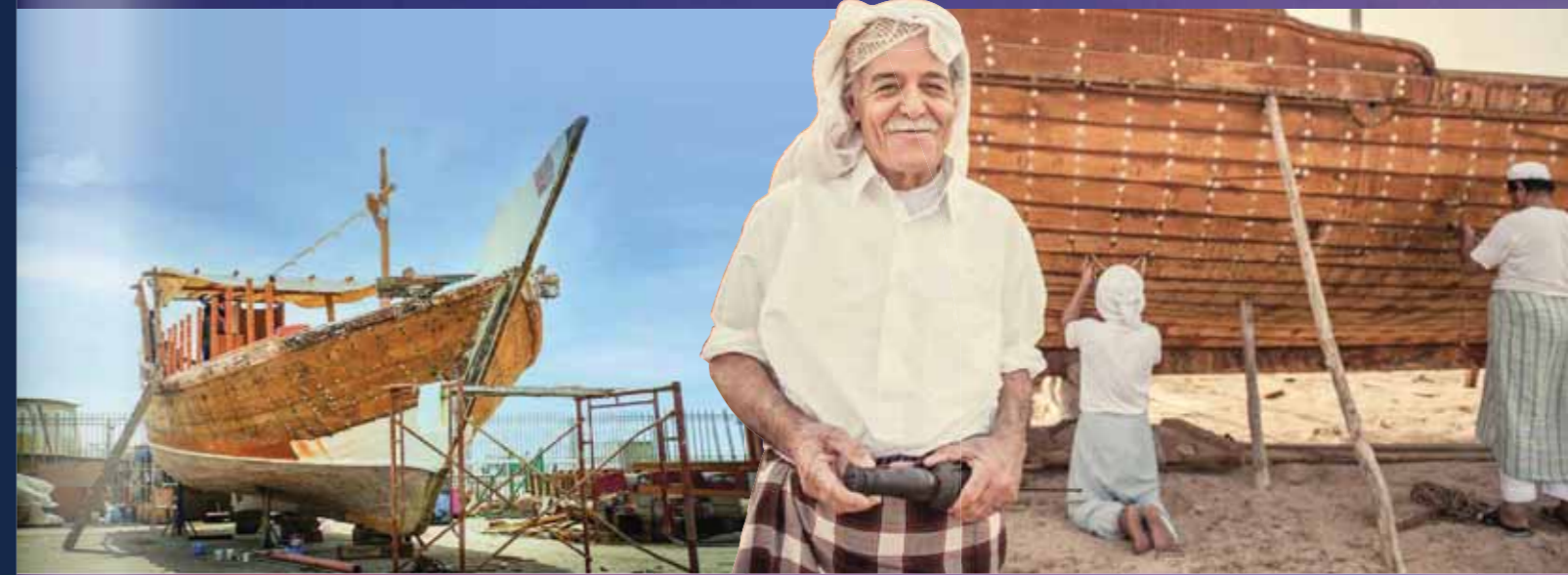
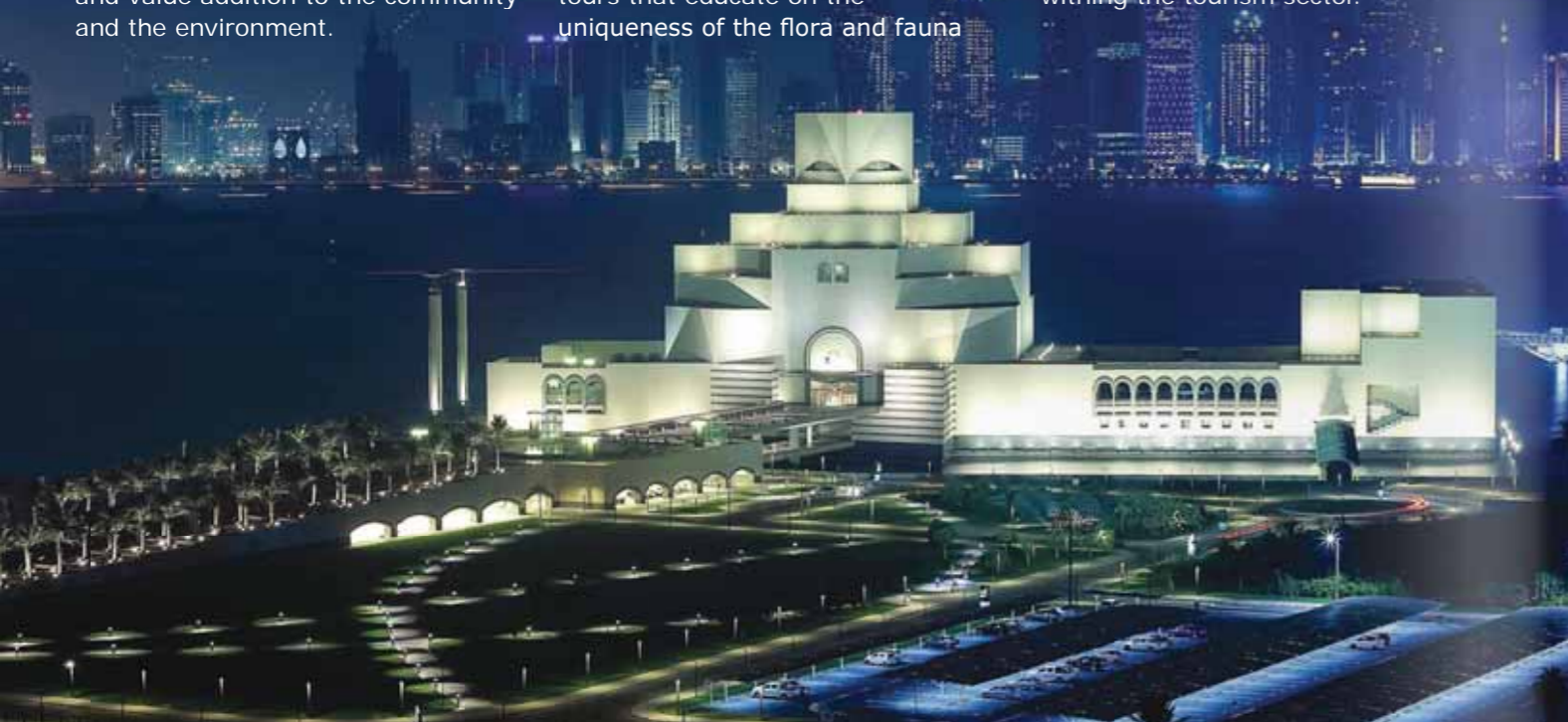
HE. Mr. Akbar Al Baker, CEO of Qatar Airways and Chairman of Qatar Tourism

Qatar Tourism defines its CSR through setting the necessary regulations for the different sectors it governs and develops. We encourage all players in the tourism sector to integrate social and environmental concerns into their business vision, mission, strategies, operations, as well as the communications with their respective stakeholders. And we recognise our social responsibility via a multi-stakeholder approach, where our stakeholders are partners for realising and implementing our CSR strategies. Qatar Tourism's nature of work is, in itself, embedded within service excellence and value addition to the community and the environment.

Our work is very diverse, almost touching upon all sectors of the Qatari economy. Below, I will mention examples of the work we do. Starting with our CSR towards the environment, and as an example, we work with our public-sector partners on multiple projects, one of which is the development of public beaches, where we discuss the best means to uplift the services in these important attractions, while making sure the environment preservation is taken into consideration. Qatar Tourism also works closely on advocating for natural reserves in the country and best practices to initiate guided tours that educate on the uniqueness of the flora and fauna

of these areas, and at the same time help preserve from any harmful human interventions.

On the same front, Qatar Tourism's classification standards for star rating hotels have dedicated points for Environmental Sustainability, that focuses on the sustainability aspect within the hotel's operations and practices related to everything from energy saving to procurement, waste management, staff development and training. We also work with Qatari non-profit organisations to encourage sustainability and support environment-friendly practices withing the tourism sector.



In terms of human development, Qatar Tourism works on multiple levels,

First, with the public sector to support the recruitment and development of Qatari talent, including training of interns in all QT's fields of operation, be it within the office or on the field. This is in

addition to supporting university students in their relevant research and data needs.

Second, Qatar Tourism is developing induction and customer service training through an online national training programme with multiple concentrations for tourist-facing employees,

tour-guides, and what we refer to as Qatar Specialists.

Qatar Tourism is, at the same time, developing recognition programmes to reward Excellence in the industry, and is looking into collaborating with national and international bodies to reach a comprehensive evaluation scheme that encourages the best services and performances.





In terms of health and safety contributions, Qatar Tourism has introduced the Qatar Clean Programme in collaboration with the Ministry of Public Health. Qatar Clean is a comprehensive initiative to ensure maximum safety for all travellers and residents. This initiative introduced expert protocols for hygiene and cleanliness practices applied to hotels and restaurants across the country and will expand to cover the MICE sector as well.

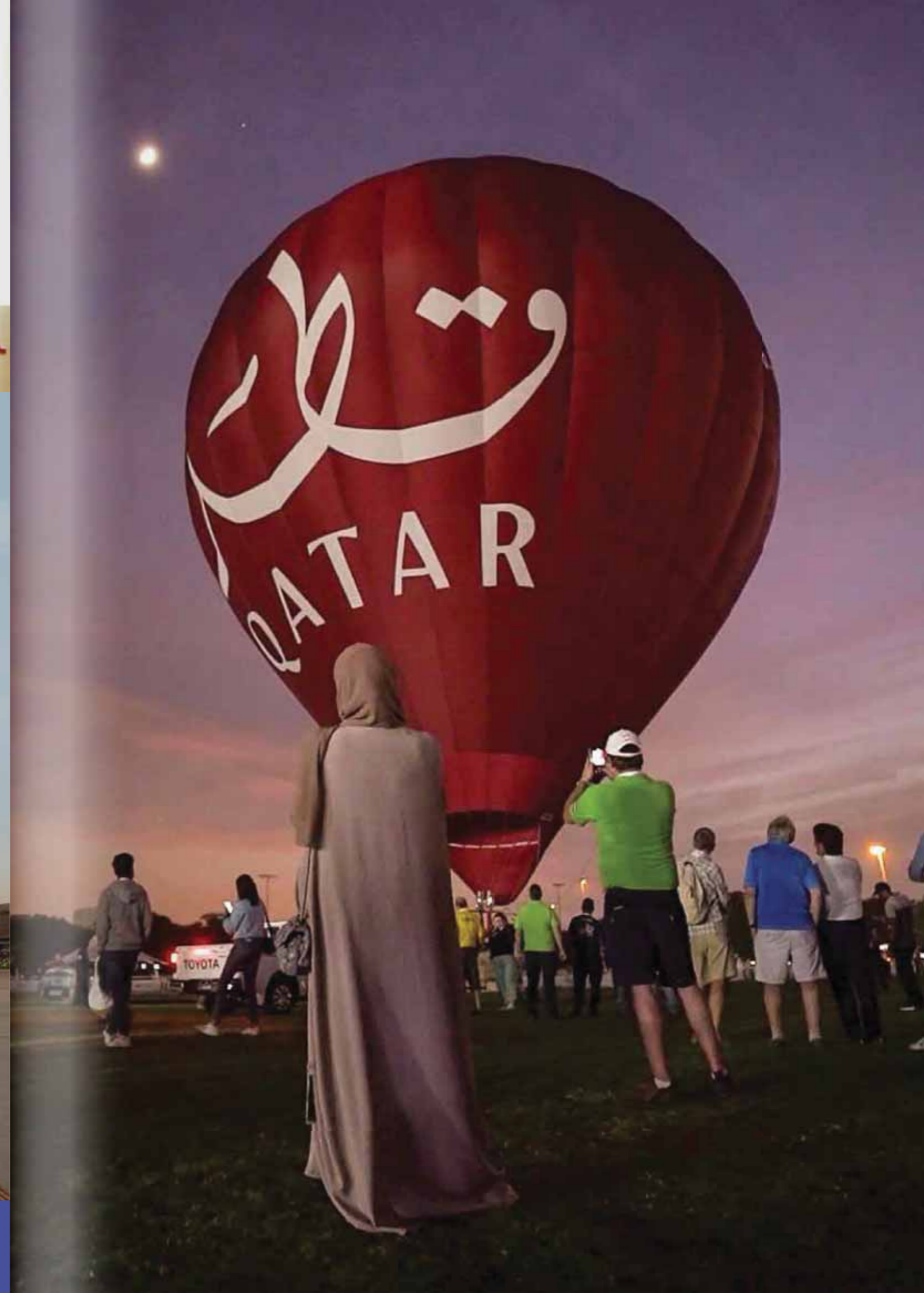
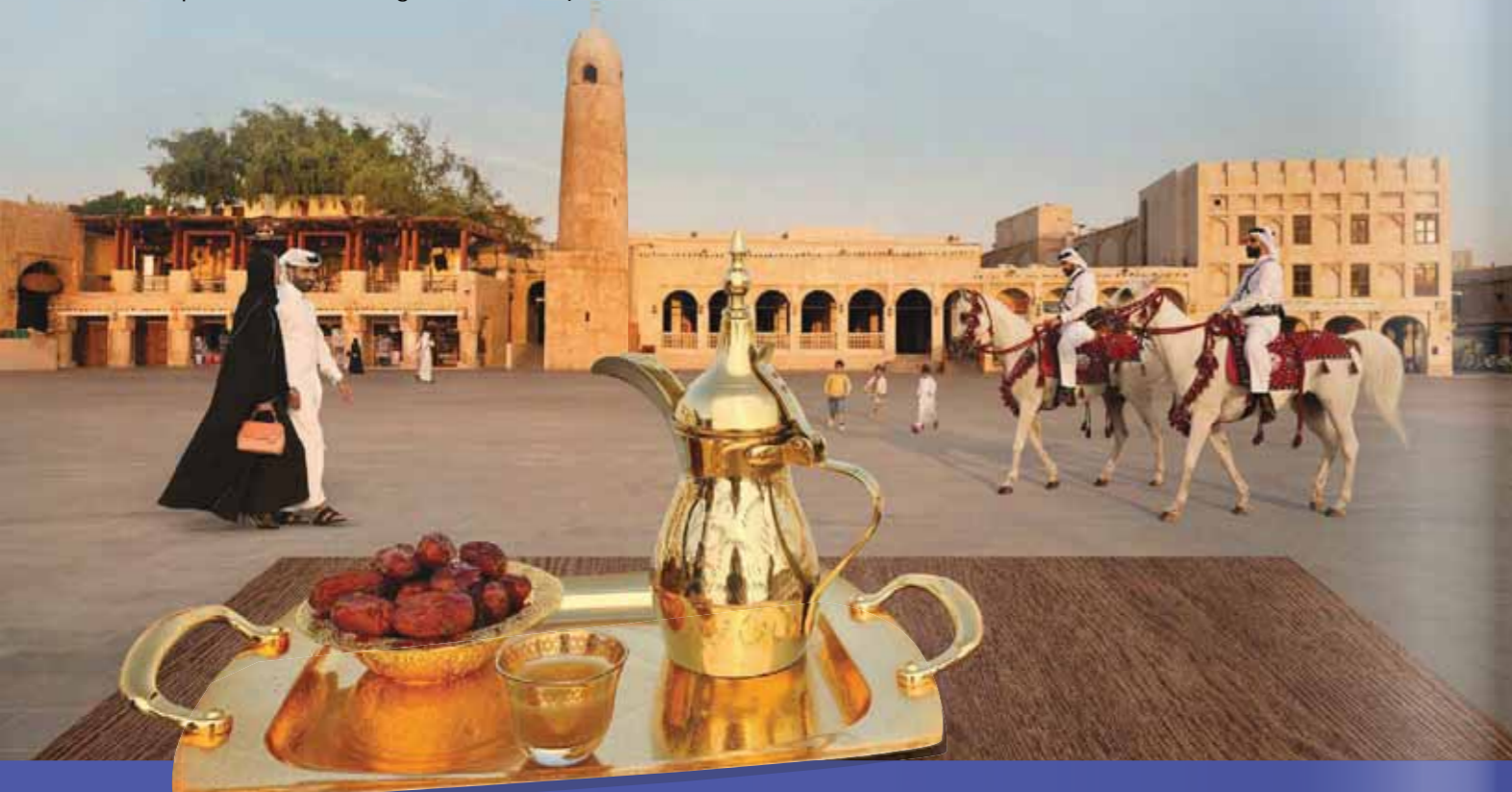
In terms of contributions to the Qatari Culture and Heritage, there are multiple projects at hand, and others at the planning stage. For example, we are working with

our counterparts to refurbish the corniche Dhow boats, one of Qatar's most prominent traditional landmarks and tourists' must-try experiences. We also work on identifying and marketing for Qatar's Cultural Hidden Gems, such as highlighting unique shops within Souq Waqif.

Qatar Tourism also worked with Mowasalat on the Iconic Limo Competition, calling all talented to submit designs for the exterior of Qatar's first iconic limousines. The Iconic Limousine is the very first design competition aimed to offer a distinctive transportation experience with the best-in-class

service and a striking exterior design, deeply anchored in Qatar's sustainability vision, the Qatari culture and hospitality.

In terms of Sports, Qatar Tourism collaborates with all stakeholders working on planning and hosting different sports events in Qatar, starting with the FIFA World Cup 2022, and including national and international tournaments, through marketing campaigns, social media, international representations, as well as by being an integral member in specific working groups and executive committees.



State Audit Bureau Objectives and Social Responsibility. Strong Relationship



Institutional Risk

The State Audit Bureau organized a training course for the employees of the Supreme Judicial Council on corporate risk management. The course aimed at upgrading the risk management process in the various authorities in the country, the procedures for filling out the risk register, and the mechanisms for benefiting from the risk management guideline prepared by the Bureau.

Support and encourage exercise

SAB participates in the National Sports Day events. Events include the organization of various sports activities, in accordance with precautionary measures and measures to reduce the spread of the corona virus, including cycling.

Training University Students

As part of its efforts to qualify Qatar's competencies in the oversight work areas, through job

rehabilitation programs, Qatar SAB has organized a series of training programmes for many university students. Job qualification programs enable university students to learn about SAB role in maintaining public funds, the basics, practices and elements of knowledge of internal audit, as well as risk management and governance principles.

Trainees Rehabilitation

Within the cooperation between SAB and Qatar Association of Certified Public Accountants, the Association organized a field visit to SAB headquarters for a number of government agency employees, accountants and new graduates trained in the Association, with the aim of upgrading their professional level and qualifying them in the field. During the visit, a workshop was organized to introduce participants to the oversight activities and areas exercised by SAB and its role in the public fund's preservation.

Promoting Specialization in the Oversight Field

SAB participated in University Specialties and Academic Courses Week, organized by the Ministry of Education and Higher Education. The Excellence Centre for Training and Development in SAB explained the business management specialization importance in the oversight work field conducted by SAB, reflecting its keenness to help high school students choose the appropriate specialties and contribute to enabling them to plan their academic career.



Project Management During Crises and Disasters

In collaboration with the Police Training College of Ministry of Interior, The Excellence Centre for Training and Development in SAB organized a training program for a number of SAB staff on "Project Management during Crises and Disasters". The programme aim is to enable participants to know the concept, mechanisms and project management importance during crises and disasters types.

Behavioral Health Care Centre leadership' Risk management

As a supplement of the risk management project completion, the SAB organized a workshop for some Behavioral Health Care Centre leaders. The workshop discussed mechanisms for developing risk management. This workshop organization is part of SAB's efforts to improve the various entities risk management process in the country, achieving more effective management and resources optimal exploitation and ensuring these entities strategic objectives achievement.

Anti-corruption

SAB organized an introductory symposium, through visual communication technology, entitled "SAB oversight role in Anti-

corruption", with many agencies employees' participation under SAB efforts. This seminar organization is part of the SAB's efforts to spread and promote a preserving culture and protecting public money, and ensuring that it is exploited optimally, in addition to introducing participants to SAB functions and the oversight types it exercises.

Blood Drive

SAB seeks to organize an annual blood drive campaign, in collaboration with the Hamad Medical Corporation Blood Donation Center, with the broad participation of SAB staff. This campaign is part of the SAB social responsibility, which aims to contribute to enriching the blood bank's stock in the country.

As part of activating memorandums of understanding in the training field and experiences exchange with a number of local authorities, The Excellence Centre for Training and Development in SAB, in collaboration with the Police Training College of Ministry of Interior, organized a training program that addressed "Occupational Health and Safety Skills" for the benefit of SAB staff. The program was presented by Captain Abdulhadi Ali Saleh al-Marri and Mr. Maher Gemayel Jandubi of Police Training College. The program

aim is to enable participants to identify occupational health and safety concepts and objectives, and skills to analyze occupational health and safety risks. Take preventive action and plans, in addition to knowing the contingency plans preparation and evacuations, how to conduct the team's mock training trials, the ability to identify and predict risks, and first aid skills.

SAB, in collaboration with Qatar University, organized a professional workshop through visual communication technology for College of Management and Economics students on internationally accredited professional certificates in the accounting and finance fields and the requirements for obtaining them and how to register. The workshop was presented by Mr. Ammar Al-Sakney, Director of SAB Performance Oversight Department, and Ms. Rana Al Hajri, Director of the Excellence Centre for Training and Development in SAB. The workshop aim was to encourage future students to graduate to such degrees, which would be a qualitative addition to graduates and would contribute to the preparation of national financial and accounting cadres and enable them to enter the labour market efficiently and professionally.





أثر جائحة كوفيد-19 على المسؤولية الاجتماعية للمؤسسات Pandemic on CSR 19-The Impact of the COVID

الدراسة السادسة للجنة المسؤولية الاجتماعية بجامعة قطر
The sixth study by the CSR Committee at QU

أجريت بواسطة: لجنة المسؤولية الاجتماعية بجامعة قطر
Conducted By: CSR Committee, Qatar University

بدعم من: برنامج قطر للمسؤولية الاجتماعية
Supported by: Qatar CSR Program

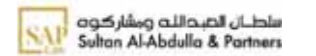
Thanks for

The participants at this study

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CSR Responses to the “COVID-19” Pandemic in Qatari Organizations



Submitted by: **CSR Committee – Qatar University**

Supported by: **Qatar CSR Program**

Introduction

As a global health disaster, the Covid 19 pandemic has a massive effect on health, economic, and social systems worldwide. Consequently, organizations worldwide that operates in all sectors are struggling to deal with the consequences of this health crisis.

During the crisis, organizations worldwide are encouraged to engage in socially responsible initiatives to provide support for their main stakeholders such as their

customers, employees, and the communities during this crisis period. This is accomplished through adopting diversified CSR programs oriented toward organization`s key stakeholders. The first priority is given to the health and safety of human beings and for supporting the most vulnerable people to survive physically and economically.

Thus, individuals and teams across many organizations were encouraged to inspire ways to help others and to provide the needed support for employees, their

families, customers, and communities during the pandemic.

In this regard, this study aims to explore CSR initiatives undertaken by organizations that operate in Qatar to respond to the Covid 19 pandemic crisis. Applying the stakeholder theory, this study investigates the Qatari organizations` initiatives to protect their employees, customers, communities, and the environment during the COVID 19 pandemic era. Specifically, the study aims to answer the following research questions:

- 1- How did organizations that operate in Qatar support society during the COVID 19 pandemic?
- 2- What CSR initiatives and actions were taken during the COVID 19 pandemic by organizations to, protect their employees, to care about customers, to help communities through CSR initiatives, and to protect the environment?
- 3- Does organizations` spending on CSR initiatives and actions to handle the pandemic crisis increased/ decreased?
- 4- What are policy changes due to the pandemic crisis that affected organizations` spending on CSR?
- 5- What is the effect of CSR activities as a response to covid 19 pandemic on organization`s corporate reputation?



Literature Review

Research has suggested that corporate social responsibility (CSR) has become a more crucial tool for creating betterment in society, particularly after Covid 19 (Mahmud, Ding, and Hasan, 2021).

The organizations are struggling to find ways to serve the communities, families, and customers to balance the interests of various stakeholders` needs.

A systematic literature review study conducted by Mahmud, Ding and Hasan (2021) showed that organizations had modified their forms of CSR, especially targeting employees through work from home policies, regular health assessments, hygiene procedures, quarantine guidelines, restrictions for travel, and social distancing regulations.

Modifications of CSR activities were also observed at the customers levels where food, medicine, and protection were provided despite the closing of shops and businesses. Direct relief funds with the collaboration of community-serving agencies have been another aspect of the modifications of CSR activities conducted by the organizations during Covid 19.

As businesses stopped operating physically, the Internet and dissemination of information through online mediums have become more significant than before. Twitter, for instance, is used frequently to spread CSR information by organizations worldwide (Patuelli et al., 2021).

Organizations relied on the use of social media for stakeholders` engagement and for keeping the

community informed about the various CSR activities they implement to deal with the pandemic. The study of Raimo and his colleagues (2021) that examined CSR engagement of 14 Spanish organizations, that are listed in Madrid Stock Exchange and that collaborated with non-profit organizations for serving the community, has shown emphasis of CSR activities in the areas of food, technology, health, and social support.

Moreover, financial support was provided to the NGOs so that the agencies could provide health and food materials to the needy ones. Technology has played a significant role in keeping loved ones in contact. Telephones and Internet were made accessible everywhere in Spain to call for any health emergency or stay in touch.





CSR Activities during Covid 19 Pandemic (Global, Regional and Local in Qatar)

Health has been one of the highest national priorities in Qatar since December of 2020. Food industry organizations in Qatar acted on time to provide groceries and food supplies to the Qatari citizens and residents amidst Covid 19 quarantine and lockdown period.

During this crisis, consumers were not able to go out and buy necessities for their homes, such as vegetables and fruits for health maintenance and goods for boosting immunity.

Qatar had generated various policies for its locally- operating

organizations for keeping public health a priority, for instance public awareness campaigns coming from most of the organizations was a sign that Qatari organizations are socially responsible and determined to keep their people protected against the virus (Shabana, 2021; Bonyan et al., 2020).

Qatar had to take drastic measures like the rest of the world to contain the virus and ensure the safety of its people. Closing schools, businesses, social distancing, and lockdown policies had to be imposed to keep the citizens safe. These and other containment measures have created a shift in peoples' attitudes and behaviors related to the consumption of goods and services provided by organizations.

A study based on a structured online survey was conducted whose findings revealed a shift in people's behavior and attitude regarding food consumption who were previously used to dining out with friends and family (Hassen, Bilali, and Allahyari, 2020).

Qatari food delivery companies increased their online delivery services and the riders' capacity to serve the needs of eating at home.

Delivery vehicles were increased in number, contactless payment options were provided, and digital technology for placing orders online was made accessible for all.

The Global Covid 19 pandemic has its adverse impact on mental health of people. The MoPH in Qatar has prioritized public mental healthcare and supported service reorganization and development of new services through the National Pandemic Preparedness Committee. In this sense, a study about the psychological impact of Covid 19 was studied that examined the influence of the pandemic on adults' psychology. The study was conducted in eighteen countries from MENA region including the state of Qatar. (Khaled et al., 2021; Al Dhaheiri et al., 2021). The results reveal that media platforms were used to increase awareness about risks related to mental health in the

region and emphasize on the role of family ties in providing social support to tackle the effects of Covid 19 in Qatar.

Moreover, offering awareness messages using different languages was considered a crucial factor in creating awareness for Arabs and diverse cultured migrants so that each resident of Qatar was given equal care regarding Covid 19 (Ahmad and Hillman, 2020).

Religious and political leaders were the most active ones in showing their social responsibility for reducing sociolinguistic complexities and formulating language policies in the region. In the same vein, influential corporate people of

radio stations ran a campaign to disseminate Covid information in various languages, which was considered as part of CSR initiatives by citizens of Qatar.

At a global level, Qatari organizations like Qatar Airways initiated the 'We Qare' program through which core pillars of CSR were established for the economic and cultural care of the global community (Qatar Airways, no date).

Similarly, Qatar Charity (QC) have been giving medical aid to 39 countries till now with the help of Qatar's Ministry of Foreign Affairs that widely benefitted 320,000 people (Relief Web, 2020).



CSR Activities towards the Stakeholder

The stakeholder theory indicates that, in order for organizations to achieve their goals, they are required to protect the interests of their stakeholders. The theory emphasizes the need to improve the relationship between organizations and their customers, employees, communities, and social welfare as a whole (Mahmud et al., 2021). Building upon the stakeholder theory, CSR activities can be utilized as a mechanism by organizations to manage a variety of key stakeholders who can significantly influence their ability to achieve their long-term goals.

During the Covid 19 pandemic, organizations delivered benefits to societies in the form of philanthropic activities to express their social responsibility. Corporate philanthropy is obvious worldwide and is oriented toward key stakeholders: customers, employees, communities, and the green environment.

CSR towards customers

The protective measures that are applied by many countries to lessen the spread of Covid 19 virus, from quarantine to school closure, have significantly affected operations in organizations. Organizations have

been struggling to keep their operational activities active and to best serve their customers. Many consumable goods, such as food, medical equipment, and personal protective equipment were in severe shortages. Accordingly, this posed a challenge on organizations on how to best serve their clients and to maintain a good relationship with them.

In Qatar, although consumers have no doubts about the country's ability to fight Covid 19 and show economic recovery on time, they are still cutting their expenses on various items but investing in services like Internet, remote learning, and maintaining contact through video conferencing along with contact-free food deliveries (McKinsey & Organization, 2020). Alternate business models were produced to change traditional business-consumer relations and had to be converted to online dealings in Qatar (e.g. offering online services and contactless payment options to customers).

CSR towards employees

Employees are the most dominant stakeholders for organizations. During the pandemic, many employees lost their jobs worldwide. The frontline employees, those who work in vital sectors, were exposed

to the virus since they work long working hours with minimal protections.

This caused a challenge for many employees who were adversely affected by the pandemic. Organizations support to their employees becomes essential.

This was accomplished through their philanthropic activities and through the development of protective policies oriented toward employees. For example, flexible work arrangement, regular health checks, and updated Covid 19 information, were provided to employees. In Qatar, employees' rights were explored with more scrutiny and concern when Covid 19 started to spread. In order to have quality food and health protection, employees expressed their need for a higher income. To answer their need, Qatari Ministry of Administrative Development and Labor Affairs gave instructions to pay employees on quarantine, or in social isolation, on time (Addleshaw Goddard, 2020). The number of employees attending the physical workspaces and the number of work hours were reduced to protect employees. Hygiene, sanitation policies, and precautions measurements were strictly adopted and followed by Qatari employees.

CSR towards community

The Covid 19 pandemic has struck the communal life and communities are susceptible to lead their everyday lives due to its worsening hits. Due to the major risk related to the pandemic, many people were adversely affected (in their health, food, shelter, income, etc...). Accordingly, as part of their CSR activities, organizations provided their assistance to communities. Various organizations stepped ahead to offer their CSR support to the community in which Qatar Islamic Bank was one of them (Qatar Islamic Bank, 2020). The bank sponsored a project to distribute food baskets to the workers and their families and those who had limited income. It was done with the collaboration of Qatar Charity by following the government's health and Covid safety instructions.

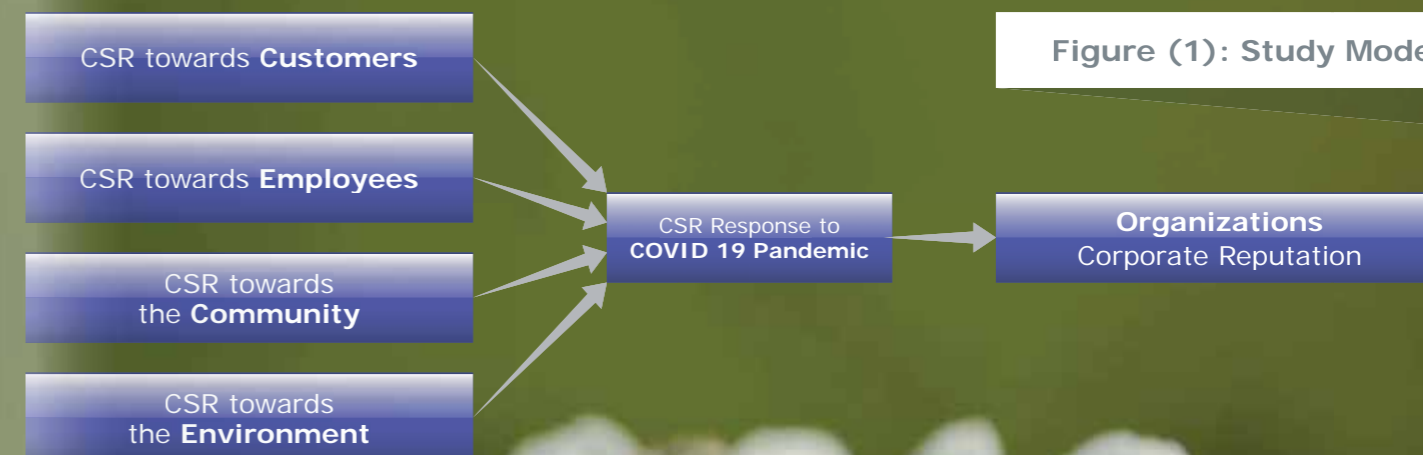
CSR towards the environment

The production of household and hospital waste have increased at significant levels during the pandemic. Major hospitals around the world have produced tons of medical waste per day during the outbreak. Moreover, the decline in economic activities and restrictions has led to reduction in energy consumption, thus has reduced environmental pollution. Accordingly, environmental awareness has become a priority in many organizations today. They have seen a need to improve their CSR initiatives toward the green environment.

Global warming and emission of CO2 cannot be stopped, though they have been reduced to some extent amidst Covid 19 in Qatar. Still, the Qatari government is committed to making CSR support efforts from the organizations to be directed towards

the reduction of environmental hazards due to Covid 19. FIFA has exhibited the same spirit in Qatar by launching the first carbon-neutral tournament using solar-powered stadiums for an environment-friendly FIFA World Cup in 2022 (Bir, 2020). Overall, previous studies have reported several positive impacts of CSR activities including enhanced customer satisfaction, enhanced employees' commitment, improved corporate reputation, consumers trust, and shareholders value (Randle et al., 2019). In order for organizations to improve their corporate reputation during the pandemic, they are required to maintain positive relationship with their key stakeholders by implementing a set of CSR activities oriented toward their customers, employees, communities, as well as the natural environment.

Figure (1) shows the study's model that is examined in this study.



Study Methodology

The current study is exploratory and descriptive in nature. Both primary and secondary data is collected to answer the study research questions. As for secondary data, organizations' annual reports for the year 2020 and 2021 help identify main CSR initiatives and total expenditures made on CSR during the COVID 19 pandemic. The primary data was collected through a questionnaire developed and distributed online for the purpose of collecting data from the targeted organizations. All organizations that are listed in the CSR Qatar database as socially responsible organizations that represent the study population.

Particularly, the questionnaire includes questions related to what extent the participating organizations implemented CSR activities/initiatives oriented toward its main stakeholders namely:

customers, employees, the community, and the natural environment during the COVID 19 Pandemic.

The survey targets managers who are responsible for CSR in the participating organizations. The survey items were developed based on previous studies and were modified to suit the current study. A five-point Likert scale was used for measuring the study variables where 1 = very low extent, 2 = low extent, 3 = moderate extent, 4 = high extent, 5 = very high extent.

About 230 organizations were invited to participate in the study, and about 60 organizations accepted be part of the current study. A total of 44 responses were collected with a response rate of 19%. This response rate is considered acceptable given the current conditions (the lockdown and the pandemic restrictions).

Analysis and Results

The participating organizations represent a variety of sectors which includes: health (7%), hospitality (2.3%), finance (4.7%), Oil & Gas (2.3%), construction (30.2%), education (2.3%), manufacturing (2.3%), transportation (11.6%), retail and entertainment (2.3%), legal services (9.3%), and others (e.g. service providers, agriculture, etc...) (25.5%).

The majority of the organizations are private companies (locally owned), as it can be seen in figure (2). Moreover, most of the participating organizations are large entities; 46.5% of them employs more than 500 employees and about 7% employs between 200 and 500 employees, and 30.23% employs between 100 and 300 employees.

CSR towards customers

CSR managers from the participating organizations assert that they have adopted many practices to ensure better services for their clients/customers to deal with the pandemic to a moderate level (Avg. mean = 3.77).

The most common practices applied by these organizations are: ensuring customers follow preventive measures (M = 4.57), adhering to social distance and to stay at home whenever possible (M = 4.00), and offering the use of touchless payment methods (M = 3.68), as it is shown in Table (1).

CSR towards employees

The results for common CSR practices oriented toward employees during the pandemic have shown that the participating organizations have implemented many practices to a high level (Avg. Mean = 4.01).

The most common practices are: providing hand sanitizer (M = 4.61) and personal protective equipment for employees (M = 4.50) and

ensuring that they use them while at work (M = 4.50), encouraging employees to work from home when feeling sick (M = 4.34), followed by providing updated information about Covid 19 outbreak status (M = 4.27) and sending tips and best practices to follow during the pandemic (M = 4.18), as seen in Table (2).

CSR towards the community

The results show that the participating organizations implement a set of practices oriented toward the community to a moderate level (AVG mean = 3.38).

Particularly, the most common activities are: reducing physical contact (M = 4.18), delivering goods/services outside the premises (M = 4.00), offering flexible leave and remote working policies (M = 3.93), eliminating physical interactions with the community members (M = 3.84), and support community resources to fight the pandemic (M = 3.50).

See table (3) for more details.

CSR towards the environment

The results also show support to a moderate level (AVG mean = 3.46) for the environment during the pandemic by the participating organizations, as it can be seen in Table (4). The most common practice by organizations is to develop an environmental plan for post Covid 19 to build sustainable future.

As it is shown in Table (5), there is a significant moderate to strong correlations between CSR practices (toward employees, community, and environment) implemented during the pandemic and corporate reputation of organizations, and there is a positive (but insignificant) weak correlation between CSR practices towards customers and corporate reputation. This indicates that the more organizations emphasize the adoption of CSR activities toward their key stakeholders (i.e. employees, community, environment) during the Covid 19 pandemic, the more corporate reputation can be enhanced.

Figure (2): Characteristics of the participating organizations



Table (1): Descriptive Statistics for CSR Practices Toward Customers

Item	Mean	Standard Deviation
Provide online shopping/services as an alternative to physical shopping/services	3.07	1.21
Adhere to social distancing and staying home whenever possible	4.00	0.94
Offer the use of touchless payment methods	3.68	1.18
Apply of new system and payment methods	3.57	1.17
Provide relief period for late payment charges	3.48	0.98
Ensure that customers (clients) follow preventive measures (such as wearing a mask and showing green status on EHTERAZ)	4.57	0.69
AVG Mean	3.73	

Table (2): Descriptive Statistics for CSR Practices Toward Employees

Practices	Mean	Standard Deviation
Provide remote work alternative for employees	3.93	1.02
Develop a task force ready to meet the needs of employees	4.00	0.96
Prepare and send employees FAQs, tips and best practices during the pandemic	4.18	0.89
Offer regular check on the health of employees and their families	4.00	0.96
Develop a virtual space where employees are able to talk openly about their current situation	3.66	1.24
Provide updated information about the COVID-19 outbreak status	4.27	0.87
Empathize and listen to employees regularly	3.86	1.19
Offer free health and psychological services for employees and their family	3.36	1.40
Regularly inform employees on the financial situation of the company and communicate any financial decisions in a timely manner	3.41	1.21
Clearly inform employees about the policies, plans and next steps, if tested positive for COVID-19	3.32	0.95
Expand insurance coverage for employees and/or family members	3.41	1.44
Accommodate for varying working conditions whenever possible (i.e. working hours)	3.93	1.04
Provide regular check-ins and health updates of employees	3.80	1.03
Offer the opportunity to work from home if possible	4.11	0.99
Ensure that employees wear personal protective equipment (e.g. mask & gloves)	4.50	0.76
Provide hand sanitizer at convenient places	4.61	0.66
Provide all necessary Personal Protective Equipment	4.55	0.73
Encourage employees to work from home when feeling sick	3.34	0.99
AVG	4.01	

Table (3): Descriptive Statistics for CSR practices Toward the Community

Item	Mean	Standard Deviation
Offer supports to small and medium sized enterprises that struggled during the pandemic.	3.20	1.05
support existing community resources to fight this pandemic	3.50	1.11
Reduce, as far as possible, physical contact between workers	4.18	0.89
Eliminate, and if not possible limit, physical interaction with and between customers and the overall community members	3.84	0.94
When delivering goods/services, do so through pick-up or delivery outside the premises	4.00	0.78
Put in place policies on flexible leave and remote working to limit presence at the workplace	3.93	1.09
Provide donation such as cash and equipment for nonprofit organizations that serve people who are affected by the pandemic	2.84	1.12
Provide donation to frontline medical professionals and health care hospitals and centers	2.68	1.07
Encourage employee's contribution to society through donations	2.86	1.03
Encourage employees to engage in volunteering activities to help the local community institutions in their fight against the pandemic	2.77	1.29
AVG	3.38	

Table (4): Descriptive Statistics for CSR Practices Toward the Environment

Item	Average	Standard Deviation
Support waste management enterprises for the disposal of medical and personal protective equipment (such as masks and gloves) through recycling.	3.18	1.37
Support environmental initiatives during the COVID 19 pandemic	3.59	1.37
Develop environmental plan for post COVID 19 to build sustainable future for the organization	3.61	1.37
AVG	3.46	

Table (5): Correlation Coefficient Values Among Variables

	(1)	(2)	(3)	(4)	(5)
(1) CSR towards customers	1				
(1) CSR towards employees	0.630**	1			
(1) CSR towards community	0.619**	0.712**	1		
(1) CSR towards environment	0.394*	0.455*	0.742**	1	
(1) Corporate Reputation	0.124	0.539**	0.574**	0.468**	1

Notes: N=43, *P<0.05, **P<0.01.



CSR Spending during the Pandemic

In terms of CSR spending during the COVID 19 pandemic, 38.64% of the participating organizations have shown an increased spending on CSR activities and about 34% of them have shown that their spending remained the same during the pandemic (Figure 2). This indicates commitment toward CSR by the participating organization to help their stakeholders to overcome the adverse consequences of the pandemic.

Moreover, results have shown that about 54% of the participating organizations spend between 100,000 QAR and 500,000 QAR on CSR initiatives in the past 2 years and about 22% of companies spent more than one million Qatari riyal (as it can be seen in figure 3).

From the participating companies, about 39% have spent between 100,000 and 300,000 QAR per year on CSR to deal with the COVID 19 pandemic, while 22% spent more than 300,000 QAR per year (see figure 4).

The participating organizations identified the government policies and preventive measures that affected the most their operational

activities during the Covid 19 pandemic, which are the lockdown and working from home. Organizations faced many challenges related to the closure of airports and the reduction of the total capacity of transportation vehicles (including buses) which affected daily transportation capacity that has led to increased cost and reduced productivity.

The general manager for a law firm described the challenges as follows "As a law firm we are unable to complete the necessary scope of work prior to clients given deadline since most of the government offices was closed or only working in a limited time.

However, the relationship stays the same as they are aware of the situation.". One of the obvious consequences of the lockdown measures on organizations is the increased cost related to providing free PCR's, or any COVID tests, forced leave for employees infected by the virus, and providing additional physical spaces to ensure social distance between employees.

The results have also shown that many organizations have experienced changes in their CSR strategies. These changes are deemed necessary to deal with

the pandemic and to function and service effectively during the lockdown. The changes that were taken place focused on providing more equipment related directly to the pandemic (face masks, hand sanitizer, etc...) and to ensure proper communication with key stakeholders.

There are many CSR initiatives that were undertaken by the participated organizations during the pandemic. For example, organizations offer flexible working hours for employees, encourage people to follow healthy habits like eating healthy food, make sure that proper preventive measures are applied (wear a mask, physical distance, and security gate protocol). For example, the general manager for a sustainable water management solutions company identifies the company main CSR initiatives in Qatar during the pandemic: (1) Providing free tankers with equipment and chemical products for Ashgal and sanitizing the Industrial area during the shutdown. (2) Producing new sanitizing units and providing them free of charges for many governmental sections, and (3) Providing full support to Hamad Medical Corporation by providing free medical big tent in Umm Slal.

Figure (2): Spending on CSR During the COVID 19 Pandemic

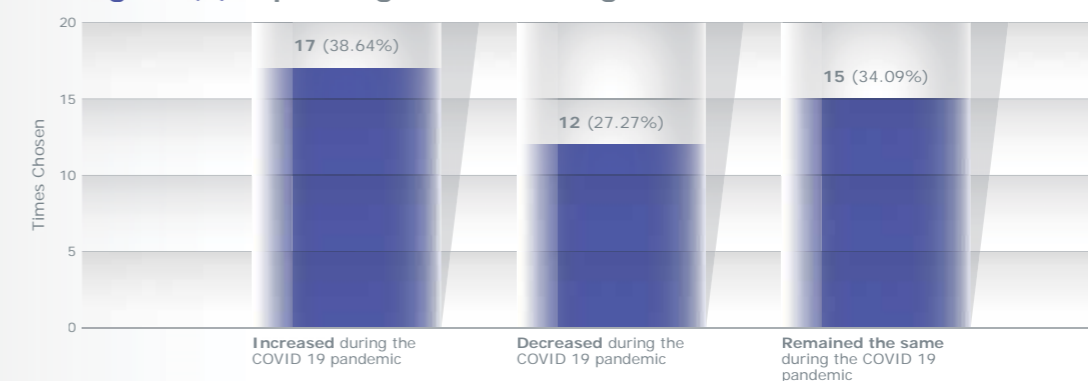
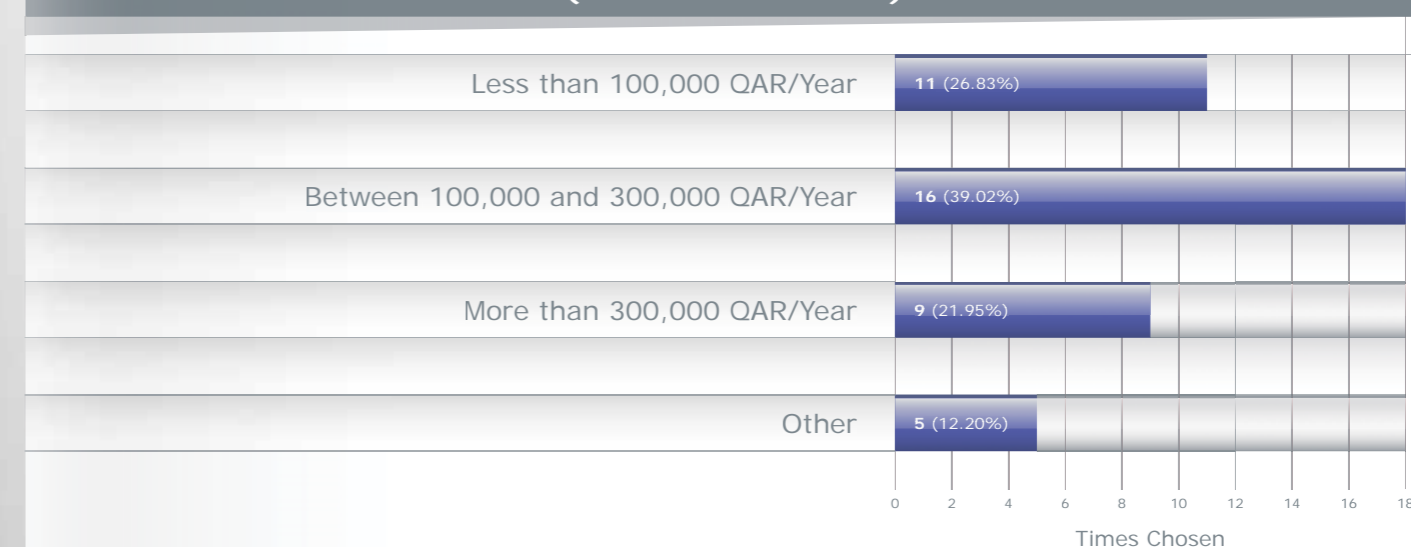


Figure (3): Average Total Spending on CSR (Years 2020 – 2021)



Figure (4): Spending on CSR to Deal with COVID 19 Pandemic (Years 2020 – 2021)



Discussion and Conclusion

It became obvious that health and economy are adversely affected by the Covid 19 outbreak. Organizations worldwide have taken many actions to handle the consequences of the pandemic on their key stakeholders such as employees, customers/clients, communities, and the natural environment. Accordingly, changes to their CSR strategies have become apparent during the pandemic.

The current study explored how organizations in Qatar are responding to the Covid 19 pandemic to support their vital stakeholders in order to protect their corporate reputation. A total of 44 organizations from different sectors in Qatar participated in this study.

The findings show that many of the examined CSR practices in this study, which are oriented toward employees, customers/clients, communities, and the environment, are implemented from moderate to high level. The results also showed more emphasis on CSR practices oriented towards customers (Avg. M = 3.73) and employees (Avg. M = 4.01).

Moreover, the findings show significant positive correlation between the set of CSR practices implemented by companies and their corporate reputation. These findings reveal that the most of organizations thought is on people who were affected by the pandemic.

Organizations in Qatar are working hard to do their part by ensuring the health and safety of their employees and by providing their clients with the necessary help. Also, companies in Qatar show commitment toward their community and environmental protection. Finally, the overall findings reveal that most of participating organizations have immediately responded with increased CSR spending, with a particular emphasis on spending on activities to deal with the pandemic.

The present study results provide many practical implications for organizations and government policymakers in Qatar.

Firstly, establishing a good relationship with key stakeholders during this critical period can help improve organizations economic,

social, and environmental performance.

Organizations can adopt a stakeholder-oriented CSR perspective to generate multiple business outcomes such as improving their relationship with their customers, employees' satisfaction, and enhanced corporate reputation.

Moreover, the results can benefit government policymakers to enable them to evaluate the effectiveness of organizations CSR strategies in responding to the Covid 19 pandemic and taking the necessary actions to improve their contribution to the Qatari community.

The pandemic outbreak still exists and it will continue to affect many people, communities, and operational activities.

Thus, it is vital that CSR leaders should orient and strength their CSR strategies to ensure employees safety and wellbeing, to supply customers/clients with their needs of goods and services, to engage effectively with the community, and to ensure environmental protection.

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USQBC... Toward support engagement and awareness the CSR initiatives



Sheikha **Mayes bint Hamad Al Thani**, Managing Director, Qatar

USQBC has ingrained the concept of sustainability in our day-to-day activities.

The US-Qatar Business Council (USQBC) is a membership-based non-profit organization founded in Washington DC in 1996 with an office in Doha, Qatar, which develops, supports and advances the bilateral business relationship between the United States and the State of Qatar.

USQBC has ingrained the concept of sustainability in our day-to-day activities, and we understand that we can support raising awareness for the importance of this principle through different channels. One example is through our publications, which provide essential information to businesses and entities from various sectors.

In 2020 we released the publication "Qatar Sustainability Report: A Leader in Green Initiatives" which highlighted some of the most important projects & initiatives being undertaken by Qatar to drive the sustainability effort, and in addition, how US companies operating in Qatar are contributing to the country's sustainability practices.

We have also released reports on

wide range of sectors including energy, food security, trade, and investment in addition to our foundational report "An Introductory Business Guide on Qatar", which includes an overview of Qatar and its economy, laws & regulations, current investment opportunities, and business structures.

Furthermore, USQBC routinely hosts public educational webinars on important issues and topics as part of an effort to cover relevant knowledge in collaboration with entities from both sectors: private and public.

On the occasion of International Women's Day in both 2021 and 2022, USQBC organized virtual discussions celebrating the roles of Qatari women in the workforce and highlighting the important contributions they have made in the Qatari economy.

Just recently, USQBC signed an MoU with Qatar Museums to support engagement and awareness initiatives which will include engaging the American and Qatari business communities.

Similarly, in 2020, USQBC signed an MoU with Georgetown University, School of Foreign Services in Qatar to explore meaningful ways to collaborate on a broad range of initiatives to cater the business community. Through our longstanding partnership, USQBC will host International Affairs Interns which will provide key job experience for future university graduates and ensure that the selected students are imbued with the essence of corporate social responsibility which is foundational to our organization.

Including these various initiatives and many more, the US-Qatar Business Council is considered an important part of the community in the US and Qatar.

USQBC will continue to work towards the advancement of the US-Qatar bilateral business relationship by raising awareness on key business and economic topics in both countries, and by providing students the opportunity to advance their careers and comprehend the importance of community responsibility.

For the Planet Environmental Responsibility

www.qatarcsr.org

**QATAR
CSR**



CSR at Al Faisal Holding



HE Sheikh **Faisal bin Qassim Al Thani**,
Founder and Chairman of Al Faisal Holding

“Towards investment in education, environmental protection, and adherence to the highest ethical standards”

Thanks to its track record of growth and prosperity for more than 55 years, Al Faisal Holding plays a key role in community development, with notable achievements in CSR.

This is supported by the belief of Sheikh Faisal bin Qassim Al Thani, founder and Chairman of the Board of Directors of Al Faisal Holding, that the private sector has a crucial role to play in developing and enriching the diverse communities in which the company operates.

The CSR activities of Faisal Holding focus on principles centred on investment in education, environmental protection and adherence to the highest ethical standards.

The Group also continued to pursue all health and safety precautions related to the prevention of the Covid-19 pandemic across all its branches and subsidiaries, with the health and safety of employees, partners and all stakeholders at the forefront of the Company's priorities.

As a part of its CSR strategy, Al Faisal Holding's activities include, but are not limited to:

Al Faisal Without Borders Foundation

During the first quarter of 2021, the charitable activities of the Al Faisal Without Borders Foundation included the provision of a number of thermometers for Al Silm School, the completion of the distribution of food baskets to families in need,

educational grants for school and university students, and the provision of living costs to prissy families.

The Foundation continues its “Farm Your Country” social program across Qatar with the participation of many schools to raise awareness of the importance of agriculture and healthy food among the younger generation.

In addition, Al Faisal Without Borders Foundation, in collaboration with Hamad Medical Corporation, held a forum on “Al Faisal Forum for Social Responsibility” in October 2021 under the theme “Health is a Social Responsibility”, which included educational and awareness seminars on the importance of health and its role in society. The forum was attended by several prominent medical and health figures.



Al Faisal Without Borders Foundation also participated in the “Plant a Million Trees” initiative, launched by the Ministry of Municipality and Environment in 2019.

The Foundation's participation supports the tireless efforts of the Department of Parks of the Ministry of Municipality and Environment to create environmental sustainability and the positive benefits of afforestation on human health and quality of life.

It also supports Qatar in fulfilling its international commitments under the Paris Convention with regards to reducing carbon emissions and addressing climate change.

In an initiative within the Community Meal Project, Al Faisal Without Borders Foundation distributed meals in an initiative implemented in the industrial region to establish the principles of community solidarity and establish the values of effective contribution and social responsibility with the participation of the volunteers of the “Fazaa” Volunteer Center.

Gulf English School

In November 2021, the school organized World Diabetes Day, with the aim of raising awareness of the disease among students.

Aamal company Q.P.S.C., in which Al Faisal Holding is a major shareholder, is one of the largest and most

diversified companies in Qatar, and has a rich record of community responsibility activities both by the company and its subsidiaries:

Aamal Company has signed a three-year sponsorship agreement with the “Al Adaam” team, which was established by the Qatar Olympic Committee. This collaboration is a confirmation of the company's important efforts to promote the importance of sports and community activities, and to encourage the widespread practice of these sports within Qatari society. The company's support will also help create an ideal environment for preparing and equipping star athletes for major tournaments, including the training camps required for them.





Ibn Sina Medical

Ibn Sina Medical continued to support Qatar University's scholarship program, which started in 2011.

Aamal Medical

Aamal Medical sponsored the event "Qatar Health 2021", organized by Hamad Medical Corporation, which in turn focused on post-pandemic preparations in terms of mass

gatherings, accident medicine to mitigate the epidemic, and post-pandemic trauma systems.

Aamal Readymix

Aamal Readymix is fully committed to sustainability and environmental protection through the strict application of its recycling policy, which covers all waste from its plants, including:

- Recycling and reuse of sewage for vehicle washing.
- Separation of solid concrete residues into separate components and reuse it.
- Sending oil and filters to recycling plants



Doha Cables

In early 2021, Doha Cables organized a blood donation campaign at the Messaeid factory in partnership with Hamad Medical Corporation. The aim of the campaign was to contribute to and support the Blood Bank of Qatar and to raise awareness of the importance of blood donation.

Doha Cables started supplying new lead-free cables ("Doha Cables Envi-guard 65"), demonstrating the company's commitment to sustainable development in Qatar. Envi-guard 65 replaces the most

hazardous and expensive lead wire, used in the oil and gas sector.

Doha Cables Academy also organized two training courses for a number of Qatar University students. These four-day courses were held in March and July, in a virtual environment for calculating protocols (Covid-19).

Aamal Cement

Aamal Cement continued to recycle waste from its factories, including:

(85%) Paper used for manufacture (approximately 17 tons)

(12%) of plant water consumed (about 2,063 cubic metres)

In addition, about 17% of the stones used in shell stone production have been recycled (about 10,100 tons in 2021).

The company continues to make notable achievements in the field of CSR, and there are still more accomplishments that can be carried out to contribute to the development of society and to the prosperity of the local economy.



CSR at Doha Bank



HE Sheikh Fahad Bin Mohammad Bin Jabor Al-Thani, Chairman

Toward forefront of environmental advocacy against global warming and climate change.

Doha Bank has always taken pride in being Qatar's first bank to publish a Corporate Social Responsibility Report (CSR) since 2009 which was then integrated into the bank's Annual & Corporate Sustainability Reports as of the year 2011.

The CSR mandate of Doha Bank allows it to self-regulate its actions and be socially accountable to its customers, stakeholders, and the world at large. We continue to contribute to philanthropic activities,

and charitable societal goals by supporting and volunteering.

The bank's CSR mandate is built on three pillars namely environmental protection and awareness, youth and human development, and economic sustainability and standard promotion.

Environmental Protection and Awareness

Doha Bank is a prime bank in the Middle East on the forefront of environmental advocacy against global warming and climate change,

local air and water pollution, waste management and loss of biodiversity.

Doha Bank took part in the "Plant Million Tree" campaign to demonstrate its environmental leadership.

The event took place as part of "Qatar Sustainability Week", an initiative hosted by the Ministry of Municipality and Environment. The initiative to plant trees aims to demonstrate Qatar's commitment to environmental preservation.

Doha Bank joined hands with Qatar's Ministry of Municipality and Environment in an organized 'Beach Clean-Up' at Al Farkiah Beach, Al Khor. With the theme 'Keep Qatar Clean', the bank's initiative aimed to support the importance of beaches in Qatar's ecological sustenance and in supporting marine life.

Reiterating its support to the environmental cause, Doha Bank, joined millions of entities and individuals around the globe in marking the Earth Hour 2021 by switching lights off at its headquarters and branches on Saturday, 27 March, from 8:30PM - 9:30PM.

This initiative aims at the need for saving energy and raising awareness about climate change and commitment towards a better planet.



Youth and Human Development

The Bank is vision-driven, supporting its future activities, progress, and expansion with a more diverse portfolio by integrating environmental and social considerations into its product design.

The mission policy and strategy are to cultivate the young minds of students through visiting schools and educating them on environmental responsibility by encouraging green advocacy at an early age through the ECO-Schools Program. The bank ECO-Schools Program has 25 registered schools participating in the implementation of good environmental practices. Member schools are awarded with ECO-Star Awards for projects executed and completed in four basic categories, Environmental

Health, Waste Management, Energy-Saving and Water Management projects.

Doha Bank has joined forces with the International Centre for Sport Security (ICSS), by supporting the Young Professionals Development Programme (YPDP), a new initiative developed by the ICSS aimed at providing fresh graduates and emerging young talents, both based in Qatar and internationally, with a valuable opportunity to advance their skills and increase employability.

The program will award up to eight scholarships annually to young talents, providing them with an opportunity to work on various projects to gain professional experience at the ICSS and its global initiatives such as Save the Dream. Doha Bank's annual 'Al Dana

Green Run' is one of the Bank's major campaigns aimed at encouraging people to become environmental champions.

Participants include professionals, sports enthusiasts, and members of various socio-cultural groups from all walks of life.

During National Sports Day, Doha Bank launched activities that involved its employees, senior management team members, and the wider local community in Qatar's nationwide drive toward healthy and active lifestyles. Dr. R. Seetharaman, Group CEO of Doha Bank, joined the DB Cycling Team on February 8 for a cycling challenge.



Community Awareness

Doha Bank held a blood donation drive at its headquarters in West Bay. The Drive was in support of HMC's nationwide campaign to encourage citizens and residents to become regular blood donors.

Doha Bank also held a week-long BLUE week in support of World Diabetes Day, where the employees were screened and offered consultation with an Endocrinologist for good advice towards a healthy lifestyle. Activities continued

throughout the weekend with the Bank's employee's taking the track for the 1-km Diabetes Walk at Oxygen Park adorned in 'World Diabetes Day' T-shirt under the slogan 'Let's Take the Steps to Stop Diabetes'.

As an active supporter & Silver Sponsor of Qatar Cancer Society's Breast Cancer Awareness Campaign, Doha Bank had illuminated its Head Quarters Tower building in Pink, for 3 days which stood out along the West Bay skyline.

Doha Bank collaborated with Qatar Cancer Society and held an awareness session for all female employees in the Bank, which highlighted the importance of periodic screening, early detection, lifestyle options and treatment for breast cancer.

Over the last two years the bank has received numerous awards, Best CSR Bank Middle East and The Golden Peacock Global Award for Sustainability.

Committed to Social Responsibility



QIIB: Community Service is an Obligation and a Duty



Towards full commitment to community partnership and contribution to activities in the service of society.

Dr. Abdulbasit Ahmed Al-Shaibei, CEO

QIIB applies the highest standards of social responsibility, where the bank's social responsibility is based on a full commitment to achieving community partnership and contributing to activities that provide added value to the largest segment of society, and the Bank considers this to be a duty dictated by the values and principles on which it was founded and has been implementing since its founding more than thirty years ago.

QIIB's position in the banking sector has been particularly responsible for community service, as the Bank continued to support a large number of activities and events in 2021 as part of its social responsibility.

Collaboration with Universities

QIIB and Lucille University have signed a memorandum of understanding outlining joint cooperation between the two sides, which will enhance the role of both in achieving their goals, serving Qatari society, enhancing their contribution to development, and

achieving the objectives and implications of Qatar Vision 2030.

Support for Education

QIIB provides support and backstopping to Qatar schools of banking sciences and secondary Business administration for boys and girls. This school represents a partnership between the financial and educational sectors through close cooperation between the Central Bank of Qatar and the Ministry of Education and Higher Education in line with the country's ambitions and strategic vision, and is an important tool in developing national competencies and empowering citizens in various functions of the banking sector, which plays a vital role in the growth of the national economy.

The Bank also supports universities, schools, educational and academic institutions by participating in a number of events in order to support them and provide appropriate resources for activities that enrich and contribute to the development of the educational process.

Supporting Entrepreneurship

QIIB provides qualitative support to SMEs through its collaboration with Qatar Development Bank in many entrepreneurs-focused projects and in 2021 sponsored the Qatar Entrepreneurship Conference "Qatar Pioneers 2021"

Contribution to Environmental Conservation

QIIB contributes to the preservation of the environment through many initiatives, including advocacy for the

preservation of the green environment by encouraging customers to reduce paperwork in their banking transactions and the use of digital channels. The Bank has also awarded an additional bonus in the National Day 2021 funding campaign to customers who complete their funding through digital channels.

QIIB sponsored the 57th City and Territory Planners' Conference held in Doha at the end of 2021 and was an important occasion in part to highlight Qatar's initiatives in environmentally friendly urban planning.

Empowering Citizens in Bank Functions

QIIB supports government approach in the field of empowering citizens in various positions within its structure, where the Bank engages in supporting Qatari cadres and appointing them to the bank's staff and providing them with all the reasons of experience, development and advancement in various leadership positions based on the national and social responsibility of the Bank.



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  **الدولي الإسلامي**

Call us on 44840000 or visit www.qiib.com.qa

QTerminals' CSR is an inspiring model for other companies



Mr. Neville Bissett, CEO

The compass of all QTerminals' practices stems from our social responsibility.

QTerminals is a leading international port and terminal operator which provides handling services for Containers, Bulk, General Cargo, RORO, Livestock, as well as Off-Shore supply and cruise ships services. Social responsibility is considered a fundamental pillar in all of QTerminals' businesses and an inspiring model for other companies operating in Qatar.

In accordance with Qatar's National Vision 2030, the company considers social responsibility an important tool in achieving sustainable development in various sectors.

Moreover, social responsibility has been one of the most prominent trends for QTerminals since its inception, as evidenced by its support for development initiatives closely related to the community, as well as its value-added initiatives in the countries in which it operates.

Sustainability and environmental conservation
Qatar pays great attention to the environment and its sustainability in order to preserve it for the future generations. Environmental development is one of the most important pillars of Qatar National Vision 2030, and the main pillar of nation building as well.

From this standpoint, QTerminals, which has the concession to design, develop and operate Container Terminal 2 (CT2) in Hamad Port, has been keen during its operations to preserve the marine environment and its sustainability. The company adopted the latest technologies in CT2 which are environmentally friendly and use clean energy. The RTGs (Rubber Tyre Gantry cranes) used in CT2 shall contribute towards

reducing the environmental impacts resulting from its operations due to their low fuel consumption as they work with hybrid batteries.

CT2 is also equipped with a number of advanced electric tractors that transport containers inside the station and the port, and among its most important features is that they're environmentally friendly, energy-saving, and their mechanism of operation is entirely electric, which makes them sustainable and do not emit any polluting, carbon or noise emissions. The carbon dioxide emissions resulting from these electric tractors are equal to Zero tons per year.

Furthermore, QTerminals celebrated Qatar Environment Day on February 26th by outreach activities through its online accounts on social media platforms, which underscores Qatar's firm commitment to preserving the environment.

Raising community awareness

As part of its commitment towards spreading community awareness among segments of society, QTerminals has celebrated many global community and humanitarian events that uphold social values, either through events on the ground, social networks celebrations, or raising awareness of its importance, such as the observance of United Nations Day and World Water Day, under the slogan "Water valuation", the company also celebrated International Women's Day, World Health Day, World Autism Awareness Day, World Nursing Day, World Mental Health Day, World Family Day, World Workers Day and World Occupational Safety and Health Day, under the slogan "A healthy and safe future at work".

Orphan care

QTerminals supported the "Right and Duty" awareness campaign launched by the Orphan Care Centre (Dreema) to highlight the challenges facing orphaned children and to educate the community about their rights and the community's duty towards them.

The aim of this campaign was to reach out to all the segments of the society in order to raise their awareness about the importance of the issues experienced by orphaned children in the society, such as embracing, being the natural environment for the orphan children, and its importance in raising them, in a way that social justice is achieved based on solidarity and interdependence among the members of the society, which

has been urged by our religion and the values of our Qatari.

Cancer awareness

QTerminals was the platinum sponsor for the World Cancer Day awareness campaign and Gulf Cancer Awareness Week to raise the community's awareness of the disease and ways of prevention and early detection through conducting numerous awareness events, competitions, virtual workshops and awareness across online platforms.

World Children's Day

QTerminals Olvia gave gifts to all the children of the staff of the Ukrainian port of Olvia on Ukrainian Children's Day, which was praised by the children and their families.

Earth Hour

QTerminals joined the various entities in the country to mark the Earth Hour, which is organized annually around the world on March 27, by turning off all the lights of Hamad Port.

The company's initiative was to raise awareness, generate interest in issues surrounding climate change and support local and international efforts to encourage individuals, communities and companies to turn off unnecessary electrical lights, reduce emissions and use nature-driven solutions to have a world of resilience and carbon neutrality.

Ongoing support to sport.

QTerminals signed a three-years partnership agreement with the Qatari Tennis, Squash and badminton Federation, to sponsor Qatar Squash Classic Championship, which became the Qatar QTerminals Squash Classic.

The sponsorship of the tournament, which attracts top players from around the world, reflects QTerminals and the Federation's commitment to developing squash in Qatar and promoting Qatari talents in this sport. In addition, the sponsorship supports the Qatar Classic, one of the most important and largest squash championships in the region and the world.

QTerminals has also provided substantial support to many tennis tournaments over the past years, as the company is proud to be the official sponsor of the Qatar Total Women's Open tennis championship from 2019 to 2022, which was held on the courts of Khalifa International Tennis and Squash Complex.

National Economic Development

Within the framework of its social responsibility for the development of the national economy and its national partnerships, QTerminals provided golden sponsorship to the Qatar Trade Conference, in which participants discussed Qatar's situation as a preferred investment destination in the region, the

economic opportunities available, the future of Qatar's ports, smart port solutions and opportunities, the integration of 5G technology in ports and free zones, and trends in innovation and technology affecting port development.

The participants also discussed the current situation of the shipping industry and future growth prospects, key trends in shipbuilding, air freight and its dominance in the logistics market, supply chain trends and market capitalization in accordance with current challenges. In addition, several presentations were made during the conference about the digitization of the entire supply chain to accelerate logistics.



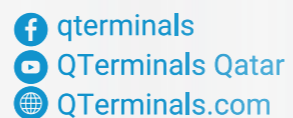
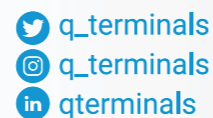


نصبح أقوى

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By Taking responsibility towards our community



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CSR at Qatar Cool



Mr. Yasser Al Jaidah, CEO

District cooling strengthens the sustainable development of the country.

Qatar Cool is a market leader in district cooling and plays a critical role in the country's development. Aside from driving economic growth, the company is also at the forefront of sustainability efforts across the country, with our Corporate Social Responsibility (CSR) objectives mirroring the goals of the Qatar National Vision of 2030.

The commitment of Qatar Cool to the environment and to society is reflected in how we have improved the efficiency of our district cooling plants. Over the past twelve years, we have been upgrading our cooling plants to operate more efficiently with less envi-

ronmental impact, saving over 2.9 billion kilo watt hours (KWH) of electricity and in turn reducing our carbon emissions by over 1.6 billion tons.

These massive CO2 reductions are equivalent to removing over 315 thousand cars off the road or planting over 20 million mature trees, which are enough to cover 57 thousand football pitches.

Aside from this, we have converted three of our West Bay cooling plants to accept Treated Sewage Effluent (TSE), which has saved over 6 million cubic meters of potable water since the implementation in 2015. Put in con-

text, the amount of water we have saved so far is equivalent to the consumption of roughly 5,000 average sized villas in Qatar in a year.

At Qatar Cool, we are planning to implement more projects with our partners over the next few years, while adhering to sustainability and environmental protection to contribute to the shift of Qatar into a sustainable country.

EDUCATION

We frequently visit schools and universities to discuss the fundamentals of district cooling and the importance of creating a sustainable environment.



We partake in career fairs and events where students can learn more about the industry and sign-up to our internship programs.

STEM PROGRAM

A new initiative being implemented in 2022 is our independent STEM programs. We aim to work with local schools with the programs to tackle important topics, educate the students and give them a hands-on attitude towards engineering and sustainability.

TEXAS A&M

Qatar Cool are collaborating with Texas A&M in a twelve-month program. The program gathers school children from

a variety of local schools to take part in the energy and water conservation project. Students will learn the engineering design process and importance of conservation, understand how district cooling works, learn the importance of environmental protection, and conclude with building a fully-fledged functioning model of their learnings.

ENVIRONMENTAL SUPPORT

Qatar Cool visits a local school every year to spend the day with students. We cover important environmental topics while also engaging the students in activities and discussions. We focus our theme on energy, water conservation and how to aid in

building a sustainable country and an eco-friendly world.

District cooling reduces a significant amount of CO2, which is why we try to physically convert our CO2 reductions by planting trees within the community whenever its possible. For example, every time a new customer signs, we mark this occasion by planting a new tree. Also, to support the "Plant a million trees" initiative by the Ministry of Municipality and Environment, and in our continuous efforts to make Qatar greener, we've partnered with them to plant 300 trees in one of our West Bay cooling plant gardens.



Metito... Sustainable Development is Priority and Commitment

METITO



Eng. **Walid Oraby**, Executive Director, Metito Qatar

**Towards
a Convenient
and Safe Working
Environment
for all Staff.**

Metito is a global leader and preferred water processing provider and alternative energy solutions. Metito is proud to gain the trust of decision makers and customers in various fields and consumers, and in all the communities we serve after great successes to bridge the gap between water demand and sustainable sourcing through the company's projects around the world. "Metito" is characterized by the true sustainability full integration into all of its business models, directly affecting the environment development and the surrounding communities served by its projects.

Metito's commitment to environmental conservation is primarily achieved by being a

key player in the development of sustainable water management, clean environment and water treatment solutions. Metito Group has joined as a key sponsor of the Global Initiative for the New Technologies Financing in the Water Sector to support the introduction, integration and marketing of new technologies, techniques and solutions in the water sector. This initiative provides funding for technology companies all over the world to facilitate pre-application testing with end users. The initiative focuses particularly on environmentally friendly technologies and sustainable solutions that reduce carbon emission.

The initiative reflects Metito's continued commitment to supporting the UN SDGs, particularly Goal 6

on Clean Water and Sanitation, Goal 7 on Affordable Clean energy, Goal 11 on Sustainable Cities and Communities, and Goal 13 on Climate Action.

In line with Qatar Vision and intention to plant one million trees before Qatar 2022 FIFA World Cup, making it the first carbon-free championship, Metito recently planted the first trees set in the old airport park in Doha, Qatar, in a ceremony attended by a high-ranking official group. This initiative aims to support sustainability and is in accordance with Metito's vision, the smart water management leading provider and alternative energy solutions, and reflects its commitment to creating a better and greener environment.



Metito offers customized and comprehensive solutions in various water industry branches, including clean water provision, even treatment and reuse of contaminated water; desalination and reuse; industrial solutions (purification to the extremely clean water level); investment in assets, water and sanitation facilities, the development and financing of new or existing projects under both Greenfield and Brownfield schemes under project financing structures.

The group also provides alternative energy management and development solutions for

facilities and companies that look to support sustainable operations through clean and zero-emission energy generation.

Metito has successfully developed and implemented thousands of projects worldwide.

This earned her the confidence of market leaders and the reputation for professional excellence.

The Group was the first to introduce reverse osmosis technology for desalination outside the United States of America in 1972, and the first group to offer the franchise

system to the market with private entities under public-private use and partnership contracts in the Middle East and sub-Saharan Africa, and the first to launch concession contracts with private entities Under the Construction and Conversion System (BOT) and Construction and Operation (BOO).

The Group is at the forefront of the water and sanitation industry through an impressive 3000-project package in more than 50 countries run by more than 4,000 experienced employees worldwide in strategically located operational offices.





National Health and Safety Month

On the occasion of Qatar's National Health and Safety Month, Metito organized a special ceremony at Ritaj Salwa Spa (Vichy Celestin's Spa Resort) for all its employees and their families. Ministry of Interior, represented by Fazaa Police, the Traffic Department, Narcotics Department and Naseem Al Rabeeh Medical Centre, participated in the ceremony.

The Ceremony included many sports, health and recreational activities, which everyone participated in and interacted with, especially when the company's Health and Safety Department organized some activities and theoretical trainings followed by the applied paragraph of what was

explained, and many questions were asked to the audience to find out the right and proper ways while carrying out the tasks assigned to them during their various working hours.

Medical examinations

Among the events, medical examinations were organized for all participants, with Naseem Al Rabeeh Medical Centre conducted a variety of medical examinations, such as diabetes, blood pressure and BMI. The Center provided many necessary and important tips for maintaining health and safety.

A luncheon was then held inside the resort in honor of all participants and their families, with gifts distributed to staff and their families in the departments and sections managers presence.

Ministry of Interior, represented by Fazaa Police, the Traffic Department and Narcotics Administration, has provided many activities and information on their work field and how everyone deals with them for a healthy and safe environment.

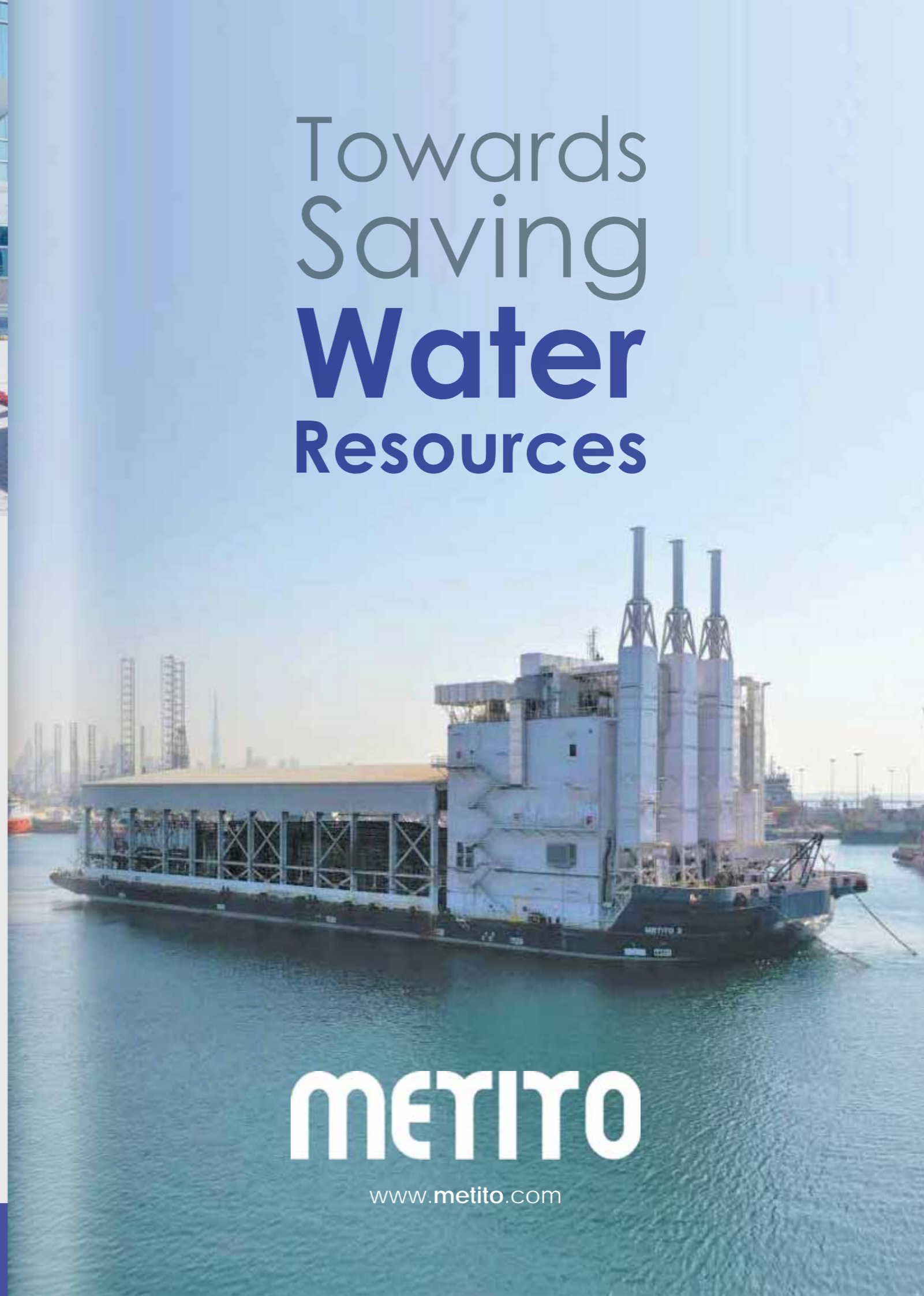
Safe environment

From the very moment of its establishment in Qatar in 2003, Metito Qatar has set in mind the provision of an appropriate and safe working environment for all its staff.

The company has set targets to prevent accidents and injuries during working time by establishing numerous binding procedures and rules for all its departments and employees to preserve the employee's health from work hazards, accidents and injuries.



Towards Saving Water Resources



merito

www.metito.com

Elite Paper Recycling...

CSR Balances Economic Development with Environmental Protection



Mr. Abdulla Ibrahim Al Sowaidi, Chairman

**We support
the spread and
prosperity of CSR
on the ground.**

Elite Paper Recycling practices is consistent with the effective application of CSR objectives, in terms of its real contribution to environmental conservation and sustainability by reducing paper waste, reducing greenhouse gases, and providing better protection of nature in Qatar and the world at large, in line with Qatar National Vision 2030. One of the advantages of recycling papers is that it contributes to stopping deforestation and the destruction of the world's rainforests, which is more than just an environmental issue.

Eco Dome

Elite Paper Recycling has launched several awareness initiatives and events, including the Eco Dome, an awareness-raising facility aimed at raising community awareness of the paper recycling importance in order to reduce logging. Eco Dome welcomes schoolchildren to enter a virtual world of dead and thriving forests, to showcase the effects of forest damage through logging and papermaking, and to review the importance of recycling to relieve forests and keep them green.

Green Diplomacy

Gas Exporting Countries and the embassies of Sweden, Ecuador and Tanzania have signed a Partnership Declaration on environmental sustainability and recycling with Elite Paper Recycling company, to raise public awareness of the environmental care importance and recycling among companies, institutions and organizations.

With the signing of this agreement, the three new embassies, which have also signed a partnership with Elite Paper Recycling Company, join Uruguay, Switzerland and Argentina as part of the "Green Embassies in Qatar" project to integrate the principle of sustainability and environmentally friendly procedures into the day-to-day work of embassies abroad. Tanzania is the first African diplomatic mission to participate in the initiative led by Elite Paper Recycling. The signing with the Italian Embassy and the declaration of the partnership on public awareness of the environment and recycling came on the occasion of World Recycling Day 18 March. The company also signed with UNESCO the Letter of Intent for Environmental

Sustainability and Recycling.

Promoting awareness

In an effort to reduce waste, accumulation and its damage to the environment and society, Almeera Consumer Goods Co and the Elite Paper Recycling have concluded a memorandum of understanding. The agreement represents a step towards sustainable environmental efforts and awareness-raising, as it aims to reflect the common desire to promote awareness in the area of environmental sustainability, for a healthy and more aware society, to agree to increase cooperation to promote environmental sustainability and recycling, as part of their programmes and activities for a sustainable future in our societies, to work together and seriously to find solutions to persistent environmental problems and to inculcate the right concepts among our next generation.

Sustainable environment

Elite Paper Recycling has signed a memorandum of understanding with Talabat company to promote the sustainable conservation solutions in Qatar, using recycled paper packaging products and materials.

Promoting awareness in environmental sustainability is our social responsibility



www.epr.qa



Sahtak Awalan – Your Health First launches innovative Fitness Box campaign

صحتك أولاً
YOUR HEALTH FIRST



Ms. Nesreen Al-Rifai, Chief External Affairs & Development Officer

We are bringing opportunities for exercise and inspiration directly to the community.

Sahtak Awalan – Your Health First has launched 'The Fitness Box', an innovative new concept in health, in cooperation with the Ministry of Municipality – Public Parks Department, with a launch event at Al-Rayyan Park (Green Carpet).

The solar-powered Fitness Box installations are crafted from upcycled shipping containers and provide a sustainable, environmentally friendly solution to help all members of the community achieve and maintain optimum fitness and health.

Each Fitness Box installation is equipped with a giant screen to broadcast tailor-made free fitness classes led by internationally renowned instructors to the community. Classes are offered free of charge and to people of all fitness levels to make access as wide as possible.

And, best of all, Fitness Box installations are located in inspirational open-air settings in some of Qatar's most attractive parks. The campaign began with two venues at launch - Al-Rayyan Park (Green Carpet) and Airport Park (Old Airport area) and expanded to

more shortly afterwards owing to popular demand, with new installations at Qatar Foundation, as well as other parks across Qatar.

The innovative Fitness Box initiative has been designed to inspire all members of the community to take regular exercise and to realize that keeping fit and healthy is very important. The Fitness Box provides free exercise workouts, and the locations in parks provide a safe open-air space that allows participants to maintain social distancing while watching the fitness instructors on the giant screen.

Each fitness class has been individually designed by popular fitness instructors according to criteria set out by Your Health First, with a focus on accessibility for all members of the community, no matter what their age or fitness level. Classes are offered in three languages – English, Arabic and Urdu – to further enhance accessibility. Sahtak Awalan – Your Health First is the flagship public health campaign of Weill Cornell Medicine-Qatar (WCM-Q) since 2012.

In attendance at the launch event were Dr. Javaid Sheikh, Dean of WCM-Q, many local VIPs and dignitaries, and representatives of more than 20 foreign embassies from countries in Europe, North America, South America, the MENA region, and Asia.



Ms. Nesreen Al-Rifai, Chief External Affairs and Development Officer at WCM-Q and the driving force behind Sahtak Awalan – Your Health First, was also in attendance. Ms. Rifai said: "We know that the State of Qatar places a very high priority on empowering the future generation to stay fit and healthy so they can contribute to Qatar's amazing national journey as they grow older. With the Fitness Box, we are bringing opportunities for exercise and inspiration directly to the community, giving everyone the chance to come together to enjoy keeping fit in a sustainable way. In addition to improving fitness, exercise helps prevent illnesses and provides a fantastic boost to mental

health and wellbeing, as well as fostering a sense of community.

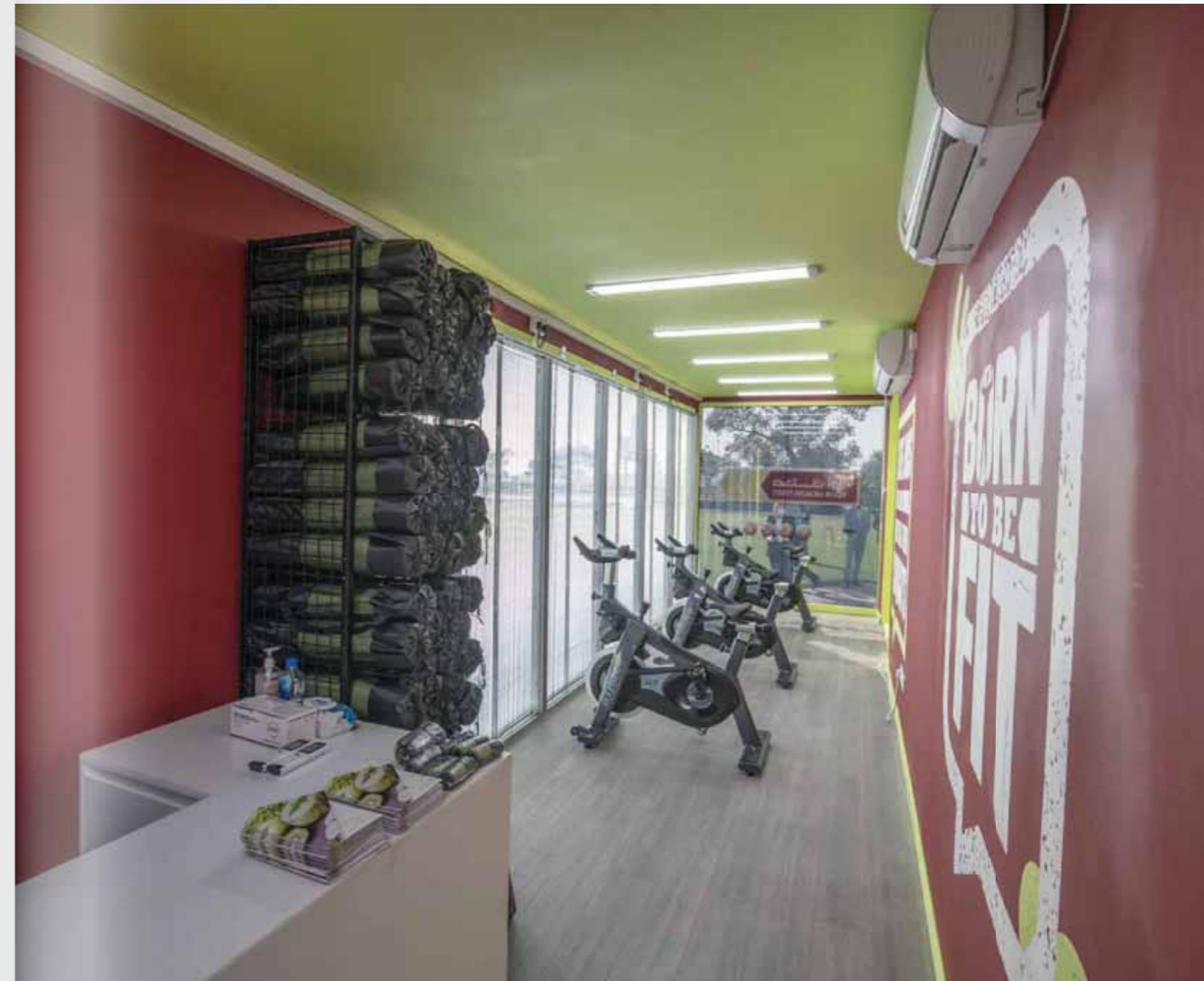
"We are very happy to have this excellent installation at the beautiful Al-Rayyan Park (Green Carpet) and extremely grateful to the Ministry of Municipality's Public Parks Department and Al-Rayyan Municipality for their wonderful support in this important endeavor."

The exercise sessions offered by The Fitness Box have been carefully designed to allow social distancing protocols to be observed. Sessions are offered to people of all ages, are suitable for all fitness levels and last between 15 and 20 minutes. No bookings are needed – participants

are welcome to just turn up and enjoy getting fit with friends, family and the wider community.

Your Health First is supported by its strategic partners: Qatar Foundation, the Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality, the Ministry of Environment and Climate Change, and ExxonMobil Qatar.

The campaign was launched in 2012 and works to inspire and empower all members of the community to achieve and maintain good health in sustainable ways through a wide variety of initiatives.





Khayr Qatarna

The Khayr Qatarna project has gone from strength to strength since it was launched in February 2018 and has now grown and harvested more than 175 tons of fresh fruit and vegetables for the community in Qatar.

There are currently 16 greenhouses based at 14 schools across Qatar producing a range of fruit and vegetables that are then made available through supermarkets across Doha.

Professional gardeners tend to the crops and because all revenue is reinvested in the program, the number of greenhouses that are constructed will continue to increase, so increasing the yield of fruit and vegetables.

The climate-controlled greenhouses

allow crops to be grown throughout the year, even during the summer months, and the success of Khayr Qatarna has been beyond all expectations. The scheme has helped reduce Qatar's reliance on imports, improved national sustainability and provided high school students with lessons about healthy eating, agriculture, economics and logistics.

Nesreen Al-Rifai, Chief External Affairs and Development Officer at WCM-Q said: "We are extremely pleased that Khayr Qatarna has continued to be a wonderful success, even managing to thrive through the pandemic and producing healthy and fresh fruit and vegetables right here in Qatar.

"We are extremely proud that we are making a contribution towards Qatar's sustainability and food

security, while also teaching young people about the importance of healthy diet. The students also gain a keen understanding of agricultural science, logistics, and marketing, while developing an appreciation of the hard work that goes into producing the food that we all enjoy. It is truly a multidimensional project that delivers many benefits to the community."

Crops grown include tomatoes, cucumbers, strawberries, green beans, broccoli, bell peppers and salad leaves, and the produce has been granted 'Premium Produce' status - an indication of their freshness and quality - by the Ministry of Municipality, who have given valuable support and advice to the initiative.



To celebrate the crop, each year one of the participating schools hosts Harvest Day, which is attended by VIPs from the associated ministries, along with the media. These events had to be cancelled during the pandemic, but will be reinstated once it has been decreed safe to do so by the relevant authorities.

Khayr Qatarna's role in promoting food security and sustainability has been recognized internationally, with the presentation of the Energy Globe Award for the State of Qatar by the Austrian-based Energy Globe Foundation. The award is considered to be one of the most prestigious environmental and sustainability prizes worldwide.

Alongside reinforcing Qatar's food security, Khayr Qatarna is also playing an important role in educating high school students about healthy lifestyles, nutrition, economics and logistics, and is doing so with the invaluable support of strategic partners Qatar Foundation, the Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality, the Ministry of Environment and Climate Change and ExxonMobil Qatar.

Khayr Qatarna has been showcased nationally and internationally and won many plaudits. The program this year participated in AgriteQ for the third time and has also appeared at the Agro-Food Oman expo,

attracting interest from many senior figures in commerce and government. It also participated in the SIAMAP agricultural show in Tunisia.

Khayr Qatarna was originally unveiled at Qatar National Convention Center in February 2018 in the presence of the former Minister of Education and Higher Education Dr. Mohammed bin Abdul Wahid Al Hammadi, VIPs and more than 1,500 schoolchildren, all of whom were involved with Project Greenhouse as ambassadors.

The initiative is part of the high-profile and innovative Sahtak Awalan - Your Health First (YHF) campaign.



Sahtak Awalan – Your Health First: Project Overview
Sahtak Awalan – Your Health First (YHF) is the flagship health campaign of Weill Cornell Medicine - Qatar.

YHF was launched in 2012, with the aim of encouraging, inspiring and empowering people to lead healthy lifestyles and to transform unhealthy habits and behaviors into healthy ones, in line with the goals set out in Qatar National Vision 2030.

The purpose of YHF is to educate the community about healthy living, sustainability, exercise and nutrition so that they can make informed choices about the food they consume and how to live healthily. As the campaign has grown and evolved, YHF has increasingly worked to provide opportunities for people to engage in healthy, sustainable behaviours as well as learning about them.

Through large, crowd-engaging activations, projects directed towards the younger generations at schools, and a strong presence in both traditional and social media, YHF has been able to develop a large following, reaching out to all ages and all communities in Qatar, and thus extending the campaign to become a national health movement.

YHF has therefore become an extremely effective vehicle for empowering people to live healthier lives. Encouraged by these successes, YHF continues to expand, looking for new ways to reach out to the community and improve health for all.

In addition to drawing inspiration from the aim stated in Qatar National Vision 2030 to promote the health of the younger generation, YHF has been inspired by the vision of Her Highness Sheikha Moza, Chairperson of Qatar Foundation, to unlock human potential, enhance health and wellness, and promote sustainable environmental practices.

YHF achieves its aims through a wide range of outreach initiatives, innovative activation and events, information channels and programs. YHF shares a wealth of information about good dietary habits, regular exercise, and knowledge of health and disease, but also delivers events and programs that gave the community opportunities to actually engage in healthy and sustainable activities. These include the latest project, The Fitness Box, which provides easy access to free workouts for the whole community and every member of the family in Qatar’s beautiful public parks.

There is also YHF’s award-winning Khayr Qatarna initiative, which gives school students the chance to learn about growing and eating healthy, natural produce, while also discovering the importance of sustainability.

In addition, YHF now has 130 greenhouses installed in schools across the country. YHF has brought The Color Run 5k event to Qatar six times, with up to 10,000 people taking part each year, and YHF also pioneered a project to provide healthy menus in elementary school canteens.

There is also the Yalla Natural initiative, which promotes natural and sustainable approaches to health, and YHF partners with the Ministry of Education and Higher Education on the Back to School campaign, which distributes school bags, lunchboxes, water bottles and fun food information cards to thousands of children.

YHF receives crucial support from its dedicated strategic partners, Qatar Foundation, The Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality, the Ministry of Environment and Climate Change, and ExxonMobil Qatar.



In recent years, the world has begun to recognize the importance of sustainability to ensure a better future for the next generation. At Khayr Qatarna, our mission is to begin Qatar’s journey towards sustainability by educating and promoting greener lifestyles.

Below are some of the major milestones that we have accomplished since 2018

<div>4.2</div> <div>tons of peppers grown</div>	<div>2.5</div> <div>tons of broccoli grown</div>	<div>1.42</div> <div>tons of leafy vegetables grown</div>
<div>14</div> <div>participating schools</div>	<div>1</div> <div>ton of cherry tomatoes grown</div>	<div>9.68</div> <div>tons of beans grown</div>
<div>2</div> <div>harvest days</div>	<div>113.6</div> <div>tons of cucumbers grown</div>	<div>36</div> <div>tons of tomatoes grown</div>
<div>16</div> <div>climate-controlled greenhouses</div>	<div>175.82</div> <div>tons of produce grown in total</div>	<div>Khayr Qatarna produce is available in most major supermarkets</div>

"Premium Produce" approved by the Ministry of Municipality and Environment.





THE FITNESS BOX

**HEALTHY HABITS
FOR HEALTHY GENERATIONS**

صحتك أولاً
YOUR HEALTH FIRST

An initiative by Weill Cornell Medicine-Qatar



**Weill
Cornell
Medicine
Qatar**



ExonMobil

8 Years of Awareness

asth  **inQatar a**

www.asthmaqatar.org



HMC: The pandemic will not be a stumbling block on our way to social responsibility



Every effort has been made to focus on promoting activities of our corporate social responsibility program and in building relationships with our community.

Mr. **Ali Abdullah Al Khater** - Chief Communications Officer – HMC

Hamad Medical Corporation's (HMC) Corporate Social Responsibility has been a fundamental pillar of its work for more than four decades. Every effort has been made to focus on promoting activities of our corporate social responsibility program and in building relationships with our community.

Despite the ongoing challenges of the COVID-19 pandemic, we continue to use creative ideas to continue to fulfil the social responsibility functions of the institution and to further spread our mission of achieving health and preventive care for all members of society.

As the pandemic continues, HMC has strengthened its partnership with various entities to help raise

community awareness as part of the response to COVID-19. This has included disseminating messages about preventative measures and advice through various channels including our social media platforms, screens in parks and other public areas as well as direct communication with government bodies, private companies and their employees.

Mr. Ali Al-Khater, Chief Communications Officer at HMC, says: "We are all aware of the importance and strength of social responsibility. Our role and unlimited support for it have not diminished even with the novel corona virus pandemic, as we have launched numerous awareness campaigns across our various social platforms that reach all people in".

HMC has been at the forefront of promoting the awareness through

lighting iconic Doha buildings and towers to highlight a cause of a message. For example, we worked with the Public Works Authority to light the Ras Abu Abboud highway in violet for a month, in support of Alzheimer's patients and their long march with this disease.

This was in addition to lighting several buildings such as the Museum of Islamic Art, the Qatar National Museum, the Sheraton Grand Doha Hotel, the Torch Hotel, Katara, and the 5/6 Arch which provided the necessary support to raise awareness of other global days including World Diabetes Day, World Mental Health Day and Breast Cancer Awareness Month.

In 2021, HMC launched a microsite to promote health education in the field of maternity and childhood. The site contains information on



Ms. **Eman Fathi Al Farran** – Project Manager of Community Engagement – HMC

maternal and child health and disease prevention during the COVID-19 pandemic, which has been widely welcomed by all families in Qatar.

Also, with more children spending time in front of computers, phones and tablets, the HMC Occupational Therapy team, through media and social media, proactively provided tips for parents to help mitigate the risk of this.

This included strategies that can help reduce the long-term risks and damage caused by excessive exposure to digital device screens, which can be applied through a 20-20-20 methodology, which is to keep eyes away from device screens every 20 minutes, to look at something else 20 feet away for 20 seconds, and reducing the viewing of digital device screens, such as



watching TV, browsing social media platforms and the web.

In other activities, HMC celebrated World Day of People with Special Needs on 3 December, using our social media platforms to highlight the fact that this group are among the most vulnerable during the COVID-19 pandemic. In addition, HMC organized a range of virtual events and activities to mark World Cerebral Palsy Day including online lectures.

Ms. Eyman Faran, Project Manager of Community Engagement at HMC, says: "There is no doubt that COVID-19 changed society in so many ways. However, this will not prevent Hamad Medical Corporation from continuing its strenuous efforts that benefit all members of the community, even as this pandemic continues."

The COVID-19 pandemic has underlined the importance of using virtual and other innovative methods to reach out to the community. As a result, we have strengthened our web and social media presence.

In addition, we have also intensified our working relationships and partnerships with both the public and private sectors.

"The importance of these entities and their key role in promoting and ensuring the health and wellbeing of their employees, means they are also obligated to ensure they have access to accurate information from official sources," Mr. Ali Al Khater says. "We would like to express our gratitude and thanks to these organizations for their support and cooperation during the COVID-19 pandemic and we look forward to continuing this."



CSR at McDonald's Qatar



Mr. Kamal's Saleh Al-Mana, Managing Director

We continue
to raise the CSR
practices level in
our community.

McDonald's Qatar considers CSR to be its corporate philosophy essence that underpins its business. It is also proud to belong to the community and to support efforts to implement the CSR objectives.

McDonald's is keen to harness the efforts and resources at its disposal to engage in social activities and initiatives consistent with its institutional values. McDonald's is also committed to taking the lead in ensuring the children health and happiness and assisting eligible people through fundraising for local charities.

McDonald's social activities in Qatar fall into two main categories: support, sponsorship and establishing strategic partnerships, and second, taking the lead in launching social campaigns and programs.

McDonald's social activities focus on providing support to all community groups through its outreach to hospitals and charities,

as well as its contribution to environmental, educational and employment opportunities.

McDonald's is committed to providing safe and healthy food to its customers, and it has prioritized this goal.

To ensure its food safety, McDonald's takes hundreds of strict food safety measures in place at every stage of the food preparation process.

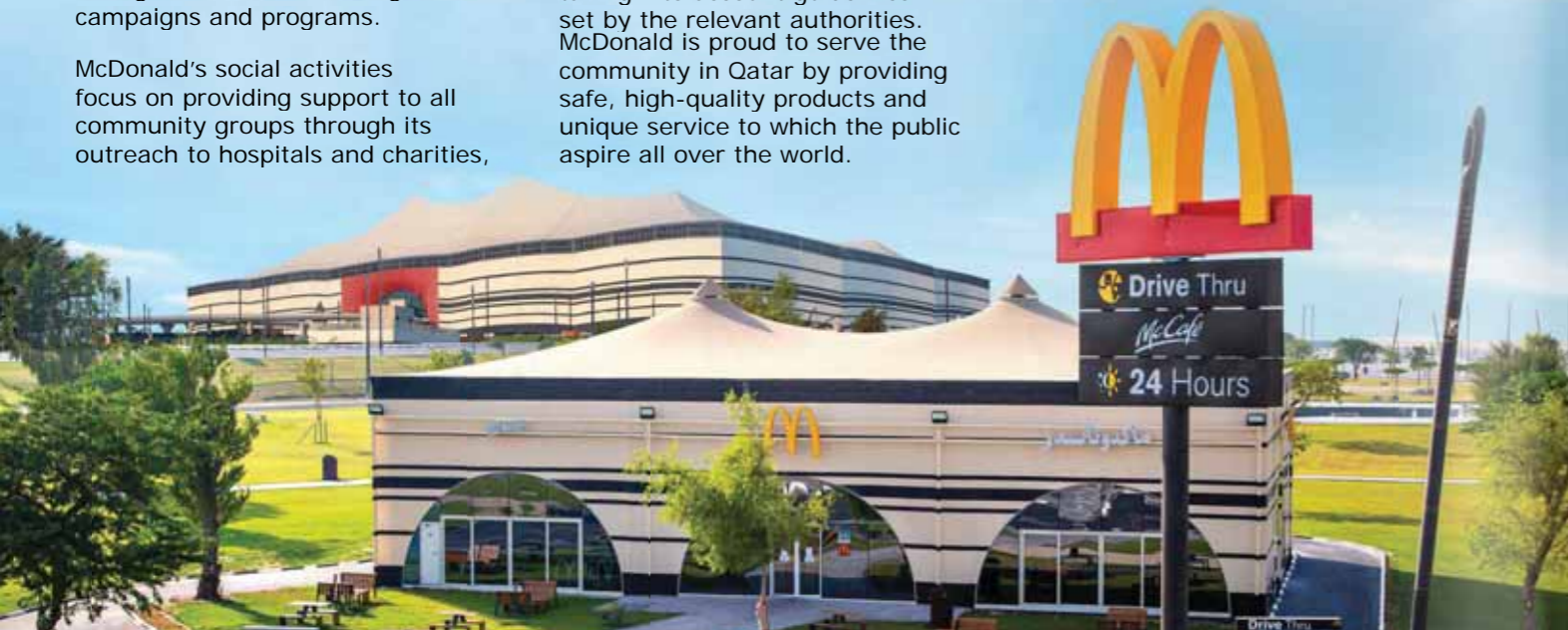
McDonald's ensures that all its meals reflect the general principles of healthy food as defined by reliable authorities, as well as compliance with strict and specific standards for meal ingredients, etc.

The standards to which McDonald's is committed have also been developed by a team of accredited nutritionists, taking into account guidelines set by the relevant authorities. McDonald is proud to serve the community in Qatar by providing safe, high-quality products and unique service to which the public aspire all over the world.

The backbone of the brand is, and always has been, a commitment to set of core values along with its CSR goals, with an accurate determination of how to manage businesses and restaurants.

McDonald's can be defined as a brand for people, so those who provide services with dedication to the community can be trusted.

McDonald's Qatar prides itself that during the pandemic, it demonstrated its appreciation for dedicated frontline heroes when doctors, nurses, police and civil defense were rewarded with free meals and coffee for more than three months. McDonald's Qatar received an award from the Ministry of Interior in Qatar to show appreciation for this great initiative.



FIFA Arab Cup 2021

Being one of the Official Sponsors of the FIFA Arab Cup 2021, McDonald's Qatar was proud to cohost the first FIFA Arab Cup 2021. During the tournament, McDonald's provided an unforgettable experience for football fans to enjoy before and after matches at Al Bayt Stadium.

With the support of McDonald's, a special brand activation area entitled "Together for the Game", has been established to offer different activities for all age groups. McDonald's Booth included activities such as PlayStation games, virtual reality kicks, selfie booth and many others on the ground.

This was another milestone for

McDonald's Qatar in connecting with Qatar community as well as with all football viewers all over the world.

International Women's Day

McDonald's Qatar has had a long clear history of working to create a strong inclusive culture within the company. Since 1995, McDonald's Qatar has employed more than 600 women, which represents more than 40% of their workforce.

McDonald's Qatar celebrated the International Women's Day in one of its flagship restaurants. Town Center located in the heart of Doha. A full branch was run by a female crew, making McDonald's Qatar the first food and beverage

sector in Qatar and one of the first restaurants in the region to run a restaurant with only a women staff.

Qatar Charity Ramadan initiative

As part of its ongoing commitment to bring communities together, McDonald's Qatar celebrated the holy month of Ramadan with the community. Partnering with Qatar Charity, they have distributed free meals vouchers to help those in need and create joy.

McDonald's Qatar is behind many CSR initiatives that support the community and partners with diverse organizations to support various causes that positively impact community.





Employee Appreciation Day

McDonald's Qatar head office staff have joined their colleagues in other branches to help them with their day-to-day business and customer service.

All McDonald's does every day is an honest effort to take care of its employees, pursuant to the letter of founder Ray Kroc, who considered McDonald's work to be people - centred.

Every smile that McDonald's staff draws on the customers' faces, and every joy they put in their hearts deserves special recognition. In celebration of this dedicated devotion and ongoing efforts, McDonald's Qatar has dedicated a whole day to thanking and appreciating all its employees, called Employee Appreciation Day. The day was not without its festive atmosphere, including a warm round of applause entitled "The Applause Hour", in which all staff applauded their colleagues and themselves as an expression of gratitude for everything they did and presented during the year to preserve McDonald's legacy.

McDonald's Qatar head office team's collaboration with the restaurant staff is a special moment when you see the entire staff come together to do what they do best, especially with all employees wearing a unified t-shirts to express their appreciation, gratitude and support to the branch crew.

McDonald's gave its crew and staff some great gifts as a show of appreciation and love. All employees also received a letter of appreciation in their own name from McDonald's Qatar General Manager, Mr. Mithqual Abu-Nasser, thanking them for their dedication to the company.

Children's Raising Awareness

McDonald's Qatar and KidZania Doha have launched a McDonald's children's burger restaurant in KidZania Doha. The collaboration between the two companies aims to educate children about the guidelines for proper food handling, cleanliness and food safety the way McDonald's restaurants prepare and process their delicious meals in a fun way. This partnership aims to sensitize children about the following health requirements importance

when dealing with different foods.

This unique section of McDonald's Qatar is a distinctive platform that allows children not only to learn more about some of the details of McDonald's work, but also as part of McDonald's ongoing effort to harness its resources to support the realization of Qatar National Vision 2030 by empowering children, encouraging learning in a reality-emulating environment, providing children with a realistic, fun, unique and safe learning environment and enabling them to refine their skills.

In the McDonald's miniature burger restaurant, the children take over the role of chef himself, and prepare the delicious burgers they prefer themselves using ingredients of their choice, allowing them to show off their creations in preparing burger meals from McDonald's.

This is an implementation of McDonald's Qatar's CSR program, contributing to raising awareness among society's children, and making children's experiences more realistic with a view to improving their abilities and skills and impacting positively on their future.

Breast Cancer Outreach

McDonald's Qatar has renewed its commitment to raising awareness and education about breast cancer, activating its efforts across the country and instilling reassurance among patients that they are not alone in facing this disease by providing the necessary information, empowerment and support.

McDonald's Qatar's Awareness campaign is genuinely and faithfully aimed at helping the community with education for early detection and the patients with inspiration and support. The greater the knowledge, the better the chance. This is the primary objective of this campaign, with the World Health Organization stating that approximately 2.3 million women have been diagnosed with breast cancer, one of the world's most prevalent cancers.

Moreover, McDonald's Qatar has inspired women of all ages to get annual medical check-ups and monitor any changes, the main message McDonald's wants to convey is that if you can be sure through close continuous monitoring, you can either avoid diagnosing breast cancer or helping to recover at an early stage.

World Food Safety Day

On World Food Safety Day, McDonald's has encouraged all companies and consumers to join the UN World Day to further raise awareness of this pressing issue.



McDonald's thanks the United Nations for its ongoing efforts to highlight the food safety importance.

At McDonald's, food safety & hygiene remain to be their utmost priority. Hence why they believe & stand by a Food Safety Culture throughout McDonald's system.

Following these results and the reprioritization of consumer needs, McDonald's pledged to take part in the World Food

Safety Day every 7th of June.

Providing safe and healthy food to customers in Qatar and the rest of the GCC is McDonald's top priority and a key responsibility. Moreover, safe food delivery does not start and end only within the kitchen, where safety measures are incorporated and integrated into every aspect of McDonald's operations, including food sources, menu development, packaging, distribution, logistics and daily restaurant operation.



McDonald's Qatar supports Breast Cancer Awareness

ماكدونالدز قطر تدعم حملة التوعية حول سرطان الثدي

CSR at **Dallah Holding Media**

Mr. Rashid Mohammed Al Nuaimi, Chairman

We believe
in the Power
of "WE".

Social responsibility is an integral part of Dallah Media Holding's culture. Responsible values in the company's strategy and day-to-day practices are demonstrated in its belief that positive results are associated with community, environmental and economic development.

Teamwork

Dallah Holding Media Company believes in the importance of social responsibility and collective cooperation in order to serve the community at all cultural, educational, sports, health and other levels.

The company believes in the Power of WE.

This value is consistent with the values of social responsibility in promoting the concept of effective participation, enabling the "we"

mentality to implement and grow ideas through cooperation and teamwork to achieve the goal.

Celebrating employees

Dallah Media Company celebrated employee honor day. The company has been organizing this annual event to honor the accomplished and distinguished employees, as part of the company's plan to enhance the motivation and morale of its employees and to honor the dedication and hard work of each employee who constantly demonstrates fruitful cooperation, openness and vision that enhances the strength of the team.

Promoting Sports

As in of our interest in sports at Dallah Holding Company, and our belief that sport has a unique ability to bring people of different backgrounds together, the company

was part of the African Super Cup held at Jassim bin Hamad Stadium, where the company organized promotional campaigns, stadium brands and even the theatre design. The company also continues to celebrate The Qatar National Sports Day, encouraging everyone to participate in sports activities with family members and colleagues.

Preserving Environment

Dallah Holding Media is committed to preserving the environment and the community in general. The company is keen to ensure that this commitment is in parallel with the continuous development of its business to create sustainable value, as well as to continue the development and growth of the company's support for community activities in various charitable, cultural, sports, environmental, social and other sectors.

Training courses

The company continues to conduct training and educational courses for the Qatari SMEs and the public free of charge in various areas of business development such as e-marketing, how to select customer segments and take advantage of the influence of social media platforms for project growth.

These training courses are aimed at empowering the public to plan their business career and the future of their company's work for the benefit of them and the community.



DALLAH HOLDING
دلة القابضة
ميديا . Media



the POWER of

Dallah Holding Media is committed to the principles of social responsibility, community development, and environmental sustainability.

Teamwork
Celebrating employees
Promoting Sports
Preserving Environment
Training courses

www.dallahholding.media



Mr. Jack Saba, General Manager

Towards reducing the gap on the critical awareness of CSR concept.

Mubadara for Social Impact is proud to be Qatar's first social responsibility company. According to its mission statement, "Mubadara" believes in the importance of reducing the gap on the critical awareness of social responsibility, given its recent introduction within several institutions.

"Mubadara" was established as an effective platform to promote sustainable development, by enhancing institutions' operational capacities and facilitating specialized plans and strategies in CSR. Hence it creates an enabling environment to involve as many institutions as possible in achieving Qatar National Vision 2030.

"Mubadara" provides various services, from planning and formulating modern and

unconventional development plans and strategies, with CSR at their core. "Mubadara" lays a unique framework to promote CSR culture across organizations.

In this regard, "Mubadara" encourages adequate and coordinated support from institutions to target groups, and creates initiatives to enhance the institutions' social and creative impact.

"Mubadara" provides close CSR consultation to various leading and nascent institutions, ultimately helping to transform constructive ideas into effective initiatives.

"Mubadara" provides a systematic framework to optimize the budget allocated to promote the institution's reputation by adopting sustainable initiatives.

Building a public-private partnership with the academic sector constitutes a key long-term goal for "Mubadara". In this regard, it has taken several steps, particularly the supervision of Qatar University's "National Corporate Social Responsibility Programme", the largest institutional academic interaction initiative.

"Mubadara" benefits from the enormous potential of young people and integrates them into the development process. Institutions' human resources increasingly rely on the enlightened elite of the youth awareness of social responsibility's importance in integration, optimal use and innovation. "Mubadara" strategic action plan places great importance on achieving results in the national capacities development and to enable the transition to a more efficient, inclusive, sustainable and evolving society.

We took the initiative to fortify the social responsibility culture in Qatar



www.mubadara.social



Qatar CSR National Program... Strategic platform for rising in the international indexes



Mr. Haitham Hossam Al-Dein, Chief Strategy Officer

Towards
strengthening
institutional
representation
in the UN Global
Compact.

The journey of the Qatar CSR National Programme, which was first launched 15 years ago in early 2007, saw major stations at which the main features of the Programme's success were drawn. The programme's activities, achievements, priorities and future plans have been adapted under the partnerships concluded for it.

Qatar University has taken on a lead locally and internationally as the first university to adopt a comprehensive CSR national program under the Patronage of the Council of Ministers, in partnership with the Ministry of Foreign Affairs and with the great support of ministries and governmental and non-governmental institutions. QU hosts the programme's initiatives and activities, including an annual report and exhibition, awards, studies, lectures, workshops, training courses and targeted student competitions.

The social responsibility universities concept has strengthened its growing balance in global indexes on measuring the extent to which

universities adopt that concept. QS Stars is the world's leading ranking that takes a detailed look at the strengths of educational institutions.

QS Stars' social responsibility index evaluates the best universities in specific subjects, most notably social responsibility, and the seriousness of the university in its commitments to

society, through community service.

A further criterion is ISO 26000 on higher social responsibility of institutions. It helps to formulate a long-term strategy of social responsibility and how to apply it, whatever the nature of the work.

Programme's future plans include formulating strategic plans for institutions to keep pace with contemporary and renewed global trends, including enhancing institutional representation in the UN Global Compact, the most prominent reference framework at the international level in social responsibility.

The Qatar CSR National Programme visions include advising academic institutions to join the UN Academic Impact Programme, an initiative aimed at sharing a culture of intellectual social responsibility, aligning higher education institutions with UN objectives that include the development and protection of human rights, education for all, sustainability and the design and implementation of research and guidance strategies.

