

# CSR Report - Qatar

Volunteering 2018

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"It is emphasized that between 2011 and 2022 the LOC initiatives would be developed in close collaboration with FIFA and aligned with its global CSR activities".

Source: Bid Evaluation Report – Qatar 2022, Page No. 10

7<sup>th</sup> Issue

## The 21<sup>st</sup> Century Initiative for Qatar 2022

Qatar's Mission for Peace through Sport



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QCSR7-2018

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# National Responsibility

## THE GIVING JOURNEY



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Volunteering - 2018 | 7<sup>th</sup> Issue

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A significant decision to recognize her inspiring lifetime achievements toward generations of students throughout over 20 years of her educational career.

HE Sheikha Al-Mahmoud, the previous Minister of Education

**Cover** | The dove of peace with the football of the 2022 World Cup bid in reference to what is included in the bid items (The 21st Century Initiative: Qatar's Message for Peace through Sport), in addition to volunteering concept.

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# CSR Report - Qatar

## Volunteering - 2018 | 7<sup>th</sup> Issue

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Social Responsibility in Qatar... a foundation stone in the building of modern man



**(Tomoh) program is a positive example of the state's social responsibility**

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

**Our wise leadership launched the CSR process in the State of Qatar years ago. We were confident that we are laying the foundation stone for a successful project in our country and hoped that the State of Qatar would provide a model for the countries and peoples of the region to develop their communities and provide prosperity for citizens and residents.**

The success of the visions adopted by our national and academic institutions during this process was reflected in initiatives and achievements that reflected the abilities of our students.

(Tomoh) program is the ideal environment for attracting talented female and male students and encouraging them to study in scientific academic disciplines that will contribute to the development of the education sector and meet the needs of schools.

This program became one of the government scholarship initiatives that embodies the social responsibility of the state.

The journey of sustainable development continued its movement from one success to another in the area of social responsibility.

Qatar's community has become an outstanding example of solidarity and prosperity through a dedicated national strategy and economic diversification plan, which the government implemented under the guidance of HH Sheikh Tamim bin Hamad Al Thani.

Our partnership with the private sector has played a prominent role in project management and implementation, and we will continue to encourage their social responsibility plans on a national basis in the future.

The International Traffic Safety Conference enhanced the governmental-academic cooperation of Qatar University and the National Traffic Safety Committee at the Ministry of Interior as an international forum supporting the national strategic vision and objectives of traffic safety in Qatar.

Qatar is currently witnessing major development projects in various sectors, including those related to hosting the World Cup 2022.

Despite the consequences of the unjust blockade on Qatar, the implementation of these projects is proceeding according to the planned timetable, thanks to the serious measures taken to deal with the crisis: increasing self-sufficiency, strengthening cooperation with brotherly and friendly countries, diversifying trade lines and deepening the concept of volunteering locally and globally.

One of the priorities of Qatar is developing the business environment.

The government has modernized the legislative framework, facilitated the procedures and provided an advanced infrastructure to encourage domestic and foreign investments, increase confidence in the business environment in the country, and further develop its own capabilities to ensure the prosperity of our people in which social responsibility has become an essential element in the building of modern man.



The National CSR report, a platform to reinforce Qatar's position in the international indicators



**We are proud to see our graduates return as honored leaders to the University.**

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

**All over the years Qatar University is so proud to see its graduates becoming the leaders of public, private and academic institutions returning to their second home few years after graduation as honored leaders of these institutions in the most important academic/business event in the field of CSR on a national level.**

In fact, what is outstanding is the keenness of those leaders of large corporations, every year, to be part of the National CSR report.

Qatar University's faith in the capabilities of its under graduate and graduate students has always been profound.

At the core of this belief was the University's keenness to embrace the first CSR initiative in Qatar, with the aim of enhancing students' capacities and developing their awareness of the CSR concept, which has become a major cornerstone of all academic, public and private institutions.

In this regard, Qatar University aims to increase its focus on the CSR literature in its curricula and activities, which is growing steadily and constructively, recognizing its role in preparing undergraduate students to be fully aware of the importance of applying these concepts in their later stages.

In addition to CSR's role in strengthening the partnership between the business and academic sectors.

The National CSR Annual Report has created an interactive platform for participating institutions to draw the attention of QU students and encourage them to recognize the business achievements that will play an inspiring role among leading students and enable them to participate in developing the power of these institutions in service of the society in general.

The University's interest in the uniqueness and strength of the report's impact, especially its digital availability, reflects its progress in reinforcing Qatar's position in the international indicators.

Qatar University is aware of the importance of international standards, particularly those of CSR, Harvard University, for example, is a leader in this trend and has been

promoting CSR issues for more than four decades.

Today it leads a wide CSR discussion platform including leaders from business, government, civil society, media and scientific sectors.

Qatar University is also aware of the importance of adopting CSR issues in enhancing its position in the international classification, that has set clear and precise standards including various trends related to the work nature, roles and responsibilities of universities.

QU also believes that embracing and hosting the CSR report and accompanying exhibition plays a major role in determining its position in the world universities map as one of the leading academic institutions in this field.

<https://www.hks.harvard.edu/centers/mrcbg/programs/cr/about> - (1)



CSR Committee at Qatar University . . . Leadership in academic CSR research'



Spreading CSR culture among students is spreading it in the whole society.

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

As national and international recognition nurtures declaring universities as the most important platform that influence the society, Qatar University's leadership continues to embrace initiatives and organize CSR awareness activities such as the most distinguished and specialized business/academic event, the CSR Report and Exhibition.

The CSR Committee believes that spreading this culture among students means that it is reaching homes by default and then the whole society.

The Committee is also aware that the CSR events hosted by the University provide an interactive platform for students, businesses and governmental representatives; a unique opportunity to expand graduates' knowledge on the local and global levels.

The Committee is proud to be the only research team that continuously presents studies and researches on CSR, the most recent of which is an academic research entitled: "Examining employee's participation in corporate volunteering and benefits for companies: The case of Qatar".

The purpose of this research is to examine how well integrated is Corporate Volunteering (CV) activities in Qatari companies as well as the benefits of such programs for employees and companies.

More specifically, the objectives of the research are to identify to what extent Qatari companies adopt CV programs and the level of employees' engagement in it, as well as any visible key features, and the benefits of these activities implemented in the Qatari organizations.

Results indicated that majority of companies adopt corporate volunteering activities across the different sectors and employees participate in CV activities from a medium to high level.

Enhanced teamwork capabilities and company reputation were the top two benefits for corporate volunteering and alignment of CV with the corporate culture is the most important independent variable with a strong significant positive relationship with employee participation in CV and benefits to companies.

This research results indicate that proper planning and communication of volunteering programs are important for a better employee participation.

In addition, this research is a pioneer study that examines corporate volunteering in a non-western context.



Volunteering, an old concept with modern targets

QatarCSR



Mr. Fadi Khodr, Editor in Chief

It's never too late to join the modern model of organizations.

The concept of volunteering existed since the beginning of civilizations. In old times it had a strong relation with religious practices, it has been part of the human interpretation of sacrifice, and it used to take the form of ritual services in temples.

Later, by the end of the 19th century, with the rise of the nations and the formation of the political personality, volunteering started to have a different approach.

It became related to community service and that was the giant leap.

In 1863 the Red Cross was founded in Switzerland and began mobilizing volunteers for disaster relief operations.

In the 20th Century, several volunteer organizations were founded but mostly to help the injured soldiers and save the war victims.

After the World War II people shifted the focus of their altruistic passions to other areas, including helping the poor within their community or abroad.

Today, we have a much more advanced understanding of the volunteering concept. It is more related to skill development and is often intended to promote compassion or to improve the quality of life.

We know now that Volunteering have positive benefits for the volunteer as well as for the person or community served.

Many governments today look to volunteering as a major support for the economy. In 2012, about 64.5 million Americans or 26.5 percent of the adult population, provided 7.9 billion hours of volunteer service worth \$175 billion.

Volunteering is in the heart of CSR. Modern organizations develop a CSR plan within their strategy that has volunteering on the top of the list, as it has been proved to have constructive impact on the reputation of the organization; the morale of the employees; teamwork and sustainability of human resources; in addition to the direct positive effect on the surrounding community.

It's never too late to join the modern model of organizations and develop your own CSR strategy.



## Sheikha Al-Mahmoud . . . CSR Person of the Year



The spirit of competition is essential in the development process of the student's abilities.

Sheikha Ahmed Al-Mahmoud, the previous Minister of Education

**Qatar University is honored to award Her Excellency Sheikha Ahmed Al-Mahmoud, as the CSR Person of the Year 2018. A significant decision to recognize her inspiring lifetime achievements toward generations of students throughout over 20 years of her educational career.**

HE Sheikha Al-Mahmoud is the first female Minister of Education and the

first woman in Qatar and the GCC to hold such important ministerial position, which demonstrates high trust in the Qatari women's abilities and capabilities.

Her Excellency has played a major role in the development of the social awareness and the public vision towards education and the involvement of all categories of the society in the educational process.

HE supported the development of a social responsibility culture that recognizes quality education and family rights in securing the best educational opportunities for their children.

HE believes that this present development is an evidence of a clear awareness in the Qatari society that, through education, individuals raise their citizenship to the highest levels and makes building a human being the center of development.

Based on that vision , it has always been the responsibility of the independent school system to lead the modernization process, taking into consideration that the contractor, director, and educational and administrative teams are all together partners in the social responsibility of education, which requires the independence of schools to be based on competition in all the educational mediums such as choosing the right curriculum or using technological media, development of children's abilities and building their characters in a healthy environment.

That qualifies them to deal with the challenges of tomorrow with balance, confidence and competence and improve the professional skills of the teacher to achieve quality in education.



HE contributed to making investment in building human beings the basis for citizenship and social responsibility and giving back concept.

The sense of pride in what has been achieved in Qatar in a record time has become a national public consensus.

HE has always confirmed the fact that the field of education, which is rich in diverse experienced manpower and built on the strong foundation, requires that the use of these experiences be devoted to making them a bridge in the construction process and to become valuable assets in the schools.

HE also insisted to challenge the ability to work and succeed and to have actual results as the main criterion for success.

HE believed that "Hope in our

country is wide and ambition is great.

Our destiny in Qatar is to look always for the best.

Our success today must be a starting point for our excellence in tomorrow. That's how we earn our citizenship and national identity."

HE says: "The era in which we live is an age of unquestioned education.

It is the cornerstone of community building and is responsible for the attainment of social development".

HE says that the societies of tomorrow are knowledge communities based on education.

Human development precedes the change of societies.

Availing information to learners is no longer enough, they should

be trained to apply information and maximize its usage.

Her Excellency focused that the development of education requires moving from a focus on quantity to quality, from indoctrin to thinking, from monotonous assessment to comprehensive evaluation, "because we are in need of innovative leaders that believes in a systematic organization, teamwork and independence."

### Awards

HE Sheikha Al Mahmood is the first woman to be honored by HH Prince Hamad Bin Khalifa Al Thani, with the Highest Merit Award.

She was also honored by His Highness Sheikh Tamim bin Hamad Al Thani, the Emir, with the GCC Excellence Award in the Council's first session in Doha.

# Social Responsibility in Sports at our goals



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## CSR at Qatar Olympic Committee



We follow the latest trends of CSR, especially in sports.

HE Mr. Jassim bin Rashid Al-Buainain, Secretary General

**Qatar Olympic Committee has always followed the latest trends of CSR, especially in sports. Private sector partnerships were established with CSR emphasized through various activities and regular events in cooperation with many organizations. The committee pays extreme efforts in capacity-building with a number of international sports institutions.**

Qatar Olympic Committee recognizes the close ties between sports and CSR, through sports federations and their committees aiming to fulfil the CSR development goals.

The Committee has modeled through its programs a comprehensive sustainability strategy using the ISO 26000 standard on social responsibility.

The Committee plays a vital role in CSR. It creates and supports community programs promoting sports practice all over the country. It seeks to provide sports activities for all segments of the society and to raise awareness of the importance of sports in protecting the environment. The Committee also believes that educating young people through sports is one of the main objectives of the Olympic Movement.

Qatar Olympic Committee cooperates with various entities in Qatar to realize its targets of playing a key role in

educating young people on the Olympic values of excellence, friendship and respect. Consequently, the committee aspires to have a positive and effective contribution to safeguard the interests of the youth in sports activities.

Qatar Olympic Committee aims to promote the principles and enhance the tools of helping young people to be the future of the sport and the Olympic Movement in the country, and to play a leading role in the development of physical education which should have a central position in the educational systems. Based on its main objective to highlight the unique role of sports and physical education in the Qatari society, the committee encourages fruitful cooperation between the relevant ministries responsible for education.





## Social Responsibility at Ministry of Foreign Affairs



**Toward a better living conditions and good education for all**

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

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

### Autism Awareness

On the occasion of World Autism Awareness Day, the Permanent Delegation of the State of Qatar to the United Nations, along with the delegations of Bangladesh, the State of Kuwait, India and South Korea, organized an autism awareness exhibition at the United Nations Headquarters in New York.

Qatar in launching a global awareness campaign on autism, which culminated in the decision of the General

Assembly to consider April 2 as a global day each year to raise awareness of autism.

### Educate a Child

The State of Qatar has always been defending the region and continued to believe in the possibility of providing better living conditions and good education for the people of the region, said HE the Deputy Prime Minister and Foreign Minister Sheikh Mohammed bin Abdulrahman Al-Thani.

Speaking at a session of the Davos Economic Forum, His Excellency said Qatar gives great importance to young children who did not attend school throughout the region and provides them with equal opportunities to return to school through a number of programs, including "Educate a Child", which currently provides education for 7.6 million children in poor countries.

### Fight Against Drugs

The State of Qatar stressed its implementing of a comprehensive, integrated and multidisciplinary strategy in the fight against drugs, in which the enforcement of laws prohibiting the entry of illicit drugs into the country, while ensuring the provision of controlled substances for medical and scientific purposes exclusively, combating money-laundering and preventive measures for immunization of society, with special emphasis on youth and students, as well as treatment of the drug dependence.

### The national CSR report

The Ministry of Foreign Affairs participated in the launch of the 6th edition of the annual national CSR report (Citizenship) held at Qatar University, which presented the Ministry with a distinguished shield in recognition of its role in this field.



Comprehensive, integrated and multidisciplinary strategy in the fight against drugs



[www.mofa.gov.qa](http://www.mofa.gov.qa)





**Peace and human rights**

Qatar sees the major sporting events as unique opportunities for spreading the values of brotherhood, solidarity, peace and human rights.

The absence of fair play, honesty and neutrality, results in irresponsibility and violations of rules and regulations.

In the absence of accountability for these violations, the rules are absent and thus the game itself is absent.

Sport can become a universal language, because it has strong potential, for the development and protection of human rights and fundamental freedoms for all, in a way that can greatly contribute to the promotion of solidarity, diversity, equality, tolerance and justice.

**GCERF**

Qatar has doubled its contribution to the Global Community Engagement & Resilience Fund (GCERF) to reach \$10 million, after pledging an additional \$5 million during its participation in the eighth meeting of the GCERF Governing Board in Switzerland.



**Alliance of Civilization Launches Award**

Qatar Committee for the Alliance of Civilizations launched the Alliance of Civilization award in cooperation with Qatar National Commission for Education, Culture and Science.

The award comes in line with Qatar National Vision 2030 and Qatar's Second National Development Strategy (2017-2022) in addition to Qatar's plan for civilizations' alliance (2017-2022).

The award covers all the programs, activities and different projects in four priority areas of alliance of civilizations: education, youth, migration, media, including the launch of encouraging awards for researchers and students.

**Humanitarian Support**

Qatar Fund for Development (QFFD) and Qatar Red Crescent Society (QRCS) have signed an 8 million US Dollars funding agreement to address the humanitarian and medical needs of more than 623,000 beneficiaries in Libya.



**Donation to UNRWA**

Qatar has announced a USD 50 million donation to the United Nations Relief and Works Agency for Palestine Refugees (UNRWA) which operates in the Palestinian territories and asylum countries.

This came during the State of Qatar's participation in the extraordinary ministerial meeting of UNRWA, which was held at the headquarters of the UN Food and Agriculture Organization (FAO) in Rome with the attendance of United Nations Secretary-General Antonio Guterres, and the High Representative of the EU for Foreign Affairs, Federica Mogherini.

**Academic specialized training program**

Students from Ahmed bin Mohammed Military College have completed a theoretical and practical training at four Foreign Ministry departments as part of the college's practical specialized training program.



**Qatar... one of the founding members and supporters of the Global Community Engagement & Resilience Fund**



**GCERF**  
Global Community Engagement and Resilience Fund

[www.mofa.gov.qa](http://www.mofa.gov.qa)

[www.gcerf.org](http://www.gcerf.org)



**Qatar Global Award for Dialogue Among Civilizations**

In collaboration between Qatar Committee for Alliance of Civilizations at the Ministry of Foreign Affairs and ISESCO Chair for Alliance of Civilizations at the Faculty of Sharia and Islamic Studies – University of Qatar, the Qatar Global Award for Dialogue Among Civilizations was launched in 2018.

The Award came within the framework of QNV2030, which asserted on fostering dialogue among civilizations and coexistence between cultures and religions.

The winners of this award were honored by HE Sheikh Mohammed Bin Abdul Rahman Al Thani, Deputy Prime Minister and Minister of Foreign Affairs and Chairman of the Qatar Committee for Alliance of Civilizations, during the 18th Doha Forum.

The number of award applicants has exceeded 400 participants from 58 countries around the world.

**Future Ambassadors Program**

The Ministry of Foreign Affairs participated in the UNESCO Ambassadors program organized by

the Qatar National Commission for Education, Culture and Science, through organizing a number of awareness and educational lectures on the United Nations Alliance of Civilizations initiative and the role of the State of Qatar in this field, and conducted presentations on security, peace and foreign policy of the State of Qatar and the United Nations Agenda for Sustainable Development 2030.



Committed to Community...

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Social Responsibility at Ministry of State for Defence Affairs



HE Dr. Khalid bin Mohamed al-Attiyah,  
Deputy Prime Minister and Minister of State for Defence Affairs

No matter how high the positions we get its because we had dedicated teacher.

**"Be a Teacher" Campaign**

The Ministry of Defense had the major part in "Be a Teacher" campaign represented by the Deputy Prime Minister and Minister of State for Defense, Dr. Khalid bin Mohammed Al Attiyah, in order to emphasize the need to respect the teacher and the fact that no matter how high the positions we get its

because we had dedicated teachers whom would be more influential if they were citizens of the society to which the students belong.

Thus, an educational circle is completed to produce a better composition of the student morally and educationally.

The campaign also aimed to restore the teacher's prestige and respect, and convey positive messages to the new generations wishing to join the educational field to ensure the return of a large number of Qataris to the profession again despite the hardships and serve their country.



**Partnership with Qatar University**

Qatar University and Joaan Bin Jassim Joint Command and Staff College signed an MoU to encourage scientific research, strategic studies, cooperation in the field of education and theoretical training, exchange of professional expertise, scientists and researchers in the mutual fields, organizing specialized academic conferences, seminars and workshops, and conducting joint scientific researches for faculty members in common fields of interest.

The Physiotherapy Center participated in the summer activities of Barzan Youth Center by conducting educational lectures aimed at introducing physiotherapy, therapeutic programs and first aid after sports injuries, prevention measures for sports injuries, proper nutrition and body care.

In addition, during the World Awareness Week on Antibiotics, lectures were given to patients about the use of antibiotics and their positive and negative effects on the individual.

Participation of the Medical Services in awareness campaigns for primary schools (independent, private and international schools) through which the following topics were discussed:

- Healthy food and its benefits.
- Unhealthy food and its bad effects.
- Food manners in Islam.
- Disease prevention methods.

In addition, the physiotherapy center participated in the health education workshop using "Parkour" and the medical gypsum to train the children on mobility and sensory skills, flexibility, muscle strength, and deep reflex.





**National Service Academy**

The National Service Academy of Qatar Armed Forces supports the community. It is a usual partner with the social specialized governmental bodies. In addition to the health services provided for its personnel, its treatment facilities are also open for civilians under the supervision of a specialized team licensed from Hamad General Hospital.

**Educational Exhibition of International Universities**

The National Service Academy held the first educational exhibition of international universities with the participation of prestigious universities, as well as a number of educational and service institutions to provide students and their families with the opportunity to meet up to 20 international institutions in more than ten countries around the world.

**Introductory meeting on the candidate of the Academic Officer Program**

The National Service Academy at Meqdam Camp organized an introductory meeting for high school students to introduce them to the admission procedures of the Academic Officer Program launched by the Ministry of Defense in cooperation with the Academic Bridge Program at the Qatar Foundation for Education, Science and Community Development. The National Service Academy believes that high school students who join them have a tremendous potential to serve the country. The program is a successful tool to help students reach their goals.

**Blood Donation Campaign**

The National Service Academy organized a blood donation campaign for National Service Soldiers - Batch

11, in cooperation with Hamad Medical Corporation, which was held at Meqdam National Service Camp. The campaign aimed to save the lives of many patients and injured people, especially blood patients and road accident victims, as well as to support blood transfusion programs in the country, and to provide the necessary quantities of blood to hospitals.

**"Khidmat Watan" national service program**

One of the most important national service programs is "Khidmat Watan", which is a vital project to instill the meanings and elements of national education in the hearts and minds of primary school students through partnership with the Ministry of Education and Higher Education. During the program the young men are provided with age-sensitive skills such as self-defence and swimming education courses.



**National Sports Day**

The Military Sports Association believes in the importance of sport and its role in building and developing societies.

The Association participates in the activities of the National Sports Day annually by organizing several sports events in many places, including the camps of the armed forces as well as Al Bidaa Park, National Service Academy and the Cultural District (Katara) in day and night activities.

These programs and activities have been praised and appreciated by participants and were a great opportunity for all to spend an enjoyable day filled with various sporting activities.

**Educating new generations**

The Department of Moral Guidance at the Ministry of Defense organized a visit by the American Scout students, one of the largest youth organizations in the United States, to Al Udeid Air Base, hosted by Qatar Emiri Air Force

represented by the Air Transport Wing in coordination with the US Air Force.

The visit included the air transport pavilion, the automatic simulators, aviation support sections, flight wings and aircraft maintenance buildings.

The visit aimed to support family relations and highlight the role of the two forces in the development of the society by educating new generations the humanitarian and effective role of the armed forces in society.





### Humanitarian operations

Qatar Air Force, represented by the Air Transport Wing, contributed to many humanitarian missions in 2018 to provide food, medical care and support to governments in the fight against terrorism and other social tasks:

- Humanitarian and Medical Assistance to Kenya (14/5/2018).

- Humanitarian and medical assistance to Indonesia after being affected by natural disasters (floods) (4/10/2018).
- Supporting the Government of Mali to combat terrorism by providing modern military vehicles (26/12/2018).

### Collective wedding Ceremony in Darfur

The Ministry of Defense has sponsored a collective wedding ceremony in Darfur for 2000 marriages. This initiative comes within the framework of the peace process, stability and voluntary repatriation programs, in which the State of Qatar participated in cooperation with the Government of Sudan and under the supervision of the military attaché of Qatar in Sudan.



### Honoring volunteers

The Directorate of Moral Guidance at the Ministry of Defense honored the Volunteers of the Defense Camp in "Darb Al Saai" as part of the National Day celebrations. The award is a tribute and motivation to the volunteers. 50 volunteers participated in the camp of both sexes. Their participation contributed to the success of the event and left a positive impact on the public who visited the activities. The Directorate of Moral Guidance hosts volunteers annually as part of its social responsibility.

### Qatar Patient Safety Week

The Ministry of Defense sponsored Qatar Patient Safety Awareness Week organized by the Ministry of Health to transfer the culture of patient safety from the theoretical perspective to practice with a focus on spreading this concept to health care institutions in Qatar.



### World Innovation Summit for Health

Qatar Armed Forces, represented by the Medical Services, sponsored the Innovation Hub, the exhibition accompanying the World Innovation Summit for Health (WISH), which brings the latest in health care quality and safety.

The sponsorship of the exhibition contributes to enhancing the quality and safety of the medical staff in general and providing excellent health care to all patients.

### Summer activity

The Military Sports Association organizes successfully summer activities for the members of the armed forces and the civil society for the age group (8) to (13) annually since 2000 in order to discover sports talents and occupy their leisure time with beneficial activities.



About 400 to 500 students participate in this annual event in the following activities:

Football, Swimming, Shooting, horse riding, Self Defense Games, and Field visits to command weapons, units and troops.

The Military Sports Association sponsors this activity by providing all necessary elements of success.

### Refresher Course for the officers' sons

The Directorate of Moral Guidance at the Ministry of Defense organized a refresher course for the sons of the officers to let the children learn about what their parents do in their job through tailored exercises about self confidence, respect of time, discipline and appreciating military. The children were also trained self defense, taekwondo, weapons handling and shooting, mountain training, descent from the tower and equestrian.





#### "Humat Al Watan" Nation's Guards Pavilion

The Ministry of Defense and the Qatar Armed Forces participated in the activities of the National Day with "Hamat Al Watan" pavilion in "Dar Al-Saai" 2018.

The Deputy Prime Minister and Minister of State for Defense Affairs inaugurated the pavilion on 12/12/2018 with the participation of all branches and units of the armed forces and under the supervision of the Directorate of Moral Guidance.

The pavilion had different activities suitable for all age groups.

The pavilion included a center of simulators and a maze game, which includes information on Qatar armed forces, the field of military displays, martial arts, self defense and laser fighting.

The wing of the National Guard included a platform for barricades and a shooting tower, as well as activities for children under the age of five and other activities throughout the days of the event.

The wing received unprecedented attention for the second year in a row as a valuable opportunity for the Ministry of Defense and Qatar Armed Forces to communicate with the public audience.

#### Pioneers Magazine "Al Talaieh"

The first issue of the magazine of the Ministry of Defense and the Qatar Armed Forces (Al Talaieh) was launched on 02/11/2017.

The magazine includes the news and events of the Ministry of Defense and Qatar armed forces and is widely distributed to various governmental institutions to inform the community and highlight the efforts exerted by the Ministry of Defense and Qatar Armed Forces as well as studies and educational articles related to the military and defense fields.

#### Awareness lectures In the civil sector

The Director of the Center for Strategic Studies, Dr. Hamad Mohammed Al-Marri participated as a speaker at a seminar on "The Role of Social and Human Sciences in the Rationalization of Public Policy: Reality and Expectations" in Ibn Khaldun Center Conference at Qatar University.

"Building up military force and having strong alliances in common defense situations" another lecture conducted at Qatar University to raise community awareness among QU graduate students and researchers and boost their national sense of issues in the strategic position of Qatar.

#### "For each spring a flower"

**Program** Environment Department participates as a representative of Qatar Armed Forces in "For each spring a flower" program, which is carried out under the patronage of Her Highness Sheikha Mozah bint Nasser Al Missned on an annual basis.

In this year 2018 the Environment Department also participated in the twentieth program of the "Raqrourq" one of the local plants, where representatives of the department provided all the requirements of the program's camp in "Ras Matbakh" area in Al-Khor, and coordinated with the concerned parties in the armed forces to carry out the necessary maintenance works as a contribution to the program.

#### Anti-drug Meetings

The Military Police held coordination meetings with officials and specialists at "Nofar" Center in order to develop plans and programs to combat the narcotic abuse phenomenon, as well as ways of treating its effects.

#### School Visits

The Military Police toured around the schools listed below to introduce students to the duties and tasks of the Military Police:

- Ali Bin Jassim Bin Mohammed Secondary School.
- Salah El - Din Preparatory School.
- Doha Secondary School for Boys.
- Al - Andalus Secondary School.



# We do not deserve a country ... We do not reserve



"الطلبة عيالنا وذخيرتنا وهم ذخيرة الوطن،  
الشباب احنا أملنا بالله ثم فيهم"  
- سعادة الدكتور خالد محمد العطية

ابن وطنك، كن معلماً



## Social Responsibility at Qatar Media Corporation



H.E. Sheikh **Hamad bin Thamer Al Thani**, Chairman

Qatar Media Corporation (QMC) is the official broadcasting authority for the state of Qatar. It seeks to achieve the visions and aspirations of the state by constructing audio-visual messages for broadcast media.

These messages are oriented to serve the goals of Qatar National Vision 2030.



### Notable visits

QMC held several meetings with a number of diplomats.

These meetings initiated fruitful partnerships and cooperation and introduced new media relationships, which confirms Qatar openness to different regional and global media experiences.



H.E. Sheikh **Abdulrahman bin Hamad Al Thani**, CEO

The Prime Minister and the Minister of Interior H.E. Sheikh Abdullah bin Nasser bin Khalifa Al Thani has visited QMC. Through his visit, he viewed QMC's strategic and future plans.

He appreciated the efforts of the people in charge and urged everyone to continue in the service of the nation.



## إذاعة قطر

### Golden jubilee

2018 marked 50 years of Qatar Radio as the longest running channel under QMC. The corporation organized a golden jubilee to commemorate the fiftieth anniversary and celebrate the radios' achievements. During the ceremony, employees, including former managers and hosts were honored for their years of excellence and having a positive effect on the radios' development. In addition, a number of entities in the state have been honored for their input to the radio over the years. Qatar Radio had a great deal of community participation through its coverage of various events and through its various programs.

Qatar radio also conducted several training courses for radio hosts, some of which have been hired as official hosts in the radio.

### Main social coverage

The 29th Doha International Book Fair, has been covered daily through the Qatar Radio program, 'Al Rewaq' which broadcasted the main events and workshops from the exhibition live. The program also conducted interviews with several Arab authors who participated in the fair. Katara's 8th Traditional Dhow Festival has been covered through the Qatar Radio program, 'Al Mahmal.' Broadcasting from inside Katara, the program highlighted the main events from the festival. Qatar's National Day was also covered from Katara in a studio specially created for the occasion. This location granted the radio unique access to the celebrations, events and artistic performances which took place during the day.

The radio hosted several public figures from different fields to talk about the occasion and express their emotions.

### Main social programs

Qatar Radio, in cooperation with the Ministry of Interior, is presenting a weekly program aimed at keeping the community safe and informed. 'Al Shirta maak,' is a program that promotes safety and awareness through an open dialogue with officials from the ministry.

Qatar Radio also presents a health and wellness program called 'Nabd,' which conducts interviews with doctors in all specialties to promote a healthy lifestyle.

'Hayat Al Shabab' is one of the most significant social programs hosted by Qatar Radio, showcasing young entrepreneurs and sharing their journey with all its challenges and successes.



H.E. Sheikh **Hamad bin Thamer Al Thani**, Chairman of QMC, met with Mr. Mujahid Abu Al-Hill, Head of the Iraqi Media Network. During the meeting, a memorandum was signed for media cooperation between the two countries, which includes the exchange of information and training practices.



H.E. Sheikh **Abdulrahman bin Hamad Al Thani**, CEO of QMC, met with the Director-General of the Joint Program Production Institution of the Gulf Cooperation Council, Ali Hassan Al Rayes.





**A review of the CSR efforts of live programs in Qatar Television**

Qatar Television (QTV) exerted great efforts towards social responsibility through their reporting, coverage and interviews with guests in the studio.

QTV supports creative ideas that help develop various aspects of society, including, culture and language. QTV's program, 'Hayatna,' presented a full episode about the Arabic language to highlight the efforts being made to strengthen and maintain the Arabic language.

Additionally, as part of their social responsibility, the TV hosts a guest from the Ministry of Interior weekly and presents videos about important awareness campaigns on issues such as: road safety and safe camping.

The program 'Hayatna' also boosts patriotism among the audience as they present topics such as the importance of completing national service.

'Hayatna' also provides the youth with a platform to express their love and patriotism through a distinguished studio in Katara.

Furthermore, 'Hayatna' also covers and raises awareness on concerns and issues in the digital world.

The program interviews specialists to inform the audience about online dangers and how to stay safe.

QTV presented distinguished coverage of the services and facilities provided for people with special needs in Qatar. Specialists were invited to speak on several programs to discuss related news and matters as well as answer any questions on the services provided by the state for people with special needs.

Raising awareness on environmental issues was also at the forefront of QTV's CSR efforts. On a weekly basis, programs like 'Hayatna' and 'Fildoha' raise awareness on important environmental issues facing us today. Coverage of these issues are in cooperation with the Ministry of Municipality and Environment as well as other sectors.

QTV encourages youths to start their own business and help entrepreneurs maintain a business.

Prominent entrepreneurs are invited to speak on their success and experience in starting a business.

Specialists from Qatar Development Bank and Qatar Business Incubation Center are also interviewed about their services and how they help develop and empower Qatari entrepreneurs and innovators.

QTV provided various health initiatives through programs that tackle topics about proper nutrition and sports.

Doctors and experts in the health sector are interviewed to help raise health awareness and contribute in creating a healthier society.

Furthermore, the channel supports Qatari women by highlighting their efforts in various fields through the program 'Hamsat Nesaia,' which hosts successful women from various fields.



الكاس

**Training and Development Programs**

In the interest of social responsibility towards the society and seeking to realize the best quality levels within the field of training and development, QMC holds strategic partnerships with a group of local and international educational institutions with a view to provide a suitable work environment to train school students and graduates and prepare them to join the media workforce.

In this respect, the corporation receives periodically large groups of students and trains them in Radio and TV along with training them in various administrative domains such as the departments of public relations, human resources and finance under the supervision of specialist in the corporation.

Alkass Sports channels prioritizes training in the field of sports media and provides trainees with the skills, experiences and technologies necessary to keep up with the ever-changing field of sports news coverage.



القرآن الكريم  
103.4 FM الدوحة

**Holy Quran Radio**

In the forefront of the Holy Quran Radio is its commitment to corporate social responsibility efforts through live and recorded programs.

The program 'Qathaya Shababya' aims at discussing the youth's problems and concerns while providing solutions and advice.

The program also highlights what the state offers for its youth.

The radio's morning show 'kaifa asbaht,' has been on air for 11 years and aims to raise awareness among the community on topics of moral, educational, scientific and legal aspects.

This program is prepared in cooperation with a great number of ministries, institutions, and governmental bodies.

These strategic cooperations serve the community though informing and guiding members of society.

To interact with issues of the society, the program also prepares a weekly segment called 'Nabd Al-Mojtama' which handles important community issues that concern people.

The segment allows callers to express their concerns and present solutions for these issues.

The program 'Al Motanafsoon' highlights humanitarian and charitable works and announces humanitarian efforts locally and abroad, in order to send aid to the people in need.

Furthermore, numerous lectures and seminars are held in order to inform the public on certain humanitarian crisis and charitable projects.

The radio also takes part in seasonal trips to help raise awareness on these issues.

Education is another key aspect the radio focuses on, dedicating several educational programs to support and encourage listeners about its importance.





# سوت الخليج

sout al khaleej

## Sout Al Khaleej Radio implements various social events to enrich the community.

Sout Al Khaleej Radio plays an effective role as a medium by reaching and addressing the youth in particular by participating in various events and festivals, while still maintaining its scheduled programmatic production targeting different sects of society.

In order to reach a younger audience, the radio has previously contributed in the following:

- The program, 'Sawt Madrasa' targets male and female school students, their guardians and some specialists through short recorded interviews, intended at showcase students' dreams, motives and

disincentives and how to mix success factors to reach student's goals.

- The program, 'Thaqafatna madrisa' targets school students of different ages through interactive educational visits to Katara to urge students to pursue and develop their talents and discover the history and heritage of Qatar.

- The participation of the Ministry of Education and Higher Education within their summer centers, targeting students of all ages. The radio has contributed by participating and training students in a mobile broadcasting studio. The students were trained to speak fluently and taught the importance of delivery.

- The participation of Qatar Career Development Center in the Career Village which targets students of secondary school and aims at raising awareness amongst the youth about the different career paths available to them. The radio participated by covering this event as well as holding recording sessions with interested students in a mobile broadcasting studio.



QBS Radio, Oryx Radio, and Urdu Radio played a major role in serving expats and residents in Qatar by providing local and international news in multiple languages.

By covering local events and awareness campaigns, these radio stations allow for the message to reach a wider audience.

**Marketing Department**  
The Marketing Department initiated several social initiatives for QMC's employees.

The department was keen on celebrating special national occasions such as Qatar's National Day and Sports Day by putting together an event for the employees.

Such events help staff network and change their routine for the day.

The department also supported local plays by purchasing seats and offering staff free tickets to watch. Employee offers also include discounts on hotels, clinics, stores and more.

In regards to TV and radio advertisements, some awareness and charity campaigns are offered free of charge ads or given special offer as part of the corporation's keenness to support the charitable campaigns.

One of the prominent campaigns supported was the 'Agithw Aarsal' Campaign to aid Syrian refugees in Aarsal.

**Agreements and Participations**  
QMC has several agreements that serve the media sector, including training and development agreements for media students from Qatar University and Northwestern University.

In order to introduce QMC and its channels and radio stations, the corporation took part in several exhibitions.

This was also a way to meet and recruit new graduates with media backgrounds.

Qatar radio has also participated in the annual World Radio Day by covering the themes and topics selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to discuss during the day.

This year, the topics revolved around diversity, gender equality and peace and development through sports coverage in the media.

## Radio Qatar celebrates World Radio Day



Coverage of Sports for Peace and Development Initiatives  
Gender Equality in Sports Broadcasting  
Coverage of Traditional Sports  
Tue, 13. 2. 2018 - 06:30

Radio Qatar, the first and longest running radio station in the country, will be taking part in this year's World Radio Day, also coinciding with Qatar's National Sports Day.

We have prepared a full day program in celebration of this year's World Radio Day. Discussions will include the importance of female representation in sports and sports coverage, and the 2022 World Cup, which will be hosted in Qatar. Coverage will also include different sporting events taking place throughout National Sports Day. President of Qatar's Women's Sports Committee as well as several other radio and sports celebrities have been invited to speak throughout the day.

To hear us live: [www.qatarradio.qa/Live](http://www.qatarradio.qa/Live)



## CSR at Vodafone Qatar



Sheikh Hamad bin Abdullah al Thani, CEO

The true value of a business lies in how it creates economic, environmental and social value.

### Social investment

We believe that the true value of a business lies in how it creates economic, environmental and social value.

We incorporate our core competencies to engage with communities where we live and work.

We hope to deepen personal links, enhance the quality of life in our surroundings and create opportunities for a better future for all people in Qatar.

We focus our investments in three key areas: Digital literacy, Community giving and Youth empowerment.

These investments are regulated through our Charitable Donations Policy, which ensures the majority of our contributions are linked to using communication technology for social welfare, environmental protection or community support.

Our Social Investments Committee assess all requests based on transparent and objective evaluation criteria.

We are very proud of the many achievements realised since Vodafone Qatar's start of operations in 2009 that have benefited a wide segment of society.

We are pleased to share the highlights from 2018.

### Digital literacy AmanTECH

Launched in 2014, AmanTECH, Vodafone Qatar's award winning programme, equips children, parents and teachers with the right tools to navigate the digital world safely.

AmanTECH adopts a three-pronged approach with a focus on Awareness, Education and Technical support.

This entails the AmanTECH website ([www.vodafone.qa/Amantech](http://www.vodafone.qa/Amantech)) - an online source for information and tips for parents and workshops for students and parents.

Endorsed by the Ministry of Transport and Communications, since its launch AmanTECH has engaged more than 50,000 members of the community, with ambitious plans to grow the programme further.

In partnership with the Ministry of Transport and Communications (MOTC) and the Ministry of Education and Higher Education, we conducted online safety workshops at 20 primary schools, benefitting more than 2,000 students.

At the end of each workshop, the pupils completed an electronic survey on their use of technology, games, videos and social media.

### The following resulted:

- 32% of pupils reported that they spend at least 8 hours online per day
- The most popular activity is watching videos (40%), followed by playing games (23%) and social media (21%)
- Most children use Google (42%) and video sites like Youtube (41%) to find videos to watch with age-appropriate video sites like Youtube Kids is uncommon (9%)
- Responses to online bullying were mixed, (31%) would send back mean messages and (14%) would keep quiet about it. (31%) would block the bully and only (21%) would tell a teacher or parent.
- (46%) of children thought their parents were concerned about too much time online.



In October 2018, AmanTECH activities were held to mark World Mental Health Day 2018, which addressed the topic of "Young People and Mental Health in a Changing World" and AmanTECH's community outreach for the year culminated with the annual Al Bawasil camp for children with diabetes.

Since 1999, around 100 children from Qatar and the greater region have visited Al Bawasil to learn to manage the emotional and physical effects of diabetes.

As part of the programme, we conducted a fun and interactive workshop for the children on digital safety.

Last year has amplified our commitment to promote online safety in the community. To start the year, we created an augmented reality (AR) game to help children learn how to protect their personal information on the internet, identify fake messages and prevent cyberbullying through a series of fun interactive activities.

We took this to seven different public parks across the country in February and March as part of the "Fun Days with Qatar e-Nature" series of family entertainment activities, in partnership with the Ministry of Municipality and Environment, Sasol, and ORYX.

### Better Connections

Through the Better Connections Programme, we are providing internet connectivity services and devices in 1,500 labs that will benefit 1.5 million workers in Qatar. The programme began in 2017 in collaboration with the MOTC.





**Giving back to the community  
Vodafone for All**

“Vodafone for All” comes from the company’s belief that there is a corporate responsibility to provide connectivity to all and overcome any accessibility challenges whether technological or economic, especially groups in society such as people with disabilities and retired citizens.

“Vodafone for all” has been set up to support the social inclusion of people with disabilities and retired citizens by giving them the advantage of 50% off on all Red plans and 10% off on selected handsets.

**Employees as a force for good**

We make giving back to the communities where we live and work a priority. By acting together, we believe that we can become a force for good in the world.

This spirit of generosity was on full display this year when employees raised QR 500,000 to build a community centre in Mali with the Qatar Charity, Al Mutanafisooun.

Through our World of Difference programme, we supported 30 employees to conduct charitable work in 2018.

They helped low-income cancer patients to connect with their families, aided Filipino workers with essential food and hygiene supplies and collected toys for orphans.

Once again, employees lined up for our annual blood donation drive held at headquarters.

Donations supported Hamad Medical Corporation’s urgent need for blood, particularly from rare blood groups.

In the philanthropic spirit of the holy month of Ramadan, our employees were quick to volunteer to bring cheer to children being treated at hospitals.

In the beloved tradition of Garangao, they packaged and distributed sweets for children in Hamad Hospital.

Close to Eid, our employees surprised children with disabilities at Rumailah Hospital with gifts.

Globally the 1st of October is annually recognised as the International Day of Older Persons.

To mark the day we held a training workshop for our retail front liners on how to communicate and deal effectively with older customers, that was delivered by the Center for Empowerment and Elderly care (EHSAN).



On another occasion, to mark International Day of Persons with Disabilities that’s globally observed on 3 December, in collaboration with the Shafallah Center for Persons with Disability we held a training workshop for our sales staff on how to communicate and deal effectively with customers with disabilities.

The workshop focused on disability awareness and communicating with customers with disabilities.

It also took into account different types of physical, sensory and learning disabilities to ensure the

highest standards of customer service delivered across the entire customer base.

**Ramadan Shukran**

Vodafone’s Shukran campaign, meaning thank you in Arabic, spread positivity throughout the holy month and encouraged the community to appreciate everything and everyone in their lives.

On top of the volunteering work by our employees in Ramadan, we helped 400 people to call their loved ones back home free with a specially designed Vodafone mobile phone booth.

We also joined hands with the Hifz Al Naema Social Centre to distribute Ramadan food baskets for more than 150 families in need and raise awareness about food waste.

**Red Easy Donations**

We make it easy for customers to give back too. In 2018, we added the Qatar Red Crescent to the list of charities that customers can make automatic monthly contributions to as part of their Red Postpaid plan, where one hundred per cent of each donation given to the organisation, which amounted to QR 310,000 in 2018.





**Youth Empowerment**

Empowering younger generations is one of our top priorities.

Across the company, we are committed to helping the exceptional number of young people in Qatar access skills, learning and employment opportunities.

In addition to actively hiring talented Qatari graduates, we look for meaningful opportunities to engage Qatar's youth including in universities, during special events and on digital channels.

In 2018, we supported three local tech start-ups created by university graduates to present their Apps to a global audience at the Arch Summit 2018 in Luxemburg.

The summit brought together the corporate and start-up world to network, get inspired and collaborate to drive innovation.

Brothers Ibrahim and Essa Al-Khulaifi own newly launched local coffee brand - Empire Coffee.

When we let them run the Vodafone

Café at the Kaffeinated 2.0 coffee festival, they gained vital learning opportunities and brand exposure.

All proceeds from coffee sales went to support the Qatar Red Crescent.

We continued our commitment to support Qatari youth and sponsored the AlMemayazoon event organised by the "Leadership Centre for Consultation and Human Development" which aimed to motivate and encourage Qatari youth to develop their skills.



**Making a difference**

The future is exciting.

**Ready?**

## CSR at Qatar Post



Mr. Faleh Mohammed Al Nuaimi, Chairman and Managing Director

**Towards developing CSR and enhancing its role as part of the national strategies.**

**Qatar Postal Services Company (Q-Post) adopts great deal of CSR activities. The company has supported efforts to control the siege effects by documenting and verifying the violations of international law by the siege countries through international organizations.**

In this regard, Qatar Post contacted the International Bureau of the Universal Postal Union (UPU) and informed it of the violations of the siege countries and asked it to expedite the necessary measures to enforce the UPU Constitution and its conventions, taking into consideration millions of citizens and residents of Qatar who were unfairly targeted by the unfair suspension of postal services.

### **Partnership with Qatar Foundation for Social Action**

Qatar Post has signed an MoU with Qatar Foundation for Social Action to support NGO's working under the umbrella of (QFSW), to develop and activate their role and to develop strategies, policies and programs that contribute to enhance these NGO's so that they achieve their objectives.

The agreement provides multiple services such as international express mail, excellent mail, postal and courier services, correspondence management systems and digital post offices, providing the necessary resources, including solutions and services provided specifically for the (QFSW).

### **CSR Leader Award**

Qatar University honored (Qatar Post) the CSR Leader Award in recognition of its role as the strategic distribution partner within Qatar for the National CSR Report and its participation in Qatar University CSR Exhibition.

Qatar Post won both gold and silver medals at the New York International Film Festival in 2018 for a film titled "beloved Qatar".

### **Recycling**

Qatar Post and Elite Paper Recycling Company signed an agreement for the supply of containers and customs clearance, aiming to encourage a clean and safe environment.



## Encouraging our students . . . The core of our social responsibility



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



**Green Engineering Conference and Exhibition**

Qatar Post participated in the Green Engineering Conference and Exhibition, during which a presentation was conducted about sustainable development and preservation of the environment and the services and practices of Qatar Post in this context as well as the services and its role in helping institutions and individuals to make Qatar greener as per the international specifications and standards.



**World Post Day (Open Day)**

Qatar Post organized an open day for the public and school students to celebrate the World Post Day which falls on the ninth of October of each year and comes under three major subjects supported by the UPU: innovation, integration and integrity.

In line with UPU practices, Qatar Post honored the winners of the international youth letter writing competition.



**Sport Day**

On the occasion of the Sports Day, Qatar Post organized a special event at Aspire Zone, which is indicating that sport in Qatar is a lifestyle.

The group photo of the Qatar Post (family) in front of Aspire Zone revealed the awareness of the company's employees about the importance of spreading a culture of sport for the community, urging everyone to be active throughout the year.



**World Youth Day**

Qatar Post celebrated the World Youth Day as key partners in the change movement and the strategic balance of community development in light of the need to raise awareness of the challenges and problems facing these young men and women around the world.



**Labor Day**

Qatar Post paid tribute to the efforts of the postal operators and couriers on their vital role, contributions and continuous efforts to deliver mail services to all our customers, which makes Q-post an important logistics gateway to the State of Qatar.



**Qatar National Library stamp**

On the occasion of the inauguration of the Qatar National Library, Qatar Post has issued a monumental stamp showing the Library building, which is a beacon for knowledge and heritage preserving the history of Qatar and a landmark for Arabic, Islamic and human history.



**Discounts during the holy month**

Qatar Post launched a package of services for the holy month of Ramadan. The services included a promotional offer for sending of parcels to several countries with discounts up to 50%.



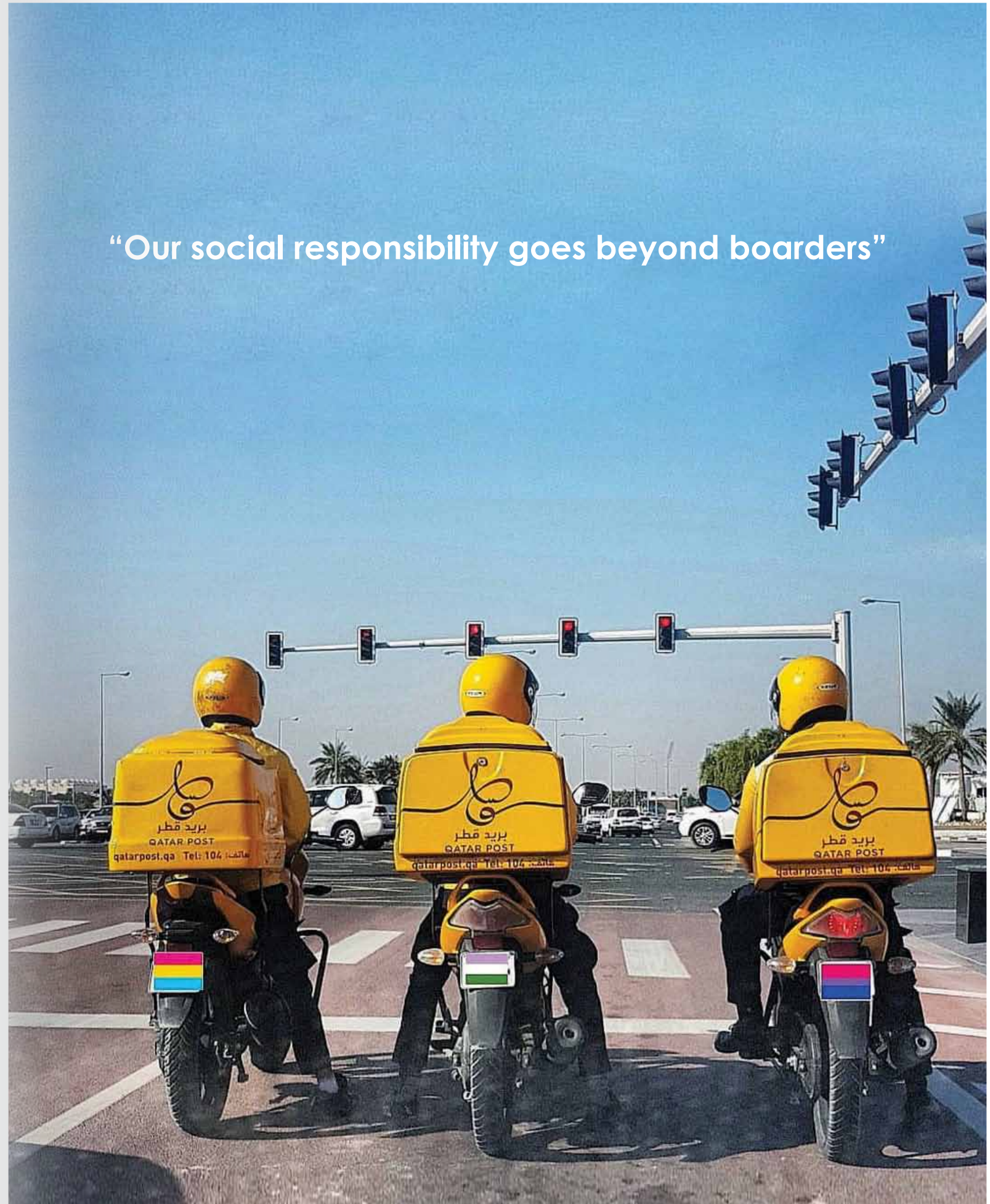
**Ramadan Iftar**

Qatar Post organized for the second year an iftar meal distribution campaign, where bags containing rich meal were prepared and distributed in 5 different locations in Doha.



**The fifth anniversary stamp**

On the occasion of the fifth anniversary of His Highness Sheikh Tamim Bin Hamad Al-Thani's accession of power in the country, Qatar Post issued a series of stamps to commemorate this national occasion.



“Our social responsibility goes beyond borders”

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



المقاصب  
8 فروع



منافذ البيع  
30 فرع



مشروع السودان  
للإنتاج الزراعي والحيواني



مشروع البركية  
للإنتاج الحيواني



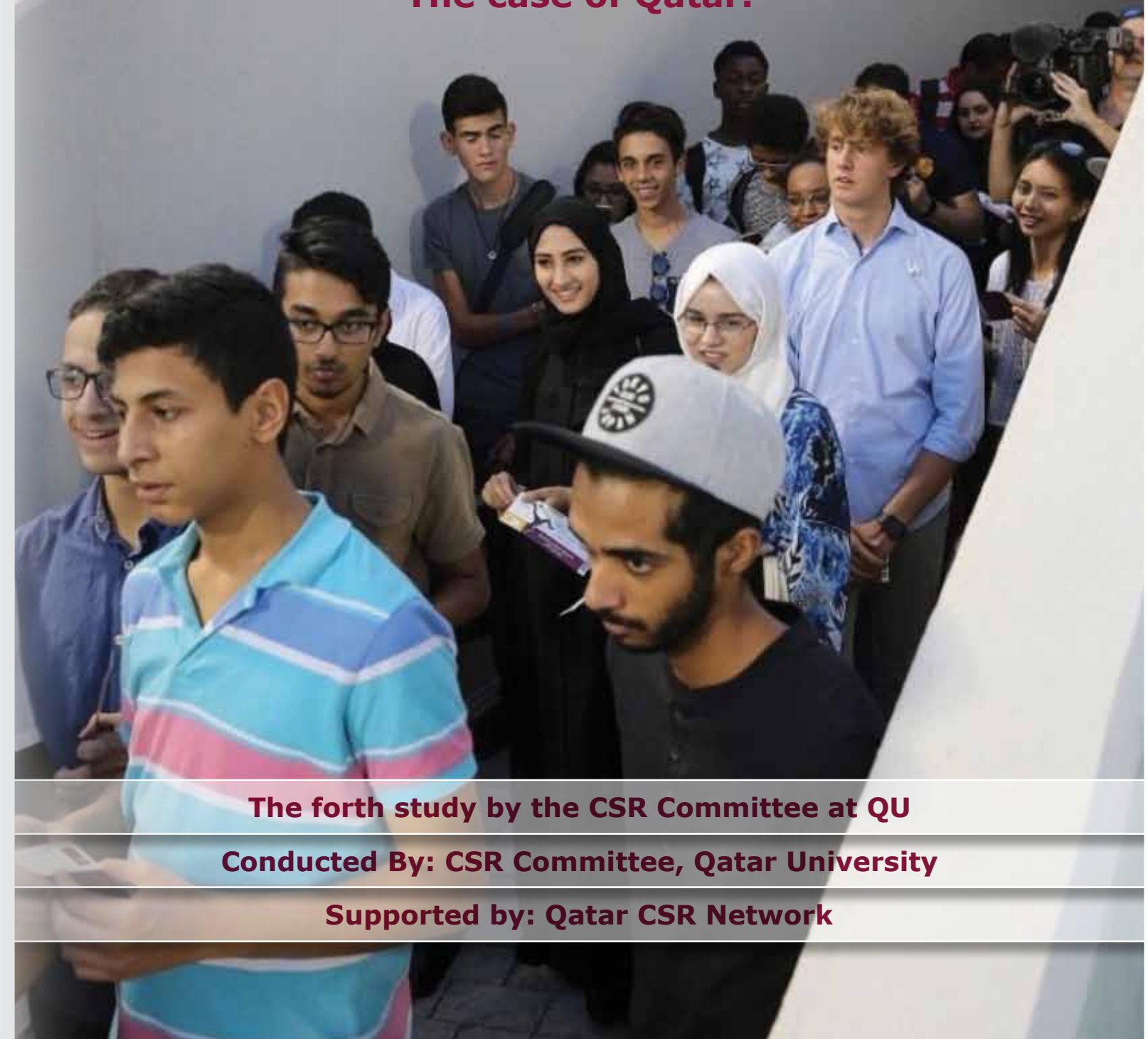
QatarCSR



جامعة قطر  
QATAR UNIVERSITY

Examining Employee`s Participation  
in Corporate volunteering (CV)  
and benefits for companies:

The case of Qatar.



The forth study by the CSR Committee at QU

Conducted By: CSR Committee, Qatar University

Supported by: Qatar CSR Network



## Examining Employee`s Participation in Corporate volunteering (CV) and benefits for companies: The case of Qatar.



Conducted By: **CSR Committee, Qatar University**



Supported By: **Qatar CSR Network**

### Abstract

**Purpose:** The purpose of this paper is to examine how well integrated is corporate volunteering (CV) activities in Qatari companies as well as the benefits of such programs for employees and companies.

More specifically, the objectives of the study are to identify to what extent Qatari companies adopt CV programs and the level of employees' engagement in CV activities as well as any visible key features and the benefits of CV activities implemented in the Qatari organizations.

### Design/methodology/approach:

The data were collected from 179 employee volunteers representing various industries. A two-stage method was used to collect the data.

Descriptive analysis was conducted as well as correlation analysis.

**Findings:** Results indicated that majority of companies adopt corporate volunteering activities across the different sectors and employees participate in CV activities from a medium to high level.

Enhanced teamwork capabilities and company reputation were the top two benefits for corporate volunteering and alignment of CV with the corporate culture is the most important independent variable with a strong significant positive relationship with employee participation in CV and benefits to companies.

**Research implications:** Results suggest that employee participation

in volunteering is related to the level of strategic integration of CV in companies. Managers in Qatari companies need to consider CV as a more institutionalized practice. Future research can also focus on examining the link between CV and long-term financial performance.

**Originality/value:** This study findings indicate that proper planning and communication of volunteering programs are important for the better employee participation.

This is in addition to being a pioneer study that examines corporate volunteering in a non-western context.

**Keywords:** Corporate volunteering, Employee participation, corporate culture, benefits of CV.

### Introduction

Corporate volunteering (CV) entails the scenario wherein employees undertake voluntary social activities.

It can be defined as an act of giving employees time, knowledge or skill as part of community service, or social responsibility activities that are sponsored by the company without any additional compensation (Sekar & Dyaram, 2017, p. 662).

The activities are community based and charitable in nature (Optimy. 2017).

This volunteering form becomes part of the CSR policy of the company.

Companies have chosen to invest their resources and time in the development of workplace environments where every person can put in their contribution on the things that really matter (Optimy. 2017).

Over time, the concept of volunteering broadened detailing the program of volunteering as a means of strengthening the relationship between the company and its employees.

Companies usually provide its employees support for volunteering activities.

One of the examples is Deloitte, a consulting firm that operates in close to every other Nation of the world.

The company has an elaborate CSR tradition. For volunteering, the company offers its employees about 48 hours per annum on payroll for them to engage in volunteer services in a given association (Optimy. 2017).

They also give them incentives to help them take part in several fundraising initiatives. Companies vary in their CV programs in areas like education, environment, health, and services for senior citizens.

### Importance of Study

Corporate volunteering is an essential part in any progressive corporation because it helps employees, the company, and the community benefit from mutually beneficial initiatives.

Donated products and monetary services will often have a fundamental

impact if the purpose for which such resources are channeled is progressive.

Programs in corporate volunteering often have greater lasting value.

This is because it all boils down to the engagement of employees.

With CV, younger employees will be hired and the visibility of the company in the community will grow (FrontStream. 2013).

CV helps improve the engagement levels of employees (Graffer, 2011).

Companies that engage more in the promotion of volunteer programs in the community have better employee satisfaction, better morale and hence better profitability and productivity.

This is only a summary of the extent to which CV programs can impact the company.

This research investigates the level of employees participation in CV activities in Qatari companies.



## Literature Review

Benabou and Tirole (2010) noted that corporate and individual social responsibility is an alternative answer to the distributive and market failures, which have become quite pronounced. The two researchers, Benabou and Tirole (2010), elaborate on the place of corporate volunteering in helping institutions build a reputation and

become more visible in the local and international community.

In addition, do Paço and Cláudia Nave (2013) examine the motivations that help employees become amicable in their participation in corporate volunteering activities that companies promote.

The researchers do Paço and Cláudia Nave (2013), also evaluate the happiness and satisfaction level with volunteering activities.



## Corporate volunteering and its benefits/values to the company/society

In a recent research conducted by the Realized Worth institution companies that had employees who were more engaged in CV had their levels of profitability grow by around 16% and their productivity levels were 18 per cent more than for other companies (FrontStream. 2013).

This research also showed that customer loyalty for companies with CV was 12 per cent higher while the quality of their products grew by about 60 per cent.

For the companies that do not embrace corporate volunteering they suffer immense losses. Their employees are disengaged therefore leading to approx. \$350 billion in annual losses according to the 2002 poll conducted by Gallup (FrontStream. 2013).

For companies that value CV they also are inclined to hire more young employees. Millennia's who are clearing collage over the past several years and the subsequent generations are committed to make a difference in the world.

This is what motivates these young people to sacrifice close to 14.4% of the salaries they earn to work in companies that are socially responsible (FrontStream. 2013).

This is quite different from the old model where the only things that mattered were benefits and competitive wages.

These are the only things employees considered in a potential employment opportunity especially so under circumstances where some types of people or skills were highly in demand (FrontStream. 2013).

For millennial, the landscape of their career is quite different. This is why they wish to work for the companies that will guide their values and support the causes that they are more agreeable with.

With CV there is also increased corporate visibility. Giving is not a sign that there are clear financial inducements for the company.

Skillfully promoted and established volunteer programs will boost the visibility of the company inside the community (Benabou & Tirole, 2010).

This will boost the reputation of the company in the eyes of the public and help maintain a reputation for the company in the midst of challenges (FrontStream. 2013).

The media may be slow to cover announcements that are business related or any accomplishments by any local company. With CV, there will always be something good to report about the company (Graffer, 2011).

Other important benefits of CV include encouraging teamwork, employee development, improved communication, provision of the main topic in retention of content for the corporation, and improved retention of employees (Graffer, 2011).

Peterson (2003) conducted a survey investigating the supposed benefits of corporate volunteering. The researcher found out that employees perceived volunteering as an effective way of enhancing and developing various skills that are related to the job.

This was in fact true for women employees and those employees who were involved in formal volunteering programs (Peterson, 2003).

The survey outcomes also showed that commitment to the organization was better for volunteers who came from companies that have corporate volunteering in comparison to the companies that do not have volunteer programs.

The survey outcomes also indicated that satisfaction at work was linked to volunteerism for women employees as opposed to male employees (Peterson, 2003).

Basil et al. (2009) also alludes to the fact that volunteerism has substantial benefits for the employees, society, and the companies. Volunteerism according to Basil et al.

(2009) helps companies achieve corporate CSR expectations.

Sanchez-Hernandez and Gallardo-Vázquez (2013) found that the modern business environment in Spain has incorporated volunteerism as a fundamental part of their CSR strategy for the purpose of remaining committed to their social responsibility objectives and behavior.



**Application degree of volunteering concept in Qatari Companies**

Employee supported volunteering (ESV) provides the employees volunteer opportunities with assistance from the employer (Doing Good Leads, n.d.).

This might take the state of team or individual volunteering or some arrangements involving community partners.

Employee supported volunteering (ESV) offers actual benefits to the employer, the community and volunteers in the organizations that are supported.

Through solving local issues, the employer is able to benefit individually and through the community in which they are operating.

Injaz Qatar, for example, has collaborated with local communities, educators, and corporate volunteers for the purpose of inspiring and preparing the young generation to have an impact in the worldwide economy.

INJAZ Qatar has membership in the JA worldwide (Injaz Qatar, 2018).

This is the largest global organization that has dedicated itself to the education of students about

entrepreneurship, financial literacy, and workforce readiness through hands-on and experiential programs. There are many companies in Qatar that have formed similar CV policies for the good of young people and the communities.

Although most of the volunteering concepts are just beginning to be seriously considered as part of the CSR policies of most companies the little impact that the few companies engaged in CV has inspired more companies to join in.

**Characteristics of CV Activities**

As discussed earlier corporate volunteering has visible benefits to a company. Companies that engage more in the promotion of volunteer programs in the community have better employee satisfaction, better morale and hence better profitability and productivity (FrontStream, 2013).

Overall, integrating CV into the overall corporate goals is a crucial point in becoming aware of its benefits to the company (Herzig, 2006). Accordingly, Qatari companies should embrace CV as part of their CSR policies.

It can help boost the outlook of the company and become a strong marketing tool in many ways than the media can ever achieve for the company.

Moreover, with CV, the millennial generation and subsequent generations will get hooked and enjoy working with the companies that promote CV.

Another organizational effort that can influence the adoption of appropriate CV activities relates to the company culture.

In particular, organizational values should strengthen their implementation of CV activities.

The level of congruence with organizational culture is important in creating CV programs that reinforces its results (Feldman & NG, 2008).

The last organizational characteristic that encourages CV activities within the company relates to how well CV activities are communicated to different stakeholders, particularly to its employees (Srinivasan & Dyaram, 2017).

When the company communicates its CV agenda and activities to its employees, this can impact their decision to be involved in CV activities.

Given the above, the following conceptual framework has been proposed and it is illustrated in figure 1.

**Methodology Research Objectives**

This study aims to identify to what extent Qatari companies adopt CV programs and the level of employees' engagement in these activities.

In addition, the study set out to identify any visible benefits of CV activities implemented in the Qatari organizations.

Particularly, the study sought to focus on the following objectives:

1. To determine whether corporate volunteering is adopted in the Qatari's companies and the level of participation of employees in CV activities.
2. To examine the key features of CV activities that can enhance employees' participation in these activities particularly, how well CV is incorporated in the planning, how well they are aligned with the company culture, and whether CV activities are well communicated to key stakeholders.

3. To identify the perceived benefits for the company to engage in CV.

**Sampling and Data Collection**

For the current study, firms were selected on the basis of two criteria.

First, companies that engage vigorously in CSR initiatives are considered.

Hence, firms that are listed in the Qatar CSR index as well as companies that are members in Qatar Green Building Council (QGBC) which is a non-profit and membership-driven organization rallying and involving all sectors, stakeholders and the community in supporting the green cause and encouraging them to undertake projects and activities that advance the sustainable development in Qatar.

The second criterion concerns the diversity of industries.

This study comprises a variety of industries in order to provide overall insights about corporate volunteering programs within the Qatari context.

Accordingly, a convenience sampling technique was utilized to include employees from a variety of sectors in Qatar.

A total of 179 responses were collected, and 149 were used for the analysis after cleaning the data from invalid responses.

A questionnaire was developed and pre-tested in order to gather data from the targeted respondents.

A two-stage data collection method was adopted.

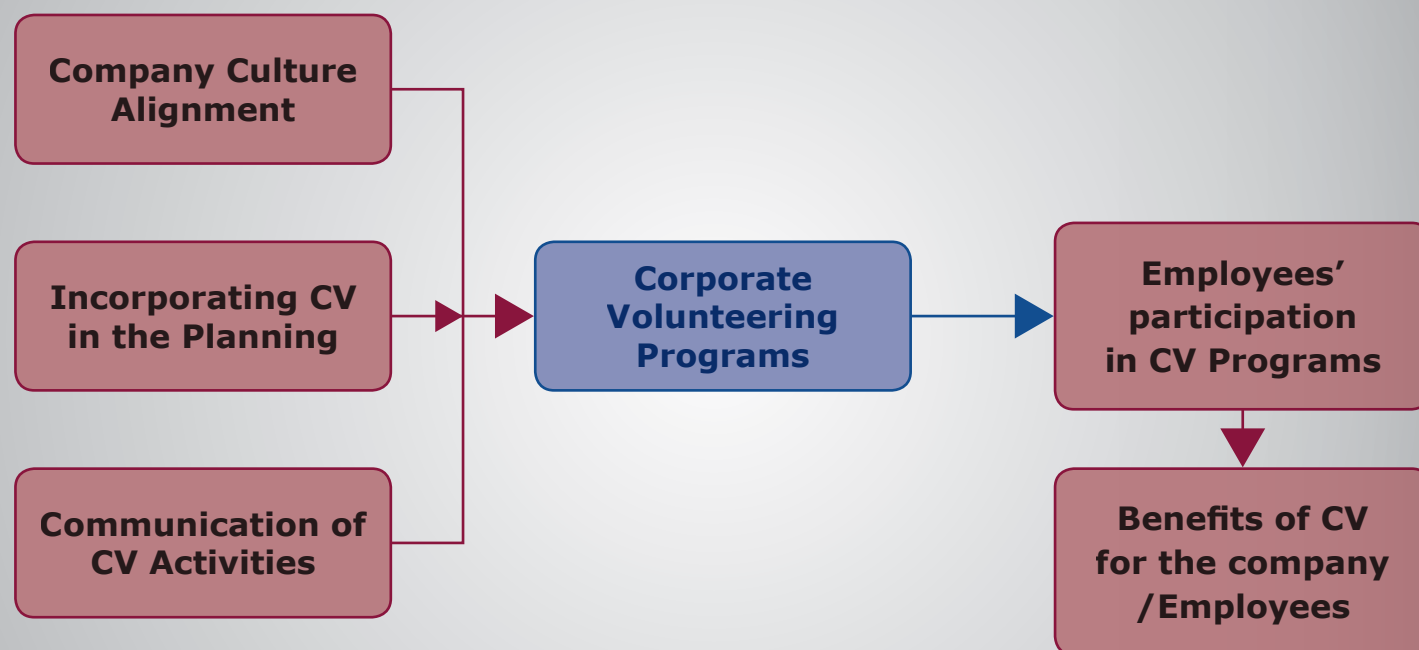
Companies were initially contacted via telephone by a trained research assistant to request their consent to participate in the study, and to verify key informants for this study.

The questionnaire targeted employees who work in the participated companies.

The questionnaire link was then sent to them via email.

To follow-up with respondents, they were contacted again via a telephone.

**Figure 1: The Conceptual Framework**



**Measures**

**Adoption of CV programs:** respondents were asked whether their employer adopt a corporate volunteering program (Yes/No question was used).

**Level of participation:** respondents were asked of whether they have participated in any CV programs before (Yes/No question) and of their level of participation in the last 12 months.

**Potential Benefits of CV programs:** six items were adopted from previous literature (Herzig, 2006) and were used to measure potential benefits of CV programs for the company.

In particular, a five-item Likert scale (1 = strongly disagree to 5 = strongly agree) was used to measure the perceived benefits of CV programs. Items can be seen in Table 1.

**Incorporating CV in the planning process:** two items were used to measure the level of integration for CV in the company`s planning.

Items were taken from previous literature (Sekar & Dyaram, 2017) and 5-Likert scale was used (1 = strongly disagree, 5 = strongly agree).

**Communicating CV Activities:** three items were used to measure the level of communicating CV activities to different stakeholders.

Items were adopted from previous study (Sekar & Dyaram, 2017) and 5-Likert scale was used.

**Alignment with the Company Culture:** three items were used to measure the extent to which CV activities are aligned with the company culture.

Items were adopted from previous work (Sekar & Dyaram, 2017) and 5-Likert scale was used.



**Findings and Analysis**

As shown in Figure 1, the study includes employees working in companies from a variety of sectors.

Majority of the sample (22%) are working in the building and construction sector, followed by the utility and services industry (17%), and 14% from the Transportation sector.

Furthermore, about 87.2% of participants hold a university degree and 47% mentioned that they have been working in the current company for at least 5 years.

**Figure (1): Distribution of responses by sector**

About 60% of respondents were male and the majority (about 46%) are in the age between 25 and 34 years old.

34.2% of participants are Qataris while 56.8% are Non-Qataris from a variety of nationalities.

**CV adoption in Qatari Companies**

When being asked whether their companies adopt corporate volunteering program, majority (64%) said yes, while 36% answered "No".

This indicates that corporate volunteering is no longer an unknown management practice in the Qatari companies.

**Figure (2): Application of CV in the Qatari Companies**

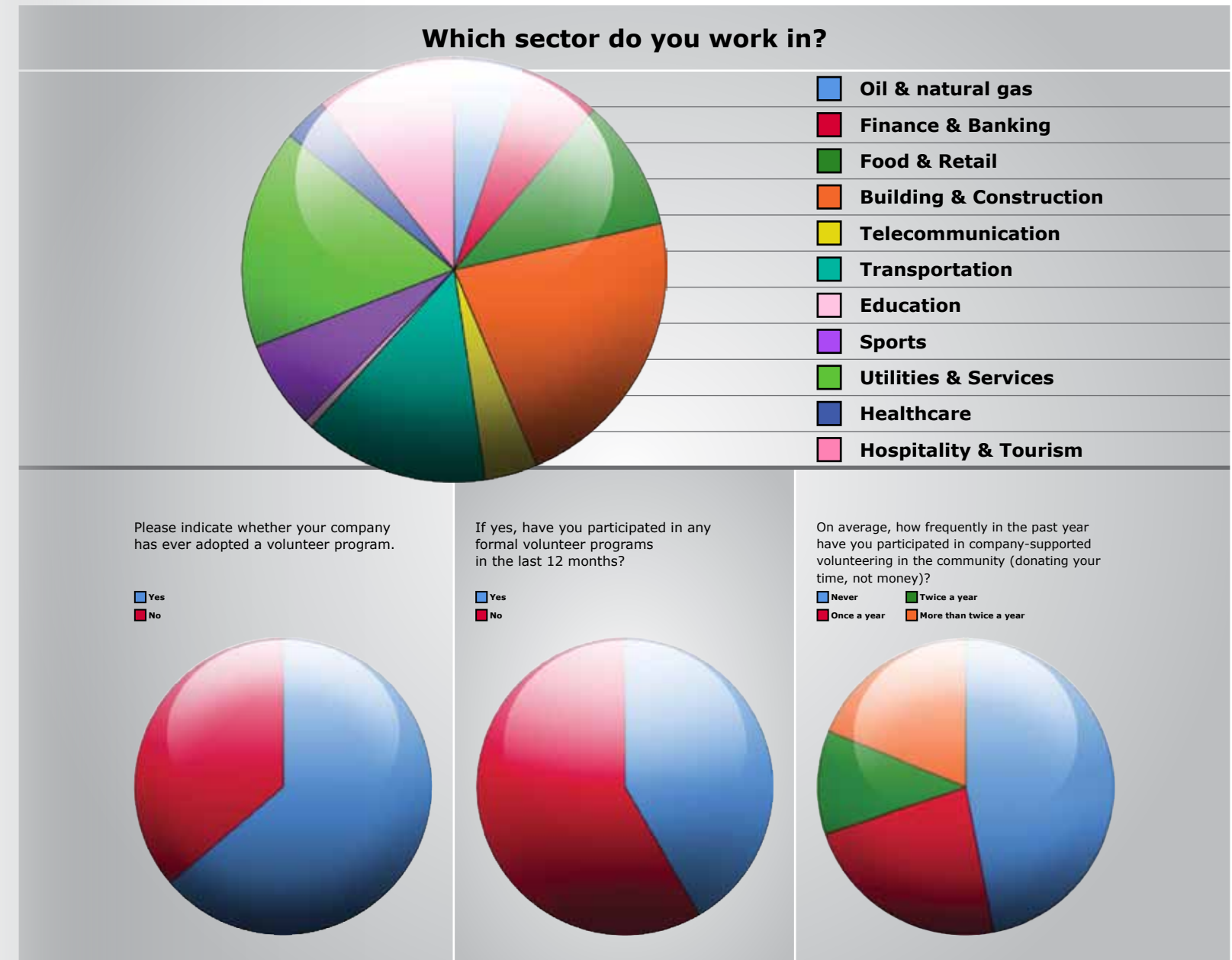
Participants were asked to indicate their level of participation in CV programs. The results are shown in figure 3.

First, 41% indicated that they participated in corporate volunteering (by donating their time) in the last 12 months, while 59% did not participate.

Second, participants were asked to mention how frequently they have participated in CV activities in the last 12 months.

23% said they participated in CV activities once a year, 11% participated twice a year, 18% participated more than twice a year, and 47% have never participated in the last 12 months.

**Figure (3): Level of Participation in CV Activities**



**Perceived Benefits of CV Activities**

This question have asked respondents to indicate which benefits they expected from the application of different CV activities.

Table 1 indicates that the majority agree that "enhancement of teamwork capability" is the most important benefit (Mean = 4.36), followed by "Enhanced corporate reputation" (Mean = 4.31), then "Greater social visibility" (Mean = 4.27), then "Improved employees working environment" and "Strengthening of current employees motivation" with an equal mean (Mean = 4.17), and "Support in Human resource development" (Mean = 4.06).

**Alignment with the Company Culture**

The results show that CV activities adopted in the Qatari companies are aligned with the culture of the company to a high level.

Particularly, CV activities are aligned with the organizational culture (Mean = 4.03), and are shown to be relevant to it (Mean = 4.04).

Additionally, respondents agree that CV activities reflect the company CSR philosophy (Mean = 4.02).

**Incorporating CV in the planning**

The following question asked respondents their level of agreement of whether they believe their companies incorporate CV in the planning process.

As can be seen in Table (2), the results have shown that Qatari companies incorporate CV programs in the planning to a moderate level by understanding the different needs of their stakeholders (Mean = 3.97) and considering their needs in the formulation of CV activities (Mean = 3.93).

**Communicating CV Activities**

Table 4 indicates that information about CV activities are updated mainly through emails (Mean= 3.90) and notice board displays (Mean = 3.66).

Also, there is a moderate agreement that Qatari companies publishes its performance information about CV activities (Mean = 3.87).

Finally, correlation analysis was carried out in order to check the association between the study variables.

As can be seen from Table (5), there is a significant positive relationship between the study variables, particularly between three independent variables (alignment of CV activities with the company culture, incorporating CV with planning, & Communicating CV activities) and the perceived benefits of CV activities.

This indicates that the more the company emphasize the adoption of CV activities that are consistent with the company culture, includes them in the company planning (strongest relationship) , and are well communicated to stakeholders, the more benefits the company can gain from CV adoption.

**Table (1): Benefits of Corporate Volunteering**

Benefits	Mean	Std. Deviation
Greater social visibility	4.27	.859
Enhanced corporate reputation for the firm	4.31	.885
Improved employees working environment	4.17	.968
Strengthening of current employees' motivation	4.17	.950
Support in Human resource development	4.06	1.035
Enhancement of teamwork capability	<b>4.36</b>	.848

**Table (2): CV Alignment with Company Culture**

Statement	Mean	Std. Deviation
Our corporate volunteering activities are in alignment with our organizational culture	4.03	.813
Our corporate volunteering activities are relevant to our organizational culture	4.04	.821
Our corporate volunteering activities reflect our organizational CSR philosophy.	4.02	.866

**Table (3): Incorporating CV in Planning**

Statement	Mean	Std. Deviation
Our organization tries to understand our stakeholder's needs to plan corporate volunteering activities.	3.97	.940
Our organization considers our stakeholder's requirements in the formulation of corporate volunteering activities.	3.93	.905

**Table (4): Communicating CV Activities**

Statement	Mean	Std. Deviation
Our organization updates us about its corporate volunteering activities through regular e-mails.	3.90	1.032
Our organization informs us about its corporate volunteering activities through notice board displays.	3.66	1.196
Our company publishes the performance of corporate volunteering activities.	3.87	1.044

**Table (5): Correlations Among Variables**

	(1)	(2)	(3)	(4)	(5)
(1) Alignment with Culture	0	-	-	-	-
(2) Incorporation with Planning	.78**	0	-	-	-
(3) Communicating CV Activities	.654**	.838**	0	-	-
(4) Benefits of CV	.368**	.400**	.290**	0	-
(5) Sector	.016	-.019	-.010	.150	0

Notes: N = 149, \*\*P < 0.05.



### Discussion and Recommendations

This study has set out to examine employees' participation in corporate volunteering in the Qatari companies.

First, the study has shown that CV activities are adopted in the Qatari companies to a good level and employees are involved in these activities and participate to a moderate level.

Corporate volunteering activities are widespread in all Qatari sectors and is consistent with the wide concept of sustainability that is an important pillar of Qatar's national vision 2030.

This indicates that CV activities are no longer an unknown practice in the Qatari companies.

Qatari companies are still required to embrace CV activities and to make it a more institutionalized practice.

Considering the Qatari companies that have already applied CV activities, the many benefits of these activities to the company are apparent.

Employees in the Qatari companies realize the direct benefit of CV activities.

Some of the most important corporate benefits are enhancement of

teamwork capability, the enhanced corporate reputation, and greater social visibility.

Qatari companies may need to evaluate the long-term financial benefits of adopting CV activities (Herzig, 2006).

From an academic perspective, this study has contributed to the existing literature related to corporate volunteering through including a variety of independent variables in one study and measures not just the adoption of corporate volunteering activities, but also the perceived benefits for employees and companies.

Although literature highlights the importance of understanding employee motivation for successful CV programs, this study findings indicate that proper planning and communication of volunteering programs are important for the better employee participation.

(Srinivasan & Dyaram, 2017). This is in addition to being a pioneer study that examines corporate volunteering in a non-western context.

The results of the study have shown a set of important features for adopting CV activities. Particularly, the mean score of aligning CV with the company culture is found to be high.

In addition, results show support for how CV activities are communicated and how well they are planned to enhance employees' participation in CV activities.

Overall, this indicates that proper design of CV activities is essential and can influence employees' engagement in CV as well as benefits for companies.

The likelihood of employee participation in volunteering activities is more when activities are well aligned in the planning process and corporate culture of companies, thus, this stresses on the importance of strategic integration of the corporate volunteering concept in companies to ensure a wider engagement of employees in such activities.

Top management in companies across the different sectors should be aware of this influence and ensure proper alignment of volunteering activities from top to bottom.

Organizations should also consider awarding employees towards their contribution in voluntary activities to motivate other employees to participate.

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## Ashghals' Social Responsibility



Dr. Eng. Saad bin Ahmad Al Muhannadi, President

**Model planning to avoid the Blockade and achieve self-sufficiency.**

**The National Program for Social Responsibility and Community Service in Qatar for the Public Works Authority 'Ashghal' represents the Authority's role in achieving the goals of the Qatar National Vision 2030 and meeting the requirements of the 2022 World Cup and contributing to enhancing the country's urban development through building facilities for the most important sectors in the country such as health and education.**

Social responsibility in its collaboration with many governmental, private and academic entities has emerged as a key pillar of Ashghal in its success.

Ashghal's social responsibility initiatives have diversified into model plans to avoid the effects of the blockade and achieve self-sufficiency in various areas, which can be monitored in the following report:

### Recycling

Ashghal has organized the fourth road workshop titled Recycling in Road Projects, where Ashghal has launched an initiative to use recycled materials in Ashghals projects in line with Qatar National Vision 2030 and to use them in the implementation of the Authority's project, which helps contribute to the direct reduction in the cost of construction materials from rubble and bitumen, up to 17%, without the cost of indirect costs such as import, transport and other costs.

Where 60 million tons of excavation waste used in layers of dirt basis in some road projects according to best practices in pavement, which contributes to raising the quality of road projects and achieve their sustainability.

### Ta'heel Initiative

Ashghal has been collaborating with Qatar Development bank since

launching the Ta'heel initiative to increase Qatari manufacturers and local manufactured material, particularly for infrastructure projects.

It also aims to encouraging new national investors to invest in the establishment of new factories that contribute to the requirements of Qatar projects that Ashghal and other bodies are working on.

In collaboration with Ashghal, the bank is supporting Qatari manufacturers through Ta'heel initiative to reach the required level of entry into the authority's list of accredited suppliers in recognition of their efforts to contribute to supporting entrepreneurs and SMEs in Qatar by launching several institutional initiatives to support Qatari manufacturers and small contractors.



### Community Engagement

As part of the Public Works Authority 'Ashghal' efforts to support the academic and professional process of the students implemented through the community engagement, Ashghal organized a field visit to the project of the Doha North Sewage Treatment Plant, which was invited by a number of students of the Lycee Bonaparte School.

The students were taken on a field trip to the work site of the Doha North Sewage Treatment Plant, where the project engineers explained the work being carried out at the project site on the ground.



### Ashghal in the Eyes of our Children

Ashghal has organized visits to a number of schools and institutions from different age groups to the authority's headquarters and projects to complement its efforts to enhance communication between the authority and the young generation who represent an important segment of society and to encourage their concerns and awareness of their fundamental role in the development of the country. The students' visit coincides with the start of the "Ashghal in the Eyes of Our Children" initiative, which aims to enhance the future generation's awareness for Ashghal achievements and role of the community engagement.



### The Elderly

Ashghal has cooperated with Qatar Charity to distribute gifts for the Elderly on the occasion of Eid Al-Adha during Ashghal's visit to the Center for Empowerment and Care of the Elderly "Ehsan".

This initiative is part of a series of public and humanitarian responsibility initiatives carried out by the authority, which aims to respond to the well-known members of society in all its categories.

On the National Day, Ashghal called on to participate with the Elderly and praised the visit that was warmly welcomed by Ashghals' village.



### Qatar University Health Centre

Ashghal has taken into consideration the accessibility: signage messaging with illustrations and Braille writing, comfortable toilets, wide walkways for easy movement, auto-doors, and reception desks with convenient height.

### 5/6 Interchange Postage Stamp

Ashghal launched the 5/6 Interchange postage stamp in cooperation with Qatar Post.



### Design for Change

Ashghal held the Internal Exhibition for Scientific Research which was organized by Al Khansaa Primary School for Girls under the slogan (Design for a change) through the technical support for some researches proposed by the school, enabling the students to conduct some of the experiments in Ashghals centre for research and development).

During the exhibition, the department also provided the exhibition with number of mobile laboratories including Environment and Materials Research Laboratories.



### Al Shabhana Environmental Association

The Public Works Authority signed MoC with Al Shabhana Environmental Association, which aims to contribute to protecting the plants and the Qatari Environment in general. The areas of cooperation include the conservation of wild trees, including the Qatari National Tree. This will be achieved through the cooperation between the two parties to study the environmental impact of the projects carried out by Ashghal, and to benefit from the experience of Al Shabhana Association in the field of environment and environmental impact assessment of project areas where there are existing wild trees. This is in addition to the cooperation in raising the awareness of the community on the importance of maintaining wild road, and reducing the blocking of flood streams.



### Pavement Preservation and Recycling

Ashghal has signed three MoU with different international institutes. Signing the first MoU with "ANAS" for opening the E-library onh Ashghals web portal to offer electronic books in the fields of civil engineering and technical tests, as for the second MoU signed with the International Roads Federation (IRF)



in Geneva, for cooperation in the field of construction recycling.

IRF is considered as pioneer in measuring the environmental impact of road recycling.

A third MoU signed with VINCI Construction Grands Projects to cooperate in the field of recycling of construction materials.



### Small-Scale Contractors

Ashghal organized a meeting with small-scale contracting companies to introduce details of tenders for new roads improvement projects. This meeting comes as part of the "T'heel initiative", launched by Ashghal in an aim to provide the opportunity for local investors in the contracting industry to execute small projects that qualify them to work on the country's strategic projects in the future.

CSR at Qatari Diar



Our priorities align with QNV 2030

Eng. Abdullah bin Hamad Al Attiyah, CEO

Qatari Diar has an advanced CSR program represents the company's achievements in fulfilling Qatar's inspiring vision of building a beautiful environment and new sustainable communities that capture the viewer's hearts all-over the world.

The environment

Qatari Diar celebrated Earth Day in a unique way. Our employees planted seedlings and shrubs in the Qatari Diar HQ garden.

We consider Earth Day an important occasion to promote a green culture that preserves the environment and promotes the concepts of sustainability among the company employees.

Qatari Diar adopts these concepts in all its projects in Qatar and around the world.

Blood donation campaign

In an effort to support our CSR program, Qatari Diar Real Estate Investment Company organized a one day blood donation campaign at the Qatari Diar HQ in cooperation with the Blood Donation Unit of Hamad Medical Corporation.

The National day

As part of its celebration of the National Day, Qatari Diar confirmed its appreciation for the role of its workers in the great achievements that contributed to the national development process and played a huge role in building the future of Qatar. This came during a ceremony held by Qatari Diar, where a large number of construction workers representing different nationalities were hosted to increase awareness of the company's vision and CSR role in the country and its advanced policy for health and safety of the workers.

Quit Smoking Lecture

Qatari Diar held a lecture on the dangers of smoking to help smokers quit and be aware of the health, psychological and social disadvantages of smoking.

Health care is one of Qatari Diar priorities that is in line with QNV 2030 towards achieving a healthy society in the State of Qatar.

The company's high performance in its projects locally and internationally is accompanied by a healthy lifestyle for its employees within their working environment or outside.

World Autism Day

Believing that CSR is a core corporate culture, on April 2, Qatari Diar participated in the World Autism Day by lighting all Lusail bridges in blue.

National Sports Day

Qatari Diar organized an open festival to mark the National sports day.

The festival was attended by senior Qatari Diar staff with family members and their children to enjoy the recreational areas allocated to them that suits all ages.

International Product Exhibition and Conference

Qatari Diar participated in the International Product Exhibition and Conference (IPEC), which was held under the patronage of HH Sheikh Abdullah bin Nasser bin Khalifa Al Thani, Prime Minister and Interior Minister, with the participation of politicians, businessmen, and government officials from all over the Middle East and North Africa.



Our participation in the World Autism Day ... Part of our CSR culture



www.qataridiar.com





### Sustainability Summit

Qatari Diar sponsored the Sustainability Summit, organized in collaboration with the Gulf Organisation for Research and Development (GORD) and the Supreme Committee for Delivery and Legacy, in line with the government's interest in applying sustainability standards and solutions in Qatar.

The Sustainability Summit is an important platform for all those interested in a sustainable urban environment that considers environmental and health standards for the benefit of the current and future generations. This is in line with the QNV 2030, which aims to achieve human, social, economic and environmental development of the Qatari society. The Summit was distinguished by the diversity and richness of its discussions held by important sustainability experts from international organizations and governmental and private institutions, who exchanged ideas, visions and best practices in the field of sustainable buildings and shared the latest solutions to overcome climate change.

### Breast Cancer Awareness

Qatari Diar organized a workshop for its female employees to raise awareness about breast cancer as a sensitive issue affecting many families in the community, the region, and the world. The workshop was attended by a large number of female employees of Qatari Diar Group and its subsidiaries as well as the contracting

companies, where they learned ways to prevent and combat this serious disease as well as how to support breast cancer patients or those who have recovered from it.

The workshop was a necessary step towards reaching out to women in the company and the community, to raise awareness among women about breast cancer and proved our strong commitment and responsibility towards our employees, their families, and the community as well.

### Student Leadership Conference (Taqadam)

Qatari Diar sponsored the Student Leadership Conference (Taqadam), organized by Qatar University under the patronage of HE Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, to provide students with leadership skills which prepares them for success in their life and career. The conference provided communication opportunities with students from different universities and colleges in Qatar, GCC and Arab countries, as well as promote dialogue on the importance of developing leadership skills amongst students and presenting successful experiences.

The conference is the first of its kind in Qatar, bringing together students from all universities to focus on the importance of building leadership skills in students and its positive impact on the society. The company sponsored the conference as part of its rich CSR record.

### Qatar Charity receives Electronic devices from Qatari Diar

Qatar Charity received a generous donation from Qatari Diar that consists of computers, mobiles, telephones and printers to be distributed to its beneficiaries inside Qatar, as a part of the corporate social responsibility and the long-term relations between the two parties.

This donation is a part of a long-term partnership between Qatari Diar and the civil society organization in Qatar that develops various development projects among the Qatari society.

### Community development

The initiative of donating these electronic devices from Qatari Diar for the targeted segments to empower them with the basic computer knowledge, specially that this knowledge is a core important element for job recruitments in any field.

In addition, Qatar Charity will deliver the devices to its beneficiaries and are in need to strengthen their skills, develop their capabilities to compete in the labor market, and improve their economic and living conditions.

Qatari Diar, trusts that these devices will be delivered to the right beneficiaries through Qatar charity, believing in the type of cooperation between the corporates and the civil society organization which will have a strong impact on developing the community.

## We are proud to sponsor Qatar Student Leadership Conference



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

## CSR at Qatar Electricity & Water Co.



Mr. Fahad bin Hamad Al Mohannadi, MD and GM

We believe that there is a solid connection between the company's successful business and its social responsibility.

**CSR is on the top of the values' list of Qatar Electricity and Water Company. That is evident in its safe working environment, quality living conditions of its employees, and maintaining the environment in which it operates.**

Qatar Electricity and Water Company is committed to its responsibility towards the citizens of Qatar and believes that there is a strong relation between the company's successful business and its social responsibility.

In the same context, QEWCO signed an agreement with the Ministry of interior as a main sponsor for the Anti-drugs project for a period of five years with a support amount of 5 million QR.

The company also provides support and donation to many health, educational, cultural, artistic, social, humanitarian, sports and environmental centers and institutions, as well as sponsoring some scientific and intellectual conferences and seminars aimed at serving and

developing civil society organizations in their various activities and objectives.

### Solar energy

QEWCO is contributing to Qatar's plan to produce solar energy. The first phase will target about 8% of Qatar's total electricity production in 2021 through a solar energy power plant project with a production capacity of 700 megawatts.

The project represents an important step in diversifying Qatar's power generation and increasing reliance on renewable energy sources.

The plan is part of QNV 2030, which aims to develop renewable energy sources using the latest environment-friendly technologies.

The company believes in the importance of increasing electricity production from external solar energy and to achieve good return on investment in the long term as the technology available in this sector is now available at reasonable prices.

### Supporting human development

QEWCO sponsored the first summer program organized by Umm Al-Houl Power Station. The program provides training courses and various activities that attracted 23 young men and 19 young women, in the presence of their parents.

Each student received 3 certificates from different courses. QEWCO is proud of the successful output of the program due to the efforts exerted in the organization of these CSR activities to raise the awareness of the promising young generation of Qatar and introduce them to the large and global projects being implemented in Qatar.

The company supports programs that serve the human development, which is one of the important pillars of the QNV 2030. QEWCO also contributes effectively to raise awareness of the new generation and in raising awareness concerning health issues of the new generation and introduce them to the most important health practices not only in schools but in various fields.



www.qewc.com



**Partnership with Qatar University**

Qatar University and the QEWC signed a cooperation agreement which included the establishment of a quality calibration and sea water desalination unit under the Advanced Materials Center of QU. The terms of the agreement included financing from QEWC to establish a quality calibration and desalination unit for three years.

The agreement also stipulates that the Center will conduct research on pre-treatment and post-desalination technology and provide consultation whenever necessary to evaluate the operations and safety of reverse osmosis plants operated by QEWC.

This kind of cooperation between QU and QEWC is old and renewed. Both parties are keen to consolidate and strengthen this constructive cooperation. This agreement will make the company a top beneficiary of the university's expertise and potentials in this field.

**First Al-Khor Health and Safety Forum**

QEWC sponsored the First Al Khor Health and Safety Forum organized by Al Khor Primary School for Girls (Early Learning) under the slogan "Hand in hand towards a healthy environment".

The forum was attended by 16 different organisations concerned with health, safety, environment and sports.

The company provides support and donation to institutions and associations in the fields of health, education, culture and sports.

It also supports all scientific and intellectual conferences and seminars that aim at serving and developing civil society organizations in their various activities and goals based on their belief in the importance of CSR for the private sector.

**Defeating the siege**

QEWC continued its achievements and implemented its objectives and programs included in its strategic plan without being affected by the unjust blockade imposed on Qatar.

QEWC proved its ability to tackle the various challenges and showed a high degree of flexibility in adapting to the economic conditions and the circumstances of the current situation.

QEWC proved its ability to utilize available resources to improve productivity and increase efficiency. The company has been able to provide the requirements to cope with the rapid economic and urban development witnessed by the State of Qatar.

QEWC completed all projects to meet the rising demand for electricity and water in the country and continued to renew and replace old stations such as Ras Abu Fontas.



شركة الكهرباء والماء التطويرية م.م  
QATAR ELECTRICITY & WATER CO. o.s.c.

www.qewc.com

## CSR at Al Faisal Holding



Over the course of its rich history AFH has established a strong track record of CSR.

Sheikh Faisal Bin Qassim Al Thani, the founder

Over the course of its rich history, Al Faisal Holding ("AFH") has established a strong track record of corporate social responsibility ("CSR").

In adapting to meet the challenges and complexities of today's business world, AFH aspires to contribute to the sustainable development needs of our diverse range of stakeholders including students, local communities and our employees.

The Founder of AFH, Sheikh Faisal Bin Qassim Al Thani, is a strong believer in the important role that the private sector has in enriching the community and AFH has always been assiduously committed to delivering this vision.

AFH's activities focus on education, environmental protection, safety in the workplace, and the promotion of diversity within the Company's workforce and among its suppliers.

As part of its corporate social responsibility strategy, AFH participates in a number of events and cooperates with many other companies supporting its vision in this area.

One example of these initiatives is the Al Faisal Educational Fund, founded in 2009 in cooperation with Qatar University ("QU") and Qatar National Bank, to enhance the learning experience provided by the University's College of Business and Economics.

Furthermore, in 2013 AFH and the Carnegie Mellon University in Qatar signed a landmark agreement to focus on strengthening the ties between business and education in Qatar, and in 2014 AFH signed an agreement with DePaul University to support and develop entrepreneurship in Qatar and the Middle East.

That same year, AFH founded the Sheikh Faisal Center for Entrepreneurship in the Middle East, at DePaul University's Driehaus College of Business.

The Center aims to facilitate student exchanges between Qatar and the United States, with the ultimate goal of fostering a new generation of entrepreneurs and the leaders of tomorrow.



AFH has made a substantial commitment to sponsoring CSR events, such as the CSR Report and Exhibition, hosted by QU, under the patronage of H.E. Minister of Economy and Commerce.

This Report highlighted the progress of corporates and companies in Qatar and their concerted efforts in serving the community and contributing to sustainable development.

AFH was awarded [Qatar's] "CSR Award 2017".

The accompanying exhibition introduced the concept of CSR to QU students and promoted greater interaction between academic and business communities.

These exhibitions assist companies in identifying students' strengths, as well as their potential to serve the community.

Among its CSR initiatives, last October AFH participated in the Volunteering Youth Forum, organized by QU, under the patronage of H.E. Minister of Culture and Sports.

The Forum included participants from Qatar, Kuwait and Oman, across several voluntary initiatives.

The importance of such forums lies in their dual focus on honing students' skills and encouraging youth engagement in volunteering.

This is the second such forum in which AFH has participated.

AFH notes the importance of volunteering and inculcation of the values of volunteering and selflessness in the community and in youth in particular.

Thus, it was one of the sponsors of this Forum, which brought together QU's students along with students from other universities.

This has certainly contributed to the exchange of knowledge and experience between those students in different fields.

The Forum featured a variety of presentations, lectures and workshops that addressed student life and the possibility of merging it with many important values, such as creativity, social service and initiative.

Finally, AFH will maintain its commitment to participating in the events and initiatives supporting sustainable development across economic, social, human and environmental fields.

AFH also seeks to play a pivotal role in achieving the Qatar National Vision 2030 and consolidating Qatar's firm steps towards becoming an economic power, under the patronage of the main supporter of youth in Qatar, H.H. Sheikh Tamim bin Hamad Al Thani.



## Sasol's social responsibility in Qatar



Our initiatives emanate from the values in which we believe.

Mr. Phinda Vilakazi, President of GTL Ventures at Sasol

Sasol is an international integrated chemicals and energy company operating globally and in Qatar, and acts as Qatar Petroleum's partner in the ORYX GTL venture. Whilst focusing on business, Sasol frequently pays special attention to its corporate social responsibility (CSR), launching and supporting social initiatives that serve the community.

Sasol's CSR initiatives with various public sector entities and civil society organizations have not only left a positive impact on the Qatari community but have also led to strategic partnerships including: National Tourism Council; the Supreme Committee for Delivery and Legacy; the Ministry of Education and Higher Education; and Qatar Development Bank. These partnerships have also

led to an increase in beneficiaries and knowledge-sharing with stakeholders in order to better serve the Qatari community.

### OUR INITIATIVES:

Our initiatives emanate from the values in which we believe and seek to promote in every community in which we operate. We believe in the value of every group in the society and the importance of the role it can play in developing the country if given the right support.

### ACCESSIBLE QATAR

Accessible Qatar has made great strides over the years.

What began as a smartphone application and website offering general information on accessibility now extensively covers various aspects of accessibility and provides support for broader segments of society.

### Accessibility Audits

Since the launch of Accessible Qatar, Sasol has been working to improve accessibility in public venues and installations in Qatar.

Its three-prong strategy consists of audit tools and guideline services, a team of experts to conduct audits, and training sessions - which allow establishments to conduct their own audits.

The Accessible Qatar smartphone application enables users to check venues' accessibility levels and issue any accessibility reports, helping owners make their venues accessible to people with any kind of disabilities.

Accessible Qatar's team of experts are equipped with accessibility tools and guidelines to conduct audits and continue to sign MoU's with prominent Qatari establishments to audit their facilities.



The application and guidelines, along with the training provided by Accessible Qatar Experts, have helped numerous establishments in their accessibility including: the Qatari National Committee for Education, Culture and Science, the Ministry of Health, the Ministry of Education and Higher Education, and the Doha Exhibition and Convention Center (DECC) amongst others.

### Accessible Qatar Ambassadors

Sasol launched the Accessible Qatar Ambassadors program in 2017 to empower individuals with disabilities and encourage them to play an active role in improving accessibility,

promoting awareness and demonstrating the value of an inclusive society. Three ambassadors of different types of disabilities participate in the program each year.

The initiative continues into 2019, with Sasol naming its three new ambassadors: Faisal Al Kooheji, representing the blind community; Said Al Marri, representing the deaf community; and Abdulrahman Qassim Al-Yafei, representing the physically disabled community.

The Ambassadors that participate in Accessible Qatar Ambassadors Program have used their platform

in creative and engaging ways. In 2018, Kholood Abu Sharida (representing the blind community) launched a series of films in partnership with UNESCO and Qatar National Library inspired, written, and starred in by herself.

Ahmad Al Shahrani (representative of the physically-disabled community) supported the launch of Qatar's first wheelchair fencing classes, and Said Al Marri (representing the deaf community) led an initiative to sponsor the winter camp typically organized by the Qatari Center of Social Cultural for the Deaf (QCSCD).





Mr. Jack Saba, GM of Public Affairs



**Additional Milestones**

In 2018, Accessible Qatar supported the visually impaired community in Qatar by donating a new braille printer to the Qatar Social and Cultural Center for the Blind, offering free of charge printing.

Accessible Qatar also signed an MoU with the Assistive Technology Center (Mada) at the GREAT2018 conference to organize cooperation in digital and physical accessibility assessments.

In terms of capacity building initiatives, exchange of expertise and training in the field of digital and physical access, the two promise to cooperate in raising awareness on the importance of assistive technology; to integrate and support persons with disabilities in Qatar.

**DEFINITELY ABLE**

Definitely Able is an initiative that promotes and accelerates the inclusion of people with disabilities in Qatar. It uses the positive benefits of sport, art, music and education to empower people with disabilities to find their place in society.

Definitely Able sponsored "Qatar in the Eyes of the Disabled", an operetta organized by the Al Noor Institute for the Blind.

His Excellency, the Minister of Administrative Development, Labor, and Social Affairs, Dr. Issa bin Saad Al Jafali Al Nuaimi attended the event at the Qatar National Theater.

The ceremony also saw the graduation of the 20th class of the Al Noor Institute students.

Definitely Able also organized a visit by famous disabled Romanian singer and pianist, Lorelai Mosnegutu, to Shafallah Center for Children with Special Needs, where she inspired the center's students with her musical talent.

**Promoting Healthy Lifestyle "Small Steps, Health Habits" Game**

Sasol, in partnership with Qatar Diabetes Association, launched a newly developed "Small Steps, Health Habits" specially designed edutainment game which provides an ideal platform to encourage activity, educate and promote healthy lifestyle and behaviours among the community.

This game is being played at various community events and is widely popular with children.



**QATAR E-NATURE Schools contest**

For the fifth successive year, Sasol presented a successful edition of the Qatar e-Nature Schools Contest for all primary schools across Qatar.

The contest encourages students to discover Qatar's rich nature and learn more about the country's environmental diversity.

321 students from 107 public and private primary schools participated in the contest, competing to answer questions that tested their knowledge about plants, mammals, insects, reptiles, birds, and the marine life in Qatar, based on information available on Qatar e-Nature smartphone application and website [www.enature.qa](http://www.enature.qa).

The contest concluded in an awards ceremony held under the patronage of HE Dr. Mohammed Abdul Wahed Al Hammadi, Minister of Education and Higher Education.

The awards consisted of vouchers totaling 9000 Qatari Riyals for the first winner.

**Qatar International Agricultural Exhibition**

The Qatar e-Nature initiative participated in the sixth edition of Qatar International Agricultural Exhibition (AgriteQ) and won recognition and received a memento from HE Mohammed bin Abdulla Al-Rumaihi, Minister of Municipality and Environment, who visited the initiative's stand where he was updated on its activities.

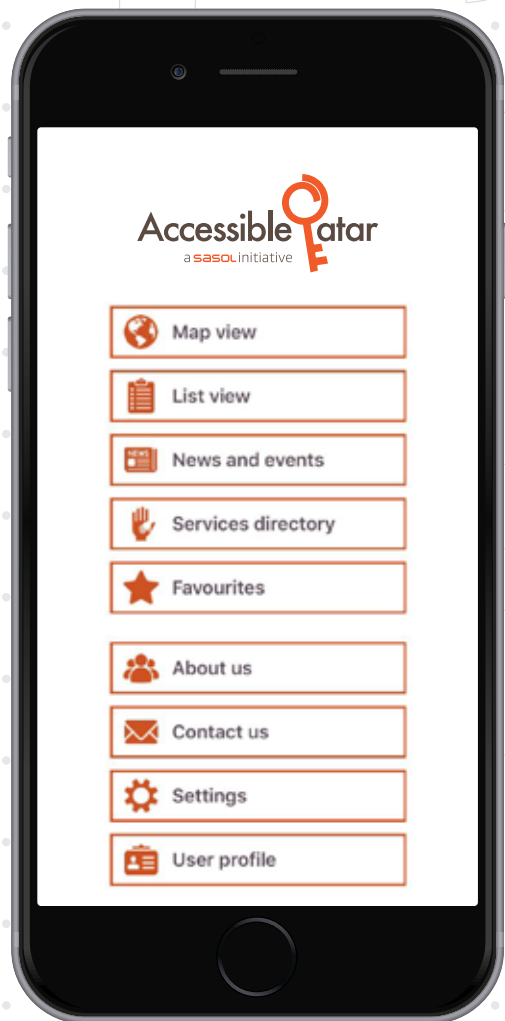
**ENTREPRENEURSHIP AND SUSTAINABILITY**

Sasol prioritizes supporting small and medium-sized enterprises and has consistently sponsored the Qatar National Business Competition—Al Fikra since 2013 organised by Qatar Development Bank.

Sasol has shown commitment to the Abdullah Bin Hamad Al-Attiyah International Foundation for Energy and Sustainable Development by renewing its membership and encouraging long-standing partnership between the two organizations, looking towards a sustainable future.

Sasol realizes and shoulders its responsibility toward the community in which it operates, providing support and opening its doors at all times for future partnerships and cooperation that serves the entrepreneurial spirit in Qatar.





## Together Towards an Accessible Qatar

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

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



www.AccessibleQatar.com

@DefinitelyAble, Definitely Able, Definitely Able, /thedefinitelyable, @DefinitelyAble



## Qatar's rich nature at your fingertips



Unsure of what type of bird, flora, insect, reptile or mammal you came across on your outdoor trip?

Check the Qatar e-Nature app to find out more.

www.enature.qa



### Partners



CSR at al khaliji



Mr. Fahad al-Khalifa, Group CEO

al khaliji has been consistently demonstrating its promise to community development in Qatar.

al khaliji, Qatar's next generation bank, in line with Qatar National Vision 2030, has been consistently demonstrating its promise to community development in Qatar and is striving to support initiatives and programs that raise public awareness of important social issues.

For al khaliji, Corporate Social Responsibility (CSR) is more than just charity, but about balancing economic, social and environmental obligations. As a financial institution, al khaliji regards CSR as an essential investment for the future of both Qatar and for the growth of its business.

The Bank's commitment is reflected internally through its employee, health, and environment policies, and externally through its observance of human rights for workers, community development programs, and its adherence to fair competition guidelines.

As important as helping build a healthy, productive society is to al khaliji's community development goals, extending a helping hand to the underprivileged and those in need always comes first in the Bank's CSR program.

This year, al khaliji extended its support to IHSAN Center, one of Qatar Foundation for Social Work (QFSW) affiliated Centers that seeks to empower the elderly and promote solidarity between generations.

In continuation to this, the Bank has recently donated to the Qatar Society for Rehabilitation of Special Needs, a

local humanitarian organization that aims to support and develop the skills and capabilities of people with disabilities.

The targeted audience of the population will enormously benefit from this donation and will definitely improve health conditions.

al khaliji also had made a donation to the Shafallah Center to purchase medical equipment for the local establishment. Based on the mission of Qatar Foundation for social Work, Shafallah Center helps people with intellectual disabilities and autism by providing model services in the state of Qatar, in the areas of education, rehabilitation, community awareness, and human rights support in order to achieve a more independent life and to activate their inclusion in the society. al khaliji has been supporting targeted social programs for different communities in the country. By helping for such cause, al khaliji envisions building a world that provides equal opportunities for all and developing & nurturing skills & capabilities of differently abled people is a major step towards achieving the goal.

**Working towards holistic growth of employees**

In another initiative, the Bank organized the Breast Cancer Awareness session for its employees, which demonstrates the Bank's support to the campaign to create awareness in general public and reach out to the youth of Qatar. During this seminar, a breast cancer specialist presented a lecture on the symptoms, stages and prevention methods as well

as the steps needed to be taken once the patient is diagnosed with breast cancer. She also discussed early breast cancer diagnosis. In tackling cancer, it is often crucial to respond powerfully and swiftly through a grassroots campaign and that is what prompted al khaliji to host one for its employees and indirectly to their family members.

With a view to raise an awareness about the importance of healthy habits among their employees and their families, al khaliji organized "Individual Health Assessment" program in association with VLCC for its employees. VLCC is global brand, recognized for fitness and natural products, mostly for body care. Besides carrying out vital health test, this assessment also helped employees gain insights into easy healthcare care & maintenance tips in their busy schedules. The tests included Protein Level Assessment; Skeletal Mass; Waist to Hip Ratio & Fitness Score; Fat Percentage; Mineral; Water Percentage, etc.

An integral component of al khaliji's corporate social responsibility purpose over the years has been the buildup and empowerment of a local pool of talents that can lead and shape the next transformative era for the State of Qatar.

To this end, al khaliji has mapped out a strategic course of action fostering an environment of creativity, entrepreneurial and educational latitude for the national workforce both inside its organization and among members of the Qatari community at large.



**Sports and Fitness**

With the aim to promote health and wellness to its community members, al khaliji hosted its Annual Football Tournament for the 4th year in a row in 2018. The initiative was held in support of Qatar's National Sport Day and comes as part of al khaliji's Corporate Social Responsibility program.

The event saw the participation of teams from several organizations and served as a platform to foster the values of community, sportsmanship and positive team spirit among participants.

The competing teams were from leading institutions such as Qatar Airways, Qatar Petroleum, Nakilat, Q-Chem, Al- Mannai, Gulf English School, Carnegie Mellon University, Bima Insurance, Regency Travel and al khaliji's team.

The Bank also celebrated the 7th Qatar National Sports Day by organizing a Ping Pong tournament.

The sporting activity had already received an overwhelming response from the local community.

The Bank's activity at the Doha Festival City attracted huge participation, players turned up at the venue on the first day of the competition, putting their opponents to the test to counter each swing of the paddle in a battle of agility and coordination.

Meanwhile, the newly launched Instagram competition #PlayForQatar, saw a big wave of engagement, having the draw online on Instagram, just after the Ping Pong tournament was completed, leaving two lucky winners heading home with an IPHONE X each.

Akhalij also organized its 6th "Annual Clay Shooting Competition" at the Lusail Shooting Club.

The competition welcomed numerous local and international corporate banks and companies to participate in the occasion.

Launched in 2012, the first shooting event was met with great success and led to an annual tradition between al khaliji and clients.

At this year's event, al khaliji welcomed teams such as Qatar Investment Authority, Qatar National Bank, Al Fardan, Ali Bin Ali, CCC, Doha Insurance, Supplement House and al khaliji Team as a host.

A total of 10 teams made up of five members each participated in the competition.





### Empowering the nation's next generation of leaders

In its next phase of growth with an intent to contribute towards the empowerment of a new generation, al khaliji, in collaboration with Qatar Finance and Business Academy (QFBA) organized a lecture on corporate banking and its contribution to the Qatari economy, to students of Northumbria University in Qatar. The session was hosted by Mr. Paul Maguire, al khaliji's Group Chief Business Officer, who discussed in detail how al khaliji's is a 'trusted advisor' to its corporate clients as well as how the corporate team, work with clients to support their longer-term growth plans.

Similarly, in a joint effort between al khaliji and HEC Paris in Qatar, al khaliji Bank invited all private banking customers to attend an exclusive masterclass session on one of the most crucial topics 'Managing in Challenging Times'. The masterclass was presented by the renowned HEC Paris Professor Roger Hallowell, the Academic Director of 'Leading Strategies for Outstanding Performance'.

This path breaking session emphasized on the skills required to best prepare businesses for turbulent times, finest practices and leading change during both stormy and ordinary times.

The Bank also hosted an informative session on Risk Management for the students of Qatar University, and offered insights into the nuances

of managing financial risks and mitigating potential losses.

The session was moderated by Oliver Schwarzhaupt, Group Chief Risk Officer of al khaliji Bank, who discussed in detail on the importance of risk management and offered ways to deal with financial crises. This session was aimed at honing the skills of aspiring professionals and make them 'future ready' to take the best business decision.

The Bank participated at The Gulf English School's Annual Career Fair as the event's Silver Sponsor for the 3rd consecutive year. This participation come as part of the bank's continuous efforts to bridge the gap between the education field and the sector's job market.

The fair witnessed the participation of numerous leading public and private sector institutions from Qatar and attracted a large audience of Qatari youth seeking to tweak their interests in possible future careers.

The Bank also participated in the 2018 edition of Qatar University's (QU) annual Career Fair. Al khaliji's participation at the QU Career Fair is part of the Bank's wider human development and capacity building program, which aims to power its network of branches with the best-in-class staff and banking professionals, while raising the bar for the banking and financial sector in Qatar.

al khaliji offers scholarships for promising young university students at Qatar University, who are guaranteed employment with the bank after completion of their degree.

Through this endeavor, the Bank aims to attract talented Qataris with the bank's financial incentives and professional development opportunities.

In line with the Bank's commitment to play a more active role in supporting educational and social responsibility initiatives in Qatar and beyond, Mr. Shabbir Barkat Ali, Chief Financial Officer of al khaliji Bank, recently attended a focus group meeting at the College of North Atlantic - Qatar (CNA-Q) and shared his expertise & experiential knowledge on the matters related to finance.

The focus group was a meeting of industry professionals tasked to analyze the local labour market needs and professional trends related to the College's Business Management - Account diploma program.

Going forward, al khaliji will continue to initiate different programs that introduce students and young talents to the finance and banking sector, while pushing forward the Bank's vision of converging human capital, technology and business to unlock future opportunities and achieve social, economic and environmental prosperity for the society.



الخليجي  
al khaliji

next generation banking



al khaliji cares.

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

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

CSR at Sharq Law Firm



Our CSR targets include various segments of the society.

Mr. Rashid Al-Saad, Senior Partner and founder

**Sharq Law firm continued its CSR leadership activities, providing exemplary volunteering, student support, national laws awareness, participating in Qatar's development, and winning the best achievement awards.**

**Qatar University students**

Sharq Law firm hosted a group of female students from the College of Law at Qatar University, knowing the importance of field training and practical life experience for students of Law.

The students were introduced to trade ethics, legal work fields and labor market needs.

**Continuous awareness**

Sharq Law firm continued to raise awareness of the national and international laws and legislations, and modern global issues, including social media such as Twitter, Facebook and Instagram.

The firm focusses on educating the community on the national laws concerning human values, human rights and the consolidation of social stability, such as the law of permanent residence.

Believing in the importance of private and public sectors' CSR, Sharq Law firm raised the size of its community services to 110 hours per month to increase community development and fight the unjust blockade.

**Support of national issues**

Sharq Law firm provided full support to national issues, including its involvement with the decision of the International Court of Justice in favor of Qatar against the UAE, which had significant negative impacts on the UAE. Such as; undermining the confidence of the international community in its ability to provide a safe and stable investment climate, reducing its economy size, and liquidating a large number of its existing investments.

Sharq Law firm believes that Qatar's official notification to the UN Security Council of the decision of the International Court of Justice comes to ensure that the UAE will implement the international decisions on the arbitrary measures taken against Qatari students and mixed families.



**Qualification of Qatari nationals**

Sharq Law firm has succeeded in qualifying a number of distinguished Qatari nationals in the legal field and in attracting them to meet the firm's Qatarization targets.

"Al Wakeel" program represents new evident hope for law students and licensed lawyers. The program's mechanism is to attract Qatari law graduates to work within Sharq Law firm and encourages Qatari law graduates and licensors to take the available work vacancies available at the firm, so they get the necessary on-job training. "Al Wakeel" program helps us qualify national graduates who believe in law as a message and maintain the principle of Qatarization adopted by the State and its corporations in the private and public sectors. The program is in line with QNV 2030 and aims at advancing and developing our respectful profession.

**Future Lawyer**

Sharq Law firm, in cooperation with the Ministry of Justice, participate.

in the "Advocates of the Future" initiative, which aims to adopt and supervise a number of newly graduate junior lawyers to secure a financial resource for them as a monthly salary equivalent to a two-year graduate during the training and qualification period.

**Volunteer work (support for youth hostels)**

Sharq Law firm signed an MoU with Qatari youth hostels to cooperate in the field of legal consultation in all aspects related to the work of youth hostels at the internal and external levels, including reviewing contracts and drafting agreements. This initiative is part of our CSR strategy in promoting a culture of youth volunteer work.

The firm always offers support to youth and tourism activities, enhancing Qatari youth hostels business at the local and international levels in terms of reviewing agreements, signing contracts and providing consultancy services.

**Partnerships**

Believing in the importance of sharing knowledge to understand customers' business environment, way of thinking and to have future outlook that meets the needs of clients in all respects, the firm visited Qatar Pharma to learn about their quality work.

Sharq Law firm sponsored, as well, the awards ceremony of the Investor Excellence Program organized by Qatar Exchange based on a survey of experts from the local and international investment community.

**Partnership with KidzMondo Doha**

Sharq Law firm signed a partnership agreement with KidzMondo Doha to establish awareness programs and practicing the legal profession as kids reflecting their dreams and aspirations to their future, instilling in them the values of citizenship and being active members promoting a constructive spirit of development, creativity, adventure, and enhancing skills of children.





**Combating human trafficking and smuggling of migrants**

Sharq Law firm participated at the 5th INTERPOL International Conference on Combating Human Trafficking and Smuggling of Migrants through conducting a lecture in which we highlighted the security challenges of these problems within the surrounding circumstances and the increasing areas of conflict and tension.

The lecture explained that "human trafficking" and "smuggling of migrants" are two different crimes that are often wrongly confused.

And stressed that the most important difference is that victims of trafficking

are (victims of a crime) under international law and most of the regional and local laws, while smugglers, are sought to pay for smuggling in exchange for facilitating their across-border movements.

**Responsible Leadership Award**

For the second consecutive year, Qatar University honored Sharq Law firm for its pioneering role in CSR at a prestigious ceremony hosted by the University on the occasion of launching the sixth edition of the CSR Report.

The ceremony honored as well, HE Sheikh Ahmed bin Jassim Al Thani, Minister of Economy and Commerce, as the CSR Person of the Year.

**The siege**

Sharq Law firm received the World Bank Group delegation and briefed them on the developments in the legislative and legal environment in Qatar. The firm believes that the Qatari legislations issued during the first year of the siege has strengthened the country's economic status regionally and internationally, Thus, defeating the plots of the blockade states.

The firm also praised the legislation adopted by Qatar's government to limit the effects of the siege on the economy and to enhance the economic capacity of the state by attracting and encouraging local and foreign investments.



Our Social Responsibility is in line with the social and economic objectives of QNV 2030



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

## PHCC Social Responsibility



Dr. Mariam Abdul Malik, PHCC Managing Director

**Strengthening human relations within the corporation is the basis of social responsibility.**

The Primary Health Care Corporation has continued its leadership in field of social responsibility throughout many initiatives and activities aimed at creating a positive and healthy community interaction for health promotion, disease prevention, or early detection, especially for those with risk factors such as overweight, smoking, hypertension or cholesterol due to unhealthy lifestyles and habits in eating and physical inactivity, which can lead to diseases such as diabetes, stress, glands or cancer.

### Maternal and Child Health

As part of PHCC's commitment to maternal and child health, the post-natal care program for mothers

has been incorporated in line with the strategic primary care plan, where PHCC began providing the six-week postnatal care at its health centers.

### Adolescent Health Program

The Primary Health Care Corporation has announced the implementation of the adolescent health program targeting adolescent students in public schools in the age group between 10 and 18 years old in order to enhance the mental and social health of this group and contribute to the early detection of problems and challenges faced by adolescents in their environment, whether at home or with a family member or issues in the learning environment to help students cope with the health and psychological changes during their early adolescence years.

### Fast Well in Ramadan

The Primary Health Care Corporation organized its Ramadan campaign under the theme "fast well in Ramadan," which aimed to reach out to the community throughout a number of governmental institutions, ministries and authorities to spread health awareness and achieve a healthy and balanced lifestyle, exploiting the holy month of Ramadan in changing life towards the better.

### Family Day

The Primary Health Care Corporation organized the Family Day for all employees and their families at the Olympic Committee Camp in Sealine area in order to break social barriers between all employees and create a social and recreational atmosphere away from the work environment leading mainly to a healthy environment.

The event emphasizes the importance of strengthening human and practical relations emanating from the National Health Strategy aimed at raising the overall performance of the corporation and the mental and social performance of the employees.

### Blood Donation

In collaboration with Hamad Medical Corporation (HMC), PHCC organized a blood donation campaign at West Bay Health Center. The campaign proceeded from the role of the corporation in social responsibility and to emphasize its active role in interacting with and serving the community.



اليوم الدولي للأشخاص ذوي الإعاقة  
International Day of Persons with Disabilities

تمكين الأشخاص ذوي الإعاقة و ضمان الشمول و المساواة

**Empowering persons with disabilities and ensuring inclusiveness and equality**



## Your Health First celebrates its first Harvest Day



It had been an exceptional first year.

Mrs. Nesreen Al-Rifai, Chief Communication Officer

**The latest of Your Health First's program of initiatives has come to fruition with the very first Khayr Qatarna Harvest Day, continuing Your Health First's track record of holding high-impact initiatives that boost healthy-eating and self-sufficiency.**

Khayr Qatarna is part of Weill Cornell Medicine – Qatar's highly successful Your Health First- Sahtak Awalan campaign, which was launched in 2012 in association with Qatar Foundation, the Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality and Environment, ExxonMobil Qatar and Occidental Petroleum of Qatar.

The campaign's goals are to encourage young and old to embrace healthier lifestyles in line with Qatar National Vision 2030, and it has become known for holding powerful and inspirational initiatives like Project Greenhouse,

the Color Run, The Challenge and Yalla Natural.

The latest of these - Khayr Qatarna - was launched just one year ago with the mission of growing high-quality fruit and vegetables in schools across Qatar that could then be distributed to the community through local supermarkets.

The aim was to encourage students to eat healthily and to teach them about agriculture, economics and logistics.

Khayr Qatarna also hoped to bolster Qatar's self-sufficiency, ensuring that more food is grown at home rather than imported from abroad.

All of those goals have been achieved as could be seen at the first Harvest Day that was held at Amna bint Wahab Preparatory School for Girls, with the students producing a bumper crop of tomatoes.

Harvests at nine other schools participating in Khayr Qatarna yielded plentiful crops of fruit and vegetables including strawberries, cucumbers, tomatoes, cherry tomatoes, colored peppers, red cabbage and green beans.

All the crops have been granted the status of 'Premium Products' - an indication of their freshness and quality - by the Ministry of Municipality and Environment.

Nesreen Al-Rifai, chief communications officer at Weill Cornell Medicine – Qatar, which runs Sahtak Awalan – Your Health First, said it had been an exceptional first year.

From launching with just three large-scale greenhouses, the scheme has been expanded to a total of ten greenhouses and there are already plans to keep increasing that number.



Mrs Al-Rifai said: "The success of the Khayr Qatarna greenhouses has been beyond our expectations and Harvest Day is a remarkable milestone, marking the culmination of a great deal of hard work and effort by all involved in growing the crops.

"With the invaluable contribution of our strategic partners, we have helped reduce Qatar's reliance on imports, improved national sustainability and provided high school students with lessons about healthy eating, agriculture, the environment, economics and logistics.

Our students also have the opportunity to make a contribution to the nation.

"We will continue to expand Khayr Qatarna to ensure that even more of our young people reap the benefits of the program."

All of the produce has been grown in large-scale, climate-controlled greenhouses installed at the schools and Harvest Day will now be held each year to celebrate the bringing in of the crop.

The fruit and vegetables grown in the greenhouses are distributed with Khayr Qatarna branding to the community through local supermarkets and also among the school students' families and their communities.

All proceeds from sales are reinvested in the project to allow for further expansion.

Khayr Qatarna grew out of Your Health First's extremely popular Project Greenhouse initiative, which has seen smaller greenhouses installed at more than 130 elementary schools all over Qatar, inspiring children across the country to grow and then eat their own fruit and vegetables and helping to create a healthy generation aware of the importance of making good lifestyle choices.





Since the launch of Your Health First in 2012, the campaign has made a real impact on the lives of Qatar's children.

Its Healthy Canteen initiative has improved menus and encouraged students to choose healthy options in Qatar Foundation schools, as well as two Government schools, Nusaiba Bint Kaab Primary Girls School and Abdallah Bin Zayd Al Mahmoud Model School for Boys.

Other projects aimed at our children include The Poster Competition, where students are challenged to research health-related topics, the aim being to encourage them to take responsibility for their own learning and to teach them about the importance of sport

and the dangers of obesity, diabetes, and smoking.

In addition, The Challenge inter-schools sports contest is a fitness competition for middle school students who compete against each other in a series of events.

Your Health First is also known for its high-profile public events.

For example, Doha was covered in color as The Color Run, presented by Your Health First, returned to the Qatar National Convention Centre in January of this year for the fifth time.

A record-breaking turnout of more than 10,000 Color Runners completed

the 'Happiest 5K on the Planet' as they walked, ran and skipped their way to the finish line in their most colorful attire, learning along the way that exercise can be fun.

Tens of thousands of people also visited the Your Health First stand at Darb Al Saai during the Qatar National Day celebrations to try out the latest in virtual reality exercise machines.

Your Health First will now continue to develop innovative, original programs that capture the imagination of the public and make a real difference to the health of the community.



إنتاج مشروع البيوت الخضراء  
في المدارس

Fresh produce from schools  
Project Greenhouse

صحتك أولاً  
YOUR HEALTH FIRST

مبادرة وايل كورنيل للطب - قطر A Weill Cornell Medicine - Qatar initiative

## CSR at Qatar General Insurance and Reinsurance Company



H.E. Sheikh Nasser Bin Ali Bin Saud Al Thani, Chairman

**Our work force energy is the fuel of our success.**

**CSR at Qatar General Insurance and Reinsurance Company is a top priority. The company is keen to support the social activities organized by the government, such as sports and arts. Every year, it helps raise awareness of local issues by contributing to national and charity events. In addition to its strong and positive role in its operations, the company cooperates with various individuals and groups to improve the surrounding community.**

### Improving the knowledge level of staff

Qatar General Insurance & Reinsurance Company (QGI), honored the Acting Chief Operating Officer for Finance, Depa Chandra Chikar, who achieved PhD in Islamic Economics, as part of the company's plan to promote self-development and raise morale among employees.

QGI firmly believes that knowledge improvement has major positive reflection on the employee performance.

The human element is at heart of everything QGI is doing. It is the driving force to reach the maximum possible success, as every achievement of the company stems from the expertise of its highly talented and motivated employees.

Our work force energy is the fuel of our success. Honoring dedicated employees from QGI family for their efforts to promote quality performance standards and commitment to excellence reflects a high level of pride by all employees.

As one of the leading companies in the insurance industry, QGI continues to achieve successes and to generate the power to move forward.

The company's success has been achieved thanks to its employees.

QGI is keen to provide a challenging environment that encourages employees to perform their tasks with passion and professionalism, which is evident in the achievements made through out the years.

Honoring of employees with great performance is part of the company's CSR policy to motivate them exert more efforts and spread a culture of excellence and creativity.

In addition, open communication channels between the employee and his supervisor is part of the administrative process that helps to improve the company's performance.

### Katara International Beach Volleyball Championship

Qatar General Insurance and Reinsurance Company sponsored Katara International Beach Volleyball Championship, coping with Qatar's interest in sports and in hosting local and international tournaments.

QGI has established partnerships with many Qatari sporting associations.

And this sponsorship reflects the company's ongoing support for this type of events as part of its annual CSR plan.



**Our sponsorship of the Katara International Beach Volleyball Championship reflects our commitment to the Annual CSR plan.**



الشركة القطرية العامة للتأمين وإعادة التأمين ش.م.ع.ق.

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



#### Supporting the national industry

The General Company for Water and Beverages, a subsidiary of Qatar General Insurance and Reinsurance Company, inaugurated Al Rawdah Water Factory in the Industrial Zone, in line with the vision of the wise leadership of His Highness Sheikh Tamim bin Hamad Al Thani, the Emir, who is supporting the high-quality national products in every occasion.

The new plant represents a significant addition to the most important products required in the Qatari market and with high quality international standards.

The latest technology in water filling industry has been used in machines and high experienced human resources.

The latest quality control laboratories have been provided electronically without any human intervention.

#### Quality standards

The factory is awarded with the highest quality certification: ISO 9001 quality management standard, ISO 14001 for safety quality, ISO 18001 for environmental quality, ISO 22000 for quality control of food safety, and HACCP certification for quality control and continuity of production process.

Based on these certifications, the product undergoes a daily check-up process with the latest water equipment from (Hack) an American Company.

The product undergoes a biological analysis to ensure that it is free of any pollution during the production process.

The chemical composition of this product was put under several experiments until we reached a high-quality result.

#### Cooperation with the Qatar Red Crescent

Qatar General Insurance and Reinsurance Company signed a partnership and cooperation agreement with Qatar Red Crescent, which reflects the company's commitment to human initiatives as part of its social responsibility, and to the high values of humanitarian work and noble goals.

This humanitarian agreement is part of the new approach of the Red Crescent towards fruitful partnerships between business and humanitarian sectors, which will bring about a change in thought, sustainability and stability in the financial flow of humanitarian projects.

All the support amounts agreed upon goes to the Humanitarian Support Fund, which considers the families in need of citizens and residents, as well as those facing emergency conditions such as fire.



**We are proud of our social responsibility towards the national industry.**



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



[www.al-rawda.com](http://www.al-rawda.com)



CSR at QIIB



Dr. Abdulbasset Al-Shaibei, CEO

**CSR is a priority that complements the confidence achieved economically.**

**QIIB continued its leadership in CSR, reflected by its dedication to be part of the National CSR report for the seventh year, a consistent evidence of its contribution to the service of the Qatari society as a key priority to complement the confidence gained all over the past years in the economy.**

QIIB is supporting large number of activities and events that serve the community including: sports, culture, heritage, charity, education and other non-profit fields.

This successful support reflects better awareness from the economic institutions toward the profitability of CSR activities and its important role in achieving development targets.

QIIB focuses on supporting educational and academic institutions and schools through its participation in many activities by supporting and providing appropriate resources to enrich and contribute to the educational development process.

**Academic Award**

Qatar University honored QIIB with the CSR Leadership Award in recognition of its role in Qatar's success in overcoming the unguist blockade and its commitment to the four pillars of QNV 2030 and sustainable development.

The award reflects the role of QIIB and its integrated strategy in this field, supporting creative initiatives, providing value added services and products, introducing innovative initiatives in Islamic banking, designing products that meet the needs of the community, serving the national economy, and addressing small and medium enterprises, which in turn play its own role in the sustainable development process.

**Supporting Qatar Academy**

QIIB supported a students' initiative from Qatar Academy aimed at assisting 23 students from the (Model UN) club during a student visit to the bank with their teachers.

QIIB leaders emphasized their enthusiasm to be an active partner in the educational process and in supporting students' initiatives.

**National Sport Day**

The Islamic International contributed in the national sport day activities, in which the banking sector and other representatives of the Qatari society participated in sports activities with the local citizens and residents.

This event has become a milestone in supporting sports and encouraging everybody to participate in sports events according to their abilities and preference.

The active participation of the Bank's employees reflects their belief in the importance of this day which proves Qatar's keenness to encourage sport and healthy practices for the benefit of all society members.

**Sponsorship of Autistic Research Program at Sedra Medicine**

QIIB sponsored an autistic research program aiming to build a national data base for Autism

(Al-Baraka-Qatar) research program supports the diagnosis and treatment of autistic children in Qatar and hopes to become a standard for autism spectrum disorder research at the regional and international levels.



**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.



CSR at Qatar Cool



Mr. Yasser Al-Jaidah, CEO

Sustainability and Reducing environmental effects is our top priority.

**Being a responsible and sustainable Qatari organization is of the utmost importance to us. We believe that district cooling has a critical role to play in the country's development and the National Vision 2030.**

Qatar Cool commits to reducing environmental risks, preserving natural resources and improving economic growth and opportunities. Qatar Cool ensures that the growth of operations is undertaken in a sustainable and responsible manner. Qatar Cool's CSR objectives reflect the commitment of the organization's responsibility towards society. We are positioned as an industry driver, promoting and implementing international, clean and green policies.

Qatar Cool takes the environmental impact of district cooling very seriously. District cooling plants are operated more efficiently with less harm to the environment by eliminating such things as carbon dioxide, possible gas leak and noise pollution. District cooling offers major environmental benefits and allows us to economize on natural resources. Over the past nine years Qatar Cool has saved over 2.2 billion kilo watt hours of electricity, in turn reducing over 1.2 billion tons of CO2 from the atmosphere.



The CO2 reductions are equivalent to removing over 237 thousand cars off the road or planting over 16 million mature trees, which would populate over 46 thousand football pitches. Qatar Cool has recently completed the conversion of two of its West Bay cooling plants to accept Treated Sewage Effluent (TSE) into its operations.

To date we have saved over 2 million m3 of potable water in the two cooling plants. To put this in to context, the potable water saved thus far is enough to run around 3,000 average sized villas in Qatar per year. Qatar Cool has many ongoing projects with its partners and many more to implement over the next few years, we endeavor to further safeguard the environment whilst contributing with the change in Qatar into a sustainable country, through our operations and projects.

# Benefits of District Cooling

## Benefits to the Society

Reducing electrical consumption by 50 percent	Reducing CO <sub>2</sub> emissions	Enhancing aesthetics & local environments	Reducing pollution	Air-conditioning from a sustainable source
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## Benefits to the Government

Providing financial gain	Reducing the demand of natural gas for power generation	Better space utilization by electrical transmission	Positive impact on carbon emissions	Enhancing governments' credibility
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## Benefits to the User

40 to 60 percent more energy efficient than conventional air-conditioning	Improving air quality and temperature control	Reducing operating costs and increasing reliability	Reducing Maintenance costs	Increasing the potential for economics of scale
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## Over the past 9 Years



CSR at KPMG in Qatar



Mr. Ahmed Abu-Sharkh, Country Senior Partner

We are committed to making a difference in the community in which we operate.

At KPMG in Qatar, we are proud to have been supporting the country's success for over 40 years, through our business and corporate citizenship activities.

We are committed to making a difference in the community in which we operate and actively encourage our people to lead and participate in initiatives and events that have a positive impact in the workplace and society.

Our global purpose is to 'Inspire Confidence and Empower Change' and this mindset underpins both our professional and citizenship undertakings.

Over the past year, we have invested in our citizenship program, forming a new committee, charged with focusing our efforts around four main pillars: community, education, environment and health and wellbeing.

**Education and training**

Helping to build Qatar's future workforce is an important way for us to contribute to the country's success. We have Memorandums of Understanding with many of the country's universities to support local and international students' learning and development.

We offer internship places to provide students with valuable private sector exposure and insight into what it is like to work for an international firm, whilst receiving training and mentorship from knowledgeable and experienced colleagues.

Our graduate scheme attracts many talented individuals from the country's universities.

We have a comprehensive graduate training program and provide recruits with technical training and wider skills and experience, which prove invaluable throughout their entire careers.

Many KPMG graduates and alumni go on to take up public and private sector positions in Qatar, enabling them to apply all that they learned with KPMG to create a positive impact on Qatar's business environment.

**Community**

We actively encourage our staff to take part in community events to help support Qatar's wider society.

During Ramadan each year, we work with local charitable organizations to provide Iftar meals for laborers which many of our staff volunteer to distribute.

We have donated nearly 3000 Iftar meals over the past 4 years.

We also recently supported a local school for differently abled children by sponsoring their annual event and our staff have volunteered at an animal shelter, donating food and time to walk dogs.

**Environment**

As a business, we are conscious of our environmental impact and actively take measures to reduce waste and adopt environmentally friendly practices where possible.

Over the past couple of years, we have reduced our paper use internally and now recycle all waste paper.

We have removed disposable plastic plates and cups from the office and have sensors on lighting in our main offices to avoid unnecessary energy use.



**Health and wellbeing**

Our people are our greatest asset and giving them the opportunity to get involved in activities which enhance their health and wellbeing is important to us.

In the past year, our staff have participated in a number of fitness-related initiatives including Qatar Diabetes Association's Annual Diabetes Walkathon, the Ooredoo half marathon and KPMG's own Qatar Sports day event.

We have also launched an internal campaign to encourage staff to take

the stairs rather than using the elevator and regularly hold talks by experts on health-related matters.

**Global commitment**

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

Our global values are aligned with the UN Global Compact's 10 principles for sustainability (focused on human rights, labor, environment and

anti-corruption), and these are part of the foundation of how we conduct business.

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

Similarly, KPMG International applies member firms' skills, resources and influence in pursuit of the UN's 17 Sustainable Development Goals.



“ At KPMG in Qatar, our approach to corporate citizenship is founded on the belief that business has a vital role to play in helping solve the most complex problems in any given community. We are proud to have worked with some of the country's largest and most important businesses and organizations over the past 40 years and privileged to have been involved in many projects which have shaped Qatar into the prosperous and ever-progressing nation it is today. We look forward to continuing to play our role in this journey. ”

**Ahmed Abu-Sharkh**  
Country Senior Partner



# KPMG in Qatar

**Inspiring confidence, empowering change**

[home.kpmg/qa](http://home.kpmg/qa)

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**Stop smoking**  
for the sake of you and your children

**asth in Qatar a**  
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**HMC: Engaging the Community to Improve Our Health and Wellbeing**



Mr. **Ali Al-Khater**,  
Chief Communications Officer



Ms. **Eyman Faran**, Project Manager of  
Community Engagement

**Delivering safe and effective healthcare to the community goes beyond the hospital or clinic setting.**

**Engaging with the community, educating them about healthy lifestyles and managing illness and empowering them to make decisions about their own wellbeing also an important role Hamad Medical Corporation plays.**

Each year, through HMC's Corporate Communications Department, we hold nearly 40 events targeting pressing healthcare issues like diabetes and kidney disease as well as those affecting the wider community.

These activities are part of our regular outreach to target communities and the wider population to educate people about preventing diseases as well as work to improve the overall health of the nation.

Each year our teams mark many world health days with various events and communications activities aimed at raising awareness of each health condition.

World Kidney Day, World Diabetes Day, World Tuberculosis Day, World Stroke Day and World Cancer Day are all supported by activities and events that engaged the public and educated them on key preventive measures and treatment advice.

Reaching thousands, these events take the message of preventative healthcare directly to the community – with educational booths in high visibility areas also offering free health checks (such as weight, blood pressure and blood sugar levels), interactive activities for a range of age groups and as well as distributing health tips and information about specific conditions.

Our clinical and education teams also visit schools, companies and government departments giving information about health and wellbeing as well as for specific conditions and diseases.

These events are in addition to collaborations HMC undertakes with key stakeholders such as government departments and entities, major companies as well as community groups.

A good example of this cooperation is HMC's role in organizing the yearly World Day of Remembrance for Road Traffic Victims and participating in the GCC Traffic Week – all aimed at reducing road accident injury and deaths.

HMC is committed ensuring healthcare for all in Qatar and our CSR activities and outreach to communities – both expatriate and Qatari – plays an important role in ensuring not just our message about health and wellbeing reaches a wider audience, but also enables people to be actively engaged in their health.



**Hamad Medical Corporation**

**Engaging the Community to Improve Our Health and Wellbeing**

Each year we undertake dozens of activities as part of our regular outreach to target communities and the wider population to educate people about preventing diseases as well as work to improve the overall health of the nation.



## Social responsibility at malomatia



**malomatia shall continue to execute Strategic projects that are aligned with Qatar National Vision 2030.**

Mr. Yousef Al Naama, Board Member and Managing Director

**In alignment with Qatar National Vision 2030 and the National Digital Strategy, malomatia, the leading information technology services and solutions provider in Qatar is focused on contributing in the development of a sustainable knowledge economy.**

malomatia places special emphasis on engagement in our country's social fabric and in reflecting its success onto various elements of our society inside and outside Qatar.

As an integral part of its CSR program, malomatia signed an agreement to provide and develop IT solutions to support

Mada Assistive Technology Center's annual strategy.

malomatia also supports Mada's Project Management Office, which aims to connect people with disabilities to the world of Information and Communication Technology ICT by providing expert advice and assessment on a wide variety of Assistive Technologies that cater to persons with physical, hearing, visual, and learning disabilities.

In addition, malomatia signed an Agreement with Silatech to develop Innovative Modern IT Applications / Solutions which support networking of youths all over the Arab world, with an objective to empower youth.

malomatia, also offered work opportunities to people with special needs in its call center, rolled out individual development plans and facilitated their integration in the business.

As a part of this effort, malomatia also is creating a sign language center at its contact center.

malomatia encourages going green and reducing paper usage.

malomatia shall continue to execute Strategic projects that are aligned with Qatar National Vision 2030, adding value to individuals and communities.



# 10 YEARS OF ACHIEVING SUSTAINABILITY AND COMMITMENT TO QATAR'S NATIONAL VISION 2030

malomatia is a leading IT services and solutions provider in the Arabian Gulf region with head office in Doha, State of Qatar and off-shore offices in India and Oman.

malomatia is committed to playing an integral role in the development of an advanced IT environment to help drive the country growth as one of the region's leading economies.

malomatia is a partner to government, public and private establishments, with a strong understanding of local market needs, strong alliances with global technology leaders and extensive in-house subject matters talents and experts.

- |                         |  |                                       |
|-------------------------|--|---------------------------------------|
| Government Services     | Contact Center Services                      | Managed Services                      |
| Healthcare Services     | Security Services                            | eLearning Services                    |
| Transportation Services | Digitization and eRecord Management Services | BI, Analytics and Technology Services |
| Customs Services        | Applications Services                        |                                       |



www.malomatia.com

## Mubadarah 2018 Accomplishments



Ms. Fatin Ali Al-Hitmi, Head of Administration

The development of human capital is at the heart of Mubadarah, our CSR initiative.

### Regulatory Authority Corporate Social Responsibility (CSR) activities concentrate on educational outreach.

The development of human capital is at the heart of Mubadarah, our CSR initiative, as are the development of a competitive and diversified economy capable of meeting the needs of Qatar's people; and contributing to the economic, social and environmental development of the State.

October's 2018 World Investor Week, a week-long global campaign of the International Organization of Securities Commissions (IOSCO), highlighted the importance of investor education and protection. Regulatory Authority staff introduced ninety 11th and 12th graders at our two partnering schools

to "smart investor" concepts and a related essay competition encouraged students to voice their own smart investment plans.

In 2017, in partnership with the Qatar Central Bank and the Qatar Financial Markets Authority, the Regulatory Authority launched a financial sector master's degree, with a specialisation in regulatory leadership, the first of its kind in the region and one of a few similar programmes globally. Three Qatari Regulatory Authority employees will graduate with master's degrees in 2019.

Mubadarah also fostered charity work benefitting Qatar's migrant labourers. During the holy month of Ramadan, employees packed bags with food and calling cards and distributed them to workers. Later in the year, in collaboration with the Ministry of

Transport and Communications and the Ministry of Administrative Development, Labor and Social Affairs' Better Connections initiative, the Regulatory Authority donated 132 devices to Qatar's migrant labour camps.

In alignment with the Qatar National Vision 2030's environmental pillar, under Mubadarah, we launched Be'atna in October 2018.

Be'atna guides the organisation's sustainable development actions including tree-planting, encouraging a paperless business environment, and recycling.

On the health and awareness front, Mubadarah hosted a blood drive in cooperation with Hamad Medical Corporation (HMC) for employees of all QFC entities in April 2018.

# be'atna بيتنا



Our CSR initiative, as are the development of a competitive and diversified economy capable of meeting the needs of Qatar's people

مبادرة | هيئة تنظيم  
MUBADARAH | مركز قطر للمال  
QATAR FINANCIAL CENTRE  
REGULATORY AUTHORITY

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



CSR at **Dlala Holding**



**We believe in the importance of scientific research and creative students' support.**

**Dlala Brokerage and Investment Holding Company continued its successful journey with CSR. The company has achieved academic awards and national contributions that enhanced its social credit.**

**Academic Awarding**

Qatar University honored Dlala with the CSR Leadership Award for its pioneering position in social responsibility.

The company has an MOU with Qatar University to improve and enhance knowledge in education, scientific research, executive training, community development, and exchange of professional experiences, scientists and researchers in business administration, finance and IT.

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

It also provides training opportunities for QU students, introduces them to trading systems, contributes to scientific research, sponsors creative students, as well as the company's CSR strategy for QNV 2030.

**National partnerships**

Dlala Holding renewed its partnership agreement with Al Jazeera Media Network to sponsor two programs: (Al-Iktissad Wal Nas) and (Al-Bursa), which are broadcasted on Al-Jazeera news channel.

(Al-Bursa) TV program offers economic content suitable for different audiences and is based on the language of simple numbers and visual techniques, which informs viewers about the development of stock exchanges, oil, currencies and metals markets.

The program highlights the most important regional economic variables and their impact on countries and the living conditions in the society.

It also provides a fast-moving economic content for all segments of the public based on simple numbers and visual techniques that put the viewer at the forefront of developments in the world of stock, oil, exchange and precious metals.



**National day**

Dlala Holding congratulated its customers on the occasion of the National Day of the State of Qatar with a documentary film in which it presented its national vision for CSR: "From a deep love to our homeland, our story began. From the pride of the ancestors and the authenticity of the past, from the vision and the inspiring planning, the Journey proceeds. We build and evolve achieving the highest success rates." A quote from the documentary.

**Governance**

Dlala Holding sponsored the second conference of corporate governance which aimed to raise the level of disclosure and transparency in the Qatari market and enhance the efficiency of financial markets. Through events organized by its member financial market bodies, the organization aims to highlight the importance of educating and raising the awareness of investors about their rights, enhancing their opportunities for protection and eliminating what may be called illiteracy in financial markets.

**The International Conference on Partnership and Corporate Social Responsibility for Islamic Banks and Financial Institutions.**

Dlala Holding co-sponsored the "International Conference on Partnership and Corporate Social Responsibility for Islamic Banks and Financial Institutions" as part of the United Nations Week for Sustainable Development, on the occasion of the International Day of CSR.

**Investor Relations Annual Conference**

Dlala Holding co-sponsored the 9th Investor Relations Annual Conference, which aims to support the sustainability of listed companies for the coming years and decades, pointing out that the time is right for responsible companies that want to grow and flourish by enhancing the confidence of their investors, the market and society in general.

The company supports the efforts of Qatar Exchange and adopts several initiatives to develop investor relations with the listed companies.

**Enhancing confidence**

Dlala Brokerage and Investment Holding Company signed a contract to develop and implement the trading system for Dlala Brokerage Company, which is licensed to trade on the Qatar Exchange, in cooperation with Hydra Software Maintenance Company, as part of its efforts to develop the business as an authorized broker in Qatar Exchange, and to maintain its reputation all over the past years, gaining the confidence of many customers in Qatar and abroad.

The new system offers many advantages to the company's existing customers and enables Dlala to add new customer services in line with the efforts of Qatar Exchange to develop trading in Qatari stocks and add new investment activities.

The system is highly advanced and is implemented in many major investment institutions in the region. The system uses the highest standards of security and easy to use. It can handle multiple orders and trade in different markets and currencies.





## CSR at Al Jazeera Perfumes



Eng. Ahmed Essa Alhashemi, Chairman

Our CSR is reflected in the creation of products blending oriental heritage with western charm.

**Al Jazeera Perfumes Company is fully committed to CSR, which is reflected in the creation of new and quality products to satisfy our customers blending oriental heritage with western charm.**

The company's success and expansion stems from its recognition of the importance of offering products that are compatible with the society.

This reflects its ambition to form its own vision and develop an appropriate plan of action that focuses on expanding its presence and spread in the Middle East and other countries around the world.

The company has 20 years of experience in the local market and is distinguished by its distinctive perfumes.

With the quality of its products, it has been able to win the confidence of its customers and to expand into the Gulf, as well as its first international branch at the Champs-Élysées in the French capital Paris.

### The world's best perfume brand

At an annual ceremony held in London, awards of the best international brands in various fields were awarded in accordance with their achievements in the global market.

Al Jazeera Perfumes was awarded the best international perfume brand in that event. It is a great achievement, and a clear evidence that Al Jazeera Perfumes has reached a very special place in the world of perfumes.

The well-planned work and creative ideas are the key to this success, which transcends the local boundaries to the Arab and international market.

Al Jazeera Perfumes participates in the international exhibitions and chooses celebrities and stars to carry its brand and the new products.

Al Jazeera Perfumes also creates products that can embody and represent special occasions in order to satisfy its customers.

### The National day

In celebration of the national day, Al Jazeera launched the perfume "18 December", designed by the "blockade" artist Ahmed Al Maadid, who created the famous painting "Tamim Al Majd".

The Launching ceremony was hosted by the Museum of Islamic Art, the icon of culture and arts in Qatar, in the presence of the best perfume experts in the world.

The perfume "emballage" is designed in the form of Qatar's map, to be unique in its fragrance, national in its design and outstanding in its launching.

This initiative is an evidence of the company's belief in the importance of the national day of Qatar.

The legacy of the company in developing the Gulf perfume industry and providing everything unique, since its establishment. Al Jazeera Perfumes has succeeded to include in its museum a rare collection of oud and amber from all parts of the world.



18 December perfume, a reflection of our CSR



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

## CSR at the Spirit of Qatar Network

# Spirit of Qatar



Ms. Rana Afan Executive Director

Towards a tourism industry aligned with preserving the environment and maintaining the cultural heritage.

**The Spirit of Qatar Network believes that tourism is one of the greatest economic and social phenomena of the modern age. At the brink of the twentieth century it was enjoyed by relatively few rich people, then it developed to be a public phenomenon in the developed countries. By the beginning of the 21st century it became an affordable entertainment activity for most people in many countries.**

With this spirit, SQN recognizes its CSR role in increasing Qatar's share of global tourism. We monitor the main trends of tourism and hospitality development and the new forms of tourism, especially those related to modernity and sustainability, as well as analyzing customers' attitudes, behavior and choice of tourist destinations, with special interest in restoring and enhancing local traditions tourism.

The Spirit of Qatar Network is aware of the risks and the negative effects of unbridled tourism growth that aim to achieve short-term benefits. SQN is geared towards developing appropriate plans to run its activities with a long-term vision.

We believe in the importance of CSR in development and its necessity for the rapid expansion of the tourism sector as a driving force towards economic and social integration. Sustainable tourism is the choice of the network, it allows resource management to meet economic and social requirements while, at the same time, preserving the integrity of national culture and traditions.

The network has taken a leading role and created innovative solutions for the development of the hospitality sector in a carefully examined manner that minimizes the negative effects on

the ecosystem and the socio-cultural environment.

SQN has adopted aggressive CSR policies, particularly in the environmental field, to ensure sustainability, enhance the economy and increase allure and quality of tourism services, including improved reputation and human resource development.

In order to promote the Qatar as a contemporary destination of sustainable tourism, the network has improved its operational policy by taking a decentralized, participatory approach to enhance the network's programs, including entertainment and hospitality.

In short, the Spirit of Qatar Network has developed an integrated, green and cultural tourism plans to bring tourism in line with the preservation of the local ecosystems and cultural heritage.



## Sustainable hospitality is our social responsibility

# Spirit of Qatar

[www.spiritofqatar.org](http://www.spiritofqatar.org)



## Social Responsibility of the Russian Embassy



HE Nurmakhmad Kholov, the Ambassador

**Toward strengthening the foundations of understanding between the two peoples through exchange of art and culture.**

**The Embassy of Russia in Qatar has interest in social responsibility in its various activities and initiatives and takes CSR principles as a basis for positive development of the relations between Doha and Moscow in various fields.**

The successful initiative Qatar-Russia Year of Culture 2018 aimed to deepen the understanding between the two peoples through exchange of art and culture.

A major event that highlighted the diversity of Russian culture in all its forms: Cultural dancing, popular handicrafts, famous masterpieces of painting and historical monuments.

It contributed to the bilateral cooperation between the two countries, increasing the flow of tourists, strengthening economic bonds and offering new opportunities for cooperation in various fields.

The Qatar-Russia Year of Culture included a variety of activities aimed at introducing Qatari art and heritage in Russia.

In addition, the Qatari community was introduced to Russia's varied cultural heritage, as well as many activities and events that impressed both the Qatari and Russian audiences.

The Russian-Qatari Joint Committee for Economic, Commercial, Scientific and Technical Cooperation is a complement to the successes of the Russian Embassy in Qatar towards further progress.

The Committee's efforts culminated in the opening of the Center for International Studies and Innovation at Qatar Science and Technology Park.

In sports, there is a steady cooperation between the football federations of both countries and in

the field of security and safety of sports events, preparing athletes and development of sports medicine, especially as Russia and Qatar hosting two consecutive World Cup versions in 2018 and 2022.

The promising cultural cooperation between the two countries includes planning of the Russian Film Week under the auspices of the Qatar Museums Authority, where films of contemporary directors and classical Russian films were shown.

The Russian Embassy in Qatar was also participated actively in the 29th edition of the Doha International Book Fair, which was held under the theme "Doha, a City of Knowledge and Consciousness", reflecting the cooperation between the cultural institutions of both countries - whether in museums, exhibitions, universities or other mediums.

In addition, showing the mutual respect of both peoples' cultures.



## The Qatar-Russia Year of Culture, A variety of activities aimed at introducing art and heritage of both countries



[www.qatar.mid.ru](http://www.qatar.mid.ru)

## Social Responsibility of Ecuador Embassy



HE Ivonne A Baki, the Ambassador

Looking forward to building economic, investment, touristic and social relations.

**CSR is reflected in the high level of bilateral relations between Qatar and Ecuador. The Embassy of the Republic of Ecuador is relying on the principles of CSR to develop these relations at all levels.**

### Enhancing partnerships

The Embassy of Ecuador continues its activities to promote partnerships between public and private sector institutions in Qatar and Ecuador, and has discussed cooperation in various fields.

The Embassy was involved in many official meetings with the Ministry of Culture and Sport, Qatar Football Association, the Qatari Businessmen Association, Qatar Chamber, Qatar Ports, Manatec and Katara.

These meetings were translated in business visits between senior officials from both countries, and the increase of Ecuadorian goods exported to Qatar, such as agricultural products, fish, chocolate and others.

The Embassy coordinated the visit of H.E Lenin Moreno, the President of the Republic of Ecuador, to Qatar

Foundation for Social Action where HE was informed about the achievements aimed at enabling NGO's and civil organizations to provide services to target groups, particularly persons with disabilities, and to support the principles of the Convention on the Rights of Persons with Disabilities , In accordance with the targets of sustainable development in QNV 2030.

The Embassy also encouraged mutual visits of Qatari and Ecuadorian youth to learn the languages and exchange knowledge, believing in the importance of communication among peoples in the development of bilateral relations.

### Supporting the role of women

The Embassy of Ecuador participated in a public seminar on the role of women in diplomacy and peace in the world, organized by the Center for Conflict Studies and Humanitarian Action at Doha Institute for Higher Studies in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO), with a broad presence of diplomats, academics and students.

### Ecuadorian Cultural Week

The Embassy organized the Ecuadorian Cultural Week, which had various activities and events: Exhibitions, workshops, documentaries, food festival and handicraft market, as well as pavilions reflecting the natural and wildlife environment of Ecuador, its animals and birds and children's programs.

The Ecuadorian Cultural Week Festival was the cultural semblance of the Ecuadorian society, which reflected a genuine image of diversity, cross-cultural relations, exchange of knowledge and openness to the other.

Artistic teams participated in the World Peace Art Festival under the theme (Peace spirit).

In business, the embassy supported businessmen visits between Qatar and Ecuador to discuss mutual investment opportunities and ways of developing them.

These visits are enhancing relations between the two countries, especially in trading, investment, tourism, social relations and other fields.

## Towards enhancing partnerships between public and private sectors



[www.catar.embajada.gob.ec](http://www.catar.embajada.gob.ec)



## Noor Al Thani ... A Fruitful Journey in sustainability culture promotion

# QatarCSR



Sheikha **Noor Jassim Al Thani**

A unique role in spreading CSR awareness.

**The CSR Committee at Qatar University efforts has led to launching initiatives that promote a culture of social responsibility in Qatar. Among the most prominent of these initiatives is the Innovation Award for individuals living in Qatar whose contributions have positively influenced the society.**

Sheikha Noor Jassim Al Thani is a sustainability supporter who has a fruitful journey in promoting this culture. Honoring her with the CSR Award is a tribute to her continued efforts and diligence as one of the outstanding leaders who could set an example within the community as a pioneer in spreading the CSR culture at a wide level.

Sheikha Noor Jassim Al Thani chaired the Qatar National Sustainable Development Program (ESTIDAMA), and (TADWEER) which played a crucial role towards creating awareness about sustainable development and empowering citizens and residents to build a thriving and healthy society and maintain the environment in Qatar.

Noor's initiatives have enhanced community awareness towards

adoption of state-of-the-art sustainable development technologies and products in all sectors, such as renewable energy, recycling, electricity and power saving, industrial and electronic waste treatment, green cooling systems, water and wastewater management, pollution and noise control, and eco-friendly agriculture, and eco-tourism, in addition to researches and studies about environmental issues.

Sheikha Noor, former Vice President of the Business Women Forum of Qatar Chamber, and Chairman of the Productive Families Committee and member of Made in Qatar Committee in the Chamber, is a role model of Qatari women locally and internationally, who was able to raise the level of cooperation among women's organizations in society.

H.E. has an exceptional role in raising awareness about agriculture and its importance as one of the topics of sustainable development, and the contribution of children, men and women in growing plants and creating healthy environment and society in Qatar.

Sheikha Noor believes that the concepts she has worked for in the course of her life, are in line with the pillars of Qatar National Vision 2030, with full focus on the involvement of the human element in the development process and the realization of the knowledge economy in an innovative sustainable society.

Sheikha Noor has always emphasized that family is the nucleus of society.

Thus, instilling a culture of passion towards environment and its preservation in children is a vital path to establish an ecologically educated society committed to sustainable development.

In this regard, Sheikha Noor's efforts have been focused on developing productive family-based industries, raising awareness of its importance in the labor market in Qatar.

Sheikha Noor looks forward towards boosting this concept to reach the global level, in addition to developing the products to service different customers' categories and to be sustainable itself.



## Adnan Steitieh ... a well known CSR researcher

# QatarCSR



Dr. **Adnan Steitieh**

An academic pioneer in CSR.

**The CSR Committee at Qatar University has always led the efforts to launch and develop initiatives that promote a culture of social responsibility in Qatar. Among the most prominent of these initiatives is the Innovation Award for all nationals and expats living in Qatar whose contributions have positively influenced the Qatari society.**

Dr. Adnan Steitieh is a pioneer in CSR. He has written about CSR in depth from the early stages of the concept development. He witnessed its trending and its evolution. He understood its importance and impact and lectured in its literature. He also contributed to many CSR events and was a CSR defender in many occasions.

Dr. Steitieh says: "The follower of His Highness Sheikh Tamim Bin Hamad Al-Thani's speech, opening the 47th session of the Shura Council and his previous speeches, finds that it included an invitation to proper social behavior, highlighting the values of work and production and rejecting societal negativity, dependency and egoism."

He adds: Guided by the strategic trends, there is a new concept of social responsibility.

Today, it became a right and a duty, and can be defined as follows: "to participate in sustainable development, every individual from his position, to ensure commitment to comprehensive quality and the optimal use of resources and factors of production, to secure the society's requirements of quality goods and

safe services, to develop its human resources and improve the environment, to protect the interests, properties and values of society, and to reserve all the public order components: security, tranquility and public health. Each one of you is a shepherd and responsible for his herd. Have we received the message and understood its content and will work it on? An open question for every official, citizen and resident.

In May 2012, during a roundtable entitled Innovative Ways to Achieve Corporate Social Responsibility in the Middle East, Dr. Steitieh emphasized that "the origin of CSR lies in aligning and balancing the conflicting interests".

Dr. Steitieh believes that QNV 2030 forms the foundation of corporate social responsibility, as CSR reflects the pillars of that vision: Human Development: Developing the population of Qatar so that they can build a prosperous society.

Social Development: Development of a just and secure society based on good morals and social care, capable of dealing and interacting with other societies and playing an important role in the global partnership for development.

Economic Development: Developing a diversified and competitive national economy capable of meeting the requirements of present and future citizens of Qatar and securing a high standard of living.

Environmental Development: Managing the environment in a way that ensures harmony and alignment between economic and social development, and environmental protection.

Dr. Steitieh is a CSR academic pioneer, a simple web surfing in the global search engines will reveal the association of the CSR concept with institutions connected with his respectful name.



Reviving “EKECHEIRIA” ... Qatar's Mission for Peace through Sport

# QatarCSR



Haitham Hossam Al-Dein, Director of Strategy

The 21st Century Initiative of Qatar 2022 ... an International Inspiration.

**Launching the 7th edition of the National CSR report coincides with Qatar's preparations to host the 2022 FIFA World Cup. In the recent meetings of QU CSR Committee, which was established under a long-term academic partnership between our network and Qatar University, it was decided to raise the public awareness to the added value of Qatar 2022 to social responsibility.**

This vision of QU CSR Committee was derived from the ethical items of Qatar's bid to the world cup hosting competition, especially page 10 which included "It is emphasized that between 2011 and 2022 the LOC initiatives would be developed in close collaboration with FIFA and aligned with its global CSR activities".

Studying the output of the previous World Cup events, especially the last

three, all of which confirmed their full commitment to the ten principles of the UN Global Compact, which represents the international CSR reference guide, a general consensus among the CSR Committee members was to have "The 21st Century Initiative for Qatar 2022: Qatar's Mission for Peace through Sport" as the theme of the 7th edition.

In view of the expected international initiatives and community development activities, the CSR Committee considered adding a noble humanitarian concept to the title of this issue "Volunteering" which is a vital element in the CSR principles.

The network is proud to increase its contribution to the development of Qatar University's students and to raise their public awareness of the importance of volunteering and be

a positive example in the community, preparing to participate in the success of the upcoming World Cup.

The Olympic Truce or "EKECHEIRIA" is based on an ancient Greek tradition dating back to the ninth century BC. All disputes were suspended during the truce period, which used to begin seven days before the opening of the Olympic Games and to end on the seventh day after the conclusion of the Games so that athletes, artists and relatives can travel safely to the Olympic Games and then return home. The network believes that Qatar is making confident steps towards organizing the great historic event in few years, and is proving its ability to revive the "EKECHEIRIA" with a manner similar to (Legacy of major events) such as the international inspiration programme of London, Beijing and Russia Olympics.

