

## Corporate Social Responsibility



# Corporate Social Responsibility...An Effective Role and a Continuous Commitment

“APIC invested 8.7% of its net profit in 2018 in corporate social responsibility, amounting to USD 1.4 million”

Since its establishment, APIC has had an effective social role in the communities within which it operates. APIC’s strategic social responsibility vision lies on forming strategic partnerships with institutions that play an active role in society in the education and health sectors, entrepreneurial projects and youth, as well as through its support of social, charitable, humanitarian and cultural institutions. In 2018, APIC invested 8.7% of its net profit in corporate social responsibility, amounting to USD 1.4 million.



Orphans, Families and Persons with Special Needs



## SOS Children’s Villages in Palestine



APIC has regularly supported SOS Children’s Villages in Palestine, helping the institution fulfil its humanitarian mission of providing quality education as well as stable, secure and loving care to children who have lost parental and community care.

In 2016, APIC sponsored a family of eight children in Bethlehem’s SOS Children’s Villages to cover three consecutive years, through 2018.

Also in 2016, and for three consecutive years, APIC dedicated a fund to the Education for a Better Future program, which will enable the Palestinian children of the SOS Children’s Villages to receive quality education at the schools they attend. In 2018, the children’s playground in the village in Bethlehem was rehabilitated and funded by APIC as well.

APIC’s social and humanitarian commitment extends to providing moral support as well. It was in this spirit that APIC sponsored a fun-filled Ramadan iftar for the children, mothers and administrators of the SOS Children’s Village in Bethlehem. The evening included recreational activities as well as the distribution of gifts to the children.



## Orphans, Families and Persons with Special Needs



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### The installation of a solar power system

Moreover, in 2018, APIC installed a solar power system on the rooftops of the houses of SOS Children's Village in Bethlehem with a total operating capacity of 124 Kwp, in its pursuit of adopting clean and environmentally-friendly sources of energy.

SOS Children's Villages Palestine is a member association of SOS Children's Villages International, which works in 135 countries around the world, providing loving homes and families to children who have lost their parents or are at risk of losing parental care. It enables children to develop their characters and self-reliance to grow and face life challenges within a loving family. It also supports families going through challenging living conditions by providing care, education and health services. SOS Children's Villages Palestine began work in 1966, and was the first of its kind in the Middle East.



### Star Mountain Rehabilitation Center



APIC has pledged support for a three-year period to Star Mountain Rehabilitation Center, from 2017 through to 2019, to assist the organization in fulfilling its mission of providing rehabilitation to persons with intellectual disabilities, offering them training and other opportunities needed in order to be active members of society. APIC's contribution to organizations that provide skills training to persons with intellectual disabilities reflects the company's strong belief in equal opportunities, respect for others and the importance of human rights. Also, jobs have been allocated to people with special needs within the group; two persons from Star Mountain have been employed at the manipulation/labeling section at Unipal's main distribution center since 2017.

Star Mountain Rehabilitation Center is an institution of the Worldwide Moravian Church working in Palestine. It contributes to helping secure dignified lives for persons with intellectual disabilities, through the provision of rehabilitation and training, integration and inclusion, awareness building and community mobilization, on the basis of love, dignity, justice and equality. The center's four programs include the inclusive kindergarten, a school, vocational training and community work. Star Mountain Rehabilitation Center works with people with intellectual disabilities, their families, the community, as well as national and governmental organizations to raise their awareness on disability rights and issues so that they can become change agents who support the process of creating an inclusive, disability responsive Palestinian state and community. The center is a member of several networks and forums in order to exercise pressure on policymakers to claim the rights of persons with disabilities and change negative attitudes. The center also provides support services to people with intellectual disabilities including physiotherapy, speech therapy, psycho-social support, protection from abuse, art, music and sports education, as well as drama, circus and dabkeh. The center currently supports 200 persons with intellectual disabilities of all ages.



## Orphans, Families and Persons with Special Needs



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### The Society of Inash El Usra

APIC has been assisting the Society of Inash El Usra since 2016, within a strategic support plan that covers the years 2016 through 2018, to aid the organization in fulfilling its national, social and humanitarian missions.

Established in Al-Bireh, Palestine, the Society of Inash El Usra is a non-profit developmental and charitable organization launched by a group of committed Palestinian volunteer women in 1965. The society relies on its executive committee for volunteer work, in addition to a dedicated team of more than 114 employees to achieve its national objectives, which include social, humanitarian, cultural and economic efforts to empower women and facilitate professional access to community development roles and family support. Other objectives include the preservation of Palestinian cultural heritage from loss, plagiarism or theft, as well as child care in recognition of the role youth play in forming a better future of Palestine.



### Give Palestine Association



In 2018, APIC launched strategic support for the Give Palestine Association for a period of three years, from 2018 through to 2020, which will be focused on the association's programs in the Gaza Strip.

Moreover, in 2018, APIC donated a Hyundai Ioniq car to the society, which will be used to facilitate the association's tasks.

The Give Palestine Association (GPA) is one of the leading associations in charitable and humanitarian work. The association is a non-profit, non-political, non-governmental and non-partisan association working in the Gaza Strip, Jerusalem and the West Bank, including areas and villages adjacent to the Separation Wall and Israeli settlements. GPA was established as a response to the emerging suffering of the Palestinian people living under occupation and siege in order to alleviate their suffering. The association was founded by merging the Association of Gaza Voluntary Relief Efforts (Ata` Gaza), which was established in 2003 in Gaza City, with Give Palestine Association that was founded in Ramallah in 2010. The association works in various fields such as relief, culture and sustainable development. In addition, the association focuses on marginalized and poor areas and works centrally in the Gaza Strip, where it works with less fortunate families, especially women and children. The total number of beneficiaries of the programs implemented by the association in 17 years is more than 700,000 people.



## Youth and Education



## Youth and Education



### Dar Al-Tifel Al-Arabi Organization – Jerusalem

APIC has been supporting Dar Al-Tifel Al-Arabi since 2017, within a strategic support plan that covers the years 2017 through 2021, and will see the company provide 20 scholarships for exceptional female students studying at Dar Al Tifel Al-Arabi secondary school in Jerusalem.

Dar Al-Tifel Al-Arabi Organization (DTA) was founded in Jerusalem in 1948 by the late Hind Hussein, a pioneer in philanthropy and voluntary work in Palestine. DTA is a forerunner in community work in Jerusalem, and its services span various sectors including education, orphan care, heritage and culture. It runs and supervises Dar Al Tifel Al-Arabi elementary and secondary school, the nursery and seven kindergartens and the boarding section for orphan girl students and social cases. It also manages two cultural centers: the Palestinian Heritage Museum and Dar Isaaf Al-Nashashibi for Culture, Arts and Literature.



### The Industrial Secondary School – Jerusalem / Arab Orphan Committee

APIC has been supporting the Industrial Secondary School in Jerusalem since 2017, and has provided 25 scholarships to students studying in the vocational fields of auto-mechatronics, welding, central heating, air conditioning, carpentry and furniture, communications technology, maintenance of cellular devices, computers and networks and electrical wiring.

The Industrial Secondary School (JISS) was established in Jerusalem in 1965, by the Arab Orphan's Committee (AOC). JISS is equipped with comprehensive equipment, tools and apparatuses, which serve the technical and vocational education and training (TVET) sectors. The vision of AOC and JISS is focused on building a professional, productive Palestinian society, with equal chances of adequate education and training, to fulfill the requirements of building a strong Palestinian economy. JISS has started accepting female students to the relevant specializations and has, additionally, started providing and implementing training courses under the continuing education and non-formal training. Under this vision, and as a developable sustainable institution, JISS offers high-quality TVET specializations that are responsive to the needs and requirements of the private sector and labor market, locally and regionally. In addition, the mission of the institution is to participate in raising youth's employability by supplying the labor market with highly demanded, qualified and skilled technicians and specialists, in full cooperation and partnership with the private sector, in order to reach sustainable socio-economic development.

"The Dual Studies Program for Electrical Engineering is a very intensive study system but it offers the student a rich and rewarding experience at the same time. By joining the program, I was able to become involved in the labor market from the first day of my studies. I have benefited from the combination of the theoretical and practical systems, not only gaining theoretical knowledge but also received technical expertise and developing my personal skills in a work environment. The program has given me a great opportunity to achieve my ambition within this specialisation and has assisted me in making a clear difference in my career prospects."

Moa'th Ayaseh,  
Faculty of Electrical Engineering – National Aluminum  
and Profile Company (NAPCO)



## Youth and Education



### Dual Studies – Al-Quds University

APIC has been supporting Al-Quds University's Dual Studies program since 2016, by hosting 15 students throughout their undergraduate studies. Students in the faculties of electrical engineering, information technology and business administration get the opportunity to intern at APIC subsidiaries during their four-year undergraduate studies.

Dual Studies is an educational system that combines theoretical study with practical application. Al-Quds University launched the Dual Studies program in 2015, with funding from the German government through GIZ. Dual Studies was designed to contribute to raising the professional level of the Palestinian youth and providing good jobs for students after graduation. Moreover, it aims to bridge the gap between the academic educational outcomes and the needs and requirements of the Palestinian labor market. The program is being implemented along the lines of the German experience, which focuses on the integration of academic study and linking students in the work environment from the first day of enrollment in a specialty. This methodology provides students with the opportunity to study at Al-Quds University as well as have the chance to practice in the field of their study at a specialized Palestinian company until they achieve their bachelor's degree.



## Youth and Education



### King's Academy

Since 2014, APIC has supported distinguished students from Palestine to study at King's Academy in Jordan. King's Academy, located in Madaba Jordan, opened its doors in 2007. It is a non-profit, coeducational boarding and day school for middle and high school students (grades 7 to 12). The school provides a comprehensive curriculum based on the American Advanced Placement program and the College Board's QUEST framework for teaching and learning. The dynamic curriculum includes an integrated co-curricular program of athletics, activities and community service, and boarding students live in a nurturing residential environment that allows them to flourish personally and intellectually. King's students currently number 660 and hail from Jordan and 39 other countries.





## Youth and Education



## Youth and Education



### Mahmoud Abbas Foundation

Since 2015, APIC has provided scholarships to Palestinian students in Lebanon through the Mahmoud Abbas Foundation.

Mahmoud Abbas Foundation is a non-profit organization registered in Palestine and Lebanon, founded in 2011 in response to the difficult situation Palestinian people face in refugee camps in the Diaspora, especially in Lebanon. The foundation helps the refugees through three programs: the student's scholarship program that provides scholarships to Palestinian students, to date, around 4800 students have benefited from this program; the family interdependence program (Takaful), which provides symbolic aid to more than 300 families; and the youth empowerment program that aims to enhance and develop capabilities of the youth to prepare them for the labor market and increase their employability chances by offering them training opportunities at the Cisco Academy or in graphic design.



### INJAZ Palestine

APIC has maintained its support for INJAZ Palestine since 2007, through generous donations and with volunteers from APIC and its subsidiaries.

INJAZ Palestine is an independent Palestinian organization run and sponsored by a group of pioneer Palestinian companies. It is a member of the Junior Achievement Worldwide organization, which was established in 1919. Through partnership with the private and education sectors, INJAZ provides programs delivered by experienced volunteers from the Palestinian private sector to inspire and educate youth about entrepreneurial and business innovation.

### APIC's Scholarship for the Children of its Employees

Every year, APIC awards full four-year scholarships to the highest scoring Tawjihi students among the children of its employees at a Jordanian or Palestinian university.



## Youth Leadership and Entrepreneurship



## Youth Leadership and Entrepreneurship



### The Palestinian Initiative for the Promotion of Global Dialogue and Democracy – MIFTAH

APIC has been providing strategic support to MIFTAH since 2017, as part of a strategic agreement until 2019 to support the Palestinian Youth Leadership Empowerment Program, which aims to empower and build the capacity of young leaders and enhancing their role at all levels to play an effective role in the sustainable development process.

MIFTAH is a non-governmental non-profit organization that was established in Jerusalem in 1998. It seeks to promote the principles of democracy and good governance within various components of Palestinian society; it further seeks to engage local and international public opinion and official circles on the Palestinian cause. To that end, MIFTAH adopts the mechanisms of an active and in-depth dialogue, the free flow of information and ideas, as well as local and international networking. One of MIFTAH's strategic objectives is to promote good governance through enhancing the role and participation of women and youth in policy- and decision-making within the public sector and local government organizations. This participation is increased through empowering women and youth political leadership in the West Bank and Gaza Strip for national and local government elections and supporting women and youth to be well prepared to take on political roles and to become involved in political and public spheres.



### Gaza Sky Geeks

APIC has been providing strategic support to Gaza Sky Geeks since 2017, as part of a strategic agreement until 2019. Gaza Sky Geeks is a technology and education center that supports entrepreneurs and software developers in Gaza, Palestine.

Moreover, in 2018, APIC financed the expenses of the top three startup companies chosen for the Zain Innovation Campus program (ZINC) to gain access to the Zain campus for innovation during the implementation of the residence program with ZINC Jordan.

Gaza Sky Geeks (GSG) is the leading co-working space, pre-seed startup accelerator and technology education hub in Gaza. Its mission is to build an internationally competitive technology ecosystem in Palestine through online freelancing, outsourcing and tech startups that create high-salary jobs. In 2018, GSG helped generate over USD 800,000 in investment and revenue for startups and other online workers, helped train and educate over 2,000 unique individuals in technology and business, and made it easier for Palestinian businesses to receive payments online.





## Youth Leadership and Entrepreneurship



### TEDx AlQuds University

In 2018, APIC sponsored TEDx AlQuds University, a global conference under the slogan “Ideas Worth Spreading” in the fields of technology, entertainment and design.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share in a TED-like experience, where x denotes an independently organized TED event. TEDx AlQuds University brought together a diverse group of students, alumni, faculty members, guests and brilliant speakers, providing an exciting opportunity for undergraduate and graduate students to learn in an engaging and interactive atmosphere that lies at the core of modern educational systems and techniques. The group of attendees and speakers represented some of the brightest minds from the Palestinian community from diverse backgrounds and disciplines.



## Youth and Sport



### Palestinian Football Association

In 2018, APIC sponsored the participation of the Olympic team of the Palestinian Football Association in the Asian Games in Jakarta, Indonesia, which took place in August and September 2018.

Palestine Football Association (PFA) was established in 1998, when FIFA accepted its membership. PFA holds several male leagues for the first, second, and third divisions, and besides professional leagues and age-group leagues, it also offers several leagues for women’s football, futsal and beach soccer. The association is also responsible for developing grassroots football and football for special needs. In 2016, the Palestinian national team reached its highest rank in FIFA, coming in at 72nd internationally. PFA offers its services to all Palestinians in the West Bank, Jerusalem, Gaza Strip and the Diaspora.





## Health and Medical Care

## Health and Medical Care



### Cancer Patients Charitable Society

APIC signed a strategic agreement with the Cancer Patients Charitable Society in 2018, for three years, during which APIC will co-finance three-dimensional mammography machine for early breast cancer detection.

The society was established in Hebron, Palestine in 2015, with a vision to provide special and advanced services for citizens using the latest technologies and best qualifications for early cancer detection as well to educate and spread awareness on preventing and curing cancer diseases. The society provides the necessary health and preventive services for Palestinian citizens in general and in Hebron in particular, including early cancer detection, supportive services, cancer awareness and prevention programs, in cooperation with other charitable organizations in Palestine in supporting, and diagnosis cancer programs.



### Aid and Hope Program for Cancer Patients Care

In 2018, APIC launched a strategic support partnership with Aid and Hope Program for Cancer Patients Care for three years, running from 2018 through 2020.

Aid and Hope Program for Cancer Patients Care (AHP) is a Palestinian non-governmental not-for-profit organization that was established in 2010, in the Gaza Strip. AHP was the first of its kind in Gaza, and provides awareness workshops and psychosocial support for breast cancer patients. AHP provides personalized, emotional, practical and psychosocial support and basic palliative care services to women diagnosed with breast cancer, and their families. AHP's vision is to collaborate with primary and secondary health facilities and other organizations to maximize the effectiveness of their activities, while avoiding the duplication of efforts, as well as breast cancer prevention and early detection programs. Aid and Hope Program for Cancer Patient Care is improving women's awareness on breast cancer and improving the lives of breast cancer patients in the Gaza Strip.



## Culture and Heritage

APIC has continued its support of the Palestinian cultural sector, helping to contribute to the preservation of Palestinian cultural heritage, encouraging cultural and artistic creativity among the youth as well as supporting cultural institutions in fulfilling their national missions.

In 2018, APIC sponsored Al Bireh Festival, which is one of the most prominent cultural festivals in Palestine, taking place every summer in the heart of Al Bireh City, Palestine. The festival hosts Palestinian and Arab singers and musical acts each year, as well as various other activities.



## Culture and Heritage



### El-Funoun Palestinian Popular Dance Troupe

APIC has supported El-Funoun Palestinian Popular Dance Troupe since 2016, as part of a strategic partnership that spanned three years, from 2016 to 2018.

El-Funoun Palestinian Popular Dance Troupe is an independent, non-profit organization that is entirely volunteer-based. El-Funoun was established in 1979, by a number of talented and committed artists. Since then, the troupe has been recognized as the leading Palestinian dance group with an impressive track record of over 1500 performances locally and internationally, 15 productions and tens of dance pieces. El-Funoun has won several awards from local and international festivals for its presentation of Palestinian folklore and contemporary culture through elaborate choreographed forms that embody its own unique vision of Palestinian dance. The troupe is widely recognized as the cultural entity that has played the most significant role in reviving and reinvigorating Palestinian dance and music folklore.



## Culture and Heritage

## Other Areas of Support



### Yabous Cultural Center

APIC has been providing strategic support to Yabous Cultural Center since 2017, as part of a strategic agreement until 2019 to support the center in carrying out its mission to revive cultural life in Jerusalem.

Yabous is a Jerusalem-based nonprofit Palestinian organization founded in 1995, by Suhail Khoury and a group of culture enthusiasts. Yabous works to preserve the Palestinian national identity and revive the cultural life in Jerusalem through the organization of various and continuous cultural and artistic programs and events throughout the year. In order to achieve its objectives and to implement its programs and activities, Yabous has been keen to rehabilitate the former Jerusalem Cinema and transform it to a multi-purpose cultural center that provides basic facilities to accommodate these activities, including the Cinema Al Quds Hall, a meeting room, the Faisal Husseini Hall for music, dance, festivals and conferences, the salon of Mahmoud Darwish for exhibitions and workshops specialized in visual arts, the art shop, which deals with the marketing of works and artistic, literary and craft publications that are produced and issued in Palestine, and some that are produced outside Palestine, and a coffee shop that hosts the center's visitors and the general public of Jerusalem.



### Solar Energy System- Birzeit University

In 2018, APIC installed a solar energy system on the top roof of the Omar Aggad Engineering Building at Birzeit University (BZU), with a total operational capacity of 258 Kwp for self-consumption at Birzeit University.

Founded on the principles of excellence and opportunity for all, Birzeit University has become Palestine's leading academic institution. It is an academic powerhouse with a clear focus on excellence that has secured its national and international recognition unparalleled with other established institutions. Birzeit University is a vibrant community of scholarship and learning that stands in the service of the country and the community. The university has been a thorn in the side of the occupation, insisting on playing its role of enlightenment and creating a multicultural Palestinian society on the campus grounds. Additionally, BZU constantly works to meet today's standards, and the expectations of 14,000 students attending its faculties of science, arts, business and economics, education, engineering and technology, graduate studies, law and public administration, pharmacy, nursing and health professions, and art, music and design.



بلدي أطيّب  
طيبة وجودة في بلدي موجودة



## Other Areas of Support

### Eye on Palestine Economic Program on CNBC Arabia

APIC sponsors the "Eye of Palestine" economic program, which was launched in November 2017 on CNBC Arabia. This comes as part of its belief in the importance of contributing to changing the stereotype about the Palestinian economy among the Arab business community and media, in addition to promoting investment opportunities in the economy by highlighting Palestinian success stories via a specialized channel in the economic, financial and business fields in the Middle East.

"Eye on Palestine" aims to place Palestinian economic activity on agenda of the Arab businesses. It is broadcast weekly and presents the latest economic development and news, Palestine stock exchange trading reviews and listed companies' news, Palestinian success stories and interviews with economic and official figures. The program also includes humanitarian and social issues.

## Other Areas of Support



### Palestine Trade Center (PalTrade)

In 2018, APIC launched strategic support for two years in favor of the Baladi Atyab campaign executed by PalTrade, which aimed to raise awareness about the quality of Palestinian products.

PalTrade was established in 1998 as a non-profit development organization, and was mandated as the Palestinian national export development organization with a mission to lead the development and sustainable increase of Palestinian exports as a driving force for sustainable national economic growth. PalTrade provides a wide range of support in the areas of export development and market intelligence, export promotion, and export policy and advocacy. PalTrade was endorsed by the Palestinian cabinet as the national export development organization in 2005, and was named as the secretariat of the Palestinian Exports Council (PEC) in 2014. PalTrade is a board member at the Arab Union for International Exhibitions & Conferences and a board member at the Coalition for Accountability and Integrity (AMAN). It is also a member in the Private Sector Coordination Council and Chair of the Council for six months every three cycles.





### Other institutions

Throughout 2018, APIC and its subsidiaries provided financial and in-kind support to various groups and organizations, including:

- Palestine Federation of Industries
- Beitunia Municipality
- Ramallah Convention
- Koubar Development Association – (Koubar Society Kindergarten)
- Palestinian Journalist Syndicate - International Federation of Journalists Conference - Ramallah
- Le Trio Joubran - The Long March Album Release - Ramallah
- The General Union for Palestinian Women in Lebanon.
- Al-Ahli Hospital – Hebron
- Al-Awda Hospital in Gaza
- Sports, cultural and youth centers and clubs
- A number of institutions working to increase global awareness of the socio-economic, political and cultural characteristics of Palestine

