



APIC آيبيك



Social Responsibility 2019

25 Years

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

APIC invested 7% of its net profit in 2019 in corporate social responsibility, amounting to USD 1.6 million

Since its establishment, APIC has had an effective social role in the communities within which it operates. APIC’s social responsibility vision lies in 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 its support for social, charitable, humanitarian and cultural institutions. In 2019, APIC invested 7% of its net profit in corporate social responsibility, amounting to USD 1.6 million.



25 Years

Orphans, Families and Persons with Special Needs



SOS Children’s Villages in Palestine



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

Since 2016, APIC has sponsored a family of eight children in Bethlehem’s SOS Children’s Villages.

During 2019, APIC signed the Youth Links initiative agreement that helps SOS Children’s Villages Palestine build youth capabilities, enabling them to

engage as active and influential members within Palestinian society as well as preparing them to face future challenges, especially in choosing



Orphans, Families and Persons with Special Needs



SOS Children’s Villages in Palestine



the appropriate academic and vocational paths in preparation for their inclusion into the job market at for profit and nonprofit companies and organizations. APIC's commitment also includes other financial and moral fields, including the a Ramadan iftar for all the children of the village, their supervisors and administrators. At the iftar, gifts were distributed to the children and entertainment was provided.

SOS Children’s Villages Palestine is a member association of SOS Children’s Villages International, which works in 136 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.

Orphans, Families and Persons with Special Needs



Star Mountain Rehabilitation Center



APIC has pledged strategic support to Star Mountain Rehabilitation Center since 2017, 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.

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 three programs include the

inclusive kindergarten, the school and vocational training. 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, art, music and sports education, as well as drama, circus and dabkeh. The center currently supports 81 persons with intellectual disabilities of all ages.



Orphans, Families and Persons with Special Needs



The Society of Inash El Usra



APIC has been a strategic donor for the Society of Inash El Usra since 2016, assisting 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 childcare in recognition of the role youth play in forming a better future for Palestine.



Orphans, Families and Persons with Special Needs



Give Palestine Association



APIC has been providing strategic support to Give Palestine Association since 2018, within the framework of a three-year agreement, between 2018 and 2020, in which support was given to the association's programs in the Gaza Strip.

Furthermore, in 2019, APIC signed an agreement to support the vocational and technical training program for orphans in the Gaza Strip for a period of two years, between 2019 and 2020. This program aims to support 150 orphan students by providing them with vocational and technical training and education to enable them to resume their schooling and build their capabilities as well as improving their chances at finding a job by providing them with professional and technical skills in order for them to better integrate in the society. The Give Palestine Association (GPA) is a leading association 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 operates 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



Dar Al-Tifel Al-Arabi Organization – Jerusalem

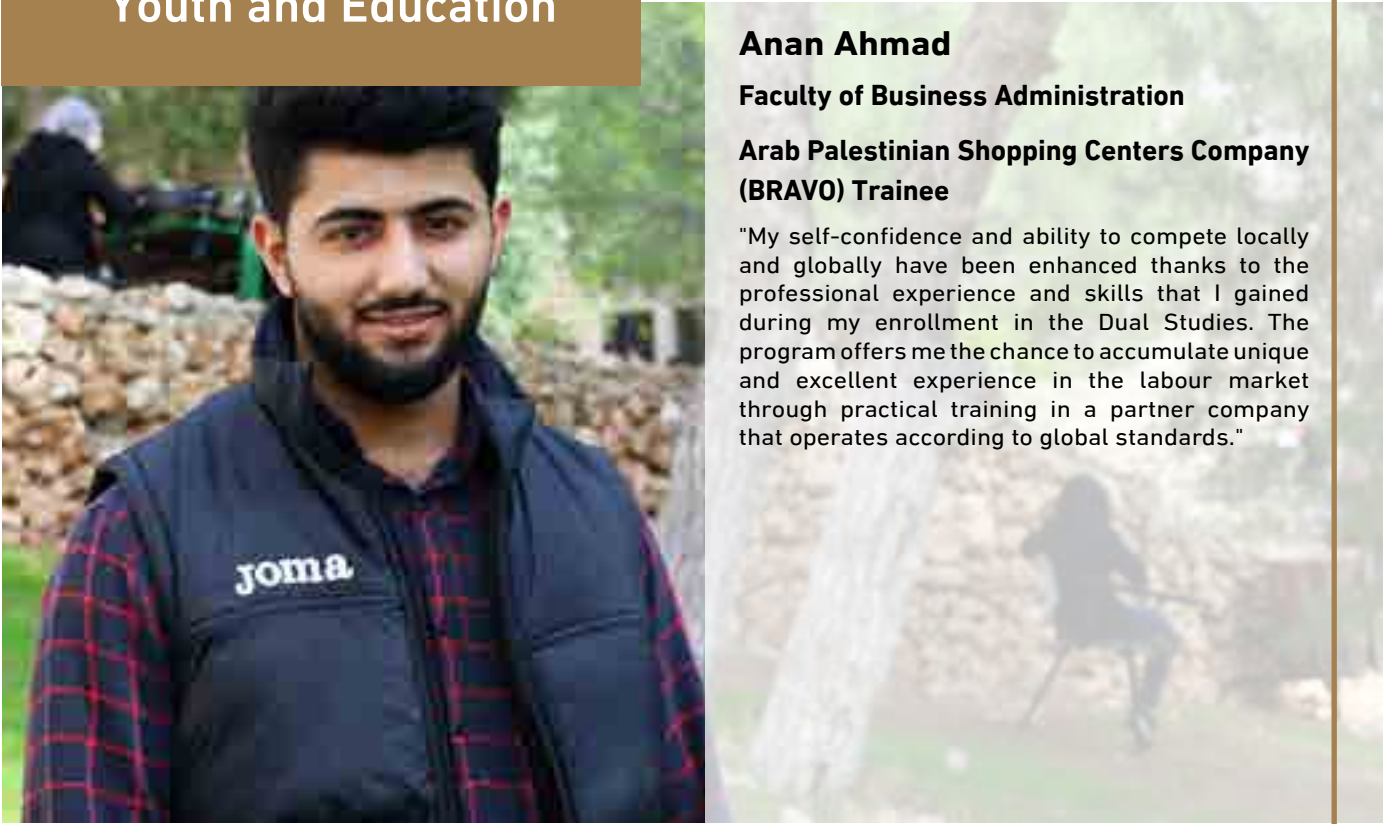


APIC has been supporting Dar Al-Tifel Al-Arabi since 2017, within a strategic support plan until the year 2021, where APIC provides 20 scholarships for distinguished female students studying at Dar Al Tifel Al-Arabi secondary school in Jerusalem. With APIC's sponsorship and volunteers from the group's employees, Dar Al-Tifel Al-Arabi school in Jerusalem represented by the school team, Forsa, was awarded first place at the Arab school level within the student company competition that was organized by Injaz Al-Arab in Muscat, Oman, with the participation of schools from 13 Arab countries.

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, a nursery and seven kindergartens and a 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.



Youth and Education



Anan Ahmad
Faculty of Business Administration
Arab Palestinian Shopping Centers Company (BRAVO) Trainee

"My self-confidence and ability to compete locally and globally have been enhanced thanks to the professional experience and skills that I gained during my enrollment in the Dual Studies. The program offers me the chance to accumulate unique and excellent experience in the labour market through practical training in a partner company that operates according to global standards."

Dual Studies – Al-Quds University



APIC has been supporting Al-Quds University's Dual Studies program since 2016, hosting 16 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, co-educational 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 630 and hail from Jordan and 40 other countries.



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 refugees through three programs: the student's scholarship program that provides scholarships to Palestinian students, to date, around 5000 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.



Youth and Education



APIC has maintained its support for INJAZ Palestine since 2007, both financially and in-kind support through 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



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



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

The Palestinian Initiative for the Promotion of Global Dialogue and Democracy - 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 potential 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.



Youth Leadership and Entrepreneurship



Gaza Sky Geeks



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

Gaza Sky Geeks (GSG) is the leading co-working space, pre-seed startup accelerator and technology education hub in Palestine. Its mission is to build an internationally competitive technology ecosystem in Palestine through

online freelancing, outsourcing and tech startups that create high-salary jobs. Since 2017, GSG helped generate over USD 600,000 in investment and revenue for startups and over USD 2.7 million for freelancers and other online workers, helped train and educate over 4,500 unique individuals in technology and business, and made it easier for Palestinian businesses to receive payments online.

Youth and Sport



Palestinian Football Association



APIC has been providing support to the Olympic team of the Palestine Football Association since 2018. In 2019, APIC signed a strategic support agreement for a period of three years, between 2019 and 2021, with the Palestinian Football Association. Moreover, APIC sponsored the game between the Palestinian National Football team Al-Fida'i and the Saudi national team.

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



During 2019, APIC sponsored a charitable musical event, Anti Al-Ajmal, which was an initiative by Palestine singer Mohammad Assaf, with all proceeds of the event donated to children with cancer and those with disabilities.

APIC has been providing support to the Cancer Patients Charitable Society since 2018, within the framework of a three-year strategic agreement spanning between 2018 and 2020. During that time, APIC co-financed a 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 support of cancer programs.



Health and Medical Care



Aid and Hope Program for Cancer Patients Care



APIC has been providing support to Aid and Hope Program for Cancer Patients Care since 2018, within the framework of a three-year strategic agreement, between 2018 and 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.

Health and Medical Care



King Hussein Cancer Foundation

APIC subsidiary Siniora Food Industries has been supporting King Hussein Cancer Center (KHCC) for years.

The Khair Fund was established in 2019, with the goal of covering the accommodation of Palestinian cancer patients who are transferred by the Palestinian Ministry of Health for treatment at KHCC, as many less fortunate patients are not being treated due to their inability to secure the costs of accommodation near the center.

The King Hussein Cancer Center is a pioneering medical institution in the Middle East that provides the latest scientific developments in holistic cancer care for patients, both children and adults. The center is accredited by the Joint Commission International (JCI) as a specialized center in comprehensive cancer care. It is the only medical center outside the United States of America to be awarded the Joint Commission International Clinical Care Program Certificate (CCPC) for its oncology program.



Culture and Heritage



El-Funoun Palestinian Popular Dance Troupe



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.



APIC has supported El-Funoun Palestinian Popular Dance Troupe since 2016, as part of an ongoing strategic partnership.

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



Yabous Cultural Center



APIC has continuously provided strategic support to Yabous Cultural Center since 2017, as part of a strategic agreement 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 into a multi-purpose cultural center that provides basic facilities to accommodate these activities, including the Cinema Al Quds Hall, a meeting room, the Faisal Hussein Hall for music, dance, festivals and conferences, the Mahmoud Darwish lounge for exhibitions and workshops specialized in visual arts, the Art shop, which markets 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.

Other Areas of Support



Birzeit University



As part of the support provided to Birzeit University (BZU) over the course of many years, APIC has been providing an annual scholarship for five students from Omar Aggad Faculty of Engineering since 2018 as part of a ten-year strategic support agreement until the year 2027. Moreover, APIC sponsors its employees who wish to resume their postgraduate studies and obtain an Executive MBA at the 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.



Other Institutions

بلدي أطيّب
طيبة وجودة في بلدي موجودة



Palestine Trade Center (PalTrade)



Since 2018, APIC has been providing support to Palestine Trade Center (PalTrade) within a framework of a strategic agreement through 2019.

APIC's support was in favor of the Baladi Atyab campaign, which raised awareness about the quality of the 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.



Other Institutions

Throughout 2019, APIC and its subsidiaries provided financial and in-kind support to other various groups and organizations, including:

- Palestine Federation of Industries
- Ramallah Municipality
- British Consulate General – Chevening Masters Studies Scholarships
- The United Nations Model Schools Conference - Friends School, Ramallah
- Palestinian Red Crescent Society - Hebron
- Al-Aqsa Islamic School (Reyad Al-Aqsa) – Jerusalem
- Bethlehem Arab Society for Rehabilitation
- Sports, youth and cultural centers and clubs
- A number of institutions working to increase global awareness of the socio-economic, political and cultural characteristics of Palestine

