



# Corporate Social Responsibility



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## An Effective Role and a Continuous Commitment

### ⚡⚡ USD830,000 Invested in Social Responsibility in 2016 ⚡⚡

Since its establishment, APIC has had an effective social role in the communities within which it operates. APIC's company-wide strategic social responsibility vision lies in its support to and investment in the education and health sectors, entrepreneurial projects, youth as well as through its support of social, charitable, humanitarian and cultural institutions.

Over the past few years, APIC's policy has focused on forming medium- and long-term strategic partnerships with institutions that play an active role in the Palestinian society, assisting them in fulfilling their missions. In 2016, the amount of USD830,000 was invested in social responsibility by APIC and its group of subsidiaries.





### 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 allocated funding for 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 for the **Education for a Better Future** program, which will enable the Palestinian children of the SOS Children's Villages to receive good quality education at the schools they attend.

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.

APIC also celebrated the new year with the family it sponsors, presenting the children with gifts on this occasion. SOS Children's Villages International works in over 134 countries worldwide, providing loving homes and families to children who have lost their parents or who face the risk of losing parental care. It also supports families going through challenging living conditions by providing care, education and health services.







### Star Mountain Rehabilitation Center



APIC announced its three-year strategic support for Star Mountain Rehabilitation Center, which will assist the organization in fulfilling its mission of providing rehabilitation to persons with intellectual disabilities, providing them with training and other opportunities needed in order to be contributing 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 in Palestine is an organization that contributes to the securing of a dignified life for persons with intellectual disabilities by providing rehabilitation and training, integration and inclusion as well as awareness building and community mobilization through love, dignity, justice and equality. The center's four programs include an inclusive kindergarten, a school curriculum, vocational training and community work. Additionally, Star Mountain offers specialized programs for physiotherapy, speech therapy, art and physical education, music, drama and psycho-social support/counseling for both students and their families. The center currently supports 190 persons with intellectual disabilities of all ages.

### The Society of Inash El Usra



In 2016, APIC signed a three-year strategic support agreement, covering the years 2016 through 2018, with the Society of Inash El Usra to assist 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 as a means 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.



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



APIC has a three-year strategic partnership with MIFTAH to support its Palestinian Youth Leadership Empowerment program, which seeks to enable young leaders in building their capacities and effectively contributing to sustainable development efforts.

MIFTAH is a national 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 and engage local and international public opinion and official circles on the Palestinian cause. MIFTAH's strategic objectives are to enable young leaders to effectively participate in reinforcing democracy and good governance as well as to raise community awareness on good citizenship.





### Stock Simulation Program – Palestine Exchange



Since 2014, APIC has been the exclusive sponsor of the Stock Simulation competition organized by the Palestine Exchange (PEX). APIC's sponsorship of the Stock Simulation competition comes as part of its belief in the importance of education, enabling youth to enhance their capabilities and equipping them with necessary practical skills for the future.

The Stock Simulation competition is an applied educational tool that targets students from economic and financial faculties in Palestinian universities and enables them to combine theory with practice. It also allows them to leverage their practical skills and enhances their financial competence in trading securities. It offers students first-hand experience in trading securities in a virtual environment that simulates the real trading environment at PEX, under the same rules and regulations. The competition kicked off in 2008, and saw the participation of three universities. To date, 13 universities across all governorates of Palestine have benefited from this experience with more than 1,800 students taking part. Each year, APIC participates in the graduation ceremony organized by PEX, and distributes certificates to all participants and prizes to the winners.





## Dual Studies Program – Al-Quds University



In May 2016, APIC signed a memorandum of understanding with Al-Quds University's Dual Studies program, to host 10 students during their undergraduate studies. Students in the faculties of electrical engineering, information technology and business administration will get the opportunity to intern during their four-year undergraduate studies at APIC's subsidiaries including Siniora Food Industries Company, Unipal General Trading Company, National Aluminum and Profiles Company (NAPCO), Arab Palestinian Shopping Centers Company (Bravo), Palestine Automobile Company, Medical Supplies and Services Company, and Sky Advertising, Public Relations and Event Management Company.

The Dual Studies program, launched in 2015 by Al-Quds University with the support of the German government, is the first of its kind in Palestine and the Middle East, aiming to create jobs for Palestinian university graduates by providing them with the skills required by the private sector by emulating the successful German model in this regard. The program combines theory with practice to develop the professional level of the Palestinian youth and bridge the gap between the academic educational outcomes and the needs and requirements of the Palestinian labor market. The program offers students a unique opportunity to simultaneously study and acquire practical experience at specialized Palestinian companies throughout their undergraduate studies.

## King's Academy



Since 2014, APIC has supported distinguished students from Palestine to study at King's Academy in Jordan. King's Academy is a non-profit private coeducational boarding and day school inaugurated in 2007 in Jordan that provides middle and high school education (Grades 7 to 12). It 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 640 and hail from Jordan and 42 other countries.

## Mahmoud Abbas Foundation

مؤسسة محمود عباس  
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 Palestinian organization founded in 2011 in response to the dire situation Palestinians face in refugee camps in the Diaspora, especially in Lebanon. The foundation has two programs: the Student's Scholarship program that provides scholarships to Palestinian students, with scholarship amounts directly deposited in the universities' accounts, and the Family Interdependence program that aims to build bridges and create communication channels between the donating and receiving families. Currently, over 1290 students benefit from this program, and over 1000 grant-beneficiary students have graduated, with 700 families having benefited from the program by the end of 2016.

## 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. INJAZ Palestine is dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future and make smart academic and economic choices. INJAZ programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences that give students from high school knowledge and skills in financial literacy, work readiness and entrepreneurship.



## The American International School in Gaza



In 2016, APIC provided support to the American International School (AIS) in Gaza to help the school effectively provide educational services to students. AIS was established in Gaza in 2000 to provide primary, preparatory and secondary education to students within an American curriculum (SAT), and to help students attain the educational standards needed to enroll at American, Canadian, British, Turkish and Arab universities.

## 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.



## Health and Medical Care

### King Hussein Cancer Center



APIC's subsidiary Siniora Food Industries Company continues its annual support for the King Hussein Cancer Center in Jordan. 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.



## Cultural Festivals

In 2016, APIC supported the cultural sector in Palestine to contribute to the preservation of Palestinian cultural heritage, encourage cultural and artistic creativity among the youth as well as to help cultural institutions fulfill their national missions.

In this spirit, APIC sponsored the **Palestine International Festival**, held in the Palestinian cities of Ramallah, Gaza, Jerusalem, Jenin and Hebron.

APIC also sponsored **Wadi Al-Sha'eer Fifth Festival of Culture, Tourism and Arts**, held in Anabta in Tulkarem, Palestine.



## El-Funoun Palestinian Popular Dance Troupe



APIC signed a three-year sponsorship agreement, covering the years 2016 through 2018, with El-Funoun Palestinian Popular Dance Troupe.

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.



### The Palestine's Exporter Award - Palestine Trade Center - Paltrade



For the second consecutive year, APIC has supported the Palestine Exporter's Award, organized by the Palestine Trade Center-Paltrade. This year, APIC sponsored the Promising and Ambitious Exporter category as part of the Palestine's Exporter Award for 2016. APIC's partnership with Paltrade aims to develop Palestinian exports and enable Palestinian products to penetrate regional and international markets. It also aspires to encourage entrepreneurs and allow them access to international markets, which APIC believes are qualified to compete on the global spheres.

### Suzanne Al Houby – Climbing Mount Denali



APIC sponsored the first Palestinian woman to climb the seventh highest mountain in the world. Palestinian mountain climber Suzanne Al Houby climbed Alaska's Mount Denali, whose summit stands at 6,144 meters. Suzanne Al Houby was also the first Arab woman to summit Mount Everest (8,848 meters). It took her 51 days to reach the peak as part of a team of four, only three of whom succeeded in reaching the summit. Al Houby enjoys the spirit of adventure and extreme challenge. She started mountain climbing in 2002, and has successfully scaled the seven highest peaks in the world so far.



A background image showing a group of children, mostly boys, holding small Palestinian flags. They are wearing blue and white checkered keffiyehs. The image is slightly blurred and has a dark overlay to make the text stand out.

## Other Areas of Support

During 2016, APIC and its subsidiaries provided financial and in-kind support to various groups and organizations. These include:

- Benevolent Society for the Deaf
- Orphanage Industrial School
- Palestinian General Union of People with Disability
- Birzeit University Friends Association
- Ibdaa Foundation
- Al-Raja' [Hope] Christian Fund
- Beitunia Municipality
- Palestinian Red Crescent Society
- World Cup for Women under 17 Years of Age – Jordan (FIFA)
- Jordan River Foundation
- Supporting the participation of some students from Birzeit University in the international Hult Prize
- Funding a research on higher education
- 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



