



Corporate Social Responsibility

2017

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

⚡ APIC invested 7% of its net profit in 2017 in corporate social responsibility, amounting to USD 1.2 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 in its investment in the education and health sectors, entrepreneurial projects and 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 society, assisting them in fulfilling their missions. In 2017, APIC and its group of subsidiaries invested a total of USD 1.2 million in social responsibility ventures, a total of 7% of the company's net profit.





Supporting Orphans, Families and Persons with Special Needs



**SOS CHILDREN'S
VILLAGES
PALESTINE**



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.

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.

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.



Supporting Orphans, Families and Persons with Special Needs



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.

Moreover, APIC donated a Hyundai H1 car to the Society of Inash El Usra in 2017, for use by the orphanage house at the society.

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 100 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.



Supporting Orphans, Families and Persons with Special Needs



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 and to provide them with 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 are employed at the manipulation/labeling section at Unipal's main distribution center.

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.



Supporting Orphans, Families and Persons with Special Needs



Give Palestine Association

In 2017, APIC lent its financial support to the Give Palestine Association, dedicating a fund for the organization's projects in Gaza.

Give Palestine Association is a non-profit, non-governmental and independent charitable institution. Established in 2003, and operating in Gaza, Jerusalem and in the marginalized villages in the West Bank, Give Palestine aims to help, empower and rehabilitate poor and needy Palestinian families and targets children, women, disadvantaged families and orphans. The association adopts three main programs: the relief program that distributes food parcels, school bags and stationery, as well as clothes; the economic empowerment program that installs solar power panels and restores houses, in addition to implementing economic empowerment projects for young people and needing families; and the cultural program that establishes and maintains libraries for children, encouraging reading through dedicated campaigns in addition to organizing summer camps



Youth and Education



Dar Al-Tifel Al-Arabi Organization – Jerusalem

In 2017, APIC launched a strategic support partnership with the Dar Al-Tifel Al-Arabi Organization for five years, running from 2017 through 2021, that will see APIC providing 20 scholarships for distinctive 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 Husseini, one of the pioneers 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 secondary school and the internal hostel 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



The Industrial Secondary School – Jerusalem / Arab Orphan Committee

In 2017, APIC launched a strategic support plan for the Industrial Secondary School in Jerusalem. Under the plan, APIC will provide 25 scholarships to students studying in the vocational fields of auto-mechanics, 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 requirements of building a strong Palestinian economy. 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 the 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.

"Joining the Dual Studies Program provided me with the opportunity to experience and explore the world of business administration, and practice various management skills. During the practical periods, I was introduced to many skills such as precision, punctuality, multitasking, dealing with people and the use of diverse computer programs. All these skills have made me better and improved my self-confidence. Indeed, I will become a successful manager in the future

Aya Dadua
Faculty of Business Administration - Siniora Food Industries



Youth and Education



Dual Studies – Al-Quds University

APIC has supported Al-Quds University's Dual Studies program since 2016, by hosting 13 students throughout their undergraduate studies. Students in the faculties of electrical engineering, information technology and business administration get the opportunity to intern at APIC's 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



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 business 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 was launched in 2008, with the participation of three universities. To date, 13 universities across all governorates of Palestine have benefited from this experience with more than 2,100 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.



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 667 and hail from Jordan and 31 other countries.



Youth and Education

مؤسسة محمود عباس
Mahmoud Abbas Foundation

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 2500 students have benefits 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.



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. 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 announced a three-year strategic partnership with MIFTAH that will run from 2017 to 2019 to support its Palestinian Youth Leadership Empowerment program, which seeks to enable young leaders to build their capacities and effectively contribute to sustainable development efforts.

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



Youth Leadership and Entrepreneurship



Gaza Sky Geeks

In 2017, APIC announced its three-year strategic support for Gaza Sky Geeks, which is a technology and education hub supporting 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 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. GSG convenes designers, developers and startup founders under one roof to share ideas, code and build brighter futures by selling products and services online. In 2017, GSG helped generate over USD 200,000 in investment and revenue, helped train and educate over 1,000 unique individuals in technology and business, and made it easier for Palestinian businesses to receive payments online.



Global Entrepreneurial Week in Palestine

APIC supported the Global Entrepreneurial Week 2017 in Palestine as part of its investment in youth and entrepreneurship in Palestine. The event aims to equip youth with essential leadership skills and qualifications to penetrate the work environment, take sound decisions while having a positive attitude in order to take an idea and turn it into a reality and excel both on local and regional levels.

APIC was also a jury member in the panel evaluating entrepreneurship projects through the Get in the Ring (Gitr) competition. Gitr is a global competition that is conducted in more than 70 countries worldwide, offering participants and emerging projects a platform to communicate with investors and partners. Entrepreneurs competed in presenting their skills, management expertise and achievements of sales, revenues, customers, partnerships or potential investments.

The Global Entrepreneurship Week is an important platform that supports youth and expands their perceptions of innovation and entrepreneurship. It also contributes to Palestinian economic development by supporting the growth of startups and assisting them to network with investors.



Health and Medical Care



**King Hussein Cancer Foundation
King Hussein Cancer Center**



King Hussein Cancer Center

APIC 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.



Health and Medical Care



East Jerusalem Hospitals Network

In 2017, APIC supported the East Jerusalem Hospitals Network in line with the network's mission of supporting poor and uninsured people in East Jerusalem.

The East Jerusalem Hospitals Network (EJHN) was established in 1997, with the strategic vision of unifying health facilities in East Jerusalem and emphasizing their significant role within the Palestinian health system. The EJHN comprises six facilities including Makassed Islamic Charitable Hospital, Augusta Victoria Hospital, St. John Eye Hospital, St. Joseph Hospital, Red Crescent Society Hospital and the Jerusalem Princess Basma Center. The EJHN's work focuses on developing its institutions, improving the quality of the services provided and assuring a continuum of care.

On average, over 70% of the EJHN patients are referred from the West Bank and the Gaza Strip. EJHN hospitals deliver quality services through the implementation of patient safety standards and international accreditation standards (ISO, JCI). EJHN represent the main training hub in Palestine, with more than 150 resident doctors undertaking two to six years of training in 12 specialties every year, together with hundreds of medical students, nurses and technicians



Health and Medical Care



The Augusta Victoria Hospital- Jerusalem

In 2017, APIC supported the bus humanitarian service initiative at Augusta Victoria Hospital for patients from Gaza and their companions. The bus is equipped with the latest technology and seats that serve and provide comfort to all patients, including people with disabilities, and takes into consideration their health and conditions, especially once they leave the treatment sessions. The idea to launch a bus that helps alleviate the suffering of the people of Gaza came about due to the difficulties they were facing using public transport from the hospital to their place of residence at Mount of Olives Hotel, which is near the hospital. The bus has played an important role in engaging pediatric and adult patients and their companions, taking them to visit holy sites and as well as entertainment destinations in Jerusalem.

The Augusta Victoria Hospital (AVH), founded in 1950, is a member of the East Jerusalem Hospitals Network and one of the largest projects of the Lutheran World Federation in the Middle East. AVH is the only medical institution providing radiotherapy treatment and pediatric hemodialysis care for Palestinian patients from the West Bank and Gaza. AVH is a proud holder of the JCIA and ISO certifications.



Culture and Heritage

For many years, 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 2017, APIC sponsored the **Palestine International Festival** held in the Palestinian cities of Ramallah, Gaza, Jenin and Nablus.





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



Yabous Cultural Center

APIC signed a strategic cultural partnership agreement with the Yabous Cultural Center for three years, between 2017 and 2019, to assist the center in achieving its goal of reviving the cultural life in Jerusalem.

Yabous is a Jerusalem-based Palestinian organization founded in 1995, by Suhail Khoury and a group of initiators with the goal of reviving cultural life in Jerusalem. Yabous is the historical first name of Jerusalem. After several years of work, Yabous rented Cinema Al Quds on Al Zahra Street, and transformed it into a multipurpose cultural center. The center has a developmental vision of reviving culture and arts in Jerusalem to meet the needs and rights of the people of all ages, including children, irrelevant of gender, color, religion and nationality. Through various cultural events, Yabous is creating a new social reality, artistic creativity and is reviving culture in Jerusalem.



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 the agenda of 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.

Moreover, and throughout 2017, APIC and its subsidiaries provided financial and in-kind support to various groups and organizations. These include:

- Palestine Federation of Industries
- Thalassemia Friends Society
- Beitunia Municipality
- 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