

# SUSTAINABILITY NEWS & TOPICS

Edition 1  
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Photo by: Ahmed Hayman



ALEXBANK

بنك الإسكندرية





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Dear Readers,

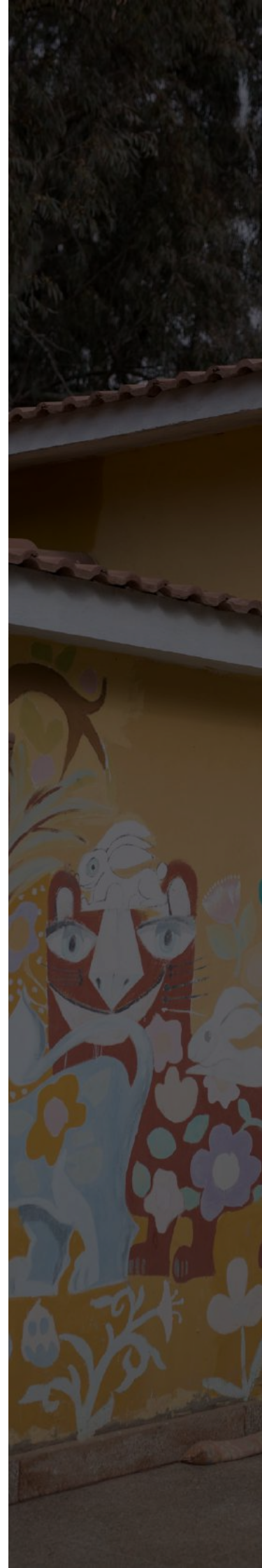
We are pleased to present to you our first edition of News & Topics. This bi-annual publication is one of many resources set in place to establish transparency and accountability at ALEXBANK for all our stakeholders. News & Topics remains one of our main communication tools and is crucial to ensuring our partners are made aware of the initiatives and breakthroughs the Bank is instigating more frequently.

2019 has proven to be a year of dynamic changes. More than ever, ALEXBANK has been actively working towards a wide range of goals to ensure business operations are sustainable, promote financial inclusion across the country and continue to create value that can be shared to serve every element of Egypt's diverse landscape.

We would like to officially thank our employees, partners, stakeholders and community for not only holding us accountable and demanding we work towards empowering Egyptians, but for also playing an active role in achieving our successes.

Sincerely,

*The CSR & Sustainable Development Office Team*





## Earth Day “A Plastic Ocean” Documentary Screening at Startup Haus!

Earth Day is a global event that takes place annually on the 22nd of April to celebrate the environment and raise awareness on the issues that surround it. In collaboration with **The Association for the Protection of the Environment (A.P.E.)**, the CSR & Sustainable Development Office prepared an awareness kit which constituted of the following: a tote bag made from recycled material, a reusable water bottle and a how to guide to sustainable living printed on 100% recycled paper. Waste management is an integral issue in the CSR & Sustainable Development Office Strategy 2018-2021 as addressing office waste is one of our main goals.

This Earth Day, to raise awareness on the role of human behavior in contributing to the degradation of the environment, the CSR & Sustainable Development Office organized a screening of the documentary “**A Plastic Ocean**” at **Startup Haus**. The documentary highlights the impact of single use plastic in destroying our ecosystems as well as contributing to wider global health issues. Moreover, it aims to promote plastic alternatives and efficient waste management systems that can

be conveniently implemented by individuals both in the workplace and at home. Twenty ALEXBANK employees attended, one of which brought her five-year-old daughter with her.

To further solidify our awareness efforts, an article introducing Earth Day and highlighting the impact of climate change on Egyptians was published in Closer an employee led biweekly newsletter. The article was sent to 2000 ALEXBANK employees. Moreover, 60 infographic posters were print-

ed in both Arabic and English and hung in four of ALEXBANK’s main buildings – Kasr El Nil, Gomhoreya, Abdelkhalek Tharwat and Smart Village.

Earth Day marked the start of our accelerating our efforts to promote sustainable behavior and environmental welfare. ALEXBANK looks forward to working towards raising awareness on sustainable practice and securing the future of many generations to come.

*“You get a plastic bag with every purchase you make. It’s also affordable and convenient...for now. No amount of convenience will ever be worth the price future generations will pay to mitigate the impact of our environment.”*

**Mohamed Aboud, Movie Night Attendee**

*“I learned a lot about the ocean and how plastic is responsible for the destruction of our planet. I’m moving forward with this by reducing my plastic waste and saying no to plastic bags and bottles.”*

**Salma Okasha, CSR & Sustainable Development Office**



Employees at Startup Haus ready to watch a screening of the documentary “A Plastic Ocean”.

# Beating Air Pollution This World Environment Day

World Environment Day is an annual environmental event that takes place on the 5th of June. This year's global theme was "Beat Air Pollution" to highlight the role of air pollution in contributing to the degradation of the environment. The CSR & Sustainable Development Office activated multiple environmental awareness activities to promote sustainable habits that can be implemented both in the workplace and beyond.

In order to introduce the event to the ALEXBANK community, an article on World Environment Day and the impact of air pollution was published in Closer, an employee led biweekly newsletter on the 2nd of June. The article was sent to 2000 of ALEXBANK's employees.

ALEXBANK commissioned local artist Amr Mosallam to produce infographic artwork addressing indoor air pollution. Mosallam created his artwork at the Kasr El Nil branch where 6 interested employees stopped to watch him work on his craft. His artwork was made available on ALEXBANK's LinkedIn page and Intranet on the 3<sup>rd</sup> of June and distributed internally on the 9<sup>th</sup> of June.



At Banque Misr, where employees started their tour of Downtown's most charming sites.

On the 25<sup>th</sup> of June a "Beat Air Pollution" themed edition of Forsa Bazaar was organized to showcase local and sustainable products with lower transportation related emissions. Exhibitors presented a wide range of items made from recycled material and environmentally friendly alternatives to everyday items. More importantly, representatives from **Go Clean** were present at the bazaar to raise awareness on responsible consumption and promote recycling in Egypt. The bazaar generated over EGP 16,000 in sales, emphasizing the ALEXBANK employees' willingness to invest in sustainable products.

Following the bazaar, to reduce people's dependence on cars a walking tour of Downtown's banking district was planned. Interested individuals were accompanied by members of the CSR & Sustainable Development Office team and an expert guide to experience areas that are only accessible on foot. Downtown Cairo's past as a tram system haven not only represents a key part of history but reflects changing attitudes towards public transportation and in turn, the environmental effects we as a country are experiencing today.



This indoor air pollution infographic was created by Amr Mosallam and made available on ALEXBANK's LinkedIn and Intranet pages.

*"The fact that the Bank thought of organizing a day like this means we are moving in a great direction. I met so many new people and visited new places and experienced history and so this day was perfect."*

Mohamed Hossam, IT Service Desk Officer

*"I didn't think a walk could be interesting and beneficial. I would have loved to dedicate a full day to this and I'm happy that the bank organized this tour. Thank you."*

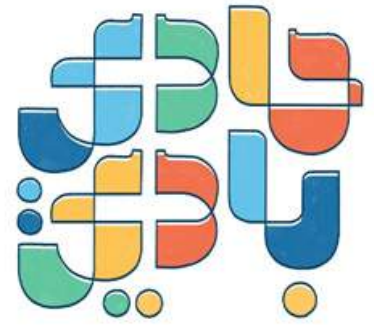
Nourhan Faissal, Human Resources





# Advancing Financial Inclusion in Egypt

Financial inclusion is a key developmental goal the CSR & Sustainable Development Office aims to address and implement across Egypt. As such, we at ALEXBANK have dedicated multiple financial literacy and inclusion activities to empower marginalized communities with a strong focus on women and Egyptian youth in order to invest in their future financial security. ALEXBANK looks forward to incorporating more features to our youth accounts as well as expanding financial literacy programs to enable Egyptian women to successfully receive all the benefits of a financially inclusive community.



## Introducing “Hady Baby” the Financial Literacy Game

ALEXBANK has been a pioneer in financial inclusion dedicating campaigns and designing products for youth. In parallel to the **Central Bank of Egypt's (CBE)** overreaching goal, ALEXBANK launched its first financial literacy game for children called “Hady Baby”, tailored to Egyptian children with the purpose of enshrining principles of prioritizing financial needs in balance with supporting others with less fortunate financial circumstances.

The design of the game starts by introducing a storyline that tells the history of money; from the barter system to banks, and by playing the game, children understand concepts of saving, spending and donating. “Hady Baby” was piloted on the financial inclusion celebrations of World Savings Day 2018.

As the Central Bank of Egypt continued to support this endeavor, our vision grew wider. ALEXBANK implemented a national roll out of the game that reached 7143 students (of which 49% are girls) across 7 governorates, in 17 schools coinciding with the Arab Financial Inclusion Week. In addition to expanding the distribution of “Hady Baby”, workshops were conducted and complemented with outdoor edutainment activities that aim to expose children to the values of the game through collaboration and competition.

Hady Baby was launched between the 17<sup>th</sup> of March to the 27<sup>th</sup> of March and has since been providing Egyptian children with the necessary tools to secure their financial future.



Providing Egypt's future generations with the necessary tools to gain financial security.



“I played “Hady Baby” and I learned to save money and collaborate with my colleagues.”  
Student after playing Hady Baby at school



“When we have money, we must donate it.”  
One of the girls who played Hady Baby when it first launched



Introducing Hady Baby and the principles of banking to Egyptian students across the country.



Hady Baby introduction video



# Empowering the Women of Manial Shiha During Arab Financial Inclusion Week

The Central Bank of Egypt (CBE) directed banks operating in Egypt to participate and celebrate Arab Financial Inclusion Week. This initiative was promoted by the CBE with the aim of raising awareness on the importance of financial inclusion and financial literacy among groups with lower levels of income, while also working to improve their living and working conditions.



Members of the ALEXBANK team assisting in the process of opening micro savings accounts.

ALEXBANK conducted a microfinance roadshow that was completed in 12 different remote areas across 6 governorates: Fayoum, Beni Suef, Al Minya, Sohag, Luxor and Aswan. The roadshow mainly focused on familiarizing men and women with the importance of savings. This initiative reached 415 women and 800 men. For children, the booklet “Masroufy” was distributed, reaching 1200 children. This initiative started on the 16th of April 2019 and ended on the 22<sup>nd</sup> of April 2019.

In collaboration with **ACT**, ALEXBANK opened micro savings accounts for 46 underprivileged women in Manial Shiha. The initiative aimed at equipping women with the necessary tools to be able to save and spend responsibly and independently. This initiative took place on the 28th of March 2019. Financial inclusion has proven time and time again that it is a valuable developmental tool through which to empower and financially enable Egyptian women.



Financial inclusion can help many women like this one take on independent businesses and achieve entrepreneurial success.

Photo by: Ahmed Hayman



One of the women who applied for the financial grant. Her project is a fish stand in Giza.

Photo by: Ahmed Hayman



# “Clusters and Economic Development in the South” - Securing Egypt’s Future

For a third year, ALEXBANK chose to collaborate with **Egypt Integrated Network for Development's (ENID)** to host their 6th Annual Conference titled “Clusters and Economic Development in the South” on the 14<sup>th</sup> and 15<sup>th</sup> of February in Luxor.

The conference aimed to bring together multiple entities in the field of development to highlight different models that enable social and economic progress. More importantly, it allowed for diversity in dialogue to thrive, ensuring a more holistic approach is considered when implementing strategies to secure Egypt’s future. “Clusters and Economic Development in the South” took place under the auspices of H.E. Dr. Mostafa Madbouly, Egyptian Prime Minister, H.E. Dr. Sahar Nasr, Minister of Investment & International Cooperation and Ms. Randa Abou El-Hosn, UNDP Resident Representative in Egypt and received praise for its efforts to empower Egyptians.

In attendance, ALEXBANK’s CSR & Sustainable Development Office Head Laila Hosni introduced “Ebda3 men Masr” in a panel titled “Handicrafts and Tourism”, highlighting its role as an effective model through which to promote economic empowerment among local artisans and its capacity to strengthen the status of Egyptian products. More importantly, how a unique model such as “Ebda3 men Masr” has been able to allow the CSR & Sustainable Development Office to fulfill many of its developmental goals by providing economic prosperity to many Egyptians in need.

The conference highlighted the value of diversity in development and solidified ALEXBANK’s current strategy to work towards implementing a diverse range of financial inclusion programs promote economic and social welfare both in Upper Egypt and across the country.



Ensuring women are economically empowered is key to establishing a solid development model.



A platform for discourse on developing Egypt’s diverse landscape.

# Diarna: The Exhibition Uplifting Egypt's Finest Artisans

**Diarna** is an exhibition that aims to provide local artisans with a platform to exhibit their talents and showcase handmade products. This year, through ALEXBANK's "Ebda3 men Masr" CSR & Sustainable Development Office initiative and partnership with the Ministry of Social Solidarity, Egypt's finest artisans were provided with the necessary support to exhibit their unique crafts.

Diarna took place from the 21st of January until the 5th of February, under the auspices of President Abdel Fatah El Sisi. Moreover, the exhibition was inaugurated by H.E. Ghada Wali, Minister of Social Solidarity, H.E. Nabila Makram, Immigration and Egyptian Expatriates Affairs, Khaled Abdel-Aal Abdel-Hafez, Cairo Governor, General Ahmed Ibrahim, Aswan Governor and Dr. Maya Morsy, President of the National Council for Women receiving national recognition.

The exhibition hosted 578 exhibitors ranging from productive

families, small and medium enterprises, local NGOs and handicraftsmen. However, the main governorate being honored was Aswan. Local talents from Aswan were able to represent their rich heritage and diverse landscape by presenting unique Nubian pieces among other national treasures.

Diarna generated more than EGP 6,000,000 in revenues and was attended by 17,500 visitors who had the opportunity to purchase unique handicraft products from all governorates. This year's edition witnessed for the first-time cultural performances on Diarna's

stage, from different governorates, notably: Aswan, Nubia, Cairo, New Valley and Port-Said ensuring Egyptian art, in its many forms would receive recognition.

Beyond providing local artisans with a platform to showcase their work, Diarna hosted 8 workshops designed to enhance the professional skills of exhibitors in the field of design, micro-financing and business – providing them with the necessary tools to expand their ventures and secure their future through art.



The entrance to Diarna exhibition.

*"We are honored of our cooperation with the Ministry of Social Solidarity in a partnership that is shaping and growing year over year. We are particularly happy to be this year strategic partner of the Ministry of Social Solidarity in the Diarna Exhibition through our CSR flagship initiative "Ebda3 men Masr", continuing our consolidated commitment aimed at supporting the Egyptian craftsman community's affirmation. Give market access to productions of marginalized still but extremely skilled and creative artisans, supporting and speeding up the building of a stronger and more resilient economy, is the bonding feeding our partnership with the Ministry of Social Solidarity."*

**Dante Campioni, CEO & Managing Director of ALEXBANK**

*"I am working with more than 100 women, most of them divorced or widowed. My goal is to let those women export their products, so we can let the world know the real value of Nubian heritage."*

**Najat Sayed Ali, a member of the Nubian Heritage Committee of the Association of Productive Families in Aswan**



One of many women showcasing her artisanal works at Diarna.



Traditional performance incorporating Egyptian art and music for guests.



## Our Contribution to Magdy Yacoub's New Aswan Heart Center

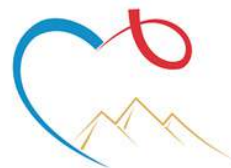
A key pillar of social and sustainable development revolves around ensuring medical resources are available and accessible to Egypt's diverse communities. This year, the CSR & Sustainable Development Office embarked on making a tangible contribution to the health sector in Egypt through signing a three year partnership with **Magdy Yacoub Heart Foundation (MYF)**.

The **Magdy Yacoub Heart Foundation (MYF)** is one of Egypt's most influential organizations in the field of cardiology. For over a decade, MYF has provided thousands of underprivileged Egyptians seeking medical assistance with the services they need at no cost. Their most notable work can be found in Aswan, where their medical services are most in demand.

As such, ALEXBANK has agreed to support the establishment of an echocardiography room in the

New Aswan Heart Centre that aims to accommodate 80,000 patients. The New Aswan Heart Centre is a project of great significance to heart patients from low income families as it provides them with new facilities, resources and the highest standards of care for free.

ALEXBANK's echocardiography room is planned to benefit 12,000 patients, enabling us to continue our quest to create value that can be shared.



**MAGDI YACOUB**  
**HEART FOUNDATION**  
ASWAN HEART CENTRE



ALEXBANK CEO Dante Campioni signing three-year agreement with the Magdy Yacoub Heart Foundation.

# ALEXBANK Hosts 1<sup>st</sup> Regional CSR Conference

On April 15th, ALEXBANK held its first regional CSR conference. In collaboration with the Federation of Egyptian Industries (FEI), Professional Development Foundation (PDF), Sawiris Foundation for Social Development (SFSD) and the British Council the Bank was able to bring together the Middle East and Africa's finest experts to re-introduce discourse on their role in developing the region. This was the Bank's third year participating to bring the 5th Annual CSR Conference and the 3rd CSR Matchmaking Forum to Egypt.



Panel discussion on the role of CSR in developing the Middle East.

The theme was “CSR & the Rise of Regional Partnerships”, with a special focus on Africa to showcase how Corporate Social Responsibility (CSR) can be used as vital tool to boost development in Africa and the MENA region. The conference was under the auspices of 5 ministries: Ministry of Investment & International Cooperation, Ministry of Planning, Monitoring and Administrative Reform, Ministry of Education, Ministry of Social Solidarity and Ministry of Trade & Industry. The Matchmaking Forum, which ensures the syner-

gy between the demand and the supply in the CSR market was attended by 70 CSR organizations and 30 Business organizations under the umbrella of Federation of Egyptian Industries and 400 participants. To compliment the dialogue that arose from prominent panel speakers, an “Ebda3 Men Masr” Bazaar was also arranged to feature 18 local exhibitors to showcase a diverse range of products and artisanal works. The bazaar was able to generate a total of EGP 60,000 in sales and solidify the handicrafts community in Egypt.

“Thanks for the great opportunity! I believe that one of the most important benefits in this conference is to get a chance to connect with other stakeholders in the field and open new chances for Reefy to co-operate on current and future projects. In addition, “Ebda3 men Masr” provides us with exposure both locally and internationally.”-

**Youssef Essam, Founder of Reefy and Ebda3 Men Masr Partner**

Ghada Wali, Minister of Social Solidarity, praised the outstanding quality of the exhibitors and artisans, confirming that the Ministry's strategy aims to support handicrafts and to develop the artisans' skills on different levels. She also stressed that the Ministry is cooperating with ALEXBANK to organize exhibitions for the artisans and to support market plans through means that insure the presence of greater opportunities for growth and development.

**H.E. Minister Ghada Wali, Minister of Social Solidarity**



The CSR & Sustainable Development Office team welcoming Egypt's most influential keynote speakers.





# Forsa Bazaar: The Chance Everyone Deserves

Forsa Bazaar (which literally translates to chance) is a monthly event that takes place in the Kasr Nil branch at ALEXBANK. The purpose of the event is to showcase the work of local artisans and provide a platform for Egyptian organizations. The Bazaar has not only been able to introduce many Egyptians to unique products but has also proven to be a valuable tool through which to raise awareness on issues and garner donations to aid marginalized communities in Egypt.



## Winter Wonderland

The CSR & Sustainable Development Office is committed to empowering Egypt's handicrafts industry and furthering the capabilities of Egypt's finest artisans. This was particularly evident in the first edition of 2019's Forsa Bazaar, where ALEXBANK was proud to build on the foundation established the year prior by providing Egyptian products the necessary exposure to penetrate traditional markets.



Handsewn using local textiles, this display is one of many showcasing the works of Egyptian artisans.

For the first edition of the year, a Winter Wonderland themed Forsa Bazaar was organized to provide employees with a unique shopping experience to prepare for one of Egypt's coldest winters. In our Winter Wonderland Forsa Bazaar edition, 9 exhibitors were featured to present their winter products - all of which were made using local textiles, drawing inspiration from Egypt's rich heritage. Winter Wonderland was most notably praised for including l'An-

tique, a small company run by productive families in Cairo as well as El Kawthar to present a wide collection of winter shawls and blankets. Additionally, two of our Ebda3 men Masr partners Egyptian Handmade Kilim and Noqoush Masreya were available to exhibit their handmade products. With diversity in mind, a wide selection of Sinai based fashion companies such as "Marah Handmade" and "Kholoud Association for Development of Sinai" were available

to provide ALEXBANK employees with authentic Egyptian products. The bazaar generated EGP 13, 755 in sales. As with every edition of Forsa Bazaar, a percentage of the sales generated was donated to a cause the Bank actively supports. Promoting social welfare is an integral component of our values at ALEXBANK. As such, proceeds were donated to our partners at Kheir wa Baraka NGO to keep members of Egypt's marginalized communities warm during winter.



ALEXBANK employees enjoying a wide selection of Egyptian products.



## Share the Love

This February, ALEXBANK was able to celebrate its first Valentines Day themed Forsa Bazaar. As the month of love often entails buying presents for loved ones, the CSR & Sustainable Development Office chose to introduce the work of rising local artisans whose works would be appreciated by many. More importantly, it represented one of many endeavors the Bank would be undertaking with the **Magdy Yacoub Heart Foundation** to save hearts.



Employees at Forsa Bazaar showing their support for the Magdy Yacoub Heart Foundation.

In attendance, the Magdy Yacoub Heart Foundation were present to collect donations by selling a diverse range of products that ranged from sweaters to bracelets. All proceeds from items sold went towards medical resources, ensuring Egyptians in need would have access to cardiology services for free. Thanks to our employees, we were able to donate EGP 3,600 to **Magdy Yacoub Heart Foundation** and work towards our goal of promoting social welfare in Egypt.

Additionally, “Brunch”, a pastry brand, distributed free products to almost 1,250 employees during the bazaar and in different branches in Downtown, Cairo ensuring the ALEXBANK community were given a small treat to celebrate working towards a dynamic cause.

*The variety is very big time, it gives exhibitors greater visibility inside the bank. The quality of products is remarkable yet affordable. However, we should encourage exhibitors to have Point of Sale machines to facilitate purchase operations.*  
**Mohamed Raef, Chief Financial Officer**

*This is first time for us to be part of Forsa Bazaar, this is a great initiative and the handmade products are very trendy. People here are helpful and very interested in our cause.*  
**Mariam, Magdy Yacoub Heart Foundation**



Traditional clothing inspired by Egypt's rich heritage.



Hand painted plant pots from Pottery Garden.



## Forsa Empowers Egyptian Women

Female empowerment is the cornerstone of development and social prosperity. As such, the CSR & Sustainable Development Office chose to dedicate the March edition of Forsa Bazaar to empowering Egyptian women and celebrating their successes.

Featuring 15 exhibitors, many of whom were able to pursue their entrepreneurial endeavors with the support of ALEXBANK's financial literacy programs this female led bazaar is considered one of our most successful yet. Notable exhibitors Mrs. Abla El Hout, who specializes in painting on silk shawls and is responsible for popularizing this authentic craft was present. Independent pottery workshop owners Ms. Fatma and Nevine Roshdy were also present to exhibit colorful handmade products.



ALEXBANK's CEO Dante Campioni visiting Forsa Bazaar.

Fully aligned with our mission to promote the handicrafts in Egypt, it was crucial to showcase the role of Egyptian women in advancing the field and contributing to its growth. Beyond financially empowering Egyptian women on their quest to becoming entrepreneurs through this bazaar, it was important to provide an accurate reflection of Egyptian women as both resilient and leaders in their field.

At ALEXBANK, we recognize existing inequalities and are actively working towards addressing them. The bazaar generated EGP 24,715 in sales. In light of this, 5% of the March Forsa Bazaar proceeds were dedicated to releasing female debtors imprisoned for non-payment of debts due to poverty through Misr El Kheir.



Mariam El Gammal ALEXBANK's Head of People Management ready to support the many women exhibiting their works.

*"My silk scarves have become quite popular and serve as art that can be worn. I am very happy to be featured in this special edition that celebrate women."*

**Abla El Hout, Hand-painting on Silk Scarves**



ALEXBANK women enjoying lunch from female led Dawar Kitchen.



The women of Forsa showing employees how Egyptian culture can be implemented into everyday products.



## Ramadan Kareem From Forsa Bazaar!

To celebrate Ramadan's upcoming arrival and prepare ALEXBANK employees for the month ahead of them, the CSR & Sustainable Development Office organized a Ramadan themed Forsa Bazaar in April. The bazaar was entirely decorated in 'khayameya', a traditional form of art that involves hand stitching intricate and colorful patterns onto fabric, supplied by Neqoush Masreya, an "Ebda3 men Masr" partner.



Capturing the spirit of Ramadan at Forsa Bazaar by including khayameya decorations.

Featuring 16 exhibitors, Forsa offered a wide range of products to shop from: Abayas made by Tawasol NGO for Developing Istabl Antar, organic dates, spices from El Wadi El Gadid, Aswan and Sinai. Pottery serving plates, wood, brass and pearl inlay home accessories from Egypt Network for Integrated Development (ENID). A food section was introduced to provide employees with catering options and access to fresh, local produce from Slow Food, Themar, Zad, Zaytouna and Baladini as well as El Senawi from Sinai. Additionally, small lanterns, beautifully hand-crafted with brass and glass in Old Cairo, were distributed as a small souvenir.

As we continue to work towards empowering women, we are proud to include female run businesses Beity Bakes and Dawar Kitchen to our exhibitors list and look forward to their presence in our future bazaars. In partnership with Kheir wa Baraka NGO, our employees contributed to ensure Egyptians in need would have access to iftar meals and Ramadan boxes over the course of the month.

*"It's always a pleasure to come back to "Forsa Bazaar"! This month's atmosphere is very pleasant and enjoyable, the decoration created a lovely Ramadani vibe and we are pleased that we will be contributing to a great cause. We now have a great database of clients from ALEXBANK."*

**Lina Salah, Themar, Slow Food & Ebda3 men Masr Partner**

*"This is my first time to the bazaar and it's fantastic."*

**Eduardo Bombieri, Chief Risk Officer**



Small Ramadan lanterns were given to ALEXBANK employees to celebrate the holy month of giving.



Employees exploring Forsa Bazaar's diverse range of products during their lunch break.



## Summer Fiesta

This May, the CSR & Sustainable Development Office introduced a “Summer Fiesta” edition of Forsa Bazaar. After a long month of fasting, ALEXBANK employees had the chance to prepare for the summer and Eid festivities while lending their support to local businesses.

Featuring 10 exhibitors, this bazaar was able to empower multiple causes the Bank is working towards. Showcasing works from FUFU, a female led fashion business with the purpose of reflecting Egyptian culture and traditions in embroidery as well as ZM Collections, a jewelry brand that aims to preserve different elements of nature - this bazaar further emphasized the rise of Egyptian businesses with sustainable values.

Our Summer Fiesta themed bazaar was one of our most successful yet and generated EGP 33,670 highlighting the ALEXBANK community’s commitment to investing in Egypt’s handicrafts community and empowering Egyptian women on a path of entrepreneurial success.



*Zeina Madwar founder of ZM Collections introducing her nature inspired jewelry line.*



*Arabic culture inspired jewelry on display at the Summer Fiesta bazaar.*



## ALEXBANK Hosts 3<sup>rd</sup> “Dream Land” Themed Heroes Iftar

It has become an ALEXBANK annual tradition to host our Heroes Iftar during the month of Ramadan. The Heroes Iftar aims to alleviate the struggles of Egypt’s homeless children by providing them with a full day of fun activities. In partnership with **Sawris Foundation for Social Development (SFSD)** and **Samusocial International Egypte**, our 2019 Heroes Iftar successfully empowered 550 children.



This year’s theme was “Dream Land”, where children were provided with an opportunity to fulfill their dream job. The day started with an Avengers show, highlighting the heroism and strength of the children. Over 20 inflatable games took over most El Horreya Garden, providing children from 9 NGOs with the space and freedom to explore. In addition, Nestle provided the event with free ice cream, ensuring the children had a treat to enjoy as they watched esteemed Egyptian

singer and song writer Hisham Abbas perform his hits. The CSR & Sustainable Development is as committed to the betterment of Egypt’s children as it is to empowering Egyptian artisans and the handicrafts community. As such, an “Ebda3 men Masr” bazaar was also available at the event, providing iftar attendees with the opportunity to shop for unique local products and contribute to the growth and preservation of Egypt’s fine heritage. A key component of the iftar was

to provide Egypt’s future generations with the space and freedom to grow and secure their future. One method through which to promote a future that is both sustainable and prosperous is to promote an efficient waste management system. Members of Go Clean, an Egyptian company that aims to promote recycling in Egypt were in attendance to ensure any waste produced from the event was disposed of responsibly.

*“This is becoming a central event for our CSR and we are very happy to see about 750 children are enjoying this evening. We are happy that we are making them happy and delivering value to our community.”*

**Dante Campioni, CEO of ALEXBANK**

*“I am happy to be present here with ALEXBANK at their annual event to aid children. Ramadan Kareem and I hope I’m there at nice parties like this one.”*

**Hisham Abbas, Singer & Song Writer**



A glimpse of the exciting activities that took place at El Horreya Garden.



**samusocialInternational Egypte**  
سامو سوسايل انترناسيونال مصر





## Ramadan Lights: Engaging Employees & Promoting Social Welfare

“Ramadan Lights” are a series of CSR & Sustainable Development Office initiatives that take place over the month of Ramadan to engage ALEXBANK employees, create shared value and promote social welfare in Egypt.

“Make Their Wishes Come True” remains one the most successful employee engagement initiatives put forth by the CSR and Sustainable Development Office. Prior to the start of Ramadan, we visited orphanages and asked the children, “if you had a chance to ask for one thing, what would it be?” The answers to this question varied from clothes to toys and even costumes. The demand from employees to grant wishes has been so vast that we had the chance to ask more children for more wishes with the help of **Tawasol**, an organization that aims to empower Egypt’s underprivileged children. A new wish announcement was sent to ALEXBANK employees daily, including the wish granter’s photo and title, encouraging people to participate and become among the Bank’s genies. 17 children were granted wishes during the month of Ramadan.



Children celebrating after their wishes were granted by ALEXBANK employees during the month of Ramadan.



## Children's Cancer Hospital 57357

On the 18th of May, the Children's Cancer Hospital 57357 welcomed ALEXBANK employees. This visit, as an annual tradition to celebrate this year's edition of "Ramadan Lights." ALEXBANK employees spent extensive time with young cancer patients, while sharing gifts and other giveaways to celebrate this month of giving together. Coloring books, board games, building blocks, puzzles, and superhero dolls, all gifts were welcomed with the warmest appreciation and purest smiles we had ever seen.



Volunteers at the Children's Cancer Hospital 57357 ready to bring some smiles.



## "How Many Hearts Can We Save?" Initiative

Concurrently, ALEXBANK launched a campaign titled "How Many Hearts Can We Save?" in benefit of the [Magdy Yacoub Heart Foundation \(MYF\)](#). Throughout the month of Ramadan, ALEXBANK enables employees to contribute in the name of the cause, to boost donations to one of Egypt's most profound organizations providing medical assistance to those in need at no cost. Throughout this period of giving, ALEXBANK employees were able to contribute and collectively address the burden of heart disease in our community.



# Endorsing the United Nations Environment Programme – Finance Initiative Principles for Responsible Banking



*Implementing sustainable practice to secure the future of many generations to come.*

In February 2019, ALEXBANK was proud to be the first bank in the Middle East to publicly endorse **the United Nations Environment Programme – Finance Initiative (UNEP FI) Six Principles for Responsible Banking**. Following in the footsteps of our parent company Intesa Sanpaolo Group, who has been a member of the UNEP FI since 2006, the Principles will allow us to continue building a company we are all proud to be a part of as we confront urgent environmental and social issues responsibly. Having been part of Intesa Sanpaolo Group since 2007, we remain committed to promoting environmental and social welfare, as well as aligning with the sustainable values put forth by our parent company moving forward.



*“The Six Principles for Responsible Banking (PRB).”*



We are proud to be a part of this along with leading banks in the country and the world. The Principles of Responsible Banking (alignment, impact, clients & customers, stakeholders, governance & target setting, and transparency & accountability) are in line with our Code of Ethics and our CSR & Sustainable Development Office Strategy. Moreover, they provide banks with the social framework and guidance to create value for their customers and shareholders to enable the growth of a sustainable banking system of the future.

More importantly, they align the banking industry with society's goals as expressed in the Sustainable Development Goals (SDGs) and the Paris Climate Agreement.

The Principles will allow us to enhance the impact of our positive contribution to society at large, as well as ensuring a secure strategy remain in place through which to achieve our business goals, help meet society's needs while continuing to benefit all our stakeholders

# Our Second Sustainability Report – “Impact Through Innovation: A New Phase of Sustainable Growth”

Following the success of 2017’s Sustainability Report, ALEXBANK published the second edition of the Report titled “**Impact Through Innovation: A New Phase of Sustainable Growth**” on the 3<sup>rd</sup> of June.

Our Sustainability Report aims to promote transparency to all stakeholders and highlight ALEXBANK’s efforts to further implement sustainable practice across all business operations. It communicates ALEXBANK’s strategy to grow business operations without compromising the wellbeing of Egypt’s environment and communities, protecting many generations to come. Fully aligned with Intesa Sanpaolo Group, ALEXBANK’s performance in 2018 ac-

tively highlighted the value we believe environmental and social practice add to both our workplace and communities beyond.

The Report was made possible thanks to the tremendous contribution and assistance received from our partners both from within and outside ALEXBANK. This year, we are proud to feature a collection of pictures captured from various locations across Egypt of our projects and our connection

with the communities surrounding us. These pictures showcase the authenticity and diversity of our culture cherished by its people in close and distant locations. We would like to shed light on the incredible work so many of us are carrying in silence to preserve the Egyptian heritage we are all bound to.

For the coming three years, we have plans to increase our efforts towards environmental and social sustainability, wider financial inclusion, further develop our responsible investments, and strengthen local actors active in the arts, culture and preservation of heritage.

Photo by: Ahmed Hayman



The cover of our 2018 Sustainability Report, depicting a local from Kharga Oasis hanging on a palm tree during sunset.

Photo by: Ahmed Hayman



A group of women working with Um Gana making products using dried palm leaves.

The abandoned village of Old Kasr in Dakhla Oasis.



Photo by: Ahmed Hayman



# Crossword

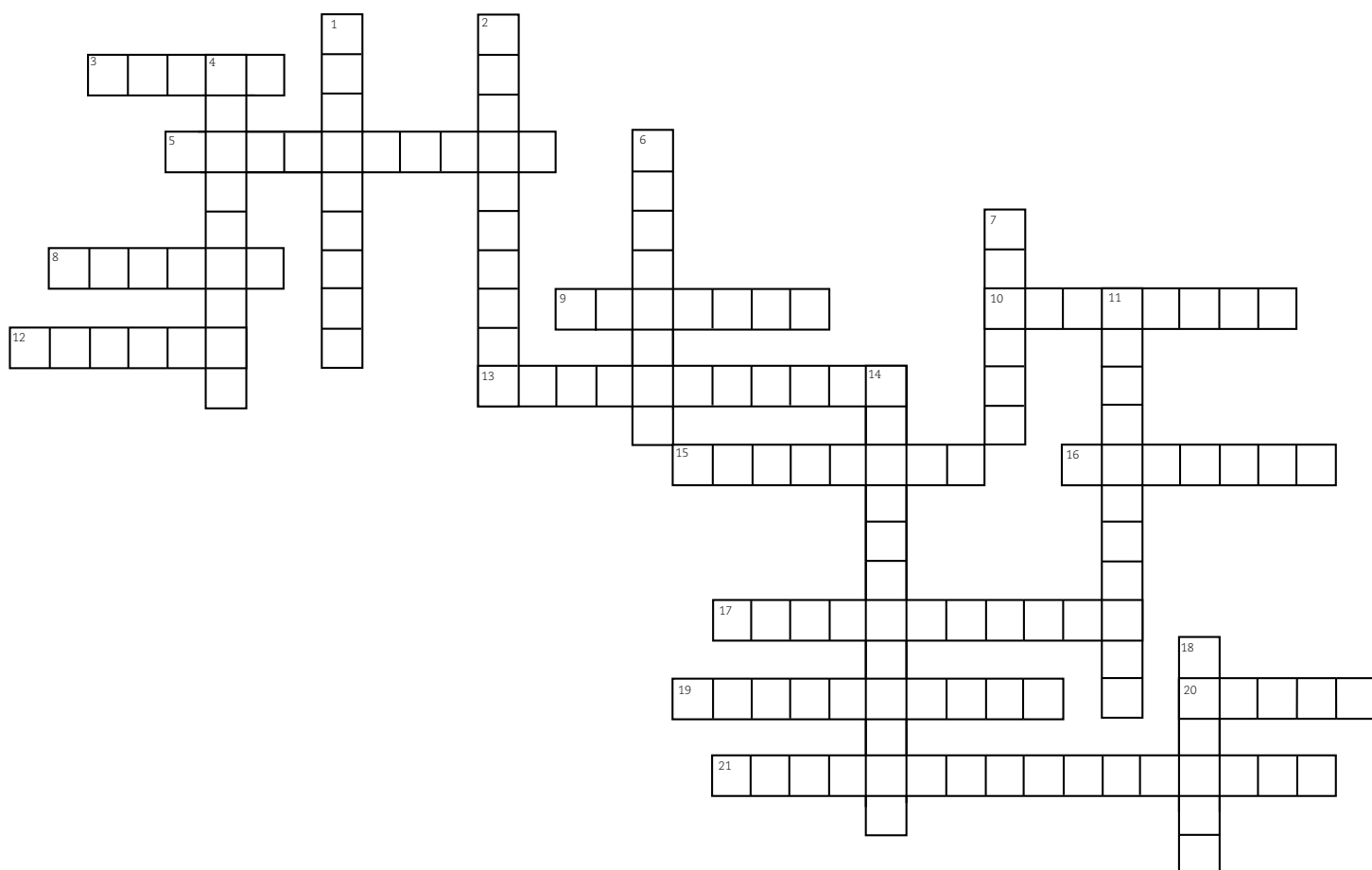
Dear Reader,

We're so glad to learn you've made it this far!

Below you will find a crossword puzzle ready to be solved. Expert sleuths will find the solutions to this crossword in every page of this publication. Once completed, please take a picture of it and send it to us on [CSR@alexbank.com](mailto:CSR@alexbank.com).

The first three to submit their completed crossword puzzles within the first month of this edition of News & Topics will receive a unique goodie box put together with the help of Egypt's finest artisans and entrepreneurs.

Wishing you all the best of luck.



Across

- 3 A peninsula in Egypt
- 5 ALEXBANK supports this craft made by hand
- 8 This exhibition allowed the bank to fulfill its goal of promoting Egyptian artisans
- 9 A craft that heavily utilizes clay
- 10 ALEXBANK conducted a microfinance... in Manial Shiha
- 12 This Ramadan we were able to grant 17...
- 13 The natural world
- 15 Knowledge on a certain area
- 16 Harmful material often single use
- 17 Preserve for future generations
- 19 At ALEXBANK this form of media is titled «Closer»
- 20 Our partnership with Magdy Yacoub will benefit a center in this governorate in Egypt

- 21 ALEXBANK's partnership with Magdy Yacoub Heart foundation will benefit this room

Down

- 1 A person displaying works in numerous forms
- 2 Meeting of people with a shared interest
- 4 Important to be raised, especially regarding social And environmental issues
- 6 Groups of similar things or people
- 7 The Bank dedicates its annual iftar to
- 11 ALEXBANK works towards the ..... of Egypt's communities
- 14 ALEXBANK reports on its activities to promote this
- 18 Forsa is a monthly



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