

SUSTAINABILITY NEWS & TOPICS

Edition 5
1 HY 2021



A WORLD OF REAL POSSIBILITIES

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Alwan" ALEXBANK's Annual Corporate Gift with Impact; a gift that is composed of a set of two glass-blown bowls for candles with a unique design that reflects the art of Egyptian heritage

Disclaimer

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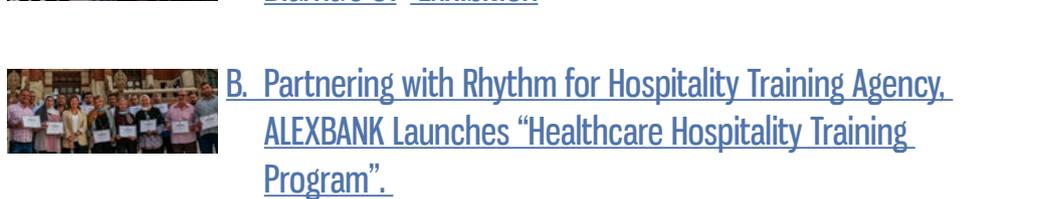
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LETTER TO READERS

Dear Valued Readers,
We are happy to present the fifth edition of ALEXBANK's Sustainability News and Topics, covering the first half of 2021. This edition marks the second year into the pandemic and introduces our efforts, new initiatives and collaborations of the second year amidst the obstacles and tribulations that accompany the pandemic. Despite the circumstances, COVID-19 really validated our values that we always held dear to us and introduced us to new levels of potential we knew we could reach but only met during the unexpected challenges we faced. We started the year in an optimistic light; releasing new publications such as our Creative Industries Guide and

a new form of self-assessment report, we also stepped into novel partnerships and with it, furthered our reach, therefore our support, to underprivileged communities and social segments such as marginalized women and informal handcrafters.

Aligning ourselves with Egypt Vision 2030 and regularly referring back to our commitment towards United Nation's Sustainable Development Goals, ALEXBANK hopes to remain as active for developmental projects. Moreover, dedicated to Central Bank of Egypt's regulations and direction towards Financial Inclusion, ALEXBANK hopes to further its endeavors within the scope of financial inclusion and literacy.

This publication would not have been made possible without our dear partners, who share the same passion and direction in supporting underprivileged communities and boosting the local economy. We hope that as you read through our updates, you live through the stories being told of local communities through the initiatives we adopt and pursue. All of our beneficiaries have unique stories of which originate from all corners of Egypt; we hope these stories are conveyed to you clearly through the coming articles.

Best regards,
ALEXBANK

COMMEMORATING EVELYN PORRET: THE FACE OF FAYOUM



During the month of June 2021, the iconic Evelyn Porret, bid us adieu. With her passing, a page of the history of arts and creativity in the village of Tunis in Fayoum may have been turned, but certainly what she birthed into existence with her students from the village of Tunis will continue to complete the path of creativity and development that she dreamed of and worked on, for the short but significant fifty years that she lived among the people of the village of Tunis.

An artist who transformed an entire Egyptian village into a creative hub and founded the first pottery school in the village of Tunis, Evelyn's story begins more than half a century ago. A Swiss girl named "Evelyn Porret" moved to live with her father in Egypt, and during a visit to the village of Tunis on the banks of a lake "Qarun", Evelyn fell in love with the surrounding atmosphere. At her persistence, Evelyn moved with her husband in the mid-sixties to the village of Tunis, where she built a home among the palm trees and the village's nature.

When she saw the village children playing with clay, and sculpting animal shapes with it, a new idea popped to Evelyn's mind. From then on, Evelyn became the force that transformed the path and direction of the village and its inhabitants; she founded a school dedicated to the art of pottery-making for children. Children of Tunis village started attending the school, and year after year the students increased, consisting of sons and daughters of the village, learning the skills of the industry. Parents of the village witnessed the transition from children playing in the mud to children growing into young artists with tangible, creative projects.

Little by little, graduates of the Pottery School established their own workshops for the manufacture and marketing of ceramics, and the village of Tunis became a tourist attraction for various nationalities, and an exhibition for Handcrafts. Evelyn and Tunis Village's experiences materialized into noticeable achievements among the nation; since 2016, ALEXBANK has contributed through its Ebd3 men Masr initiative in supporting the organization of Tunis Village's very first Pottery Festival, making one of Evelyn and the children's wishes come to life.

Throughout its various sessions, the festival promoted and presented Tunis village as a creative village. ALEXBANK contributed to beautifying the village and the area surrounding the Pottery School with drawings that narrate the heritage of Fayoum and its arts. It also supported the artists' workshops with tools that help develop their art, turning the festival into an annual gathering of potters and handcrafters. The village bloomed into an attractive tourist area, making it the capital of handicrafts, in the middle of the Egyptian countryside in Fayoum.

Evelyn lived as a magician of creativity who came to Fayoum to teach generations of the village of Tunis the creative makings of ceramics and arts. She may have left our world with her passing but is associated with Fayoum soil in life and is buried in the place she loved, in death.

Evelyn passed, but her memory and the **Face of Fayoum** deserves to be sustained among us and among her children.

1. SUPPORTING THE CREATIVE ECONOMY



ALEXBANK'S EBDA3 MEN MASR, THE STRATEGIC PARTNER TO DIARNA'S 61ST EXHIBITION



Dr. Nevine El-Qabbaj, Minister of Social Solidarity, with Mr. Dante Campioni, ALEXBANK's CEO, and Dr. Adel Becksawi, Consultant to Minister, as well as Ms. Laila Hosni, Head of CSR & Sustainable Development and her team.

Carrying on our annual tradition, ALEXBANK remains a strategic partner to Diarna Exhibition for the third year in a row. , One of Egypt's biggest exhibitions, Diarna 2021, under the auspices of the Ministry of Social Solidarity, is the 61st Edition, with ALEXBANK along with strategic partners Sawiris Foundation for Social Development, WE Telecom Egypt, the Egyptian Red Crescent (ERC), and for the very first time Cairo Festival City Mall.

This year is the very first year for Diarna Exhibition to be located in Cairo Festival City, Fifth Settlement, Cairo; facilitating larger land capacity for the exhibition and reaching a larger scale of high-end consumers.

Witnessing the launch of a new slogan "Egypt Speaks Craftsmanship" "مصر بتتكلم حرفي" Diarna exhibition connects shoppers with talented Egyptian handcrafters from across all walks of Egypt who work to preserve Egyptian heritage through their art and skills.

	Date: 15 th to 27 th February	Timing: 10 am to 10 pm	Impact: Indirectly affecting 10,000 families
	Visitors: 9,000	Sales: an unprecedented revenue of 12 million EGP	
Exhibitors a total of 370	27 Local Governorates + UNHCR Refugees	70% women	150 NGOs
	25 People with Disabilities	200 SMEs	

Diarna Opening Day

Dr. Nevine Al Qabaj, the Minister of Social Solidarity, attended the Opening Day where she personally greeted and visited exhibitors' pavilions and took a tour around the exhibition. The Opening Day also included entertaining performances, in particular a drum and dance performance by Awladna Foundation and Sara El Botaty and a Nubian Dance Show by El Nuba Noto Band.



Nubian dance team for Diarna's opening day

Guests of Honor

This year, Diarna honors UNHCR's refugees and Artisans with Disabilities; dedicating 10 pavilions to artisans with disabilities and 4 to UNHCR refugees that showcase their products near the entrance for visitors to pass through first. UNHCR also participated in our Activation Booths, placed at the entrance of the exhibition, with a "Gabanah Coffee" being gifted to visitors as a welcome drink by UNHCR's refugees and with Origami activities for visitors' children coordinated by Anmar, a Syrian artist.



A picture of talented People with Disabilities with Dr. Soheir Abd El Kader Founder of Awladna Foundation, in one of the 10 partitions that display their beautiful art

Diarna Fun Activations

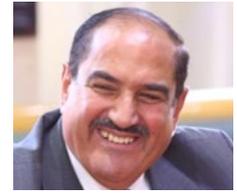
Our Activation Booths also provided a Calligraphy booth by Al Qalam Foundation, ALEXBANK's strategic partners in several projects, in which they customize messages in beautiful Arabic calligraphy on giveaway cards to visitors. In an effort to further extend our reach in impact, and for the first time, an activation booth by Heraf Ahl Masr Foundation was set up, dedicating a corner for crafts workshops, teaching visitors of all ages about Egyptian authentic crafts.



Al Qalam booth drafting beautiful artistic Arabic Calligraphy

“ ALEXBANK is of the strongest banks when it comes to cooperating with the Ministry of Social Solidarity, I have personally dealt with ALEXBANK since the beginning of the Ministry’s collaboration, 5 years ago. ALEXBANK is considered the number one strategic partner to Ministry of Social Solidarity in its efforts in Diarna Exhibition, Ebda3 men Masr, and the handicrafts industry as a whole. They are strategic partners with the Ministry, as they’ve presented projects and launched initiatives of the highest quality. ALEXBANK are not only a funding partner, they are also partners in vision. In terms of Diarna exhibition, ALEXBANK presented services I personally observed and experienced; they know each exhibitor by name and on a personal basis, so they have created a personal relationship with Diarna exhibitors to the extent in which they know each exhibitors’ product quality and production rate. They are the most entity that has adopted Diarna’s vision, culture, and entire concept with absolute seriousness, respect, and dedication. By observing their work, you can see that it is not about funding projects; they are “living”, in the literal sense of the word, with Diarna exhibitors in every step of the exhibition.

ALEXBANK is successful in going outside of the box by implementing the exhibition in Cairo Festival City, and the result was that 2020 Diarna became the most successful exhibition in Diarna’s history; reaching unprecedented successes as it created an extremely unique brand for Diarna and has got exhibitors’ asking regularly when the next exhibition will take place. Diarna today has a very good reputation and has reached all walks of Egypt, and we are very grateful for ALEXBANK’s efforts in reaching such great results. ”



Dr. Adel Becksawy,
Consultant to the
Minister of Social
Solidarity

The Strategic Health and Safety Partner to the Exhibition

Our Activation Booths also provided a Calligraphy booth by Al Qallam Foundation, ALEXBANK’s strategic partners in several projects, in which they customize messages in beautiful Arabic calligraphy on giveaway cards to visitors. In an effort to further extend our reach in impact, and for the first time, an activation booth by Heraf Ahl Masr Foundation was set up, dedicating a corner for crafts workshops, teaching visitors of all ages about Egyptian authentic crafts.



ALEXBANK and Ministry of Social Solidarity security standing at the entrance with a table containing free masks to hand out, and hand sanitizers

“ We are tremendously proud to highlight our long-term strategic partnership with ALEXBANK, which was initiated in 2016 and has since diversified into numerous projects and programs. Together, we have embarked on more than 15 projects – and this year is no different. The first partnership we collaborated on in 2021 was Diarna, which is one of Egypt’s largest handicraft exhibitions, and was held in Cairo Festival City in New Cairo. We are delighted to share that more than 300 exhibitors sold authentic handmade Egyptian products for a total of more than 11 million EGP in revenue. It is indeed an honor to have been part of an initiative that has provided such an impressive channel to economically empower artisans whom we are sure faced a difficult year in 2020 due to the COVID-19 pandemic. Additionally, and alongside ZED, we have held a Mother’s Day bazaar in Zed Park in El Sheikh Zayed, where we showcased exquisite products from 19 NGOs, providing an extra revenue stream for them. Furthermore, we are excited to have launched our collaboration with the Azza Fahmy Foundation, which aims to serve 185 beneficiaries through providing them with the technical know-how in order to design and craft jewelry and beads. This will be done using top-notch quality provided by the Azza Fahmy Foundation. Moreover, we have signed a project entitled “Inclusive Communities”, which will serve 500 children with disabilities under the umbrella of our marginalized children MoU which we signed in 2018. With all that being said, and due to our common vision, we remain on the lookout to partner with ALEXBANK on even more projects and programs that we are certain will have considerable impact on underprivileged individuals. ”



Eng. Noura Selim
Executive Director of
Sawiris Foundation for
Social Development

Diarna Media Exposure

Diarna Exhibition garnered large media exposure and gifts for impact packages were sent to social media influencers, celebrities, public figures, writers and editors-in-chief, where the boxes gave them a glimpse of the various products in Diarna. Additionally, giveaways were provided to visitors, as well as wrapped gifts given to media reporters and UNHCR gifts to VIP visitors.



Hashem, a potterer and creator, displays his pottery and baskets in an artistic aesthetic on Diarna's entrance track

PARTNERING WITH RHYTHM FOR HOSPITALITY TRAINING AGENCY, ALEXBANK LAUNCHES “HEALTHCARE HOSPITALITY TRAINING PROGRAM”.



Graduation of the 20th batch of the Creating Ambassadors Program in Baron Palace

Last year, ALEXBANK partnered up with Rhythm Hospitality Training Agency under the auspices of the Ministry of Tourism and Antiquities to tangibly contribute to Egypt’s Tourism sector by enhancing touristic services and equipping staff members within the Tourism industry with the appropriate skills to best serve tourists and best represent Egypt. The significance of the training program had been highlighted by Dr. Khaled El-Anani, Egypt’s Minister of Tourism & Antiquities during one the sessions where he paid visit to.



Rhythm Founder, Karim Adib, with Egypt’s Minister of Tourism & Antiquities, Dr. Khaled El-Anani during a visit



Healthcare Training Program Graduates with the Head of Obstetrics and Gynecology Department

“ While curing the patient is the obvious goal of the medical field, treating them with respect and courtesy is an essential component often disregarded by most. Our campaign “Healthcare Hospitality” aspires to elevate the hospitality within the medical field, and put the care in healthcare. We work on developing healthcare practitioners’ empathy towards their patients, communication skills, emotional intelligence, respect of confidentiality, and the healing journey as a whole. Such values are often undervalued by larger organizations looking to create tangible and quantifiable results, but at Rhythm we have been very fortunate and privileged to partner with Alexbank – an organization that truly cares about making a real impact in society.

Our ongoing bilateral campaign trains doctors and nurses in public hospitals on handling doctor-patient relationship in a way that dignifies and respects the journey of the latter, and proudly did so by training one hundred young doctors at Kasr Al Ainy hospital, before continuing to train an additional 400 in different hospitals across Egypt. Caring about the fundamental emotional status of patients in our community is a very rare value withheld by large organizations, and we are very lucky to be partnered with such an entity. ”



Karim Adib,
Founder of Rhythm
Agency

Building on our collaboration with Rhythm for Hospitality Training Agency, we have launched “Healthcare Hospitality Training Program”; a program that aims to compliment healthcare practitioners’ technical and medical expertise with soft skills that teach them how to deal with patients. The program targets practitioners across Kasr Al Ainy Cairo University (Faculty of Medicine), Abul Reesh Mounira Children’s Hospitals, Demerdash Hospital, and Magdi Yacoub Heart Foundation.

Trainees receive a certificate of completion signed by ALEXBANK, Rhythm Hospitality Training Agency, and certified by the Institute of Hospitality, the world’s leading professional body for hospitality professionals.



Hospitality training in the beautiful El Moez Mosque

NEKOUSH: ALEXBANK'S RAMADAN BAGS TO EMPLOYEES



ALEXBANK employees receiving Ramadan bags with Nekoush inside



Nekoush Gift along with the bags contents of Ramadan treats

Building on ALEXBANK's annual tradition to present its Ramadan gift to its employees, this year's "Nekoush" comes as a gift made of Egyptian cotton with a design that reflects the beauty of Egyptian heritage through a distinguished partnership with promising Egyptian artisans.



ALEXBANK employees receiving Ramadan bags with Nekoush inside

Led by craftspeople from ALEXBANK's partners "Neqoush Masreya" Foundation and "Nahla Soliman Designs", the Ramadan bags were designed in a unique manner that illustrates the creativity that inspired these talented artists. Neqoush Masreya Foundation was established ten years ago at the hands of the Khayameya artist Karim Khalaf. Karim learned the profession

of the craft of "Khayameya" from his ancestors; integrating the essence of the art of Khayameya with modern designs in an effort to revive the art of Khayameya. Nahla Suleiman started her journey in the art of embroidery as a volunteer in civil institutions, with an objective to learn the art of the Egyptian craft "Sheneet", one of the various types of traditional embroideries, until she established her small company to revive the art of "Sheneet" under the name of "Nahla Suleiman Designs".

The bag "Nekoush" was distributed to ALEXBANK's employees, each bag filled with Ramadan's traditional nuts and candies (Yameesh). This year, 250 craftsmen and women participated in the production of "Nekoush" across the different areas of al-Khalifah, Mansheyat Nasser and Hadayek al-Qobba.

ALEXBANK LAUNCHES CSR & SUSTAINABLE DEVELOPMENT'S FIRST WEBINAR SERIES

This year began with ALEXBANK's launch of the first series of webinars organized and hosted by the CSR & Sustainable Development Office.

ALEXBANK Launches "Future of the Egyptian Creative Economy: New Horizons Towards Digitalization", the First Webinar in a Series of Webinars

مستقبل الحرف اليدوية المصرية: آفاق جديدة نحو التحول الرقمي

Future of the Egyptian Handicrafts: New Horizons Towards Digitalization

 13th January 2021 |
  4 PM |
 ٤ م |
 ١٣ يناير ٢٠٢١ |
 



أ / هشام صفوت
المدير التنفيذي لمنصة Jumia



المهندسة / نورا سليم
المدير التنفيذي لمؤسسة ساويرس للتنمية الاجتماعية



أ.د / هبة حدوسة
المدير العام لمؤسسة النداء



مدير الجلسة د / علي عوني
مدير مركز جون جرهارت - الجامعة الأمريكية



أ / ماري سعد
مؤسسة «روح» للمكرمية



أ / أسامة الغزالي
مستشار الحرف اليدوية لبنك الإسكندرية



أ / تامر عبد الفتاح
رئيس إدارة التمويل متناهي الصغر بنك الإسكندرية



أ / ليلي حسني
رئيس مكتب المسؤولية الاجتماعية والتنمية المستدامة بنك الإسكندرية



Announcement of ALEXBANK's First Webinar

The first webinar of 2021 consisted of a discussion of the Egyptian Creative Economy landscape; providing in-depth analysis from the sector's specialists, targeting the challenges faced, opportunities born, the move towards digitalization, cross-sectoral collaborations, success stories and recommendations. The talk consisted of sector experts such as: Dr. Heba Handousa Managing Director of El-Nidaa Foundation, Ms. Laila Hosny Head of CSR & Sustainable Development Office at ALEXBANK, Eng. Noura Selim Executive Director at

Sawiris Foundation for Social Development, and Mr. Hesham Safwat CEO of Jumia, Dr. Ali Awni Director of the John D. Gerhart Center for Philanthropy at the American University of Cairo, Mr. Tamer Abdelfattah Head of Microfinance Department at ALEXBANK, and Ms. Mary Saad Founder of Macrame Rouh.

With more than 180 attendees, the webinar took place on January 13th through a virtual Zoom meeting in an effort to abide by safety precautions.

Announcing our New Partnership with Jewelry Icon Azza Fahmy's Foundation for Handicrafts Project in Aswan, through "Efforts into Empowering Egyptian Women" Webinar.

ALEXBANK CONNECT

جهود بنك الإسكندرية
ومؤسسة ساويرس لتمكين المرأة المصرية
ALEXBANK and Sawiris Foundation
Efforts into Empowering Egyptian Women

23rd March 2021 | 4 PM | ٢٣ مارس ٢٠٢١

م / كريمة الديب
مناة تشكيلية وقصة نجاح
إحدى الشركات بين بنك
الإسكندرية ومؤسسة ساويرس

أ / ليلي حسني
رئيس مكتب المسؤولية الاجتماعية
والتنمية المستدامة بنك الإسكندرية

م / نورا سليم
المدير التنفيذي لمؤسسة
ساويرس للتنمية الاجتماعية

أ / عزة فهمي
مؤسس «مجوهرات عزة
فهمي» و «مؤسسة عزة فهمي»

أ.د / نيفين الطاهري
رئيس مجلس إدارة شركة دننا
شيلد للاستثمار ودلنا انسيير لإدارة
المشروعات وشركة ١٣٨ بيراميدز

Announcement of "Efforts into Empowering Egyptian Women" Webinar

The Webinar series continued with its second webinar dedicated to empowering women during March's Women's Month under the title of "Efforts into Empowering Egyptian Women", announcing a new partnership to revive the art of Jewelry making in Aswan between Sawiris Foundation for Social Development and, with the Iconic Azza Fahmy, the Azza Fahmy Foundation.

The panelists discussed a series of significant topics under the

frame of empowering Egyptian women, along with the importance of partnerships; reaffirming their entities' commitment and projects that support and empower Egyptian women.

This project focuses on the training of trainers to conduct workshops for 180 young marginalized men and women through two workshops; one for the jewelry making and design, and another for beadwork and teaching the art of shaping beads.

To facilitate the participatory experience in the webinar series, ALEXBANK plans to add several features such as availing sign language interpretation and instant translation from Arabic to English.

Stay tuned to follow our updates on participating in ALEXBANK's CSR Office's webinars that tackle significant issues in the Egyptian community.



“ONE DREAM” TO ADVANCE WASTE MANAGEMENT.



Educational activities for the children from Mansheyet Nasser

One Dream, a community development project seeking to improve the living conditions of the less fortunate individuals in Mansheyet Nasser and Tora, is commencing with its second phase planned to last for one year. In partnership with the Sawiris Foundation for Social Development, Shorouk Misr Foundation and Star Care Egypt, and the implementing arm Association for the Protection of the Environment (A.P.E.). The second phase focuses on three main pillars: education, health and capacity building projects.



Glass-Recycling Training on melting glass, carving patterns, and design

In the education sector, the NGO is working with children to improve their educational capabilities and ensure their enrollment and success in schools. Health wise, APE has set up clinics to serve the surrounding community, the services include women’s reproductive health clinics, detection and awareness around sickle cell anemia, and provide urgent care for COVID-19 patients.

Over the project’s duration, the project is set to benefit over 25,000 individuals; 695 youth members through education, 3,500 individuals under the health component, and the employment and training of 75 women and girls.

EMBRACING DIVERSITY FOR MORE “INCLUSIVE COMMUNITIES”



Children learning in Ana El Masry Foundation

In March 2021, a contract was signed for the Inclusive Communities project between ALEXBANK and Sawiris Foundation for Social Development. The project comes under the Memorandum of Understanding of Improving the Living Conditions of Marginalized Children, signed between the two strategic partners in 2019. The project is implemented by Together Association for Development (TAD) in the governorate of Assiut over the period of 2 years.

Inclusive Communities’ main objective to empower 500 children with disability in the ages of 1-14 years, integrate 3500 children in artistic, sports activities and other different aspects of life, and lastly, improve the development of their capabilities.

TAD was established to support Upper Egypt, especially in the villages; the association aims to work on human advancement, raising the spirit of solidarity and responsibility, opposing individualism, creating awareness, raising peace, and investing the initiatives and energies of the local community.



Learning how to sew in Ana El Masry Foundation

ALEXBANK'S RAMADAN INITIATIVE "CHILDREN WISHES COMING TRUE"



The children of Educate Me's community school with their specially-made wishes cards

During the month of Ramadan, ALEXBANK launched the third edition of Ramadan Children Wishes Coming True, give back to the community in which the bank operates and to enhance employee engagement. As such, ALEXBANK designed a number of activities throughout the month of Ramadan to allow employees to contribute their time and donation to community-friendly causes.

This year, we collaborated with our strategic partner Educate Me Foundation, that aspires to redefine education in Egypt through a progressive skill- based, learner-centered education. Educate Me operates a community school in Talbeya, Giza and runs training and development programs for both public school teachers and students.

We started by visiting Educate Me's community school and allowed the children the space to write down their wishes on a special wish card specially designed for this initiative. Accordingly, we sent the wishes to our employees to make these wishes come to life.

This Ramadan initiative could not be made possible without ALEXBANK's employees who



A child from Educate Me's community school writing down her wishes in her wish card

helped bring it to life; witnessing the faces of the children transform from confusion and doubt while expressing their wishes, to complete hope and surprise when receiving the gifts was an exceptional experience for us, but most importantly for them.



CELEBRATING WORLD ENVIRONMENT DAY, IN ALIGNMENT WITH INTESA SANPAOLO GROUP, WITH ENVIRONMENTAL EDUCATION FOR CHILDREN

As part of the global campaign of Intesa Sanpaolo Group's activations in celebration of World Environment Day across all its subsidiaries, ALEXBANK has dedicated environmental efforts in celebration of World Environment Day (WED), read more below to find out more;

ALEXBANK launches "Khatwa Khadra" (Green Step): its First Environmental Children's Game

ALEXBANK is the first bank in Egypt to launch its First Environmental Children's Game; "Khatwa Khadra" (Green Step) for 2021's celebration to the World Environment Day, crystalizing our efforts to raise awareness of Egypt future generations by familiarizing them with environmental concepts. The game is an enjoyable, educational game that addresses daily habits and how they can be changed to minimize negative impact on the environment. "Khatwa Khadra" aims to educate children aged 10+.

As per the day's theme; Generation Restoration, ALEXBANK has partnered up with its Strategic partner, Association for the Protection of the Environment (APE), to launch "Khatwa Khadra" for children in the area of Manshiyet Nasser, an area specialized in garbage collection and waste management, to teach children to be environmentally-conscious. APE devotes its operations to promoting the livelihood of Egyptian garbage collectors, an informal marginalized community in Egypt, and developing innovative waste management systems.



Children group picture after playing Khatwa Khadra game



Children learning how to play Khatwa Khadra & trying to win by reducing their carbon footprint, as per the game's terms



Khatwa Khadra Box

Children Edutainment Workshop & Visit at Kendaka's Upcycling Factory

With this year's theme for WED being Generation Restoration ALEXBANK coordinated site visits for underprivileged children from our partners Tawasol Community School for school drop-outs and Banati Foundation for children with street situations to an upcycling factory, named "Kendaka" in Badr City. The Workshop educated children on responsible production & environmental consciousness, equipping them with information to lead the future responsibly, as per United Nation's Sustainable Development Goals.

Aligning with WED's theme, the factory visits helped children Reimagine, Recreate, and Restore new, unconventional purposes of already-used material to reconstruct products in an effort to instill recycling, upcycling, &



environmentally-conscious values within younger generations; teaching them fundamentals about upcycling glass, textile, and plastic. Keeping up with safety measures, each visit was implemented in small numbers of children, spread out across the month of June – marking the month of WED.

About Kendaka:- a name historically given to strong and brave Nubian queens similar to the women artisans who work within the factory, is a flagship project of Takatof Foundation, supported by Drosos Foundation, harboring upcycled handicrafts made by women artisans in marginalized areas.

DID YOU KNOW? The first step to the recovery of our ecosystem  is recognizing shortcomings; that is why ALEXBANK proactively started measuring its carbon emissions  as a bank back in 2019, as a baseline year to benchmark  all our future emissions, and we are currently in the process of reducing water consumption through the installation of  low-flow water faucets across our branches. Aligned with our parent Intesa Sanpaolo group and the national agenda, our efforts are collectively directed towards environmental causes, with a greener future in mind.

ALWAN GIFT FOR IMPACT: HOPE TO THE CRAFTSMEN OF GLASS-BLOWING INDUSTRY.



“Alwan” Annual Corporate Gift of Impact that signifies the beauty of glass-blowing art and reminds people of its importance to Egyptian culture

This year ALEXBANK’s Ebda3 men Masr (EMM) presents the 2021 Annual Gift for Impact; “Alwan”, meaning colors in Arabic. Alwan is composed of a set of two glass-blown bowls for candles with a unique design that reflects the art of Egyptian heritage. The name was selected to highlight the colorful reflection that the bowls light up to show. The gift was distributed to ALEXBANK’s partners and stakeholders and Egypt’s leading celebrities and social media influencers.



“Alwan” Annual Corporate Gift of Impact that signifies the beauty of glass-blowing art and reminds people of its importance to Egyptian culture

“ Our story with “Ebdaa men Masr” by ALEXBANK started in 2016 through their support for us as glass-blowing artisans to participate in the first international exhibition for handicrafts in Cairo. This year, we are very pleased that the initiative continues to support us to preserve the craft of glass-blowing, provide employment opportunities for artisans, and preserve their source of income and their art. ”



Kamal Hodhod

The bowls were handcrafted by Kamal Hodhod, one of the last standing families who still practice the craft. Kamal Hodhod, glass-blowing artist in the Mamluk area of Cairo, inherited the skill from his family and teaching to following generations. During the past years, most of those working in this craft disappeared in Egypt, leaving very few behind.

The Alwan candles were handmade by the hands of artisans with disabilities from Diakonia from Dar El Salam. Diakonia aims to support their users, especially the marginalized population and people with disabilities to provide them with a dignified life by improving their economic, health, and environmental conditions through raising the level of education and awareness.

The gift marks the launch of a pilot project, in collaboration with Misr El Kheir Foundation for the establishment of the first developmental school for the craft of glass-blowing in Egypt



Production of the candle wax of “Alwan” Gift



A talented artist coloring and decorating the glass bowl that represents “Alwan” Annual Corporate Giveaway

“ As the first real great opportunity to test the ability of Diakonia’s youth with disabilities to produce more handmade candles with the “Ebdaa men Masr”; we are happy not only for the distinct opportunity, but also to introduce a large audience through ALEXBANK about their craft and creativity that they are able to express through their art. ”
Sonia Salib, Manager of Dar Sayedet El Salam

ALEXBANK TAKES OVER “RED SEA CRAFT” WITH DROSOS FOUNDATION, THAAAT SOCIAL ENTERPRISE, AND BAGAWEET.



Bagaweet Project's Embroidery Training

Under the umbrellas of “Ghalya” and “Ebda3 men Masr”, ALEXBANK is taking over the “Red Sea Crafts” project, which was launched in 2013 by the International Labor Organization. Under the auspices of the Ministry of Social Solidarity and the Red Sea Governorate, ALEXBANK became the owner of the project and has chosen Thatat Social Enterprise as the main implementing partner for the second phase, as well as Drosos Foundation in Egypt as a second donor and partner. The project is set to operate under the brand name of “Bagaweet”, as this word means our language. “Bagaweet” targets 200 women from two NGOs in the two Red Sea Governorate cities of Safaga and Al Qusair,

Bagaweet serves as the very first design hub in the Red Sea area to serve the South of Egypt’s artisans, as a way to sustain Research & Development for an area that is extensively rich in talented handcrafters.

2. MARCH'S WOMEN'S MONTH WITH ALEXBANK'S GHALYA



SUPPORTING WOMEN REFUGEES AND WOMEN ARTISANS, WITH NATIONAL COUNCIL FOR WOMEN'S KHEIR W BARAKA AND IMPLEMENTING PARTNER THREADS OF HOPE



Threads of Hope's extremely talented refugee artisan, creating a masterpiece reflecting her perception of home that symbolizes "Sokoon" to her

This year, we chose to commence the new year with a cause that Egypt and our parent Intesa Sanpaolo group hold in high regard; the case of Refugees. In partnership with the National Council of Women, Kheir W Baraka, and ALEXBANK's "Ghalya", under the umbrella of our "Gift for Impact" we wanted to honor our female partners by gifting them with "Sokoon" on the occasion of the month of women, with the International Women Day, the Egyptian Women Days, and Mother's Day all being celebrated during March.

"Sokoon" gift includes a pouch and a medical mask; the pouch was produced by 50 Egyptian and refugee craftswomen from Sudan, Palestine, Somalia, Ethiopia, Eritrea, and Syria hosted by "Threads of Hope," and the mask was produced by 20 craftswomen from "Kheir w Baraka" as the National Council of Women's contribution to the gift.

Given to ALEXBANK's female partners during March, the gift tells the story of how refugee craftswomen translate home reflected through their art of embroidery, as the word "Sokoon" is extracted from the Arabic word "Sakan" which translates to "housing" and "shelter".

“ Through economically empowering women and achieving financial inclusion through several fruitful partnership, the National Council for Women continues its efforts through various significant initiatives that positively impact the Egyptian woman; particularly amidst the tangible interest that the national leadership gives in regard to women’s issues, believing in the importance of the role Egyptian women play in society and the importance of supporting and empowering them. The Council takes pride in its strategic partnership with ALEXBANK, a bank that stands as a national institution aimed to serve society at large and to empower Egyptian women. This partnership is in line with the National Strategy for the Empowerment of Egyptian Women 2030, prepared by the Council and approved by Mr. President Abdel-Fattah El-Sisi as the official governmental work agenda for the years to come. This partnership is also regarded as the executive arm of the cooperation protocol signed between the Council and the Central Bank of Egypt on Financial Inclusion.

Amidst the global spread of the pandemic and the major repercussions that came along with it that affected the global economy and women small and micro-business owners, such circumstances prompted a partnership between the Council and ALEXBANK that showcases the products of 30 women from the Council’s network of women business owners and entrepreneurs to be included within Ebda3 men Masr, an initiative launched by ALEXBANK in partnership with Sawiris Foundation for Social Development on Jumia’s platform. With funding from the International Labor Organization, this cooperation was an important step to encourage women and girls to implement their own projects

Moreover, the latest layer of this partnership came from the women empowerment initiative, “Ghalya”, and of which “Sokoun” campaign was launched in cooperation with Threads of Hope; whereas Ghalya celebrated International Women’s Day in a unique manner. Through handmade gifts made by Egyptian and refugee women in a form of pouch named “Sokoun”, as well as masks gifted by the National Council for Women made by the hands of 20 Egyptian women and girls from Kheir w Baraka Association in Ezbet Kheirallah. This follows the Council’s announcement of an unconventional competition to choose designs that best express women empowerment and Egyptian heritage; more than 20 designs were submitted and a total of 6 designs were chosen. This activity comes under the framework of the third phase of the MSMEs’ development project funded by the Chinese embassy. In conclusion, the National Council for Women affirms its intention to complete its tireless efforts to empower women economically in cooperation with all partners, as it has a positive impact on the nation; the inclusion of women in the development process contributes to increasing the national product. ”



Dr. Maya Morsy,
President of the
National Council for
Women

PARTICIPATING IN MOTHER’S DAY BAZAAR AT ZED PARK, WITH SAWIRIS FOUNDATION FOR SOCIAL DEVELOPMENT AND ORA DEVELOPERS.



Aligning ourselves with United Nations’ Sustainable Development Goal of reducing inequalities, ALEXBANK, under its flagship initiatives EMM and Ghalya, has hosted booths at the Mother’s Day Bazaar in ZED Park, El Sheikh Zayed. The Mother’s Day Bazaar was a 3-day event of various activities, featuring over 20 EMM partners as well as gifted people with disabilities from Qesetna fe Herfetna initiative, presenting a chance for people of all ages to become more acquainted with Egyptian handicrafts and Arabic calligraphy.

The handmade authentic products were showcased by salespeople from our partners El Nidaa Foundation, conducting product sales through ALEXBANK POS machines. In alignment with the Central Bank of Egypt’s digitalization efforts, the POS machines gave artisans an opportunity to facilitate payments easily, making their products accessible to cashless consumers, and therefore increase their market reach.

“ It is our utmost pleasure to share one of the highlights of 2021, where together, alongside ALEXBANK and ZED, we brought exquisite handmade products to ZED Park in El Sheikh Zayed during a Mother’s Day bazaar that ran from the 18th of March, to the 20th of March, 2021. We could not think of anyone more suited than ALEXBANK to have embarked on this journey with, due to their passion in supporting Egyptian artisans and the handicrafts scene in Egypt. The bazaar aimed to showcase the beautiful Egyptian heritage as well as handmade products to the visitors of Zed Park, who purchased these exceptional products, effectively economically empowering Egyptian artisans. During this mother’s day bazaar, we managed to showcase products from 19 NGOs based in more than 7 governorates. ”



Rosa Abdel Malek,
Partnerships
Director at Sawiris
Foundation for Social
Development



ONBOARDING NATIONAL COUNCIL FOR WOMEN'S TAA' MARBOOTA POWERED BY INTERNATIONAL LABOR ORGANIZATION WITH IMPLEMENTING PARTNER EL NIDAA FOUNDATION, INTO EBDA3 MEN MASR'S ONLINE STORE ON JUMIA.

Given last year's unparalleled success in sales reached for our EMM artisans in an effort to bridge the gap that has been made between them and consumers, we are honored to welcome our dear partners the National Council for Women's national project "Taa' Marbouta" powered by the International Labor Organization. Onboarding Taa' Marbouta contributes to women empowerment in the field of handicrafts; embracing their businesses and positively impacting their lives. Further, we also welcome El Nidaa Foundation (ENID) as an esteemed implementing arm with our already existing implementing partners Fair Trade Egypt and Salik; supporting by offering new market exposure and direct sales opportunities.

The announcement was made public during the month of March in celebration of March Women's Month, and through the launch of a new collection with the new partners' authentic handmade products being showcased in EMM's store on Jumia.

You can virtually shop from Egypt's biggest handicrafts virtual platform, Ebda3 men Masr's online store on [Jumia](#):



ENID/El Nidaa's nine years of operation is a journey of transformation. What we have been witnessing is a total change in behavior, opportunities, and outlook of the local community in Qena. Through El Nidaa Foundation's solid partnership with AlexBank over the last five years, we have been able to revive traditional handicrafts and preserve Egyptian heritage while improving socioeconomic conditions of marginalised women and youth in the South of Egypt. This has been achieved through innovative and sustainable best practices, among which is digital transformation. El Nidaa is very pleased to be part of the Ebdaa men Masr online store on Jumia, and we look forward to benefiting more artisans, hand in hand with AlexBank



Dr. Heba Handoussa,
Deputy Chairman of the Board of Trustees, ENID/
El Nidaa Foundation

MY CRAFT, MY CHANCE PROJECT'S ACTIVATIONS, WITH HELWAN FOR COMMUNITY DEVELOPMENT NGO



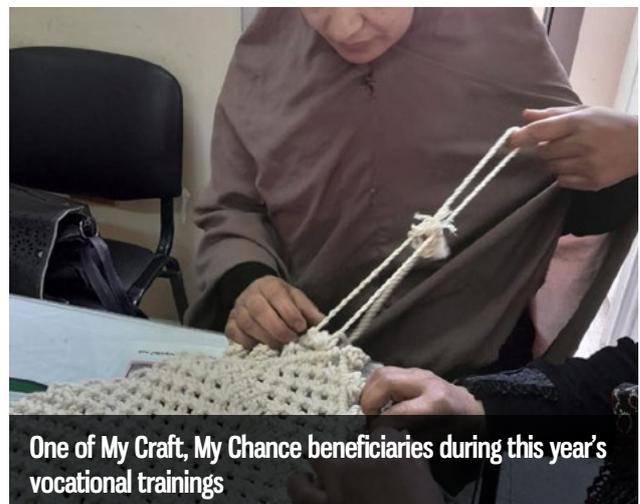
My Craft, My Chance beneficiaries during this year's vocational trainings

In line with ALEXBANK's gender equality and female empowerment values, and under the Bank's initiative "Ghalya ALEXBANK continues its collaboration with Helwan for Community Development NGO from 2020 to 2023. The project is an execution of an empowerment project to 450 beneficiaries of the local community members of Helwan, with the majority of the target audience being women. The project aims to provide trainings and family planning services, and spreading awareness of their legal and social rights among themselves and the members of their community, rehabilitating them psychologically and socially. Helwan for Community Development NGO focuses on the development of the Helwan community, especially on housewives through allowing them to take part of the working force.

Since the beginning of 2021, the project has kicked off the year with conducting the 3rd, 4th, and 5th editions of the vocational training. Following that, in light of March being Women's Month, they've had women-dedicated activations, celebrating them.



One of My Craft, My Chance beneficiaries during this year's vocational trainings



One of My Craft, My Chance beneficiaries during this year's vocational trainings

3. EDIFYING FINANCIAL INCLUSION AND LITERACY



“HADY BADY” VIRTUAL ROLL-OUT WITH TAYARA WARAA’A, WATANEYA, AND SETI CENTER (CARITAS EGYPT)



Children studying the contents of Hady Body game

“Hady Body” is ALEXBANK’s financial literacy game tailored specifically for children with the purpose of promoting financial literacy from a young age. The game educates children about financing principles such as mindful spending, smart saving, and donating, targeting children with the age range of 8-12. . With its eccentric name, translated to “eeny meeny”, “Hady Body” is introduced through a storyline that tells the history of money from the barter system to banks.



Hady Body virtual roll-out sessions on Zoom

In alignment with the Central Bank of Egypt and in occasion of its celebrations of Financial Inclusion for the month of April, particularly Arab Financial Inclusion Day and Week, as well as Egyptian Orphans’ Day, we have announced our collaboration with Tayara Wara’a, Wataneya, and SETI Center – Caritas Egypt to roll-out ALEXBANK’s “Hady Body” Board Game virtually, due to the pandemic.

Mirna Noaman, the original “Hady Body” game creator, has joined us to walk the children through the rules and principles of the game by reading the “Hady Body” story to the children and facilitating the game-play with both the children and facilitators. Mirna has been part of previous physical “Hady Body” rollouts across the nation.



PARTNERSHIP BETWEEN ALEXBANK AND WORLD FOOD PROGRAMME UNDER WFP'S SMALLHOLDERS' SUPPORT PROGRAM IN UPPER EGYPT

The World Food Programme's (WFP) smallholder's initiative aims to build the resilience of smallholder farmers in Upper Egypt by increasing their productive capacity and ensuring their equitable access to resources. The project has been successfully implemented since 2013 across 60 villages in Upper Egypt in the five governorates of Aswan, Luxor, Qena, Sohag and Assiut. The project's objective is to build resilience of smallholder farmers, while sustainably maximizing outputs from their land and water resources, aiming to eventually reach 1 million smallholder farmers in 500 villages in Upper Egypt within the next five years.

ALEXBANK has signed a Memorandum of Understanding (MoU) with WFP concerning our partnership on the Smallholders Support Program in Upper Egypt on the 20th of December 2020. Through that, ALEXBANK and WFP Egypt have jointly affirmed their willingness to support. ALEXBANK strives to complement the WFP's goals in Upper Egypt through a purposeful lending vehicle in the form of a tailor-made financial product to the smallholder farmers. The overall aim is to financially integrate smallholder farmers, enhance their income-generating capacities and link them to formal financial institutions. The products ALEXBANK are tailoring are designed in harmony with the WFP's goals and the needs of the farmers and livestock holders, considering the responsible lending component to ensure the safety of lending.

“ ENID/El Nidaa's nine years of operation is a journey of transformation. What we have been witnessing is a total change in behavior, opportunities, and outlook of the local community in Qena. Through El Nidaa Foundation's solid partnership with AlexBank over the last five years, we have been able to revive traditional handicrafts and preserve Egyptian heritage while improving socioeconomic conditions of marginalised women and youth in the South of Egypt. This has been achieved through innovative and sustainable best practices, among which is digital transformation. El Nidaa is very pleased to be part of the Ebdaa men Masr online store on Jumia, and we look forward to benefiting more artisans, hand in hand with AlexBank ”



Mr. Menghestab Haile,
WFP Representative
and Country Director
in Egypt



Ibrahim El Harras's bee-keeping business

My name is Ibrahim El Harras, from El Madamood Village, Luxor.

I heard of World Food Programme's Smallholder's project around two years ago through the national association when I attended a session about different ways to find alternative means of income. This specific session was about loans for bee hives. I am not a bee keeper; however, I liked the idea of it and I applied for a loan for 10 bee hives and I took practical and theoretical training through consultants specializing in beekeeping. I paid back 5% of the loan and the rest I paid in two installments, every six months.

The consultant assigned to me chose with me the sponsor, I received the bee hives, and he was following up on the project in all stages. I sorted the honey 3 times a year, and paid the value of the collective loan, after selling all the honey and its contents, and then I expelled the hives and they reached 20 hives.

I took a microloan from the ALEXBANK under the initiative of the World Food Program for Smallholder farmers, and I bought new bee hives and I have a project with a good income, and thank God I started paying back the loan I took from the bank.

DISCLOSING ALEXBANK’S SELF-ASSESSMENT REPORT FOR PRINCIPLES OF RESPONSIBLE BANKING.

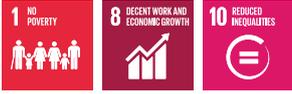
Being a signatory member of the Principles of Responsible Banking since 2019 and furthering our United Nations Environmental Programme – Finance Initiative’s (UNEP-FI) membership, ALEXBANK has adopted UNEP-FI’s self-assessing template report on Principles for Responsible Banking (PRBs), making it the first edition of its kind to be published.

Designed by the UNEP-FI, the PRBs provide a framework and guidelines for a more sustainable banking industry. The purpose is to ensure that Signatory Banks’ strategy and daily operations align with the societal, and environmental wellbeing, and strive towards the implementation of the Sustainable development Goals (SDGs) the Paris Climate Agreement, and national frameworks such as Egypt’s Vision 2030.

The six Principles for Responsible Banking focus on Alignment; Impact & Target Setting; Clients & Customers; Stakeholders; Governance & Culture; and Transparency & Accountability. In a manner consistent with the sixth principle, Transparency & Accountability, this Report sheds light on our implementation, targets, impact, and progress after 18 months of becoming part of the Principles for Responsible Banking initiative.



Cover page of ALEXBANK’s self assessment report for Principles of Responsible Banking



RELEASING ALEXBANK'S CREATIVE INDUSTRIES GUIDE.

With our increasing focus on Microfinance and as an extension to our EMM initiative, ALEXBANK designed and launched an EMM microloan in 2019. This microloan has created business value for ALEXBANK in the sense of serving the under-banked handcrafters under EMM. In addition to the financial package, a bouquet of customized non-financial services was designed. By helping integrate artisans into the banking system, they become economically empowered and thus, positively impacting communities, and reviving Egyptian heritage. In March 2021, we have internally conducted online training sessions for ALEXBANK's microfinance Relationship Managers on our EMM Microloan.

Keeping up with ALEXBANK's efforts to adjust to the new normal amongst the pandemic, ALEXBANK has published its Creative Industries Guide to Financing; a publication that provides innovative and responsible financial solutions to Egyptian handcrafters. The publication was released for the purpose of making ALEXBANK's financial and non-financial offerings and services accessible to eligible clients to help serve them safely in the convenience of their homes as the publication has been released in Arabic and English in ALEXBANK's website.



Creative Industries Guide Cover Page

“ First of all, I would love to thank Ebda3 men Masr team for all the services they offer. I was introduced to Ebda3 men Masr initiative since it was launched in 2016; I see it as a huge home that hosts all Egyptian handcrafters, from Aswan to Alexbandria. This initiative also makes sure to present each exhibitor in a beautiful light. All my love and respect to every person working within this limitless entity. Furthermore, I want to note that I participated in most of Ebda3 men Masr's exhibitions, like HIS and Craffiti Bazaar, not to mention all the collaborations between ALEXBANK and the Ministry of Social Solidarity. ”



Antone Adel,
Leather Lovers
Handicrafts Foundation





☎ 19033

 ALEXBANK | بنك الإسكندرية