

CSR REPORT 2017-2018



Our Purpose

CSR Pillars

2017 CSR Review

2017 Key Learning &
Benefits

2018 CSR Focus & Plan

How can you help?

“It is no use saying ‘we are
doing our best’. You have got
to succeed in doing what is
necessary” - Winston Churchill



CONTENT

This annual report highlights our contribution to the social, economic and environmental context despite the challenges our region has been facing. This process allows us to measure our deliverables vs. our goals and recalibrate our 12 months project plan accordingly. Some of our projects are built in house; others are the result of a long term partnership with other private companies and NGOs.

We care about our community!

Every human being has the right to live in dignity and deserves access to food, water, clothing, shelter, safety, education, employment and healthcare. The values conveyed through our initiatives are intrinsically linked to the core values of our company's culture and DNA. Sticking to our principles in such a volatile, complex and ambiguous world is a differentiating capability in itself: these values allowed us to build passion and trust in the past 70 years with our colleagues, partners, consumers & community.

Our Purpose

As a responsible partner, we aim to integrate viable solutions across our business activities to impact our community in a positive and sustainable way. This is our duty and it is a long term commitment & process. What will help our economy and community get on track in this era is where and how we use our efforts. Together, working in collaboration with the responsible companies around us, we can make a difference.

OUR CSR PILLARS

Everyone at HOLDAL is committed to perpetrating family values and heritage, dedicating time and resources to the 3 pillars which have become an integral part of our company's strategy:



Saving Lives

To many, basic needs such as Food, Water, Shelter, Security and Health have become a luxury. HOLDAL is devoted to combat this paradox by partnering with various associations and NGOs that are active in the aforementioned fields.



Empowering communities

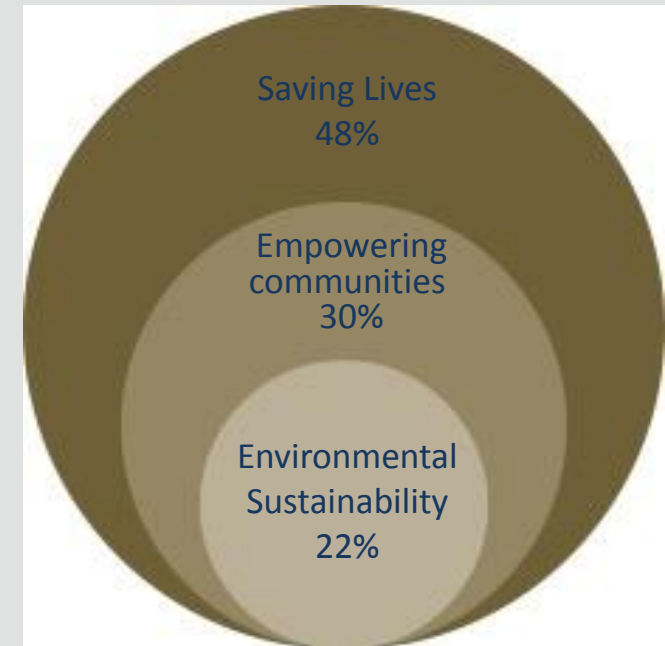
This pillar is as diverse as the communities around us and includes initiatives that aim to improve social care and wellbeing, fight discrimination, promote women & children rights, and nurture entrepreneurship. Education is at the center of this pillar.



Sustainable Development

HOLDAL is determined to promote a greener Levant and to minimize its impact on the environment by 2020, be it through its recycling program & awareness campaigns or through integration of green technologies in its operations and facilities.

2017 HOLDAL FOCUS



These figures represent the allocated time, resources, brands and financial support

2017

CSR REVIEW





SAVING LIVES

A Tout Coeur

AUB Medical Audiology Sciences

Autism Awareness Campaign

Breast Cancer Awareness Campaign

Chance - Fighting Cancer (Children)

Children's Cancer Center of Lebanon (CCCL)

Donner Sang Compter - Blood Donation

Lebanese Breast Cancer Foundation

Lebanese Food Bank

Movember Awareness Campaign (Prostate Cancer)

**Organ Donation Awareness Campaign – National Organization for Organ & Tissue Donation
& Transplantation (NOD)**

FIGHT AGAINST HUNGER

For the 5th consecutive year, HOLDAL thanks to Food & Design offered 1,000 meals to underprivileged families and to the Lebanese Food Bank (LFB).

On June 15, we offered a dinner to 15 deprived families (50 people): this event was held in our premises for LFB. Finally, we held a booth at Souk El Tayeb in collaboration with Food & Design: all proceeds were donated to LFB.

<http://lebanesefoodbank.com/en/>

FOOD & DESIGN

social catering



DONATE FOR LIFE

For the 4th consecutive year, HOLDAL ran the Donate for Life campaign in all our retail stores in partnership with the Children Cancer Center of Lebanon (CCCL). Thanks to our team's hard work, we were able to collect 3600\$ via 3 campaigns this year. To date, we were able to gather and donate a total of 13,000\$ to CCCL. Special thanks to Janine Khalifeh - Retail

<http://www.cccl.org.lb/>



SAVE A LIFE: DONATE BLOOD

For the 5th consecutive year, 41 volunteers from HOLDAL and from L'Oréal participated in Donner Sang Compter (DSC) Blood Drive: 27 blood units were collected. To date, we have gathered a list of 140 volunteers and we have collected 100 blood units!

We also launched a campaign with one of our brands: with every purchase of Nexcare Band-Aids, consumers donated part of the proceeds to DSC. In total, \$2,500 were collected.

<http://www.dsiclebanon.org/>



PINK RIBBON MONTH

For the 5th consecutive year, in October, we have been raising awareness on breast cancer via an internal campaign. A healthy diet & exercise routine can reduce your chance of breast cancer by nearly 40%. When caught early, breast cancer has a 98% survival rate. Nearly 85% of women diagnosed with breast cancer DO NOT have a family history. Over 2 million women in the US have been diagnosed and treated for breast cancer. In Lebanon, Breast Cancer constitutes 35% of all women's cancers. Breast cancer can't be prevented, but you can take important steps to help detect it earlier.

<http://lbcfoundation.org/>

Breast Cancer
Awareness Month



HOLDAL

"I TOOK THE CUT" HAIR DONATION DAY

On October 29th, our colleagues attended L'Oréal "I TOOK THE CUT" hair donation day in collaboration with the Lebanese Breast Cancer Foundation.

1 out of 3 women will be diagnosed with cancer in her lifetime. Nearly 70% of them lose their hair due to the chemotherapy treatment, and often avoid being seen in public.

Since 2014, L'Oréal holds a yearly hair donation campaign to support cancer patients and help them regain self-esteem, by offering them free of charge wigs made from donated hair.

<https://www.facebook.com/events/288287358356412/>



I Took
THE CUT أنا
قصيت

MOVEMBER CAMPAIGN



OTHER INITIATIVES



Special thanks to Rony Chedaide - Retail

ORGAN
DONATION DAY



Empowering Communities

AFEL - Preventing child abuse
Al Insan Mahabba - Helping underprivileged families
Arc en Ciel – Empowering communities
Bassma – Empowering families
BZ Kids – Supporting children education
DAFA – Helping underprivileged families
Dar el Amal – Safeguarding children & women rights
Dekwaneh Municipality Library - Education
Endeavor – Mentoring entrepreneurs
Family Care Lebanon – Supporting families in need
Free Vol Theatre – Supporting families in need
Himaya – Preventing child abuse
International Women's Day
Les Restaurants Du Coeur – Fighting against children
Orphan Welfare Society
Paradis d'Enfants – Empowering underprivileged children
St Vincent De Paul – Fighting poverty
Smile in a Box – Spreading smiles to underprivileged children
Spring of Life - Empowering underprivileged children
Step Together Fiesta School - Education
Teach for Lebanon - Education

RUN FOR A CAUSE

For the 5th consecutive year, we participated in the Beirut Marathon on November 12. 130 colleagues ran for Teach for Lebanon (TFL) a Lebanese NGO dedicated to improving the quality of education in Lebanon for underprivileged children.



BACK TO SCHOOL

During the month of September, our clients donated old school bags and new stationary supplies in our Kipling branches to support Teach for Lebanon (TFL) students.

DENTAL HYGIENE SESSIONS

On October 13th, 70 children were gathered with Teach for Lebanon (TFL), the Colgate Palmolive team and Dr. Lara Nakhoul from Cliniz around a dental hygiene awareness session at Choueifat New Generation School. The same awareness campaign was offered to AFEL, Step Together Fiesta School & Spring of Life.

Special thanks to Mirna Doumit – Colgate

<http://www.teachforlebanon.org/>



DONATE! BE THE CHANGE! THE GOOD WILL BOX

Since 2011, thanks to our good will boxes, we have been able to help the following NGOs: Les Restaurants du Coeur, Saint Vincent de Paul, Arc En Ciel, Lebanese Food Bank, AFEL, Spring of Life, Bassma, Dar Al Amal, Orphan Welfare Society, Himaya and Paradis d'Enfants. This year in addition to the above NGO's, we supported: Al Insan Mahabba, Dafa, Ayadina, Family Care Lebanon (FCL), Amour et Partage. We were able to collect and donate 50 boxes filled with clothes, toys, shoes, accessories, bags, canned food and love!

To donate please contact us: csr@holdalgroup.com (we welcome donations throughout the year)



COOKIES FOR A GREAT CAUSE



HOLDAL supported BZ KIDZ students during Valentine by selling fresh baked chocolate chip cookies across our offices. 5% of the proceeds go to students' school tuition & 95% feed hungry kids. BZ KIDZ is a non-profit youth organization that provides after school programs for Lebanese kids whose families cannot support their academic success. BZ KIDZ began a new initiative this year: feed every kid, every day, in every branch.

www.bzkidz.com

SMILE IN A BOX

Pack a small box with gifts and make a big difference in the life of a child in need.

In December, we filled 60 boxes for 60 children in need to spread the joy of Christmas

www.smileinabox.org



MUNICIPALITY LIBRARY INAUGURATION

Dekwaneh Municipality inaugurated a public library. Because our company's philanthropic pillars revolve around community empowerment and education we offered 160 books (value of 1000\$) to children below 12 years old with the help of Librairie Stephan.



WOMEN @ HOLDAL

The International Women's day was held on March 8th to celebrate the countless achievements of women and to raise awareness on women's rights. Women have come a long way in their struggle for justice and equality, but there is still a long way to go! We took this opportunity to focus on the roles and responsibilities of HOLDAL women: the company is equally represented from BOD to Executive Management to non-Manual roles. 8 women shared their journey at HOLDAL.

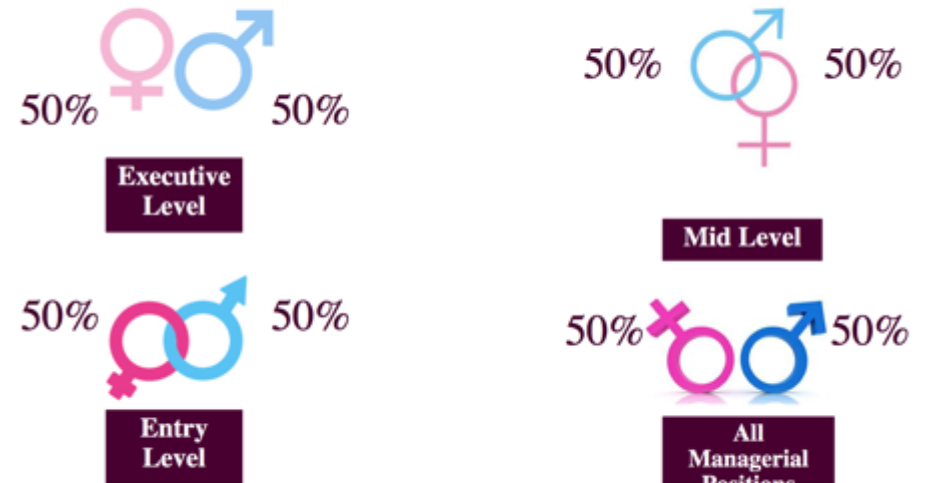


@Holdal 2016 Overall Population



Ref. HR Department at HOLDAL

@Holdal 2016 Managerial Positions



Ref. HR Department at HOLDAL

COMMUNITY SERVICE @ HOLDAL

On November 17th, 12 children from AFEL gathered at HOLDAL and enjoyed a painting session offered by our talented Graphic Designer Lea Khalil.

<http://afel.org.lb/>



On the same day, 12 women from BASSMA gathered at HOLDAL and enjoyed a makeup session and a makeover sponsored by Pupa Milano Levant and delivered by our talented Makeup Artist Celine Abdo.

<https://www.bassma.org/>



On December 14, our colleagues spent an unforgettable time with underprivileged elderly people from Amour & Partage. Our volunteers offered a wide range of activities:

coloring/singing/puzzle/games/backgammon/cards... .

<http://www.amouretpartage.com/>



Change Management Team Initiatives @ HOLDAL



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY	2	3	4	5	6	7
	9	10	11	12 CARDIO FITNESS CLASS	13 ACTING WORKSHOP BODY TALKS	14
	16	17 YOGA	18	19 DREAM CATCHER DESIGN	20	21
	23	24 PAINTING	25 HAIR STYLING COURSE	26 KARAOKE NIGHT	27	28
	30	31				

CMT-
POSITIVE

make it happen
HOLDAL 2020

Hair styling

Karaoke

Acting Workshop



Dream Catcher



Football



Painting



Change Management Team Initiatives @ HOLDAL



Cooking



November



Wellness Day



Happy Monday



Outing Day





Sustainable Development

AFDC – Holdal Social Community Day

Arc en Ciel - Recycling (Paper, Aluminum, Plastic)

Beeatoona - Electronic Recycling

Lebanon Mountain Trail with Eco-Consulting – Abtal El Bi'a Camp

HOLDAL SOCIAL COMMUNITY DAY

For the 2nd consecutive year, HOLDAL organized its annual Social Community Day. On October 6, 180 colleagues joined AFDC team in Ramlieh for a beautiful hike and re-forestation mission. 70 pine seedlings were planted on the occasion of HOLDAL 70th anniversary.

<https://www.facebook.com/AFDCLebanon/>



RECYCLING PROGRAM

Holdal Recycling Program has been running for 7 years at Holdal. Last year, we launched 2 new partnerships with Arc en Ciel (recycling of paper, plastic and aluminum) and with Beeatoona (electronic waste recycling). We will expand our recycling initiatives by adding organic and glass waste recycling in the near future.

Thanks to the Administration & Facility team

<http://www.arcenciel.org/en/>

<http://www.beeatoona.org/>



LIGHTS OUT: IT IS EARTH HOUR!

Every year, HOLDAL joins the Earth Hour - a global annual event where millions of people turn their lights off for 1 hour to show how concerned they are towards our planet. Lights in our premises were turned off on Saturday March 25th from 8.30pm to 9.30pm. We continuously encourage our colleagues to save energy throughout the year i.e. lights, heaters, AC...

ABTAL EL BI'A CAMPS

For the 2nd consecutive year, HOLDAL Group is proud to have taken part - in collaboration with Fattal Group - in the Environmental Championship Program organized by the Lebanon Mountain Trail Association (LMTA) & ECO Consulting. This unique camp gathered 14 children of Holdal and Fattal employees between June 30th and July 4th in Al Akoura, Hadath el Jebbe and Casa Batroun. A 2nd camp was also offered to 14 underprivileged children on behalf of HOLDAL & Fattal Group.

<https://www.youtube.com/watch?v=3OLOjByw0RU>

<https://www.youtube.com/watch?v=RT4r4IKoamo&feature=youtu.be>

<http://www.lebanontrail.org/>

<http://ecoconsulting.net/www/>



7 INITIATIVES TO CELEBRATE HOLDAL 70TH ANNIVERSARY

This year our Group celebrated 70 years of passion and trust. On this occasion, we decided to give back to our community via 7 different initiatives implemented within 7 weeks.

1 Dental Hygiene S by Colgate



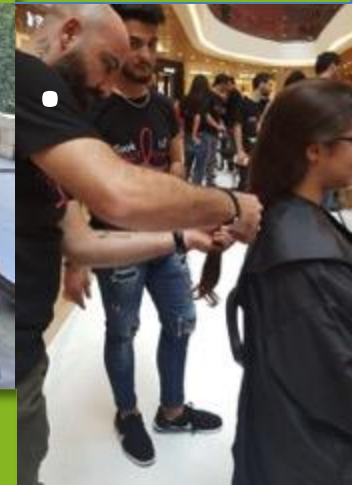
2 Goodwill boxes by Kipling



3 Painting Session for AFEL



4 Hair donation day



5 HOLDAL Social Community Day Planting Trees with AFDC



6 Makeup Session by PUPA



7

CMT for
Amour &
Partage



2017

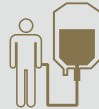
CSR results in a glimpse



1000 meals to Lebanese Food Bank



110 boxes distributed to 16 NGOs
vs. 45 boxes to 10 NGO's last year



50 Donors
40 Blood Units
collected



70 trees
planted



250+ kids
smiles



130 Runners
at the Beirut Marathon

30+ NGOs supported



Volunteer Program (500 hours of community service)



Recyclables (4 Tons papers, 0.5 Ton plastics,
0.7 Ton aluminum and 100 electronic hardware)

2017 Partnerships:



arcenciel.org
engage in development



CLINIZ



\$16,000
proceeds collected



L'ORÉAL
LEVANT

PUPA
M I L A N O

2017 Key Learning & Benefits

- CSR is not a standalone function and it is not a marketing tool: it is at the CORE of HOLDAL Vision, Mission, Strategy and Values. It is at the heart of Make It Happen HOLDAL 2020 transformation goals.
- Being socially responsible and working towards having a sustainable business model will enable each business unit to drive growth. They go hand in hand.
- Management should integrate realistic and sustainable solutions across our business activities to impact our community in a positive and in a sustainable way. By coming together, collaborating and working towards the same goals we have the chance to learn best practices from one another and adapt these frameworks to our environment. We will need to set clear ownership per department to show more commitment at Group level.
- We should also partner with other private companies to have a bigger impact.
- Corporate volunteer programs drive value: our colleagues are interested in volunteer programs as they provide opportunities to connect with their community. Effective volunteer programs support business development, employee engagement, retention, skills development, and talent development objectives. Dollars alone are not going to solve the problems. It's going to take people and their expertise to address our challenges. And we have the potential at HOLDAL to make a difference.

2017 Key Learning & Benefits

- Consumers look to do business with socially responsible companies.
- We should put more focus on logistics vehicles emissions, production/manufacturing and we need to find ecofriendly solutions feasible for the company and for the environment.
- We should use more eco-friendly systems in our facilities and premises.
- 2017 showed more positive support from departments but they are still lagging on proactivity and ownership to lead new initiatives on their own.
- 2017 saw solid achievements despite limited budget, time and resources.
- 2017 initiatives were more impactful and rewarding.
Deadlines and schedules were not always respected.

Lebanon Situation in 2017

2017 PLANNING FIGURES

5.9 million
Estimated population
living in Lebanon

3.3 million
People In Need

2.8 million
People Targeted

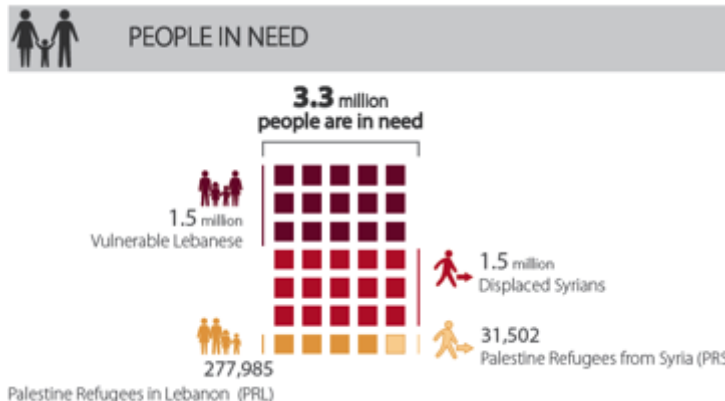
1.5 million
Displaced Syrians

1.03 million
Vulnerable Lebanese

257,400 PRL
31,500 PRS

\$2.75 billion
Funding required

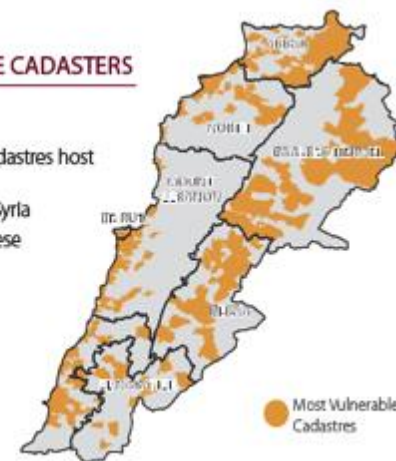
104
Appealing UN and
NGO Partners



MOST VULNERABLE CADASTERS

251 Most Vulnerable Cadastres host

87% Displaced from Syria
67% Deprived Lebanese



Population: 6.082.357
in Nov. 2017
55% of the population
is in **NEED**

2017 TARGET & REQUIREMENT BY SECTOR

PEOPLE TARGETED		SECTORS	REQUIREMENTS (US\$)
2,236,299		SOCIAL STABILITY	123.8m
1,959,428		WATER	280m
1,887,502		PROTECTION	163.8m
1,535,297		HEALTH	308m
1,276,000		BASIC ASSISTANCE	571.5m
1,119,171		ENERGY	99.2m
961,388		FOOD SECURITY	507.2m
543,616		EDUCATION	372.6m
536,002		SHELTER	128.7m
65,557		LIVELIHOODS	195.7m

Lebanon Situation in 2017

Source: Lebanon crisis response plan 2017-2020 (United Nations & Lebanese Gov.)



HEALTH SECTOR

PEOPLE IN NEED
2,445,986

PEOPLE TARGETED
1,535,297

REQUIREMENTS(US\$)
2017 308 million
2018 300 million

PARTNERS
43

GENDER MARKER
2a

CONTACTS

LEAD MINISTRY
Ministry of Public Health (MoPH)
Dr. Rasha Hamra
rashahamra@yahoo.com

COORDINATING AGENCIES
WHO and UNHCR
Dr. Alissar Rady
radya@who.int
Dr. Michael Woodman
woodman@unhcr.org

40% of the population in need

POPULATION BREAKDOWN

POPULATION COHORT	PEOPLE IN NEED	PEOPLE TARGETED	51% Female	49% Male
Lebanese	1,500,000	750,000	372,750	377,250
Displaced Syrians	733,795	733,795	381,573	352,222
Palestine Refugees from Syria	31,502	31,502	15,909	15,593
Palestine Refugees in Lebanon	180,691	20,000	10,100	9,900

Sector needs and targets

Population Cohort	Total Population in Need	Targeted Population	No. of Female	No. of Male	No. of Children (0-17)	No. of Adolescent (10-17)	No. of Youth (18-24)
Lebanese	1,500,000	750,000	372,750	377,250	234,000	122,250	
Displaced Syrians	733,795	733,795	381,573	352,222	393,314	140,155	75,581
Palestine Refugees from Syria	31,502	31,502	15,909	15,593	11,530	5,072	
Palestine Refugees in Lebanon	180,691	20,000	10,100	9,900	7,620	3,680	
GRAND TOTAL	2,777,183	1,535,297	780,322	754,965	646,464	271,157	

(20) The School Health Programme was launched in 2007 under a Memorandum of Understanding (MOU) between WHO, the Ministry of Education and Higher Education (MEHE) and MoPH.



EDUCATION SECTOR

PEOPLE IN NEED
1,232,883

PEOPLE TARGETED
543,616

REQUIREMENTS(US\$)
2017 372.6 million
2018 372 million

PARTNERS
32

GENDER MARKER
1

CONTACTS

LEAD MINISTRY
Ministry of Education and Higher Education (MEHE)
Iman Assi
lAssi@MEHE.gov.lb

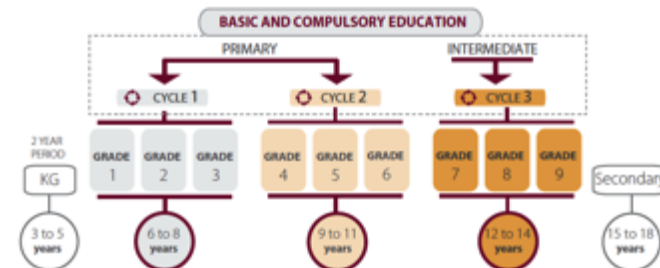
COORDINATING AGENCIES
UNICEF
Naoko Akiyama
nakiyama@unicef.org

20% of the population in need

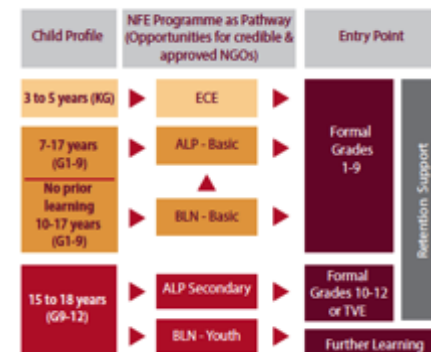
POPULATION BREAKDOWN

POPULATION COHORT	PEOPLE IN NEED	PEOPLE TARGETED	51% Female	49% Male
Lebanese	451,323	210,470	104,604	105,866
Displaced Syrians	705,000	280,911	146,074	134,837
Palestine Refugees from Syria	14,041	9,675	4,886	4,789
Palestine Refugees in Lebanon	62,519	42,560	21,493	21,067

EDUCATION IN LEBANON CYCLE-AGE DISTRIBUTION



Non-Formal Education Structure of NFE Pathways





2018

CSR FOCUS

Given the key learning from previous years and the diagnostic of Lebanon current situation and needs, we need to prioritize and focus on what will make a humble difference as a social responsible company. This year, we will still be focusing on:

Saving Lives & Empowering Communities: relief support (food, water, shelter, and safety), education, healthcare. Fight discrimination, promote women and children rights.

Making our Environment Greener & Cleaner: improve our recycling program and increase colleagues awareness and contribution.

Our target community: mainly women & children



2018

CSR FOCUS

Holdal Group will join the United Nations Global Compact and GLOBAL COMPACT LEBANON as of January 2018. HOLDAL supports the 10 principles of the UN Global Compact on human rights, labor, environment and anti-corruption. We are committed to making the UN Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects, which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the UN Global Compact and annually thereafter.

www.globalcompact-lebanon.org
<https://www.unglobalcompact.org/>

2018 HOLDAL FOCUS AROUND THE SDGs



An intrinsic part of
Make It Happen
HOLDAL 2020
transformation
journey



Especially to
deprived children
in primary schools



Empower women and
girls. Maintain respect,
fairness and equity.



*We will have SDG's owners (champions) depending on their areas of expertise i.e. BM's, CCO's, GM, HRM, IAM, SCM, FM, etc.
We will integrate CSR actions in each department with a clear ownership based on each goal (SDG).*

2018 CSR PLAN & RECOMMENDATIONS

At Group Level

- ▶ Reinforce our corporate culture around community engagement: rally the skills and expertise of our employees to address the issues of hunger, poverty, education and economic prosperity.
- ▶ Launch a corporate volunteer program. Donate 1000 hours of volunteer services to NGO's and families in need. We will encourage more employee volunteer programs to advance the Sustainable Development Goals (SDGs). The 17 SDGs provide a strategic framework to address the world's most critical issues including poverty, hunger, quality education, and climate change. We will also inspire employees to volunteer with a local non-profit organization.
- ▶ Stock management and waste reduction: this is a collaborative internal project. Help those in need with a more efficient stock management and re-distribute "returned" items in perfect conditions to underprivileged families & selected NGO's.
- ▶ CO2 Emissions Reduction: We aim at incorporating best practices across Holdal business units as part of our commitment to environmental stewardship – from our warehouses, factories, offices and retail stores to suppliers.
- ▶ CSR Competitions: we will initiate an internal competition revolving around CSR and giving back to the community.
- ▶ Internal Funding Program: we aim to provide underprivileged colleagues with a decent & solid education – depending on funding and resources in hand. Step 1: focus on colleagues' children in primary school (the most important years of a child). This project will be a phased approach and we will scale it up and widen its scope depending on success and funding available.

THANK YOU...

FRATELLI **ROSSETTI**
UN CERTO MONDO CAMMINA ROSSETTI.

LONGCHAMP
PARIS


COLGATE-PALMOLIVE

kipling 

PHYTO
BOTANICAL POWER


HOLDAL 
Group Marketing

TOM FORD


DELSEY

CMT 
COME TAKE POSITIVE

Colgate


Nexcare ^{TM/MC}

**THOMAS
PINK**
JEREMY STREET
LONDON

BOBBI BROWN

LACOSTE 


HORMETA
SWITZERLAND

Nannys


ESTÉE LAUDER

PUPA
MILANO