

# CSR & SDG ANNUAL REPORT 2020



**HOLDAL**  
ABOU ADAL GROUP

SUSTAINABLE  
DEVELOPMENT **GOALS**

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# 1. CEO STATEMENT

December 31<sup>st</sup> 2020

Dear partners,

May 2021 bring you and your families, warmth, health and hope against all odds.

Thank you for being part of the HOLDAL family:

A family driven by common purpose, values and aspirations.

A family passionate about customer experience at its best.

We have always put our community and our environment first and in such difficult times, this is even more critical.

We have also been humbled by the generous response to our solidarity drives.

Our unity in good and bad times is the ultimate meaning of long-lasting partnerships.

We are so grateful for all your trust and solidarity.

Whilst 2020 was a particularly rough year for us in Lebanon, our fundamental values allowed our Group to continue to operate and adapt to an everchanging environment. Our diversity beyond gender was a crucial strength in respecting the differences and cherishing them, the freedom of choice allowed us to be agile and work together for a better tomorrow. Our responsibility and sense of ownership made the group stick together and support each other in the face of adversity. These core values are an integral part of our DNA and we are proud to nurture them.

Going back to HOLDAL CSR & SDG annual report, I am pleased to confirm that HOLDAL reaffirms its support to the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment and Anti-Corruption.

In this annual communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations.

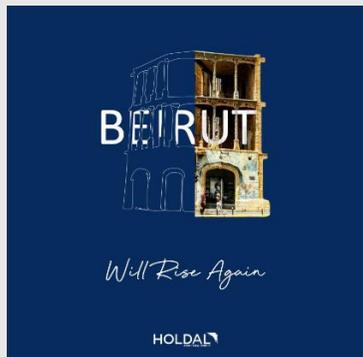
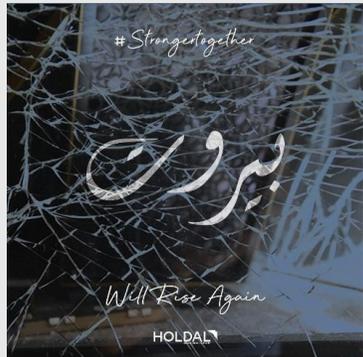
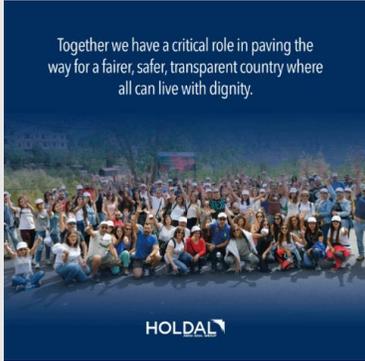
Thank you for standing by our side through it all, and for inspiring us to keep going. Stay safe.

Sincerely yours,

Raymond Abou Adal  
CEO



## 2. INTRODUCTION



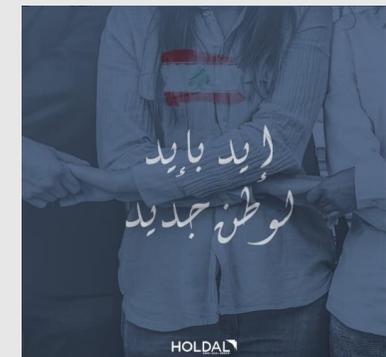
How many human losses?  
How much suffering will it take?  
How often do we need to see our homes and businesses devastated?  
How many times will we need to rebuild or restart from scratch?

No one can take away our dreams, our values and our humanity.  
No one can take away our dignity.  
Now, more than ever we have to come together to create the much-needed change.

Today, we have the chance to lead the change we all want to see.  
Together we have a critical role in paving the way for a fairer, safer, transparent country where all can live with dignity.  
We owe it to every single family around us to rebuild their lives and ensure their dignity.  
We must be resilient to face a more difficult material context but which will ultimately lead us to a more authentic, more dignified and fairer everyday life.

Thank you for believing in us and supporting us during these challenging but inspiring times. Let us unite and be stronger together for a better tomorrow.

*"Not all of us can do great things. But we can do small things with great love". -  
Mother Teresa*



## 2. INTRODUCTION

Sustainability, impact and ethics are at the core of who we are and what we do: we intend to grow our Group in sustainable value & impact in the long run. We will never jeopardize the company's reputation, DNA, values and family legacy over the company's growth agenda.

With regards to the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment and Anti-Corruption, at HOLDAL all areas of focus are intrinsically linked to:

- Our corporate values and behaviors that are linked to our colleagues' KPI's & performance reviews
- Our vision, purpose & strategic goals
- Our investment and growth agenda
- Our selection of candidates, partners, brands & consumers
- Our Internal & External Auditors
- Our Risk Register, Authority Matrix & Internal Regulations
- Our quality control and supply chain
- Our Code of Business Conduct, which comprises 12 principles
- Compliance with these 12 principles as an essential element in our business: they are applied throughout Holdal
- Inclusion of the Code in the Internal Audit Charter and monitoring compliance with the code every year by our IAC
- Our various standard operating policies & procedures covering all aspects of our business service functions and lines of business i.e. recruitment, performance review, promotion, wellbeing, safety, first aid, sanitary, gender equality, anti-harassment, conflicts, working conditions, inclusion, anti-corruption, misuse of justice and power, breach, bullying, grievance, whistle blowing, anti-fraud...



*“Above policies ensure all employees feel supported in speaking up in confidence and reporting matters they suspect may involve anything related to unethical or inappropriate behavior to be identified and challenged at all levels of the organization; provide clear procedures for the reporting of such matters; manage all disclosures in a timely, consistent and professional manner; and provide assurance that all disclosures will be taken seriously, treated confidentially and managed without fear of retaliation”.*

# 3. CSR & SDG PILLARS

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

For the next decade, we will be focusing on 5 SDGs that are at the core of our culture and vision, and we have set up a task force with a clear roadmap behind each SDG to monitor and report on progress.



**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.



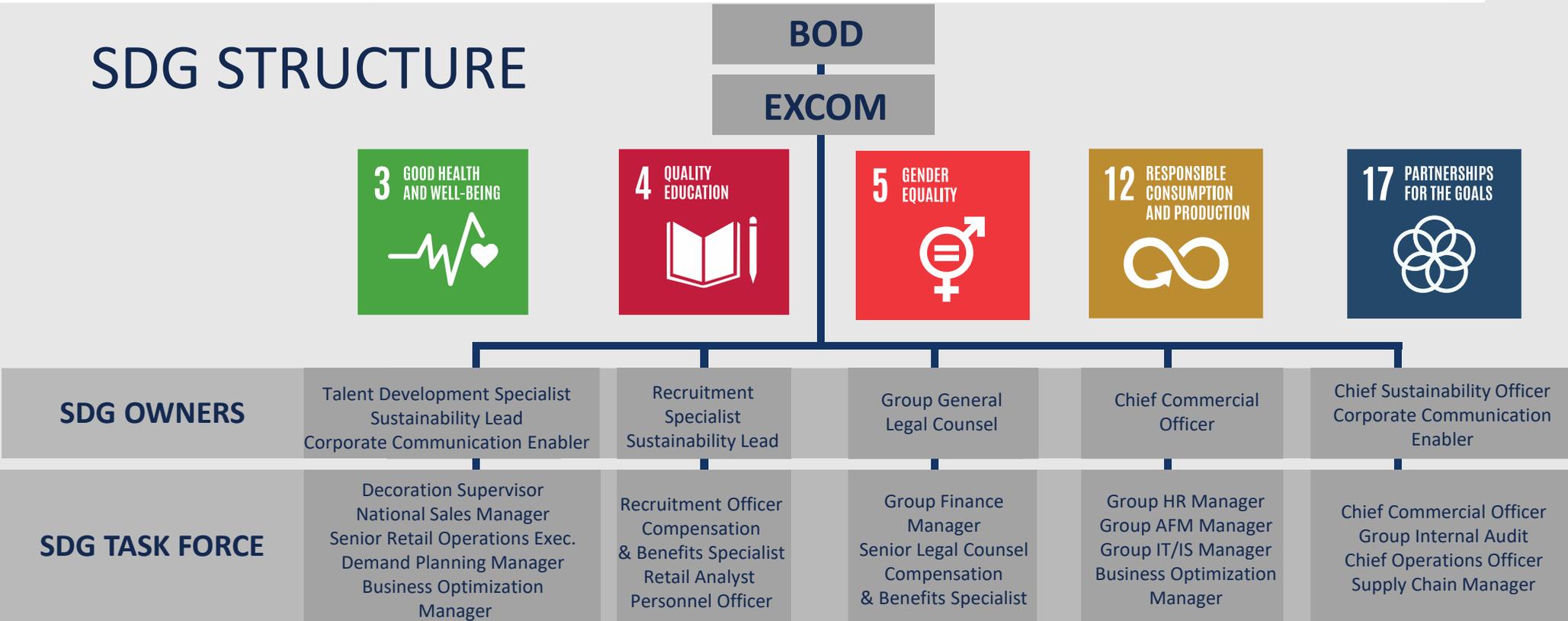
**SUSTAINABLE DEVELOPMENT**

HOLDAL is determined to promote a greener Levant and to minimize its impact on the environment by 2030, be it through its recycling program & awareness campaigns or through integration of green technologies in its operations and facilities.



# 3. CSR & SDG PILLARS

## SDG STRUCTURE



### SDG Owner:

- Own the selected SDG at Group Level (reports back to CSR on quarterly basis and to BOD annually)
- Draft and propose the SDG related Roadmap (listing the tasks/actions, timelines, status, responsibility)
- Propose the selected SDG targets/goals relevant to our region & to HOLDAL
- Link the selected SDG targets/goals to HOLDAL business KPI's

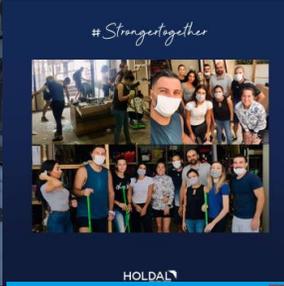
### SDG Task Committee Force:

- Is in charge of the assigned action/task implementation
- Measure progress and report back to SDG owner (on a monthly basis)
- Recommend solutions & initiatives to SDG owner



# 4. 2020 CSR & SDG REVIEW

3 GOOD HEALTH AND WELL-BEING



#Strangertogether



4 QUALITY EDUCATION



#Strangertogether



#Strangertogether



Young SDG Innovators Program





## COVID-19 ACTION PLAN

The private sector has a critical role to play for a fairer and safer community based on dignity and solidarity. In these challenging times, we are taking the right precautions and the safety measures to protect everyone around us. We have actively participated in the containment of the Coronavirus and did our best to protect the most vulnerable people in our communities. We have assigned a COVID-19 sub-committee who has been piloting the Business Continuity Plan to pre-empt and strongly face the outbreak of this virus. We reached out to doctors to help us raise awareness and we involved COVID-19 survivors to share their own experience and recommendations. While our HEROES are ensuring front-line delivery of necessity goods in the factory, in supply chain and in sales/merchandising, our Facility Management and IT/IS teams went beyond their way in a very limited time to ensure smooth work continuity from home and provide us with a safe environment in our premises. To demonstrate our customer service promise, we launched 3 online platforms in 3 months. Because every human being deserves to live in dignity, our Senior Management Team decided to allocate part of their remuneration to various families in need.

**HOLDAL**  
HOLDAL IS CONTRIBUTING TO THE FIGHT AGAINST CORONAVIRUS

By donating through its manufacturing arm 1000 gallons of LAGOON hand sanitizers to pharmacies across the country.

By offering 5.5 tons of bleach to help clean Lebanese prisons and prevent the spread of the virus.

By participating 10 million LBP towards the purchase of ventilator equipment for hospitals in coordination with the Syndicate of Importers to help cure affected patients.

Thank you all for your collective efforts to make this happen!  
#STRONGERTOGETHER

BY PARTICIPATING 10 MILLION LBP TOWARDS THE PURCHASE OF VENTILATOR EQUIPMENT FOR HOSPITALS IN COORDINATION WITH THE SYNDICATE OF IMPORTERS TO HELP CURE AFFECTED PATIENTS

**HOLDAL**

BY DONATING THROUGH ITS MANUFACTURING ARM 1000 GALLONS OF LAGOON HAND SANITIZERS TO PHARMACIES ACROSS THE COUNTRY

**HOLDAL**

**HOLDAL**  
SAFETY COMES FIRST!

We are taking the necessary hygiene measures for your safety and ours.

- Drivers' temperature is taken every morning
- Drivers use gloves and change them frequently
- Drivers are washing hands with soap and water regularly
- Drivers apply hand sanitizers before and after each delivery
- Drivers wear a mask when handling packages and delivering to clients
- Drivers are trained continuously to take the required preventive measures

#StrongerTogether

**HOLDAL**

CORONAVIRUS

HELP STOP THE SPREAD

**HOLDAL**

**WASH YOUR HANDS FREQUENTLY**  
Use hand sanitizer when you are unable to wash your hands

Wash your hands before wearing and after removing your mask

[Corona | covid-19]

### KNOW THE SYMPTOMS

Dry Cough, Fever, Breathing difficulties

If you are experiencing symptoms, please go directly to your home and call your healthcare provider. It's important to call instead of showing up.

### TAKE PRECAUTIONS EVERYDAY

Wash your hands with soap and water frequently and thoroughly. Use hand sanitizer when you are unable to wash your hands.

Avoid handshakes, kisses and hugs.

Keep a safe distance between you and others. Do not touch your face.

Keep clean at home and at work.

Limit outing to basic needs.

**HOLDAL**

#StrongerTogether

**HOLDAL**

BY OFFERING 5 TONS OF BLEACH TO HELP CLEAN LEBANESE PRISONS AND PREVENT THE SPREAD OF THE VIRUS

**HOLDAL**

#StrongerTogether

**HOLDAL**

CORONAVIRUS

HELP STOP THE SPREAD

**HOLDAL**

**WEAR YOUR MASK**  
Make sure your mask fits well with the nose clip. Don't touch and don't fully wear it. If you accidentally touch your mask, wash or sanitize your hands. Change the mask after 4 hours of usage. Fabric and surgical masks.

**REMOVE MASK FROM EAR LOOPS**  
By pulling it or cutting off the ear loops without touching the front of the mask in your face. If you accidentally touch your mask, wash or sanitize your hands.

**WASH YOUR HANDS FREQUENTLY**  
Use hand sanitizer when you are unable to wash your hands. Wash your hands before wearing and after removing your mask.

**KEEP SOCIAL DISTANCING**  
Stand 6 feet distance (approx. 2m) between each other.

**NO PHYSICAL MEETINGS**  
No in-person contact with clients, use video calls for meetings.

**VENTILATE YOUR OFFICE FREQUENTLY**  
Increase ventilation by opening windows.



## MOVEMBER AWARENESS

Movember is an annual event involving the growing of mustaches during the month of November to raise awareness about men's health issues, such as prostate cancer, testicular cancer, and men's suicide. HOLDAL joined the movement and hosted an awareness session with Doctor Walid Obeid, Assistant Professor in Urology at Saint Georges Hospital University Medical Center.



## MINDFULNESS/YOGA/SELF-DEFENSE SESSIONS

We provided mindfulness, yoga and self-defense sessions during the various interruptions. Mindfulness strategies can allow us to physically flush-out accumulated negativity. Only after release, can we recharge and build on optimism, resilience, and flexibility. We continued offering our community mindful rebalance online sessions: release, reset & recharge with our expert Ana Larriu. Learning basic self-defense can be the difference between getting away or experiencing serious or even life-threatening injuries.



## THRIVING DURING ISOLATION MODULE – MENTAL HEALTH AWARENESS

Our community's mental safety comes first. Our accredited face to face and/or online coaching services are always available to support our community.

## EMOTIONAL SUPPORT

**ebeirutexplosionemotions**, free online support group sessions and therapy sessions with licensed counselors.

- Psychologist** offering help to anyone in need:
- Yorgo Younes: 76 465 921
  - Christina Khoury: 05 052 746
  - Myriam Younes: 79 108 154
  - Nadine Charimeh: 05 538 090

**eanonymoushelp**, a new email platform where you can send both your thoughts and feelings to an anonymous member who can help through anxiety and manage stress.

Free psychological consultations:  
**Eunoia Clinics**, 05 839 008



**Understanding & Managing Pandemic Stress**  
From a Mindfulness Perspective

Ms. Ana Larriu  
M.B.C.T. Mindfulness Instructor  
for the workplace and Mindfulness  
Meditation Teacher

Wednesday 17 June 2020 | 6:30PM

Rotary Club Beirut Center | MERRF DOI FRANCE LIBAN

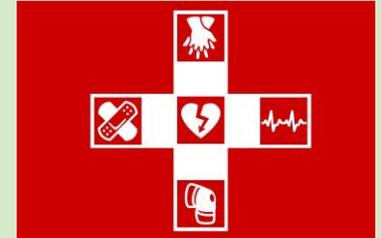
## ANNUAL BASIC FIRST AID TRAINING

We are proud to have successfully conducted our 5<sup>th</sup> Basic First Aid (BFA) training with the Lebanese Red Cross.

HOLDAL now has a team of 120 colleagues who are eligible and capable of performing Basic First Aid procedures upon the occurrence of any accident whether at the workplace or elsewhere.

Thank you so much to the LRC Jounieh EMS team for such an essential refresher!

To donate visit: <https://www.redcross.org.lb/>



## DONATE FOR LIFE CAMPAIGN (JAN/FEB 2020)

For the 7<sup>th</sup> consecutive year, HOLDAL ran the Donate for Life campaign in all our retail stores in partnership with the Children Cancer Center of Lebanon (CCCL).

To date, we were able to gather and donate a total of USD 20,000 to CCCL.

To donate visit: <http://www.cccl.org.lb/>

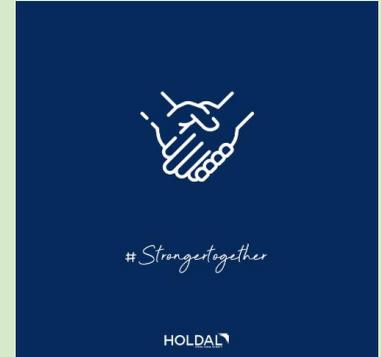
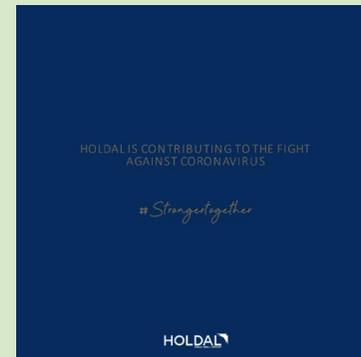


## HOLDAL FAMILIES NUTRITION & WELL-BEING

Growing our own fruits and vegetables is healthier for the family because the produce is fresh and (hopefully) grown without chemicals. This becomes even more crucial with the current local economic crisis.

It is better for the environment, there are educational benefits for the children, and oh yes, the fruits and vegetables will taste so much better!

As such, we offered our families 14 different fruit and vegetable plants that can easily grow in their home, garden or their balcony as part of SDG3 well-being focus.



## THE GOODWILL BOX: DONATE! BE THE CHANGE!

Since 2011, thanks to our GOODWILL BOX initiative, we have been able to help thousands of families in need and assist more than 30 NGOs.

Throughout the year, we were able to collect & donate several boxes filled with clothes, personal & household products, toys, shoes, accessories, bags and canned food.

We welcome donations throughout the year

To donate please contact us: [csr@holdalgroup.com](mailto:csr@holdalgroup.com)



## HOLDAL GOES PINK IN OCTOBER

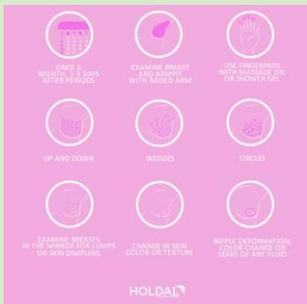
We were grateful to host a conversation with 2 of our Breast Cancer survivors.

What does not kill you makes you stronger.

Thank you ladies for sharing your own experience with so much openness.

You are an inspiration to all of us.

Respect to all the women fighting breast cancer!



## SING & SANITIZE

Creating a safe and healthy workplace for all Holdalians begins with the individual and collective effort to make it happen!

This could not have been possible without our Sponsors: Jardin Bio & Lagoon.

[https://www.linkedin.com/posts/josephmatta9\\_happiness-sustainabledevelopmentgoals-wellbeing-activity-6687350521243697152-wDy9/](https://www.linkedin.com/posts/josephmatta9_happiness-sustainabledevelopmentgoals-wellbeing-activity-6687350521243697152-wDy9/)



## BEIRUT SOLIDARITY DRIVE

- 48 scholarships granted
- 8 solidarity funds completed
- 45 homes repaired
- 65 NGOs supported
- 15 MSMEs trained
- 4 Hospitals assisted
- 5 Schools (children with special needs) assisted
- More than 500,000 units of personal hygiene care and home care donated to 30,000 families
- 70 volunteers from HOLDAL gathered to support the relief, rehabilitation and recovery
- USD 110,000 and LBP 300,000,000 proceeds collected



This is only a quick summary of the extensive initiatives we've been doing thanks to all the internal & external coalitions we have been building.

Thank you to our local and international partners for trusting us and believing in our purpose!

<https://www.linkedin.com/in/maissa-ghanem-1b793220/>





**48 SCHOLARSHIPS GRANTED**

NAJAH saw the light in 2018 with one purpose: to ensure that every HOLDAL colleague who has a High Performing Child in school/college/university feels supported (particularly those facing a challenging financial situation on top of the difficult academic context).

NAJAH is catered for A students who are among the Top 3 (Grade 1 – 5) and Top 5 (Grade 6 and above) of their class. This year, we maintained the same criteria as 2019/2020 to ensure consistency and sustainability of the program and we were impressed with the quality of applicants. We received 58 applications, for which 48 scholarships were granted. Some scholarships were granted to families in need due to the economic and financial context.

Our children need to grow in a safe, stable, inspiring & enabling environment and we cannot say that this year has provided these basic fundamentals.

**YOUNG SDG INNOVATORS PROGRAM (YSIP)**

HOLDAL completed the YSIP Programme - a 10-month accelerator that engages young innovators in driving innovative solutions for the private sector through the lens of the SDGs. We are working on a refillable solution for personal and hygiene care to reduce waste. We are currently testing our solution via an internal and external survey.



**HOLDAL**

NAJAH is HOLDAL Internal Funding Program focusing on Education in a sustainable and responsible way.

NAJAH is designed to support our loyal colleagues in need (who cannot sustain education fees vs. their monthly/annual income) and who have an A+ student/child in middle/high/secondary school/college/university. Currently, primary schooling is not included in the program.

Scholarships will be granted based on a thorough application and selection process.

**Selection Criteria & Eligibility**

- Children of HOLDAL colleagues who have been working with us for at least 3 years.
- Loyal colleagues having great values and behaviors with basic support needed (hard to sustain education fees vs. monthly/annual income).
- Student/child in middle/high/secondary school/college/university. In the French system it means: from 6<sup>ème</sup> to BACC II up to University (included).
- Only A+ students/children who are among the TOP 3 of their class year on year and who have a huge potential which needs to be developed in the long run.

"نجاح" هو برنامج تمويل داخلي خاص بتطلعة هولداال بحمد دعم التعليم بطريقة مستدامة ومسؤولة. تم تصميم برنامج "نجاح" لدعم زملائنا المتميزين الذين يواجهون للتعلم العالي ذوي الدخل المنخفض/المتدني والذين يتفوقوا لوالدهم أكاديميا ويحصلون درجة A+ في المرحلة المتوسطة/الثانوية/الجامعة/المعهد.

هذا البرنامج لا يشمل تأميد المرحلة الابتدائية حالياً. تقدم هولداال منحاً من رتبة امتداداً إلى طلب محضر بعناية يتم تقديمه من قبل الموظف ويتم عملية الاختيار بشكل دقيق.

معايير الأهلية والاختيار:

- أولاد زملائنا في هولداال الذين يعملون معنا منذ 3 سنوات على الأقل.
- الزميل الوفي الذي يتمتع بالقيم الرفيعة والسلوك الممتاز والذي يحتاج إلى الدعم الأساسي لدخله التعليمي/الأسبوعي/متدني.
- الطالب في المرحلة المتوسطة/الثانوية/الجامعة/المعهد وصولاً إلى الجامعة (مشمولة).
- الطالب الذي حصلوا درجة A+ أي من يتفوقون المرتبة الأولى أو الثانية أو الثالثة في صفوفهم عاماً بعد عام والذين يمتلكون إمكانيات عالية ينبغي تطويرها على المدى البعيد.

For more information on the application form, process and timeline, please contact the HR team at ext. 5105 or the CSR team at ext. 5352.

ليزيد عن المعلومات عن استمارة تقديم الطلب وطريقة معالجة الطلبات يرجى الاتصال بفرق الموارد البشرية على الرقم الداخلي 5105 أو الاتصال بفرق المسؤولية الاجتماعية للشركة (CSR) على الرقم الداخلي 5352.

*"Let us remember: one book, one pen, one child, and one teacher can change the world" - Malala Yousafzai*



### CRAFT YOUR FUTURE WITH HOLDAL ONLINE ACADEMY!

Craft your future with us and experience a purpose driven community of passionate learners, innovators, intrapreneurs, disrupters and change agents! Since the launch of HOLDAL ACADEMY back in March, we have continuously updated our online platform in order for all Holdalians to find the perfect learning opportunities to excel! We are acknowledging e-learners worthy of gold medals for their efforts and achievements.

HOLDAL ACADEMY presents a unique opportunity to continuously reinvent oneself and reinforce one's core capabilities and skills. This learning platform was developed for all our colleagues to enjoy the diversified selection of courses from leading online institutions, as well as in-house customized material. A unique opportunity to continuously reinvent yourself and reinforce your core capabilities and skills.

**INCLUDES CERTIFICATION**

### Fundamentals of digital marketing

Learn the fundamentals of digital marketing to help your business or career.

Google

### JOYFUL JUNE (EVEN IN DIFFICULT TIMES) 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1. Decide to look for what's good even on the difficult days	2. Do things you enjoy and try to find a positive note in everything	3. Think of 2 things you are grateful for and write them down	4. Share your experiences to those who are helping others	5. Smile and be friendly even when you're social distancing	6. Support the people during this lockdown however small	7. Find a quiet way of being physically active (yoga or walk)
8. Write a letter to those someone has helped you	9. Find the joy in what you do	10. Take a photo of something that brings you joy and share it	11. Say something nice to someone you see every day	12. Make a plan with friends to do something together	13. Appreciate the joy of seeing and the beauty in the world around you	14. Do things that bring you joy when you're alone
15. Volunteer in a traditional activity that you can do at home	16. Ask a friend about their day and how they are doing	17. Do something nice for someone you know	18. Send a message to a friend who needs encouragement	19. Create a list of fun memories you had in the last year	20. Make time to do something joyful today, just for the day	21. Enjoy trying a new recipe or making your own special treat
22. Think of happy memories with someone who means a lot to you	23. Think of something in the world that makes you smile	24. Think of the joy you bring to someone else	25. Send a message to a friend who needs encouragement	26. Write something funny and send it to a friend	27. Write a letter of appreciation to someone who has helped you	28. Enjoy trying a new recipe or making your own special treat
29. Take time to do something that makes you happy today	30. Make a list of things you are grateful for and write them down	"Every day may not be good, but there is something good in every day" - Alice Morse Earle				

ACTION FOR HAPPINESS

30 actions to look after ourselves and each other as we face this global crisis together

www.actionforhappiness.org

Keep Calm Stay Wise Be Kind



**HOLDAL**

HOLDAL ACADEMY

**OUR STORY**

- WELCOME ONBOARD
- E-SPACE
- LEARNING BASKET
- VIDEOS
- LIBRARY
- البريد الإلكتروني
- MARKET TRENDS
- HOLDALIANS IN ACTION

## OUR STORY

# YOU HAVE JUST MADE IT!

# WELCOME TO HOLDAL LEARNING BOOSTER

We offer a diverse selection of courses from leading online institutions & in-house customized material. These are accessible on mobile, tablet and desktop, so you can squeeze learning wherever you go.

- ### KEY FIGURES
- 268** employees trained
  - 81** actively enrolled online
  - Top learning platforms: Udemy, Coursera, Google Garage & LinkedIn Learning
  - 8** round tables
  - 26** webinars
  - 4008** hours of training
  - More than **198** e-users



**HOLDAL INTRAPRENEURSHIP PROGRAM**

People, Businesses, Communities, POWERED by HOLDAL!  
Be in LOVE with the Challenge & not the Solution!

An intrapreneurial culture and environment is when you empower people to think and act as entrepreneurs within a business or organization. It is an environment that fosters risk-taking and innovation. A lean intrapreneurship culture fosters the ability, and agility, to seize untapped business opportunities.



**KIPLING & TEACH FOR LEBANON (TFL)**

HOLDAL offered to TFL top students 30 bags and backpacks.

TFL also engaged top students in an art competition.

We need to secure a more inclusive and stable future for our youth!

Our future leaders deserve so much more!

<https://teachforlebanon.org/Home/HowToDonate>



*Summer Internship Program - 2020*

This year we had quite a successful program with around 90% of our interns rating their experience as satisfactory. None of this would've happened without the professionalism and commitment of our mentors as well as the passion of our Recruitment & Selection Unit.

Let's take this opportunity to express our gratitude to all contributors with a special thank you to our top 5 mentors (as rated by their interns)

Aya Jizi	Joseph Matta	Roula Akkaoui	Tania Aghvorian	Wissam Baradii
Sarah Rahal	Sabine Ibrahim Sleiman El Hachem Youness Abou Saleh	Nathalie Chatila	Sarah Chedrawi	Caren Basset Nour Haidar

**SUMMER INTERNSHIP PROGRAM**

It's not only a powerful tool for exploring and identifying future talents, but also a way to give back to our community by providing interns a chance to learn new skills and obtain real-world experience.

This year we had quite a successful program with around 90% of our interns rating their experience as satisfactory. None of this would've happened without the professionalism and commitment of our mentors as well as the passion of our Recruitment & Selection Unit.



### COACHING STUDENTS

We took part in a strategy class with students from AUB, taking them through our transformation journey and on how we have been managing the multiple crises in the past 12 months.

*"You are the new leadership! You bring bold thinking, new mindset and sustainable solutions to our community and environment!"*



### INNOV8

We gathered the youth in Q4 2020 to take their feedback on myholdal.com to keep on enhancing our overall promise.

Join MYHOLDAL Community to stay up to date with our news, tailored offers, and special deals!

Subscribe on: [myholdal.com](https://myholdal.com)

### 2020 NEW E-JOINERS

- **68** new joiners
- **108** filled vacancies

Despite the very challenging context!

### 20,000 EUROS FROM MUSTELA FOUNDATION

Association Soeur Emmanuelle, a long-time partner of the Fondation Mustela, has been present in Lebanon for many years to promote access to education for children from families in precariousness. After the explosions of August 4, ASMAE quickly responded to its local partners to identify needs, support victims and act for Lebanese children and their families.

The Mustela Foundation provided support of € 20,000 in solidarity with the Lebanese people.



### COLGATE PALMOLIVE & USD 15,000 FOR CHILDREN WITH SPECIAL NEEDS EDUCATION

Following the Beirut tragedy, our partner Colgate Palmolive has also extended its generosity by raising USD 15,000 to support 5 NGOs who provide schooling to underprivileged children with special needs.

Thank you Colgate Palmolive team for your unconditional solidarity and generosity!

<https://afel.org.lb/donation-page/>



*When women succeed, nations are more safe, secure and prosperous.*

### ANTI-HARASSMENT AWARENESS SESSIONS & SOPs UPDATES

As part of SDG 5 2020 action plan, we ran 4 round tables, gathering men and women, to talk about all forms of harassment at HOLDAL. The purpose of the workshops was to define and identify Harassment in the workplace and share some statistics and experiences, aiming to create a 100% harassment free environment at Holdal. We also updated and communicated all our SOPs.



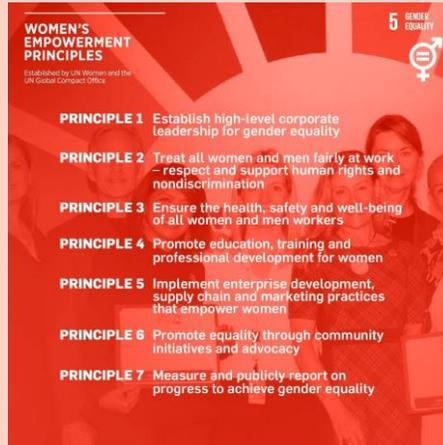
### NO TO GENDER STEREOTYPES

Empowering girls and women is powerful. Today, we know it is the key to economic growth and social transformation.

This is even more crucial in our part of the world! Women's empowerment refers to the ability for women to enjoy their right to control and benefit from the resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and wellbeing.

Despite the biggest challenges that women face in their community and career, and despite the confinement we are living due to Covid-19 pandemic, HOLDAL rolled out its annual awareness campaign on the occasion of the International Women's Day to support and empower all our women and to focus on the importance of eliminating gender stereotypes.





**HOLDAL JOINS THE WEPs**

HOLDAL recently joined the Women's Empowerment Principles (WEPs). HOLDAL is joining 15 leading companies in targeted workshops that will take place in the next few months to promote gender equality and women's economic empowerment.



**KIPLING EMPOWERS WOMEN**

In a drive for women to empower other women during the month of March, Kipling donated LBP 5000 to Abaar NGO upon the purchase of each pouch.

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

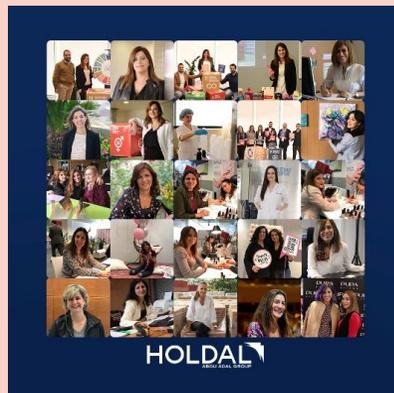
**HOLDAL LACTATION LOUNGE IS ALL SET**

Because every mother should not have to choose between her commitment towards her children or to her career, we are proud to announce the opening of our "Lactation Lounge" for all breastfeeding mothers, effective Monday, July 6, 2020.

Please refer to the attached memo for the booking process.

**CELEBRATING HOLDAL MOMS**

Because you are always around in the best times and the most difficult times. Because you bring us back to the fundamentals. Happy Mother's Day every single day!



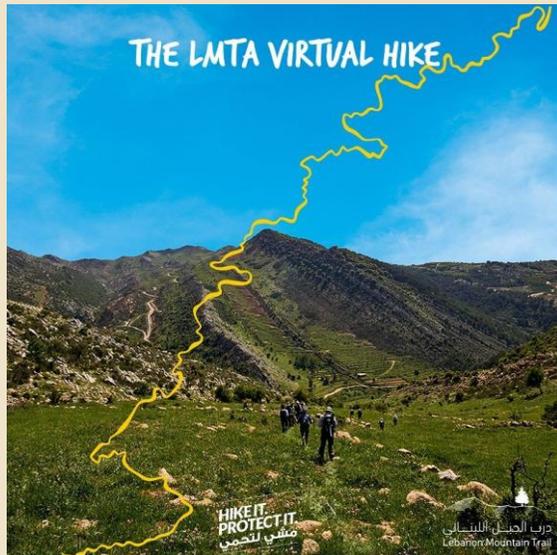


**REFORESTATION WITH JOUZOUR LOUBNAN**

Jouzour Loubnan's team is operating and planting, as committed as ever, but safely and remotely from home or our plantation sites.

We have planted 33 baby cedar trees in addition to all the cedars we had adopted in the past decades.

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



**TRAIL KEEPER WITH THE LMTA**

HOLDAL has been a TRAIL KEEPER to the LMTA to preserve our national trail.

Despite all challenges our country has gone through during this very tough period, the LMTA family is resilient and as dedicated as ever to deliver its mandate of preserving and protecting our national trail and improving the livelihoods of trail-side communities.

Your support is instrumental to sustain the LMTA's operations for the coming year, so they can continue preserving and protecting our Trail.

Donate through Lebanon Mountain Trail Association (LMTA).

<https://www.lebanontrail.org/donation>



**BECOME PART OF THE FABRIC OF GIVING BY GIVING YOUR CLOTHES A SECOND LIFE!**

We have been consistently encouraging you to help each other and to help our community (inside and outside HOLDAL). This year, the call for unity, solidarity, and generosity was even more important looking at the multiple shocks our country has been facing. To scale our internal initiative and include our external community, we recently launched with MYGOODWILL BOX on MYHOLDAL a partnership with FABRICAID to collect, sort, and redistribute clothes to disadvantaged communities at micro-prices. FABRICAID’s goal is to deliver good quality clothing into the hands of people who need them, in a dignified shopping experience, while also reducing fabric waste. A big thank you to MYHOLDAL & TERCEL teams for making it happen! Donate, Be the Change! Don't throw them away! Donate your clothes now with FABRICAID & MYHOLDAL! Our drivers will pick up your donation while delivering your order. Thanks for having your donation ready for pickup.

<https://www.fabricaid.me/>



**CAR POOLING SOON AT HOLDAL**

CARPOLO is not just a way to help you get to your destination in the most optimal way; it also allows you to decrease transportation costs, reduce CO<sub>2</sub> emissions, reduce traffic jams, and be less tired/stressed on the roads... CARPOLO is a smart carpooling platform with a gamified points reward system and analytics tools to promote carpooling for communities. It is a mobile application that promotes carpooling for communities by encouraging drivers to list their empty car seats on the app, and thus letting other people on their way to know that a ride is coming their way. We are currently identifying the needs of our families.

**ELECTRONICS UPCYCLING**

Bring your e-waste items to HOLDAL and place them in the electronic waste recycling bins present in our offices and stores. The e-waste collection for recycling takes place throughout the year.





**YOUNG SDG INNOVATORS PROGRAM (YSIP) CONTINUED**

We would like to have your opinion about a new way to experience hygiene products in your day to day. We count on your honest feedback so that we can bring to life a solution that best fits your needs. Thank you in advance for taking the time to fill this survey. Your opinion matters a lot to us!

Take the survey on: <https://bit.ly/3mORMWg>



**HOLDAL RECYCLING PROGRAM SINCE 2010**

To start 2020 with green behaviors, we have distributed reusable eco-friendly bottles (for water...), mugs (for coffee, tea...) and shopping bags in order to reduce the plastic and paper generated waste. Water dispensers are available inside all meeting rooms to refill all reusable bottles. We have also decided to stop supplying plastic bottles as a will to reduce the overall waste generated. Recycling bins for paper, aluminum, plastic, and electronic wastes are placed across all floors and departments.

**DRINK SUSTAINABLY**

Cut down on single-use plastic bottles & bring your eco-friendly reusable Water Bottles and Mugs to your meeting.

<p><b>1. START ON TIME / FINISH ON TIME</b> Respect timing for each item. Respect the agenda &amp; meeting objectives.</p>	<p><b>1. NO PHONES NO LAPTOPS</b> No phones (texting, SMS, calls). No Laptop (except for those presenting).</p>
<p><b>2. MEETING PREPARATION</b> Send input &amp; pre-reads 1 week to 3 days before the meeting. Come prepared to the meeting ready to participate in the decision making.</p>	<p><b>2. NO EMAIL SURFING</b></p>
<p><b>DO's &amp; DON'Ts EFFECTIVE MEETINGS</b></p>	
<p><b>3. CHALLENGE</b> ideas &amp; not people.</p>	<p><b>4. PRESENTATION</b> Don't read your presentation (every slide should have 1 clear message summarizing the content).</p>
<p><b>5. MEETING CLOSE-OUT</b> Send the minutes of meeting within 24 hours. Commit to actions and follow-up on them.</p>	<p><b>4. PRESENTATION</b> Don't interrupt the presenters. But don't leave the room with anything unread.</p>
<p><b>5. MEETING CLOSE-OUT</b> Don't close out a meeting without clear deliverables, owners &amp; timelines.</p>	

**HOLDAL**

# RECYCLABLES - VOLUMES

## OUR PARTNERS

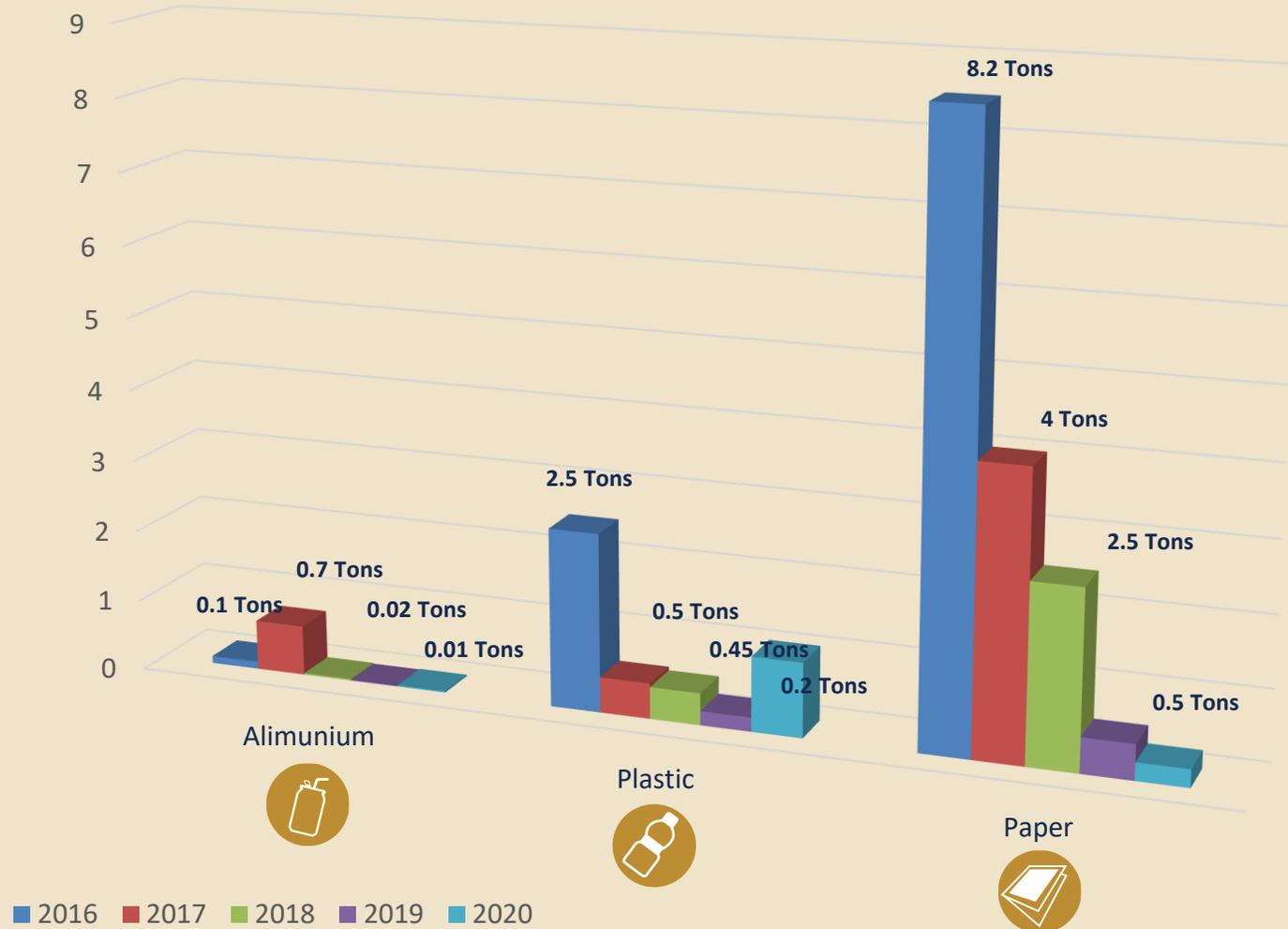
<http://www.arcenciel.org/en/>  
<https://ecoservlb.org/>

### AREAS OF FOCUS:

- OPTIMIZE & REDUCE ENERGY CONSUMPTION VS BASELINE
- DECREASE GHG EMISSIONS RESULTING FROM TRANSPORT VS BASELINE
- DECREASE AND UPCYCLE OUTSTANDING WASTE VS BASELINE
- OPTIMIZE AND REDUCE WATER CONSUMPTION VS BASELINE
- CREATE A PAPERLESS ENVIRONMENT

*We have been focusing on automating company forms, requests and systems to become network based rather than paper based.*

*These figures represent the volume of recyclable wastes gathered at Hoidal*



■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020



## PARTNERSHIPS #strongertogether

### HOLDAL & MEREF

Two members of our EXCOM are part of MEREF – CCI FL.

The group constitutes a platform allowing the development of a favorable economic environment for its members in Lebanon, in the region and internationally, thanks to its network and that of the CCI FIs. MEREF – CCI FL organizes and takes part in series of events and round tables related to the business environment in Lebanon.

<https://www.meref-ccifl.org/>

### HOLDAL & BPG

Our Group Legal Counsel is representing our Company in Brand Protection Group, as we want to raise awareness about counterfeit activities in Lebanon to effectively address this major issue and to protect consumers from the hazards of counterfeit products and defend the integrity of our brands by working to eliminate illicit trade from the market. BPG joins a wide array of local companies and well-known multinationals for a veritable lobbying force in the industry. Please join us to congratulate Mrs. Joelle Bou Abboud on being elected as the Vice President of the Brand Protection Group board for a 2<sup>nd</sup> consecutive mandate of 2 years. Attorney Joelle Bou Abboud and Attorney Rany SADER - President Brand Protection Group Lebanon, gave a session on Intellectual Property in Business.

<https://www.brandprotectiongroup.org>

### HOLDAL & LLWB

Our Group Legal Counsel is a member of the LLWB.

LLWB is a socio-economic, apolitical, non-religious association bringing together professional women and providing them with a platform for Sharing Experiences, Developing Competencies and Skills, Establishing Networks and Exchanging Expertise, Accessing funds and Mentorship.

<https://llwb.org/>



### Intellectual Property in Business



**Joelle Bou Abboud**  
Group General Counsel of  
Holdal Group



**Rany Sader**  
President Brand Protection  
Group Lebanon

LikeMinded Gathering • Friday, July 24th • 5:30pm



Communication is critical. Where possible, a task force dedicated to managing people and communicating with stakeholders is an investment that reassures as much as it raises awareness.

MAISSA ABOU ADAL




## HOLDAL & THARAWAT

A member of the family business has continuously been involved in Tharawat platform. The Tharawat Family Business Forum is an independent membership organization dedicated to the sustainability, innovation, and growth of MENA family businesses.

<https://tharawat.org/>  
<https://tharawat.org/covid-19-and-beyond-the-critical-role.../>  
<https://lnkd.in/fUgN2zk>

## KEY PANELS TO RAISE AWARENESS ON THE NEW LEADERSHIP DURING COVID-19

- COVID-19 and Beyond: the Critical Role of the Private Sector
  - The Middle East Webinar offers insights on Regional Perspectives on Leadership in a Global Crisis
  - Uniting Business Live Global Impact Forum - Building Beirut Back Better
  - Towards a Global Impact Economy: Driving Change through Sustainable Development Goals and Social Innovation @ the Euro-Med Scale Up Innovation Day
  - Transformational Leadership in Family Business
  - BERYTECH Hackathon in its first virtual edition (HOLDAL was among the sponsors)
  - Forbes Middle East interview
- <https://www.linkedin.com/feed/update/urn:li:activity:6705754509777354752/>

**UNITING BUSINESS LIVE | GLOBAL IMPACT FORUM**

Join us for **Building Beirut Back Better: How the private sector can support response and recovery**  
 22 September 2020 | 6:00 a.m. (New York)

**Speakers:**  
 Neemat G. Frem (Chief Executive Officer, INDEVCO Group), Maissa Abou Adal (Board Member, Holdal - Abou Adal Group), Ole Lund Hansen (Chief, Global Operations, UN Global Compact), Dina Nasser Harake (Moderator, Executive Director, Global Compact Network Lebanon), Dima Jamali (President, Global Compact Network Lebanon), Najat Rochdi (UN Deputy Special Coordinator, Resident and Humanitarian Coordinator, UN Lebanon), Sebastian Rhodes Stanga (Chief, Emergency Response Section, UN Office for the Coordination of Humanitarian Affairs)

**United Nations Global Compact**

**Regional Perspectives on Leadership for a Global Crisis: Middle East**

**Special Academy Series**  
 12 May | 8:30 a.m. (Cairo) | 9:30 a.m. (Beirut) | 10:30 a.m. (Dubai)  
 In English | Moderator: Alexandra Tarazi

**Speakers:**  
 Dr. Rola Dashti (Executive Secretary, UN ESCWA), Maissa Abou Adal (Board Member, Holdal - Abou Adal Group), Ibrahim Al-Zu'bi (Chief Sustainability Officer, Majid Al Futtaim Holding), Raji Hattar (Chief Sustainability Officer, Aramex)

#UnitingBusiness

**FAMILY BUSINESS IN TIMES OF CORONA**  
 how to react, innovate and sustain

**KEYNOTE SPEAKER: Georges Abou Adal**  
 Chief Commercial Officer, Holdal-Abou Adal Group, Lebanon

**Trade for Peace Week**  
 30 November - 4 December 2020

**SESSION 3 - In collaboration with the International Trade Centre and the International Chamber of Commerce**  
 Tuesday, 01 December 2020 | 10:30 AM CET

**Moderator:** Ms. Hannah Viviers  
**Speakers:** Ms. Pamela Coke-Hamilton, Mr. John H.W. Denton AO, Mr. Simon Akouli Deng, Ms. Maissa Abou Adal, Mr. Sanzar Kabir, Ms. Alice Bosley, Mr. Mahmud Johnson

**Towards a global impact economy: Driving change through sustainable development goals and social innovation**

**Speakers:** Maissa Abou Adal, Ahmed Huzayin, Dima Wassel, Christine Francis

**Euro-Med Scale Up Innovation Day**  
 ONLINE - 19 NOV. 2020

**FBAW CONFERENCE**

**Virtual Conference Business Day**  
 Thursday, November 5, 2020

**"Transformational Leadership in Family Business"**  
 PANEL DISCUSSION  
 SESSION TIME: 10:30AM - 11:20AM (GAE TIME)

**KEYNOTE SPEAKER: Georges Abou Adal**  
 Chief Commercial Officer, Holdal-Abou Adal Group, Lebanon

**HOLDAL & COLGATE PALMOLIVE**

A flame in Beirut is a flame in our hearts.  
 We are sorry, Beirut, for causing you so much pain.  
 Despite everything, we are here to stay and we will rise again from the ashes.

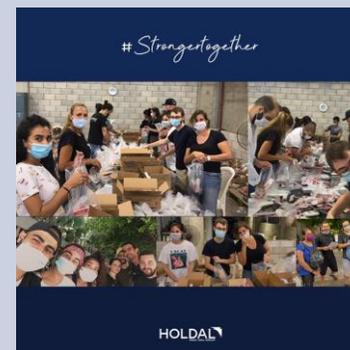
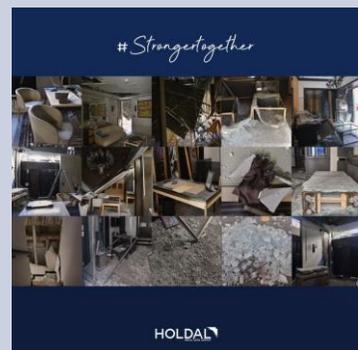
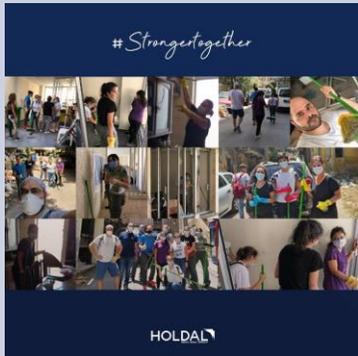
Post the Beirut tragedy, HOLDAL volunteers went into the streets to support colleagues and affected people in the cleanup and rehabilitation work.

Among various initiatives on the ground, 50 HOLDAL volunteers gathered to help NUSANED NGO pack 10,000 hygiene care products offered by Colgate Palmolive to the families affected.

Our volunteers also provided assistance with the damages' assessments.

The world needs more humanity and the Lebanese community is a live example of solidarity. What makes us proud and confident in the future are these expressions of solidarity that we have all witnessed. This is what Lebanon is all about; this is what gives us hope. Thank you COLGATE PALMOLIVE team for your continuous support with HOLDAL emergency response plan!

<https://www.nusaned.org/en/donate>





### HOLDAL & LABORATOIRE INNOTECH INTERNATIONAL WITH THE SUPPORT OF LEBANON NEEDS

We would like to thank the Laboratoire Innotech International – Group Innothera, which responded to the call of HOLDAL Group to support a large number of medical structures devastated by the explosions of August 4 in Beirut. The Group Innothera has contributed €20,000, which was allocated to the following hospitals to help rebuild the gynecology and vascular surgery departments:

- THE SAINT GEORGES HOSPITAL UNIVERSITY MEDICAL CENTER
- L'HÔTEL-DIEU DE FRANCE
- THE LEBANESE HOSPITAL GEITAWI
- L'HÔPITAL DES SOEURS DU ROSAIRE WARDYE GEMMAYZÉ

These expressions of solidarity that we have all witnessed from our global partners are what make us proud and confident in the future.

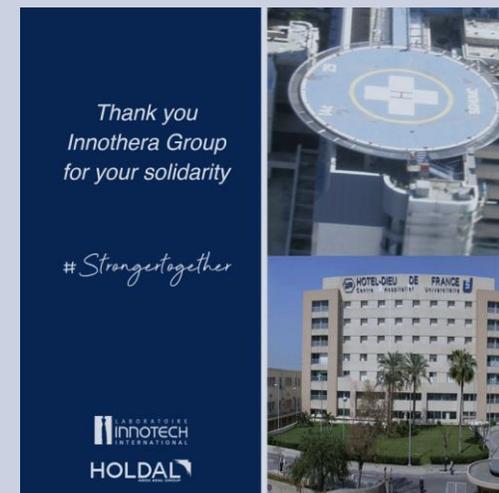
Our sincere thanks to the Group Innothera for its generosity!

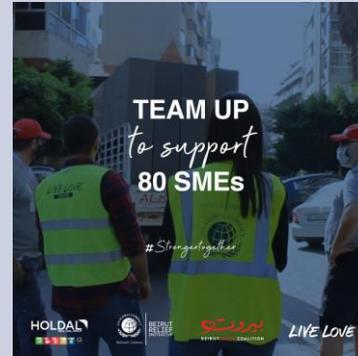
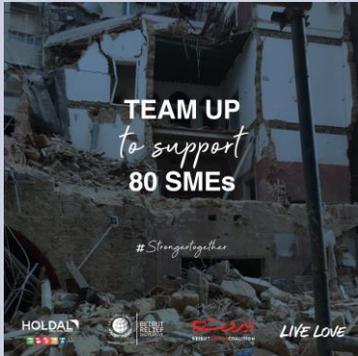


We would like to thank one more time the Laboratoire Innotech International – Groupe Innothera. In addition to the financial contribution of the Groupe Innothera allocated to 4 hospitals affected by the Beirut blast, we have recently received 3600 units of Cleanis medical supplies and these were donated to Hotel-Dieu de France and to Saint Georges Hospital University Medical Center.

Thank you Lebanon Needs NGO for your support!  
To donate to Lebanon Needs visit:

<https://www.lebanonneeds.org/donate>





**HOLDAL WITH GCNL & LIVE LOVE LEBANON ON THE BEIRUT RELIEF INITIATIVE**

Small businesses are in desperate need for help. HOLDAL joined the Beirut Relief Initiative to provide financial and in-kind contributions to 80 SMEs.



**LIVE LOVE**

**HOLDAL WITH THE NATIONAL POVERTY TARGETING PROGRAM (GCNL)**

In collaboration with WFP, the UN Global Compact Network Lebanon (GCNL) designed a crowdfunding campaign to financially support the food assistance component of the ongoing national social scheme run by the Ministry of Social Affairs and monitored by the World Bank known as the National Poverty Targeting Program (NPTP).

The UN Global Compact Network of Lebanon (GCNL) launched its campaign in collaboration with the World Food Programme (WFP) to support a crowd-funding campaign, led by the private sector in Lebanon, in support of the National Poverty Targeting Program (NPTP).

The NPTP is an ongoing social assistance program developed to support the most vulnerable Lebanese households living under the extreme poverty line.

In 2018, the poverty rate in Lebanon was reported as 30% of the population. Today, and with the exacerbating economic crisis and the social repercussions of the corona-virus pandemic, the poverty rate in Lebanon has escalated to an alarming 45%, with almost half of the population living beneath 4\$/day. How can you help?

To donate please visit: [globalcompact-lebanon.com/donate](https://globalcompact-lebanon.com/donate)



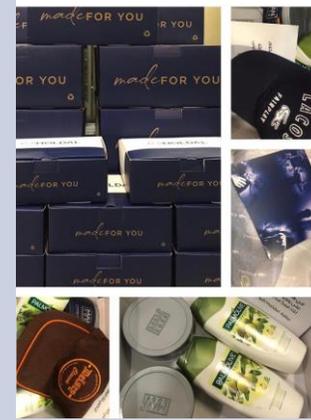
## HOLDAL & BEIT EL BARAKA FOR FATHER'S DAY

Father's Day this year took on a whole different meaning!

Every father has a unique story, but it should not be one of misery.

It should be one of solidarity and dignity. That is why our community came together on Father's Day to pass on the caring and reassurance our fathers have given us, to less privileged fathers. We were able to collect enough funds and several gifts for the fathers of Beit El Baraka. Thanks a lot for the generous contribution of our brands: Lacoste, Fratelli Rossetti, Delsey, Jardin Bio, Palmolive, and Mancode.

Donate to Beit El Baraka on: [www.beitelbaraka.org/donate](http://www.beitelbaraka.org/donate)



## HOLDAL & BEIT EL BARAKA ON MYGOODWILLBOX

Following the many solidarity initiatives we have done in the past, this year, we built on the GOODWILL BOX initiative and we decided to scale it outside of our Group to include our customers.

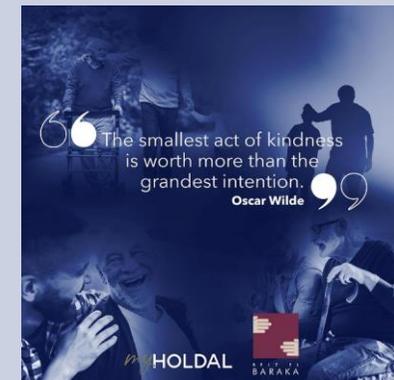
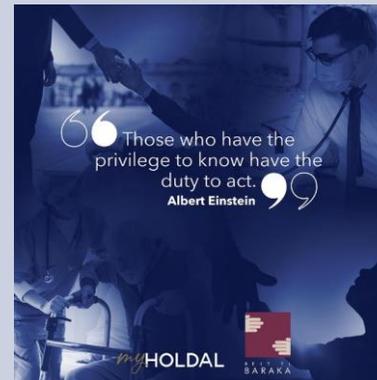
We collaborated with one NGO per month to focus all our efforts and reach both scale and impact on our community.

'MY GOODWILL BOX' initiative, which is featured on HOLDAL website, myHOLDAL platform and across our retail stores is the place.

'MY GOODWILL BOX' provided the fathers of Beit El Baraka a new meaning to Father's Day.

To know more about Beit El Baraka please visit:

<https://beitelbaraka.org/>





**HOLDAL WITH ARCENCIEL**

Following the tragic event of August 4th, in addition to several initiatives with NGOs and with collective actions of Lebanese citizens, we have decided to direct our support to ARCENCIEL who is doubling its effort to pursue its mission. ARCENCIEL is fully mobilized at the moment to respond to the pressing needs of all the victims of the tragedy through volunteer work, medical aid, social support, furniture repair, collection and recycling. To support ARCENCIEL, you can donate on:

<https://www.arcenciel.org/donate/>



**HOLDAL WITH BANK TO SCHOOL & ARCENCIEL**  
Bank to School initiative is a campaign in partnership with ARCENCIEL to raise funds to allow children in Lebanon to go back to school! With the deteriorating economic environment, more and more families are struggling to keep their children in school. You can donate on:

<https://banktoschool.weebly.com/donate-now.html>





## HOLDAL WITH TOGETHER LI BEIRUT MSME's CAPACITY BUILDING

Among the various internal and external initiatives triggered post the Beirut Tragedy of August 4, we have decided to use our core capabilities to the service of 150 affected MSMEs. We kicked off our first training, gathering 15 experts from HOLDAL and 13 MSMEs under Together LiBeirut - a collaborative platform that harnesses the expertise of subject matter experts in healthcare, mental health, education, livelihood, and heritage preservation. It is led by local NGOs: Cénacle De La Lumière, Lebanon Needs, and The House of Christmas.

This is the beginning of a long sustainable journey to build a new Lebanon based on our core values.

We all have a duty to share our knowledge, expertise and learn from these inspiring entrepreneurs.



## HOLDAL WITH TOGETHER LI BEIRUT MSME's CAPACITY BUILDING

We were so proud to see our internal coaches in action in December with their passion, generosity, and authenticity.

We cannot thank them enough for their time and for their commitment! We covered merchandising, sales, marketing, pricing, supply chain and so many needed topics.

The experience was so comforting for the business owners as they felt they had "big brothers and sisters" watching over them and ready to support.

We can't wait to continue this journey with MSME's to spread knowledge, expertise, hope and love across Beirut.

<https://www.instagram.com/togetherlibeirut/?hl=en>

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

<https://www.lebanonneeds.org/impact>

<https://www.cdll.org.lb/>



#Strongertogether



**HOLDAL WITH MYHOLDAL & MYLEBANESECORNER**

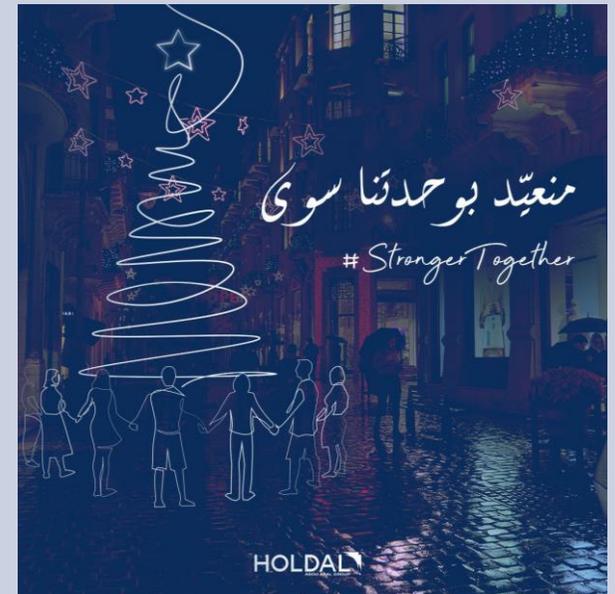
2020 Christmas took on a whole new different meaning.

It is our duty to help and to enable our local community.

"MY LEBANESE CORNER" was created to safeguard our local talents, designers and social entrepreneurs.

Discover our first selection of local designers on:

<https://myholdal.com/pages/my-lebanese-corner>



## 5. 2020 RESULTS IN A GLIMPSE



8 solidarity funds



More than **500,000 units** of personal hygiene care and home care donated to **30,000 families**



**45 Homes** repaired



**48 Scholarships** granted



**65 NGOs, 15 MSMEs, 4 Hospitals, 5 Schools** (children with special needs) supported



**Volunteer Program (500 hours** of community service **& 70 volunteers** from HOLDAL gathered to support the relief, rehabilitation and recovery)



**Recyclables (1.324 tones)**



**USD 110,000 and LBP 300,000,000** proceeds collected

## 6. CONCLUSION

Our heartfelt thank you to our partners, customers and colleagues for their solidarity in making HOLDAL emergency response initiatives a reality.

Thank you to our local and international partners for trusting us and believing in our purpose!

For a sustainable future, we need a more cohesive and integrated approach to generate high impact and drive change. Solidarity is vital to address the impact of multiple overlapping shocks but we need to connect these solidarity drives and enable our community to be part of the national solution.

<https://www.facebook.com/HoldalGroup/videos/1105502103212916>

