



The shortest path between **two** points

www.directlineme.com

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*R*ecently, it has become essential to take interest in the principles of human rights, labor, environment conservation and anti-corruption. In doing so, we preserve the planet we all live on; in addition to protecting the communities we all live in, both very much linked one to the other. Therefore this has become among the basic necessities and not just an intellectual luxury.

The commitment to those principles, all assembled in the ten clauses of the Global Compact, may appear to be theoretically difficult; but when implemented daily in the real world, we will find them to be easy to apply in their majority. Actually, for the mid and long term, this practice may prove to be soothing to the soul as it provides a feeling of global belonging and participation in the efforts and initiatives carried out by all countries out of nobleness and goodwill to serve humanity as a whole.

We eagerly registered to the United Nations' Global Compact... out of faith in its importance,

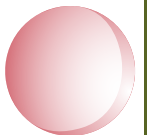
And we vow to stay committed to its ten principles covering the four main areas mentioned above, hoping for these principles to spread to the widest possible scale and to be respected by all, companies, associations and even individuals.

Owner _ G.M
Maya Patsalides





The shortest path between two points



Who We Are

Multimedia; Advertising agency and Production house of integrated services.

A Creative Total Solutions...

“*The shortest path between 2 points*,”

Devoted to communication in its broadest sense, *Direct Line* ensures the entire process of services related to its function, starting from the idea and creation of identity and logo, up to the final film production.

Direct Line consists of:

Media Line, Audio Line, Production Line

The Meaning Of The Name “Direct Line”

The idea of the name “*Direct Line*” came from two very distinct but related values:

Personal value:

Originating from the *Direct Line* Management’s vision and principles in life in general...

in any direct line there is transparency and honesty... and at the end of the day:

“*Truth prevail*,”

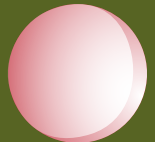
Professional value:

A *Direct Line* at work provides: the best service for the best prices.

A *Direct Line* takes us from the concept to its adaptation.

In a *Direct Line*, there are no

“*Roundabout ways*,”



Our Vision

To become the leader in providing Total Creative Solution.

Our Mission

We are committed to offer our clients solutions throughout the world and access to the newest technologies at an affordable price.

We combined several integrated divisions, each operating independently, yet coordinating efficiently at various levels

to provide high quality services and ensure customers satisfaction.

We supply complete communication packages from initial concept to delivery, in all types of multimedia and broadcast.

We provide alternative means to the high cost of film and video production and post-production that fit our client's needs and budgets.

Our quality is the result of our dedication to constantly upgrade our technology and skills.

Our Value

At *Direct Line*, our employees are our company's most valuable assets.

Our work environment is nurtured in a unique way enabling creative thinking to thrive and employees to develop to their fullest potential, thus delivering only the best products and the highest customer satisfaction.

From idea to realization,

“*The shortest path between 2 points,*”



Stop Recycling Ideas

BE CREATIVE

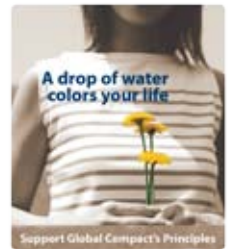
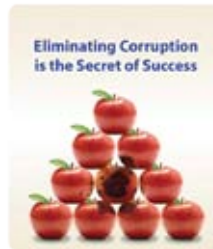
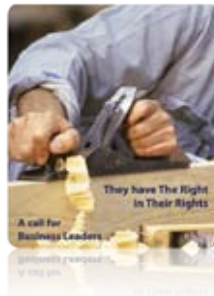


Ten Principles of the Global Compact

The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set core values within the following areas:

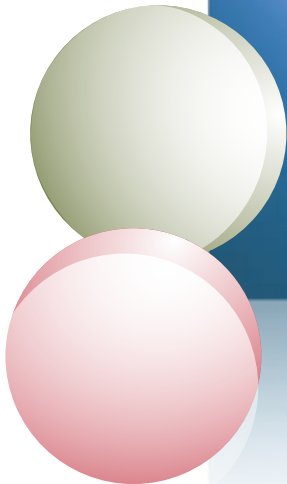
First of all, allow us to point out that *Direct Line* was the company that printed the booklet distributed at the United Nations' Headquarters in New York on the occasion of the Leader Summit 2010, which included a summary of the activities of the Global Compact Network – Syria.

Also, as implementation of the principles of the Global Compact of the UN, our company contributed, despite of its small size, with a quarter of the printing expenses of the booklet in addition to the design and creation of the slogans reflecting those principles.



Light Up Your Surroundings

by fighting corruption in all its forms

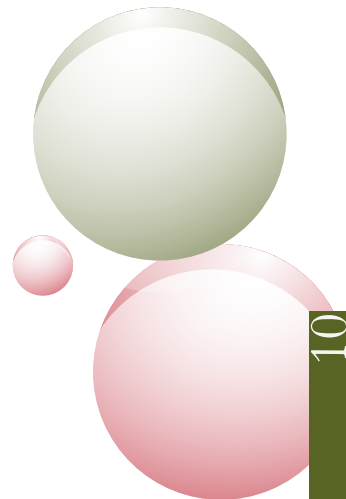


Human Rights

Principal 1: Businesses should support and respect the protection of internationally proclaimed human right; and

Principal 2: make sure that they are not complicit in human right abuses.

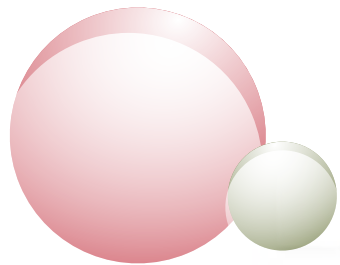
Given the meaning of its name and its own values, *Direct Line* decided to join the Global Compact for companies and to abide by all its principles which correspond to its own beliefs. From the remainder of this report and from the diversity of its employees, we will find that *Direct Line* respects all human rights, giving a perfect example to all its business partners, companies, associations and individuals; therefore it participates in supporting and encouraging the Syrian society's development on the basis of those principles.





Everyone has rights...

EVERYONE HAS RIGHTS...



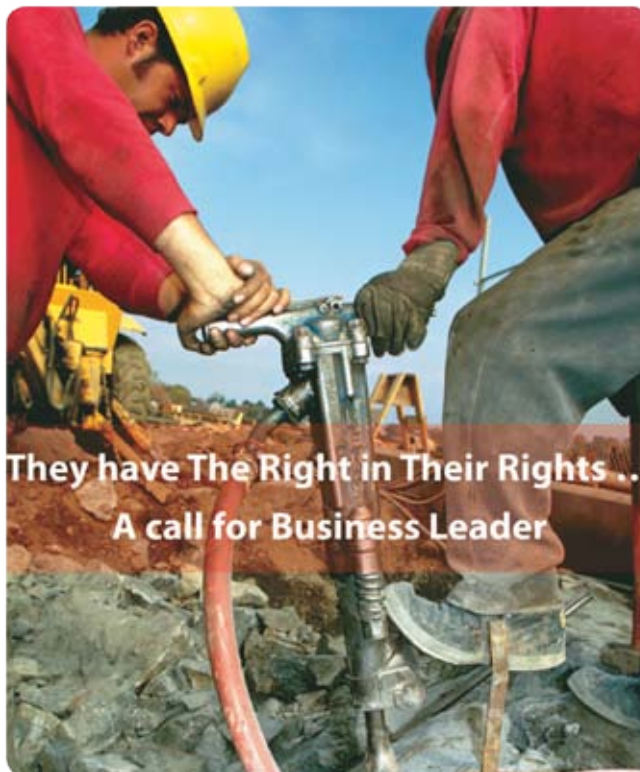
Labour

Principal 3: Businesses should uphold the freedom of association and the effective recognition of the right of collective bargaining;



Principal 4: the elimination of all forms of forced and compulsory labour;

Principal 5: the effective abolition of child labour; and

Principal 6: the elimination of discrimination in respect of employment and occupation.



They have The Right in Their Rights ...
A call for Business Leader



We uphold the freedom of association and the effective recognition of the right to collective bargaining.

We, in *Direct Line*, are one big family and apply, within our means and capabilities, the bonus system.

We sign as the *Direct Line* Family or Team on all our external communications.

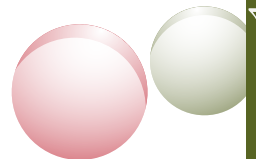
Our company also supports several human societies and organizations through various activities such as:



Supporting the Association for Autism in the city of Lattakia by designing all the advertisements for the Autism Festival free of charge.

Collecting all unnecessary papers, magazines and cartons in the company, and sending them to an organization which recycles them, and part of the savings generated from this process is donated to the Association for Autism.

Collecting all plastic caps from mineral water bottles or other, and sending them to an organization for the disabled; for, every kilogram of plastic caps enables them to buy a wheelchair in order to help one of their disabled members.

All the employees at *Direct Line* are older than 19 years of age; 52% of them are men and 48% women. And since we in Syria are of various coexisting religions and sects, the *Direct Line* team consists of Christians and Muslims from various communities spread among the different work posts.




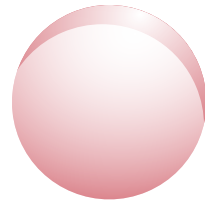



*D*uring festive seasons and on special occasions, the *Direct Line* family grabs the occasion and celebrates collectively either in the company or outside.

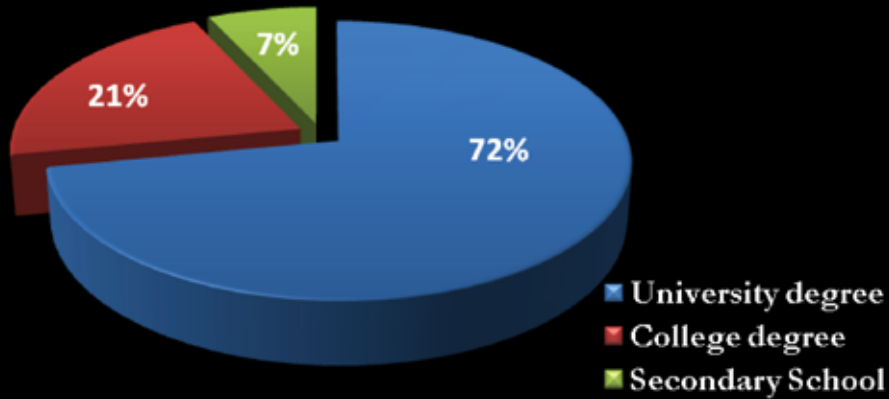
We encouraged and supported our employees when they created an “Employees’ Fund”, where each staff member participates with his/her share of savings, as well as an additional contribution from the Management; the resulting sum goes to a different member of the fund every month, therefore benefiting all the employees on regular basis.

*D*irect Line also created a canteen for its employees, for break time; at a time when we were in dire need of every square meter of our company premises as we are in development stage.

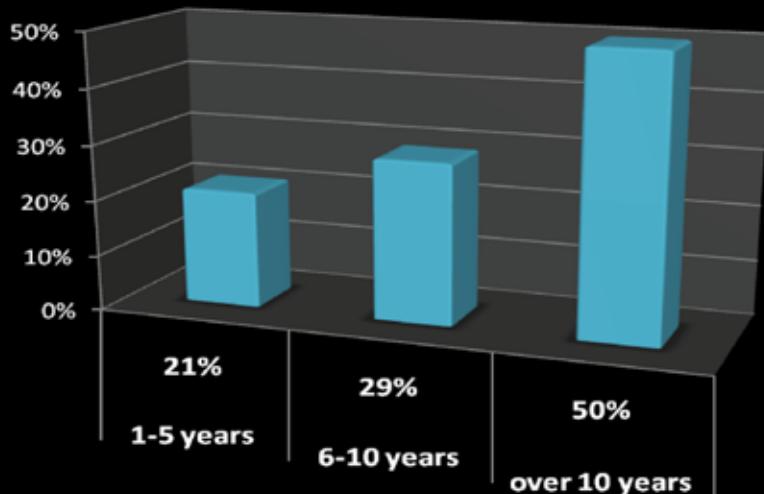
In addition, we are currently dedicating an isolated area within the company building to religious practices, where employees wishing to pray during working hours are able to do so in the best of conditions.



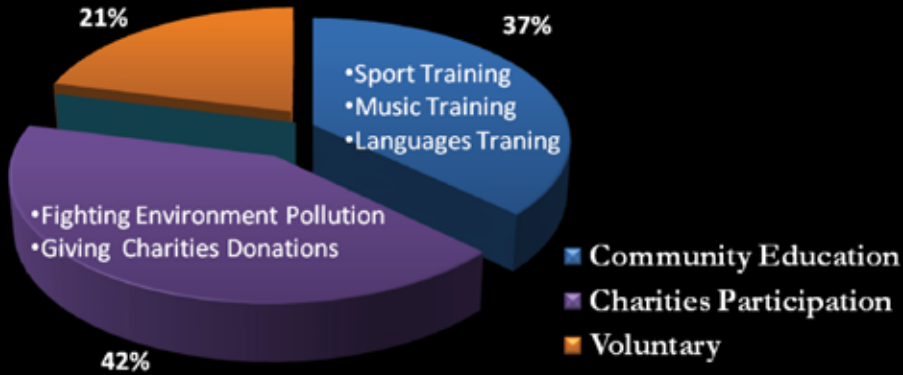
Employees Education



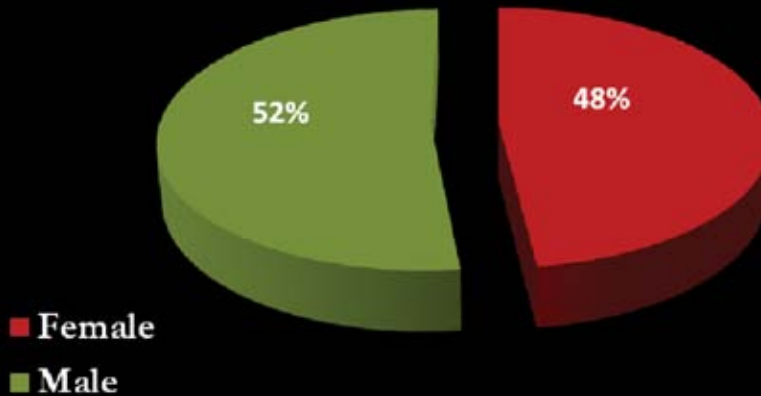
Employees Work Experience

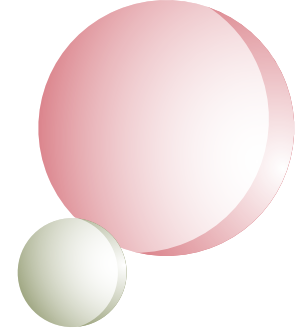


Employees Volunteering



Employee Gender

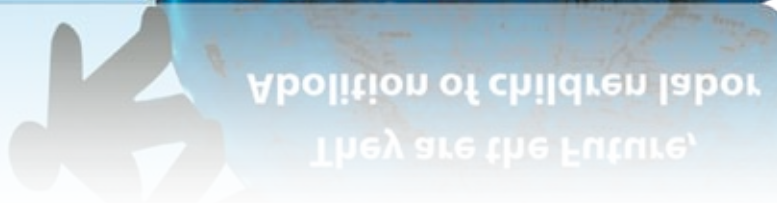




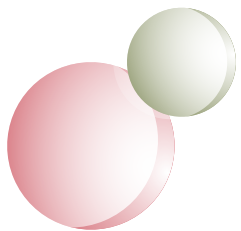
**They have the right to live their childhood,
learn, play... NOT TO WORK**



**They are the Future,
Abolition of children labor**



**Abolition of children labor
They are the Future'**

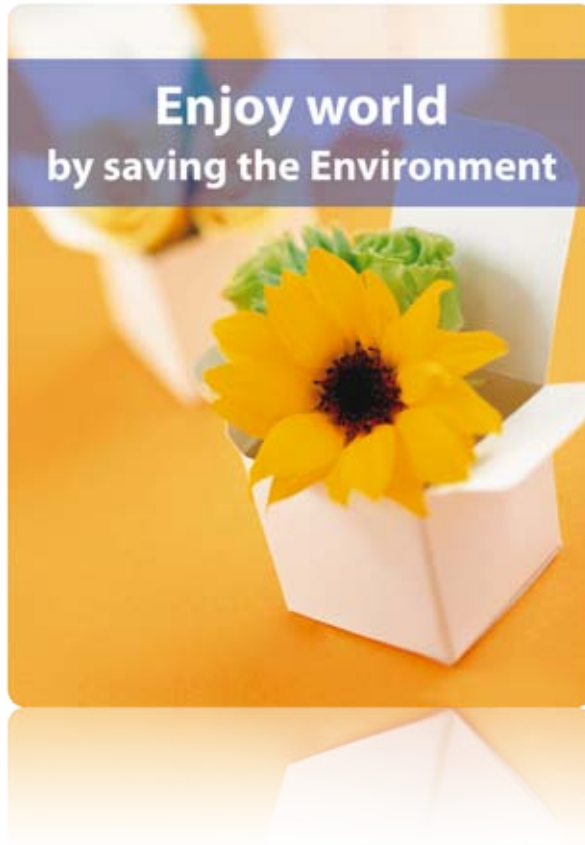


Environment

Principal 7: Businesses should support a precautionary approach to environmental challenges;

Principal 8: undertake initiative to promote greater environmental responsibility; and

Principal 9: encourage the development and diffusion of environmentally friendly technologies.





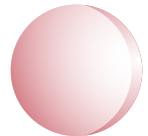
C*onservation* of the environment, in its broader sense, has become part of our culture in such a manner that it is now embedded in all our activities, and initiatives from our side are taken automatically without second thoughts. Here is an example showing the previously mentioned as a true reality, not for the sake of enumeration but just as a glimpse to visualize our assimilation of these principles which have simply become part of us:

Concerning the seventh principle, calling for the encouragement to adopt a precautionary approach towards environmental challenges, we installed double-layered glass to strengthen the offices' insulation against temperature fluctuations, hence saving energy (gas oil for heating and electricity for cooling); and therefore contributing (on our humble scale) to reducing the emission of gases in the atmosphere which ultimately may lead to thermal retention in our planet.

As for supporting initiatives to expand the scope of environmental responsibility, *Direct Line* participated in the program implemented by the Governorate of Damascus Suburbs, which adopted 2010 as a year for environmental conservation.

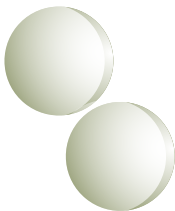
Direct Line thus offered the campaign slogan free of charge and produced a short film about the environment which was shown on the opening day in Al-Assad Library.

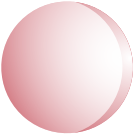
 <http://www.youtube.com/watch?v=kSQSFxuduqs>



In addition, we include and circulate in all our e-mails the phrase:

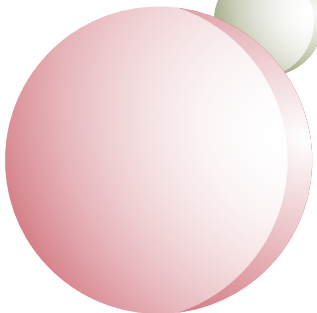
 Please consider the environment before printing this e-mail



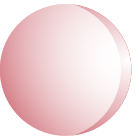
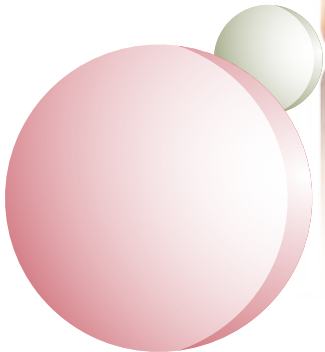


We also replaced hard copies of our company profile by DVDs to reduce paper consumption; and we renewed our website which includes an overview of our company, accessible to all our current and future clients, hence saving tremendously in support materials and using the least energy possible.

After examining the steps mentioned above, we find that *Direct Line* is constantly and instinctively oriented towards the conservation of the environment, always supporting initiative to that end.



Protect your Planet



Anti-corruption

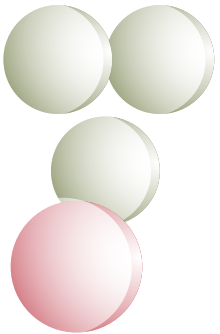
Principal 10

Businesses should work against corruption in all forms, including extortion and bribery.



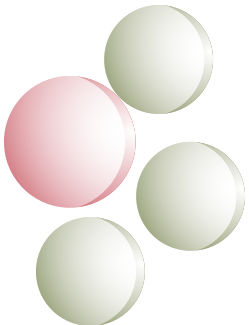
Stop
corruption

corruption



We vigorously seek to participate in limiting the massively spread bribery and to resist the corruption that has infested all societies (each society having its own devious ways for extortion, bribery and all other forms of corruption...). Actually, this topic reveals itself to be the most difficult one to implement in the real world, as commercial competitiveness has become even fiercer than in previous times, and one of its illegitimate ways depends on corruption that has reached all levels.

In the year 2010, we suffered tremendously when we were faced with two difficult options: either to get an extension to a very important contract with one of the prominent companies in return for bribing the new general manager and his team, or to withdraw from the hypothetical competition that was carried out far from the conditions of honest competition. Ultimately we decided to abide by the principles we respect, thus we endured a relatively important loss.



Eliminating Corruption is the Secret of Success



Finally

As we conclude this COP, we urge those responsible for the project of the Global Compact Network to allow participants to benefit from their experiences, as well as from the expertise of companies that succeeded in the struggle against corruption, guiding them on how to work in order to reach satisfactory results without facing too negative consequences that may be heavy to bear in some cases, in a fiercely competitive market, where all roads are permissible in order to obtain contracts and profits.

Also, it may be useful to declare next year 2012 «Global Anti-Corruption Year», because this epidemic has infected the entire globe, and because individual initiatives, no matter how heroic they may be in comparison to the size of their respective owners, remain marginal if not accompanied by key reforms on all levels,

starting from education in schools and at home (in order to found new generations on the basis of higher principles); going on to the voluntary contribution of all the media and advertising channels to actively and effectively be the Fourth Power, by detecting corruption and following up the main issues until completely resolved once and for all, based on the development of laws that impose transparency in the business world and severely punish all kinds of corruption; and ending with the actual implementation of these laws and sanctions on all categories, particularly at higher levels in society, including those benefiting from «political immunity», and those with the advantage of «financial immunity».

To your kind selves and to all contributors to the Global Compact Network and its success,
Best regards and deepest respect.

The Direct Line Family



FROM

IDEA

2

REALIZATION



Direct line Family



we think differently



nice team!

Direct Line Creative Total Solutions

