



## **Statement of Mrs. Maya Patsalides the CEO of Direct Line**

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It has been over a year since the whole world entered a new phase of the unknown. Today, more than ever before, we have become in urgent need to place the human being at the center of our priorities, our thinking, and our work.

The emerging coronavirus (Covid-19) pandemic has weighed on everyone, individuals, institutions, societies, and countries, however, despite all the many challenges we have faced, we have put every individual, whether from our work team, our clients, our family, or our friends, the focus of our absolute concern. We are fully committed to the instructions of the World Health Organization, to protect ourselves and everyone from the risk of the spread of the virus, through complete and periodic sterilization of our workplace, imposing the compulsory wearing of a medical mask and continuous sterilization of hands upon entry and exit from the workplace, leaving a safety distance of (2 meters) when communicating with anyone, and avoiding any direct or indirect physical contact, in addition to providing the option of remote work (Work from Home) right from the start of the pandemic to the present day.

These difficult times, which we all are going through, did not make us hesitate to fully adhere to our professional and humanitarian responsibilities, but rather encouraged us to move forward by continuing to provide the best to our clients to help them overcome their challenges and achieve their goals.

For example, but not limited to, we have actively contributed to the design and implementation of the public awareness campaign launched by the World Health Organization and UNICEF about the coronavirus disease (Covid-19), signs, symptoms, and its prevention methods, and we have also contributed to the launch of the national campaign organized by the Syrian Ministry of Health for the same purpose. In addition, we were sympathetic and supportive of our team in overcoming this sensitive stage, through several flexible procedures that contributed to keeping them in good health and able to complete their work as required.

Since its establishment in 2005, Direct Line was built on a clear business strategy and set of work values consistent in word and action with the principles of the United Nations Global Compact. Where the company has worked ever since to implement these values throughout its work, based on its belief in its great importance at both the local and global levels, and the extent of its impact on society in general, and the labor market in particular, within the following areas:

## 1. Human Rights

We have a firm belief that the human being is the basis for everything that must be thought and acted upon. From our point of view, it is the foundation for building, stabilizing, and achieving prosperity for all societies. Therefore, ensuring people's rights and commitment to their duties, working to meet their needs, desires, and achieving their happiness, appreciating their contributions and their ability to create positive change in the world, forms the basis on which any strategies must be built, to enhance social solidarity, resilience, and recovery.

## 2. Work Standards

The United Nations has set many humanitarian standards aiming at building a healthy and professional work environment that stimulates production, creativity, and innovation because of their effective and real contribution to rehabilitating and empowering societies and economies of all countries, especially in developing countries that have witnessed devastating armed conflicts such as Syria.

## 3. Preserving the Environment

The world has suffered during this year from many difficulties, whether it is in terms of health, the economy, or the environment. We faced many challenges since the Coronavirus pandemic hit. Today, it's been almost a year that the world has tried to coexistence with this crisis, it seems clearer than ever that our destinies and the fate of the planet have become linked to each other, and that today we have a fateful opportunity to move towards a better future for all of us, humanity and all living beings on the planet.

## 4. Anti-Corruption

Throughout history, it was proven that it is not possible to advance societies, governments, and labor markets without the existence of systems and laws that support the values of credibility, transparency, and non-alignment, and at the same time deterrent to the spread of corruption and favoritism at all levels locally, regionally, and internationally. This is what the United Nations Organization has embodied and what we as a company are committed to in our words and actions.

**Maya Patsalides**



# About us

An advertising and production agency that provides integrated marketing communication services.  
We Are Your Shortcut to the World of Media, "The shortest path between 2 points"

Our agency provides a lot of services that can be categorized within 4 main lines:

- Media and Marketing Line.
- Visual Production Line.
- Audio Line.
- Digital Marketing Line and E-Interactive Production.

All the aforementioned lines are being handled by professional and creative work teams, within one big agency headquarter located in the Free Zone area in Damascus - Syria.



# The origin of the agency name “Direct Line”

The idea of the name “Direct Line” came from two separate but connected perspectives:

## The Personal Perspective

The agency operates according to a strategic vision and business principles based on honesty and transparency, which came from our deeply-rooted belief that in the end “Only what is right and true last”.

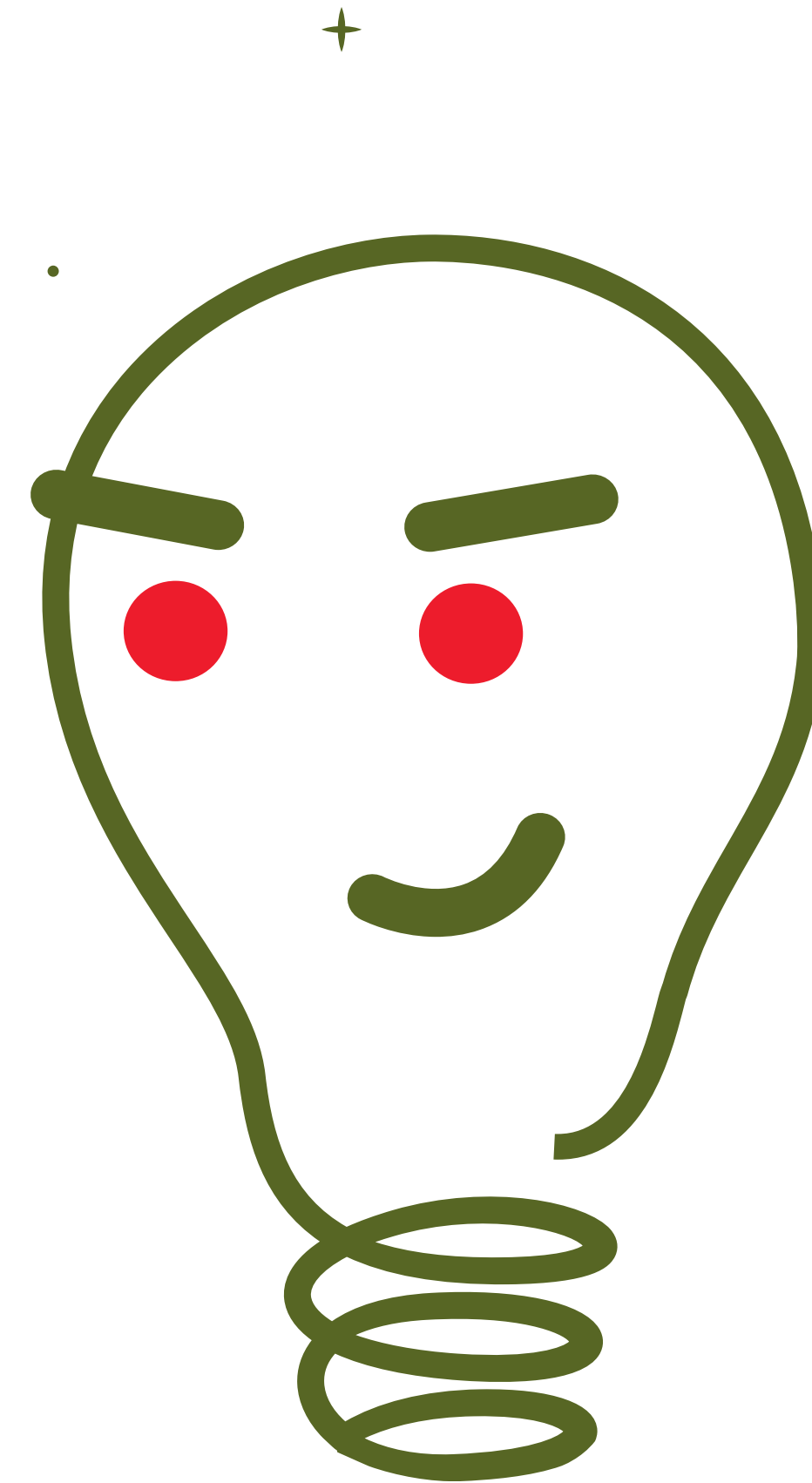
## The Professional Perspective

Our way of working is straightforward and clear, without any confusion or ambiguity, through which we provide our services at the best quality and the best price.



# Our vision

To be the market leader in providing Multidisciplinary Creative Solutions.



# Our mission

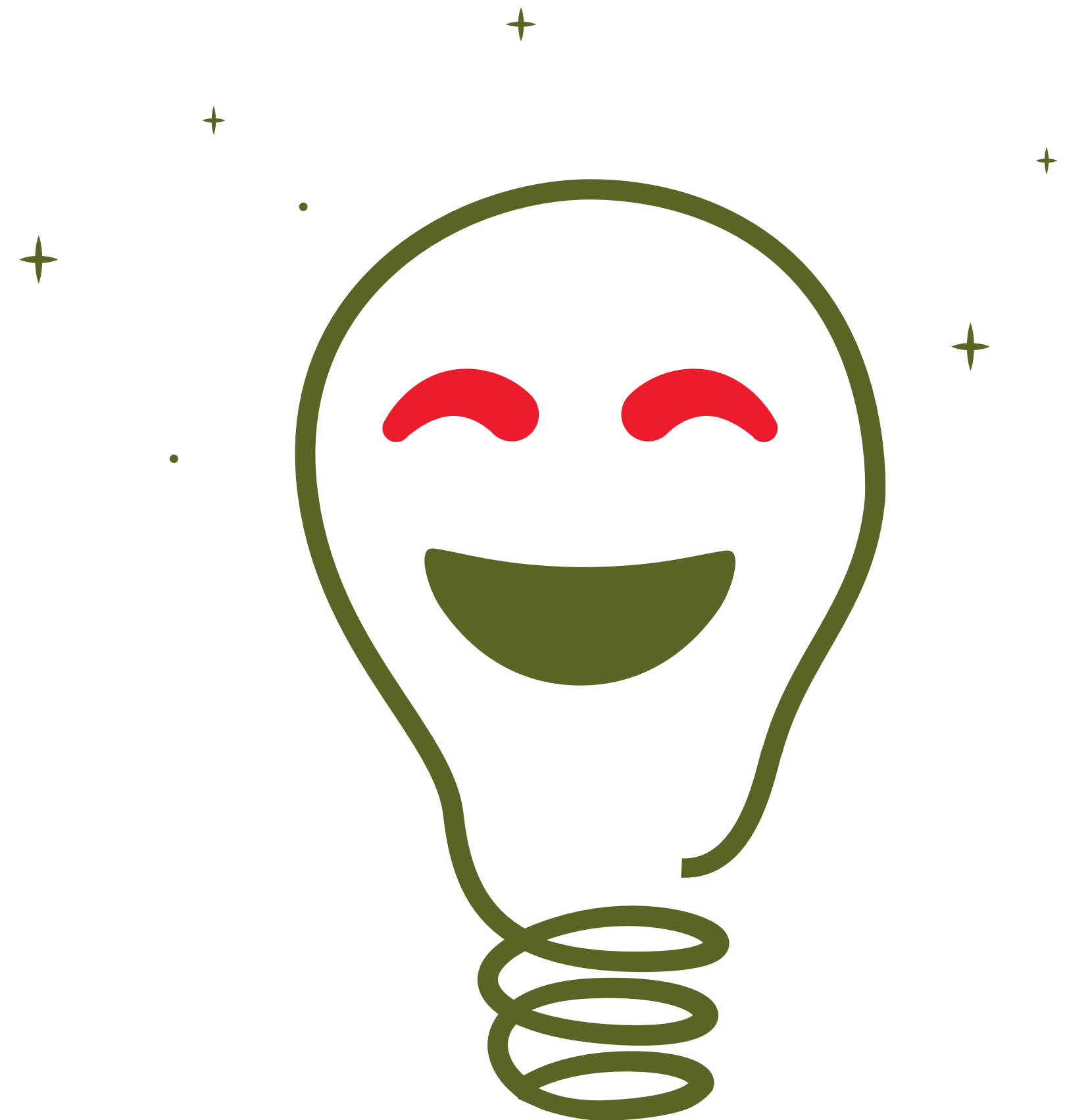
We at Direct Line are committed to providing innovative, creative, and integrated solutions to our clients wherever they are located in the world.

We are working hard to allow them to apply the latest and best global marketing tools and technologies in their own companies in line with their needs and aspirations.

Based on this vision and mission, we work within a healthy, friendly, professional, creative, and flexible work environment that allows each team member to work independently but consistent with the rest of the departments at the same time, because we believe that the space of freedom and creativity is the basis that allows each person to give his best, which is directly and reflected to our clients through high-quality services that achieve their goals.

That being said, we are working to provide our clients with all means of visual communication that help to establish and develop their work, from the initial concept to the final delivery, using multimedia presentations.

We provide our customers with the right tools and means to deliver their messages and communicate with their audiences with creativity, effectiveness, and quality that achieve their goals and aspirations within their allocated budgets. All of this would not have become a reality without the great efforts and dedication in our continuous endeavor to develop and keep abreast of all that is new in the world.



# Our Values

Our work team is the main driver of our success and continuity.

Transparency, clarity, and building a true partnership in all our dealings.

Sincerity and dedication to providing the best creative services to our clients.

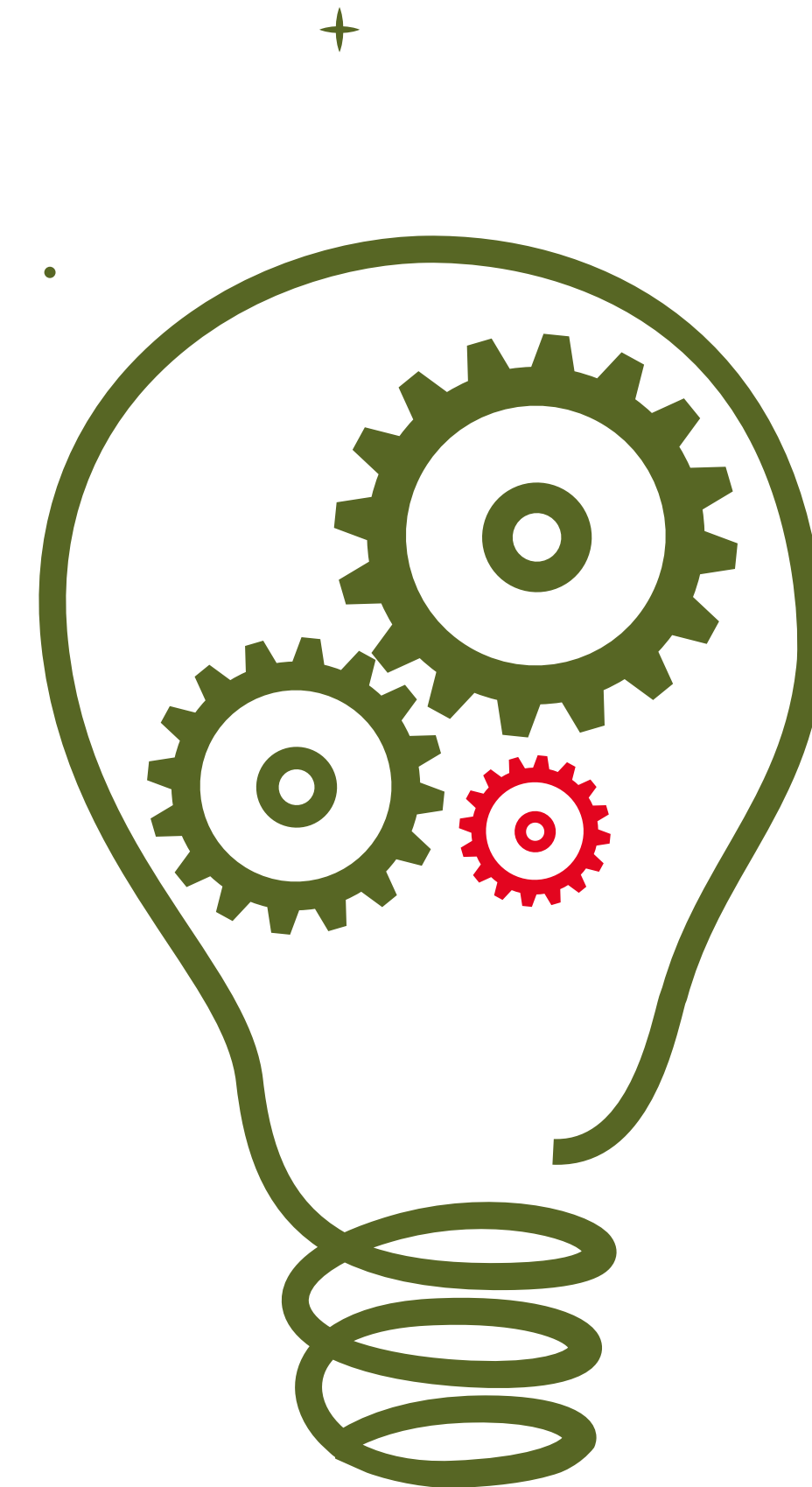
**Direct Line Group consists of several departments that integrate and interact with each other:**

Media and Marketing Line.

Visual Production Line.

Audio Line.

Digital Marketing Line and E-Interactive Production "Mention"





In line with its commitment to provide integrated services, and meet the needs of the local market, Direct Line has developed a special section for advertising, media, and marketing, which is:

# Media & Marketing Line

We collaborate with our clients on establishing and developing their visual identity “Branding”, and we offer all means of visual communication, along with strategic and promotional campaigns based on a solid base of marketing insights.

01. Corporate identity, the creation of the company logo, and its relevance to the client domain of work.
02. Ad and brand activation campaigns.
03. Creating creative concepts, artworks, and promotional materials.
04. Designing, editing, and preparing materials of all kinds (brochures, newspapers and magazines, annual reports, etc..).
05. Advertising and media campaigns
06. Printing services
07. Research, analysis, and promotional campaigns on social media platforms.
08. Market studies and advanced marketing research:
  - Blind taste test
  - Study of consumer behavior
  - Study public opinion and consumer trends
  - Studies of interaction behavior and product/service use.
09. Marketing Planning & Execution
10. Strategic Marketing Consulting
11. Advanced Corporate Marketing Training
12. Events Participation and Sponsorship Activation Increase revenues for participating and sponsoring companies.
13. Brand Activation
14. Digital Marketing, Programmatic & RTB, and many other tools

# Production Line

We coordinate and produce partially or fully visual art projects. We are capable of: TV commercials, documentaries, short films, televised series of several episodes, from production, directing, to post-production services. Corporate identity, the creation of the company logo, and its relevance to the client domain of work.

01. Film, TV series, Video Clips.
02. Visual Identity
03. TV Commercials
04. C.G.
05. Documentaries Chroma
06. Chroma
07. 2D & 3D Animations/ Composing
08. 3D Architectural
09. Special effects
10. Surround photos

To cover all work aspects; Direct Line has developed a special new section specialized in audio;

# Audio Line

To achieve our business goals, we have established our studios in which we cooperate with top musicians, artists, and poets.

01. Dubbing
02. Musical Identities
03. Jingles
04. Children Songs
05. Linear/ Flash, Break in & Break out
06. Theme & Mood
07. Talent VO

08. Enhancing Slogan
09. Radio Ad.
10. Lyrics
11. SFX
12. Soundtrack
13. Arabic for non-native speakers

To Keep-up with the technological advancements and the requirements of digital marketing, we have developed our department for digital marketing and interactive digital production. Not only this, but we even give it a unique name “@Mention”.

# Mention for Digital Marketing and Interactive Digital Production:

01. Social Media Marketing & Management.
02. Modern Website Development.
03. Innovative Technical Solutions.
04. Interactive DVD.
05. Performance Media, Photography, & live coverage.
06. Smart Advertising Devices Application
07. Colors/ Materials Application
08. Application Development and Creation iOS and Android

We aim to help our clients create interactive multimedia presentations with integrated professional effects, to introduce their businesses and institutions in the best possible way.

Our group strives to be a one-stop-shop to provide all the production and marketing services that our customers need, seeking to create a long-term successful business partnership that meets their aspirations and achieves the goals they aspire to.





# Human Rights

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights.

**Principle 2:** Make sure that they are not complicit in human rights abuses

Our agency is proud of its steadfast commitment to the implementation of labor laws in the Syrian Arab Republic, which is consistent with human rights agreed upon in the global compact issued by the United Nations Organization.

We are keen to consolidate these principles within our business strategies and our internal and external dealings. We're continuous - thru all administrative levels - providing support to all team members in achieving their personal and professional goals and aspirations, through our acceptance of their various social, cultural, and religious backgrounds, and our keenness to achieve diversity within our work team.

The years of bitter war that afflicted us and our beloved country had a great impact on all aspects of living for all Syrians, Therefore, we as the management took the obvious decision to support our team members following humanitarian and ethical principles, through many policies and executive decisions, with a clear objective of alleviating the circumstances and challenges on the team. Especially during the outbreak of the coronavirus pandemic (Covid-19).

We have done our natural human role towards our work team by working diligently to ensure that they remain in good physical and psychological health, holding an internal awareness session about the risks and symptoms of the coronavirus disease and means of prevention. We also immediately rushed to seek the help of a specialized company to ensure that our workplace, offices, and tools remain sterile, periodically and continuously, in addition to requiring all our guests, customers, and our team to wear the medical face mask and sterilize hands when entering or leaving the company, while also leaving a safety distance (2 meters) when communicating with anyone, and avoiding any direct or indirect physical contact, and providing the option of remote work (Work from Home), to reduce workplace traffic, and avoid any personal contact that may contribute to exposing their health or the health of their family members to the risk of contracting the virus.

We didn't stop here but rather took the initiative to provide the necessary support in many difficult humanitarian cases that have passed on some members of our team, from providing urgent health support for them and their family members who were infected with the Coronavirus, to reducing the number of working hours and making them flexible commensurate with their ability to adhere without its effect on their monthly salaries.



# Labour

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right of collective bargaining.

**Principle 4:** The elimination of all forms of forced and compulsory labour.

**Principle 5:** The effective abolition of child labor.

**Principle 6:** The elimination of all forms of forced and compulsory labour.

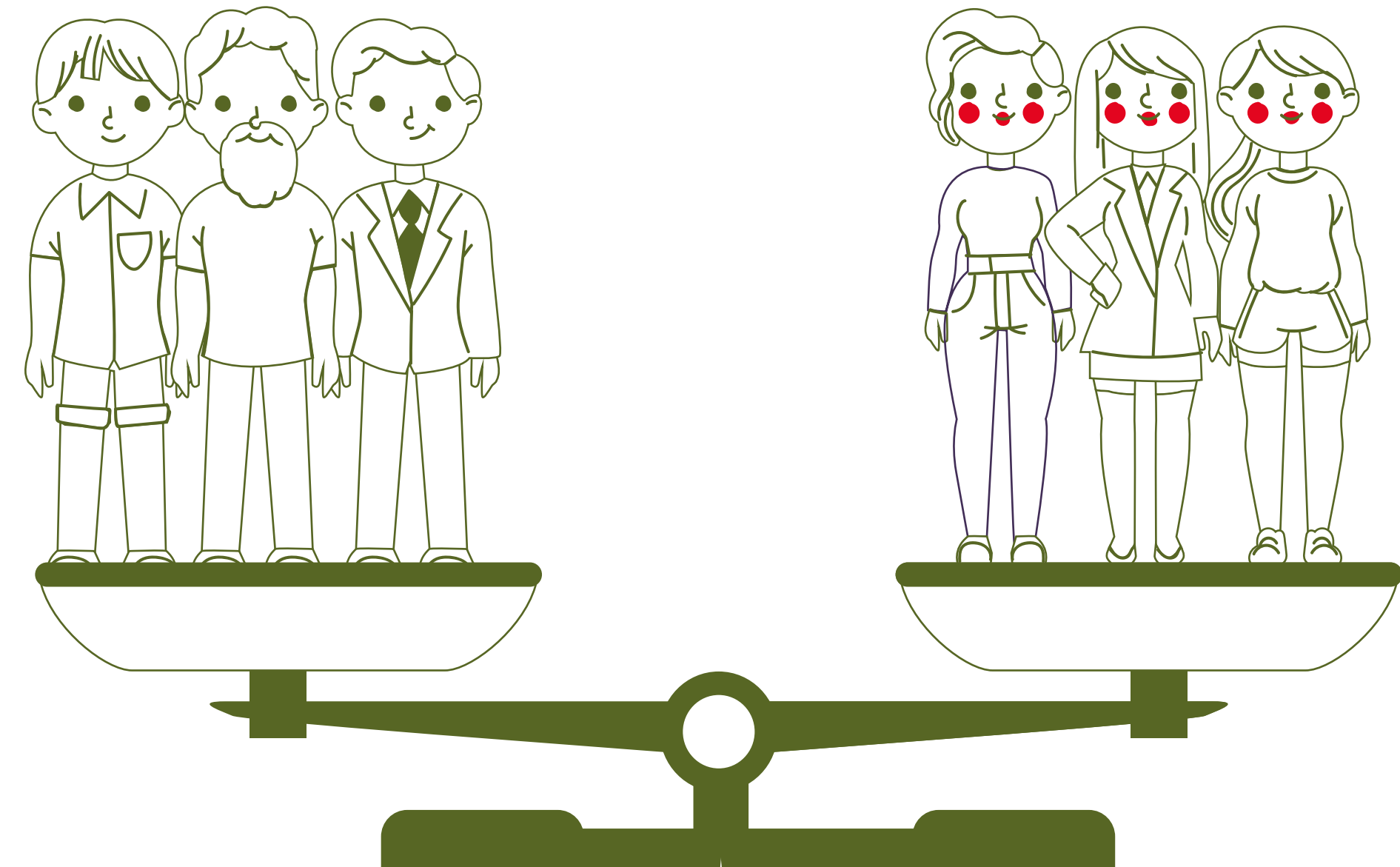
**Principle 2:** The elimination of discrimination in respect of employment and occupation.

In continuation of our commitment to the principles of work and human rights, we have been keen to follow a diversified employment policy as well as attracting distinguished competencies and skills.

Our team is wonderfully diverse and integrated, each member of the team represents a different segment of the Syrian society, with all its different religious, cultural, social, and political spectrums.

Our work culture is based on freedom, independence, and non-discrimination. We are very proud of the work achievements we did so far, knowing that we would not have been able to achieve them without the friendly atmosphere and harmony that we seek to foster during all national holidays and public events, by gathering the team outside work in a comfortable and enjoyable atmosphere that contributes to empowering the personal and human bonds between all of us. Taking into consideration full compliance with the instructions of the World Health Organization and the Syrian Ministry of Health regarding protection and prevention measures against the coronavirus disease (Covid-19).

Our daily meetings prevail with respect and freedom of speech. Everyone has the right to express their opinions and ideas, while full openness and acceptance despite our differences and affiliations, whatever they are. On the other hand, you find some team members are involved as active citizens in the society in general and their communities in particular, they belong and work as part of institutions and civil associations, and even in political parties.



At Direct Line, we believe in our social responsibility and work continuously to contribute and support community and charitable initiatives and projects, in order to achieve the goals of these initiatives and projects. For example, our participation, hand in hand, with civil society institutions, NGOs, and community initiatives in the urgent response of providing emergency health care for the elderly, especially those who have contracted the Coronavirus. They were in dire need of oxygen cylinders and several other medical supplies, while we were overwhelmed by the fact that almost all of them had recovered completely as a result of treatment and care.

In defiance of the difficult living conditions imposed by the Covid-19 epidemic, we were able to continue our fruitful cooperation for the third year in a row with the German company “Henkel” as part of its community campaign “ Grow your goodness to dress others”, a campaign based on collecting clothes in special boxes that were distributed in schools, universities and vital commercial centers within four governorates (Damascus - Rural Damascus - Lattakia - Aleppo).

Persil, in turn, cleans, renews, and wraps these clothes, so that local associations distribute them again to those in need.

It is worth noting that this campaign, with the concerted efforts of everyone, achieved tangible results and widespread, as it was initially launched from the city of Damascus in 2019 and continued for a month, collecting more than 18,600 pieces of clothing to be distributed to more than 8,100 people. It was re-activated in 2020, more broadly, to include a greater number of associations and geographic areas, with the total being 32,345 pieces of clothing distributed to 12,743 beneficiaries. We are currently working with « Persil » again this year to finalize the preparations for the launching campaign, with new creative ideas and a greater and more comprehensive impact.

Our team also participated, on an entirely voluntary basis, in co-planning launching a community initiative known locally as “Khasa El-Joea” meaning never be hungry, which is launched by a civil association during the holy month of Ramadan, with the aim of preparing and distributing Iftar meals to the poor and needy people.

Direct Line has adopted the Sustainable Development Goals 2030, which were adopted by the United Nations in 2015, and we have ever since focused our work and efforts to be following them, especially goal #5 “gender equality”. All employees of the company are over the age of 19, and as per the last survey we conducted internally, the team consists of 48% males and 52% females.

We have been and still believe in the energy of active and proactive youth and its ability to build, develop and achieve prosperity in society, and from this standpoint we had a real contribution in launching the “Accelerator Lab Syria” of the United Nations Development Program, where we planned and covered the special launch event that took place.

Mrs. Maya Batsalides, Chairman of the Company’s Board of Directors, participated as a motivational speaker in the camp for the Youth Leadership Program, which included a group of active and influential Syrian youth, where Mrs. Maya shared her pioneering personal experience in the business market, which in turn proves the human capacity for achievement, success, and excellence despite all challenges.

We have also worked, in partnership with the United Nations Development Program (UNDP) and the Syrian Ministry of Social Affairs and Labor, to try to alleviate the difficulties imposed by the coronavirus pandemic, by working on the launch of the first virtual Syrian platform for job opportunities under the name “Tashbeek”, by developing a communication strategy and producing all media and advertising materials. Our company also had a special booth to receive employment applications and provide career advice to young people.

# Environment

**Principle 7:** Businesses should support a precautionary approach to environmental challenges.

**Principle 8:** Commercial enterprises should undertake initiatives to promote greater environmental responsibility.

**Principle 9:** Businesses should encourage the development and diffusion of environmentally friendly technology.

Nature is sending us a message with the coronavirus pandemic and the ongoing climate crisis, according to the UN's environment chief, Inger Andersen, and we can only share with her the same conviction. Humanity is placing its great burden on nature in all parts of the world, from the daily depletion of natural resources to the persistence of many international companies and institutions in adopting methods that negatively affect the entire ecosystem.

Many elite scientists also share with us the same opinion that the spread of the Coronavirus represents a clear warning signal to humanity, that immediate measures must be taken to significantly reduce carbon dioxide emissions and the killing of living animals, and to regulate agriculture, mining, and housing.

The various measures, such as forced quarantine, closures, reduced travel and movement for individuals, social and commercial activities, have had a positive impact on the climate and nature as a whole, from the remarkable recovery of the ozone hole and the significant improvement in air quality in many densely populated cities, including Damascus city, which unfortunately suffers from poor air quality, which plays an important role in increasing the likelihood of the spread of respiratory diseases and the spread of viruses and epidemics.





From this standpoint, we carried out a comprehensive reform of the air conditioning and central air filtration systems in our company, along with the participation with the United Nations Development Program in distributing special baskets in all of our work offices to put recyclable/reusable materials, especially plastic packages and so on.

That said, we had participated, with a group of local partners, in the emergency response as part of the widespread campaign to extinguish the fires that swept the coastal region in Syria last summer 2020.

While we were keen to perform our social role, by contributing to highlighting the importance of protecting the environment and combating all forms of pollution and environmental sabotage, by supporting several community initiatives aimed at spreading environmental awareness and promoting a sound environmental culture in society.

# Anti-Corruption

**Principle 10:** Businesses should work against corruption in all forms, including extortion and bribery.

During the past few years, and despite Syria entering the early recovery phase from the devastating war, many bad practices remained persistent and spread more with the continued international restrictions and blockade imposed on the state at all levels, especially the economic one.

The inability of the people to meet their needs and demands of living according to the legal and legislative rules was more than enough motivation for them to adopt illegal means and practices in their dealings and their work.

Direct Line is not isolated or immune to these changes because of their critical impact on the way of thinking, dealing, and commitment of individuals and various parties with us. As a result, we fought hard to maintain our principles and values of clean, transparent, and committed work in everything we do. It was very evident to us, the price that would be paid in return for pursuing this approach, such as losing work contracts in favor of other companies that follow illegal practices.

While we fought hard to avoid and prevent any form of extortion and corruption inside and outside the company, we had already been subjected to several attempts of blackmail and defamation in the market by new beneficiaries and competitors who entered the market. Indeed, we have succeeded in proving our vision and continuing to work according to our values consistent with the principles of the United Nations Global Compact and all its provisions, especially those related to human rights, labor standards, environmental protection, and the fight against corruption.

Besides, we continued to work to consolidate these principles and values in everything we think and do, as part of our commitment to professionalism and transparency in our activities and work, built on our foundational belief that rebuilding our beloved country, Syria, can only be done by relying on the right foundations in the work that puts the recruitment of competencies and appreciation of expertise and placing the public and supreme interest of the country above any other interest.



Corruption has different forms, and that is why we have worked with several non-profit humanitarian organizations such as the United Nations Development Program (UNDP) to plan communication strategies that contribute to the delivery of the correct messages to the local, regional and global media, to ensure that the UNDP's goals, vision, and work are professionally conveyed and prevent any party from trying to deploy media corruption and fake news in this area.

That's why we are very proud and humbled to say that, despite all the challenges and attempts, we did not acquiesce or participate in any attempts to blackmail and corruption in any way, and to this day we have a clean record of accomplishments, top well-known clients, and a good image and reputation in the business market.

# Final Notes

## In conclusion

we renew our belief in the role of the United Nations in contributing to the renaissance of nations and our adoption of its Sustainable Development Goals for the year 2030, in addition to our full and continuous commitment to apply all principles and values of transparent work, as it has a strong role in laying the foundations and controls necessary to establish a solid common base of understanding and solidarity to advance Syria once again, with the participation of all spectrums of Syrian society.

Here, we renew our call to take into account the following seriously:

- The necessity to encourage companies and institutions around the world to increase their contribution to support the efforts of all United Nations organizations, civil society institutions, and local community initiatives in achieving sustainable development goals, in addition to applying correct work standards, protecting the environment, and relying more on clean energy sources, and combating corruption in all its forms.
- Promote work to meet human needs, desires, and happiness in a way that achieves a balance between the interests of the business enterprise and positive change in societies.
- Investing the authority granted to the United Nations and its ability to influence the international diplomatic field and political decisions, to contribute to rebuilding the infrastructure throughout the Syrian governments, in order to support the achievement of stability and peace, along with the spread of hope, compassion, and tolerance within the Syrian society.

**With our highest respect and appreciation to all charter members**

