



Strategic Sustainability Initiatives of MAS Holdings

2008



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MESSAGE OF CONTINUED SUPPORT OF THE UN GLOBAL COMPACT

MAS Holdings is pleased to present its report on its Strategic Sustainability initiatives as the division which drives the principles of the Global Compact in the organization- the Corporate Branding and Strategic Sustainability Division of MAS Holdings has had a satisfactory 2008 despite the budgetary constraints.

As an organization we have defined our sphere of influence as being

- The 42,000 employees of whom 92% are female workers and their families
- The schools located within a radius of 10-12 km from where our rural plants (factories) are located.

In each of these targets we have two focused strategic Sustainability initiatives

- The MAS Women Go Beyond Program- 'To Champion the Empowerment of Women'
- The MAS Eco Go Beyond Program- 'To Empower Generation Next with Sustainability'

We believe if every organization focuses on impacting within its sphere of influence in terms of the UN MDGs and UNGC Principles, this world would be a better place.

2008 saw the company take many key steps to mitigate the Global Financial crisis and the strategic Sustainability division used the year to focus on consolidating its previously successful programs, as opposed to introducing many new programs. Through all of this MAS Holdings has remained totally committed to the Global Compact and its principles and will continue to do so.

Ravi Fernando
Director
Corporate Branding & Strategic Sustainability

The MAS Standard



The plaque signed by the Chairman which is displayed in every strategic business unit of MAS Holdings

General Procedure Common to Entire MAS Group

Principle 1:	BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS
Systems and Actions	All apparel manufacturing plants are WRAP certified which certifies that garments are produced in lawful, humane & ethical conditions.
	All Intimate cluster plants are also certified under the Ethical Trading Initiative. Almost all plants are certified as Garments Without Guilt (National Initiative) factories.
	The Intimates cluster is now a member of the Fair Labour Association & the Active cluster is in the process of signing an agreement with FLA.
	MAS HR policies have been drafted in keeping with International standards of Human Rights.
Measurement	Bi annual audits at each MAS Active Cluster SBU by Divisional Compliance Team to ensure international standards local laws, company policies are adhered to
Expected Outcomes	Reduction of Absenteeism and Labour Turnover
	Reduction of hours of work loss
	Improvement of productivity and product quality.
	Reduction of accidents
Principle 2:	BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES
Systems and Actions	Have No harassment & abuse, no discrimination policies & grievance procedures to ensure redress if policies are violated.
	Grievances can be channeled through grievance boxes, open door policy, JCC, approaching the direct supervisor upto GM & HR Director & MD for executives.
	Action is taken as per the Disciplinary procedure.
	All employees are made aware of these at induction, annual trainings & notice boards
	All of these ensure that human rights abuses don't take place/ are addressed if they do.
Measurement	Documentation of all complaints maintained
Expected Outcomes	Elimination of discrimination and abuse
	Same as Principle 1
Principle 4:	BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR
	Same as Principle 2

Principle 6:	BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION
	Same as Principle 2
Principle 7:	BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
Systems and Actions	Waste management using Waste management plan, reuse of certain waste such as thread cones, recycling. Hazardous waste disposal methods as per the legal standards.
	Energy saving mechanisms: making equipment more effective to reduce energy as well as emissions eg: boilers), water recycling & using for gardening etc.
Measurement	Records of energy consumption and water consumption maintained
Expected Outcomes	Reduction of Energy costs.
	Reduction of Carbon footprint
	Saving of raw material and reduction of wastage



MAS WOMEN GO BEYOND PROGRAMME- Driving UNGC Principles 1 (Labour) & 6 (Human Rights)

INTRODUCTION

MAS Holdings has been committed to providing all employees with an excellent working environment since its inception. As 90% of its employees are women MAS became aware of the need to be supportive of women who commit to developing themselves and reward those who achieved excellence.

The Women Go Beyond programme seeks empower women at our plants and communities by recognizing their contributions to society and rewarding excellence in academics, sports, commerce and arts thus eliminating the perceived image that all apparel is manufactured in sweat shop conditions worldwide with rampant child labor & non compliance with human rights & acceptable labour conditions.

The programming concentrated on promoting knowledge, awareness, leadership skills, attitudinal changes, the ability to balance work and personal life etc and encompasses the following main areas;

MAS Women Go Beyond Framework

Career advancement : training and knowledge building ie: programs to support career advancement focusing on developing IT skills, English language skills and leadership skills

Supporting **work-life balance** initiatives ie: programs and activities that build skills and knowledge which can be used outside the work environment and develop inherent talents to assist women in balancing the multiple roles they play as women

Rewarding excellence ie: quarterly rewards of excellence culminating in the annual Go Beyond awards which has now been held for the years 2004- 2008 with our key vendors, Gap and Victoria's Secret sponsoring the awards

THE CORRELATION BETWEEN WOMEN GO BEYOND AND GLOBAL COMPACT PRINCIPLES 1 AND 6



Principle 1 is based on the 1948 Universal Declaration of Human Rights (UDHR). The Declaration begins by laying down its basic premise that "all human beings are born free and equal in dignity and rights." The Declaration then goes on to give content to its understanding of equality by prohibiting any distinction in the enjoyment of human rights on such grounds as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status. The Declaration also recognizes the right to a standard of living adequate for health and well being, including food, clothing, housing, medical care, and to social services and security, if necessary, are also proclaimed as are the rights to education, and to participate in the cultural life of the community, and to the protection of the moral and material interests resulting from any scientific, literary or artistic production. The four labour principles of the Global Compact including Principle 6 are taken from the ILO's Declaration on Fundamental Principles and Rights at Work. Principle 6 espouses that businesses should uphold the

elimination of discrimination in respect of employment and occupation. Discrimination can arise in a variety of work-related activities. These include access to employment and to particular occupations, and to training and vocational guidance. The Women Go Beyond Initiative supports these rights which are upheld through Principle 1 and Principle 6 through its programs on Career Advancement, Work-Life Balance and Rewarding Excellence.

ACHIEVEMENT OF MDGS THROUGH CORE BUSINESS PRACTICES

MILLENNIUM DEVELOPMENT GOALS	
	End Poverty and Hunger
	Universal Education
	Gender Equality
	Child Health
	Maternal Health
	Combat HIV/AIDS
	Environmental Sustainability
	Global Partnership

The major beneficiaries of these programmes are women from predominantly rural backgrounds between the ages of 18-28 who are employed by MAS' Apparel Manufacturing Units. While some may have high levels of literacy, most would have limited access to enhance their education & skill-base. Additionally, while a large number of these women are the sole bread winners for their families, often they have very little to show of their own earnings due to the lack of financial management & savings. As a result of lack of exposure, many have limited knowledge about including important issues such as sexually transmitted diseases. Overall, a large number of these women do not recognize their own importance to the sustenance of their families, the company and their country. "Go Beyond" strives to give them this knowledge through various means, and empower them to "go beyond" the traditional limits placed on them.

Goal 3: Promote Gender Equality and Empower Women

The MAS Women Go Beyond Programme focuses on approx 35,000 female employees between 18-28 yrs. The minimum level of education required is upto grade 8 (education until 14 years of age). This means that most women at MAS have not had the opportunity of furthering their education levels due to reason relating to poverty and having to focus on supporting the rest of the family.

The Go Beyond programme provides equal opportunities for employment for women who make up approx 81% of the workforce of MAS. Through the provision of skills and knowledge via **career advancement** and conducting **work life balance** initiatives in order to support women to balance their multiple roles & support their interest towards career advancement. Training programmes focusing on Career advancement includes English classes, Training in IT, Leadership development skills.

KEY HIGHLIGHTS FOR 2008

MAS Women Go Beyond Activated Strategic Business Units

1. MAS Slimtex
2. MAS Linea Aqua
3. MAS Shadeline
4. MAS Linea Clothing
5. MAS Design
6. MAS Unichela (Panadura)
7. MAS Bodyline I
8. MAS Corporate Solutions
9. MAS Synergy
10. MAS Active Centre
11. MAS Unichela (Koggala)
12. MAS Bodyline II
13. MAS Leisureline
14. MAS Slimline
15. MAS Shadowline
16. MAS Casualline
17. MAS Asialine
18. MAS Contourline
19. MAS Sleekline
20. MAS Intimate Fashions (India)
21. MAS Intimate Clothing (India)
22. MAS Linea Fashions (India)
23. MAS Activeline
24. MAS Linea Intimo

Go Beyond Launches in 2008

1. MAS Activeline
2. MAS Linea Intimo

Summary details from activation of Go Beyond from January – December 2008 and Comparison of program activation against 2006

Type of Initiative	Totals for 2006		Totals for 2007		Totals for 2008	
	No. Prgs.	No. of Impacts	No. Prgs.	No of Impacts	No Prgs	No of Impacts
Training for Career Advancement	115	14,417	127	6,781	178	13,762
Work-Life Balance Initiatives	313	65,308	354	92,793	469	142,104
Rewarding Excellence	44	23,867	84	23,506	65	31,490
Branding Initiative	89	93,691	60	47,347	99	42,273
Totals	561	197,283	624	170,427	796	229,669
Total Cost to MAS SBUs	Rs. 6,204,791		Rs 8,885,746.73		Rs 4,345,771	
Number of Active SBUs	17		22		23	

The program is centrally managed by a program manager, with a network of Go Beyond Champions, one in each plant who implement monthly programs in their Strategic Business Units (SBU), which are captured in the Activation report. The report is collated bi-monthly where each SBU that has activated the Women Go Beyond programme is required to report their related activities under each quadrant with a brief description of the activity and the number of people who have participated in it as “impacts”. Each year has seen a gradual increase in the number of programmes, impacts and other SBU’s adopting the programme. Activities conducted range from Training in English language, Information Technology, Soft skill development, helping women balance their multiple roles as women as mothers, wives and employees, assisting in the creation of crèche facilities, encouraging sports, beauty culture training/grooming & patchwork , conducting awareness programmes on Health and hygiene, legal rights etc.

Even though all SBUs faced a considerable reduction in their budget allocations for the programme towards the 3rd quarter of 2008 (from USD 80,000 to USD 40,000) due to the global financial crisis it was encouraging to note that the number of impacts had in fact increased with the implementation of cost effective programmes being conducted.

More Quantifiable group wide details are found in the Activation Report of the Strategic Sustainability Division (See Report of Activities for 2008 <http://www.unglobalcompact.org/admin/org>) . This report is sent bi-monthly to the Chairman and management of MAS Holdings to be distributed internally.

➤ **MAS Go Beyond Value Adding Certificate programs:**

The MAS Go Beyond Value Adding Certificate Programmes were developed with the intention of delivering programs that would provide a tangible benefit to a limited number of 100 participants per programme which come under the “Work life balance” aspect of Women Go Beyond. Due to the pressure of financial limitations that arose in 2008, the number of programmes conducted had to be considerably reduced from planned. However an additional programme was started, focusing on managing personal finances, which was co-sponsored by HSBC. Since its launch in May 2008, 10 such programmes were conducted by December 2008 impacting 774 employees. The programme titled **‘Managing Personal Finances for a better tomorrow’** focuses on educating shop floor workers and Staff on how to manage their personal finances.

Furthermore the following programmes were conducted throughout 2008:

Getting More out of Life Programs -

Launched in December 2005, the programmes seeks to enhance and add value to the quality of life of participating women and their families, so that they gain knowledge about and experience the benefits of health, hygiene, personal grooming and beauty culture. The resource persons are doctors from the Sri Lanka Family Planning Association and senior beauticians. 4 programmes were conducted in 2008 impacting 300 employees.

Balancing the multiple roles of a woman

Launched in 2007, the program focuses on providing women with the skill set required to balance the multiple roles they play as women. The key resource person is a leading personality who focuses on women’s empowerment and a Counselor from Women in need. 2 programs were conducted impacting 200 machine operators.

Empowering women with Emotional Intelligence

Launched in 2007, it was the first program designed to target Executives and Managers and served as the starting point for Advancing Go Beyond. 1 program was conducted impacting 40 Executives and Managers.

Altogether 17 MAS go Beyond Value Adding Certificate Programmes were conducted in 2008 impacting a total of 1314 employees..

Future Plans

While the Women Go beyond program has been extremely successful in meeting its objectives and making a positive difference in the lives of its female employees the Women's Go Beyond programme tends to focus mostly on the shop floor workers of the plants due to the fact that approx 80% of our shop floor workers are female and 55% of staff are female. However, time and time again the lack of focus on women at senior positions by the programme has been highlighted. In this light the need for an amended Go Beyond program with different areas of focus to suit the needs of the senior levels at MAS was identified, under the temporary banner "Advancing Go Beyond". This arm of the programme is currently being implemented.

The final objective will be to significantly increase the proportion of women at the senior management level from 17% (in 2003) to 35% and by 2015 have 3 to 4 women on the Main Board.

After extensive research and a need assessment the three pronged programme has been designed to focus on the following:

a. Mental Well being

To conduct initiatives that support work life balance and develop a supportive working environment for working women through the strengthening and/or implementation of relevant policies and attitudinal change programmes for senior staff. In this manner the female employees will be able to work tapping into their own strengths through positive thinking etc and in a stress free environment.

b. Career advancement

This area would focus on helping women to seek achievement of professional goals through encouraging visioning and provision of soft/technical skills required to progress in their careers:

c. Nurturing

To conduct mentoring programmes as well as provide opportunities to network through the provision of a platform for discussion amongst women on issues they may face as women as well as develop re-entry strategies for women returning from maternity leave.

Key Milestones/Activities -2008

Empowered Woman of the Year Awards - 5th Year Anniversary -12th November 2008

The 5th consecutive Empowered Women of the year awards ceremony was held on 12th November 2008 at the MAS Institute of Management Technology (MIMT), Thulhiriya. 23 Empowered Women of MAS's various business units were recognized for their personal and professional achievements.

This year was the 5th consecutive year that Victoria's Secret came forward to sponsor the awards ceremony, whilst it was NIKE's 3rd year. Rick Paul, President, MAST Industries was the chief guest while Atul Ujagar, Director India LO, NIKE, Hannah Jones, VP Corporate Responsibility, NIKE, and Harsh Saini, Director of Compliance –South Asia, NIKE were among the guests of honor.

The Go Beyond Champion's Retreat –February, MAS Management Training Institute – Thulhiriya – 22nd -23rd February 2008

The program served as a refresher program for the GBCs and key members from the WGB Core Teams with an opportunity to share their best practices with their colleagues. Chinthani Samarasuriya from MAS Slimline was voted as the Go Beyond Champion of 2007 for their "Queen of the month" initiative.

Role Model Development program –March, HNB Towers- 8th March 2008

The 2nd Role Model Development program was held on International Women's Day for the Winners and Runners up of the Empowered Women of the Year Awards Ceremony from 2004-2007. The program was held to develop their skills as role models in their respective plants.

The 2007 Winner's booklet capturing the inspiring life stories of the 21 Empowered Women of 2007 was launched at the Role Model Development program. The Sinhala booklet was launched in April.

HSBC joined hands with MAS Holdings in May to launch the **Managing Personal Finances Value Adding Certificate programme**.

A media campaign focusing on the **important contribution of women in the apparel industry on Sri Lanka's economy** which ran through 4th - 7th March in the Lankadeepa Newspaper, culminated in the one page advertisement that ran on International Women's Day

MAS Women Go Beyond has now moved into gaining **Consumer Credibility** with magazines starting with "Ode" which positions MAS as the "Ethical Apparel Solution"



MAS WOMEN GO BEYOND –STRATEGIC BUSINESS UNIT BEST PRACTICES 2008

BEST INITIATIVES-MAS SYNERGY - BIG SISTER PROGRAMME

Objectives: To develop and empower mini leaders for every section to serve as “Big Sisters” and support the Sewing Machine Operators in their personal issues

Methodology : A series of programmes were conducted throughout the year for the selected “Big sisters” in order to develop their leadership & interpersonal skills

- Get together
- Outward Bound Training
- Personality development programmes
- Counseling programmes
- Community service programmes
- Brain storming sessions to develop strategic thinking capabilities

Cost: Rs.50,000

No. of Impacts: Total factory employees (1250)

Impact: Significant reduction in plant absenteeism and labour turnover; and increase in productivity

Photos from some of the programmes:

Strategy session, Counselling Programme, Community Service Programme



MAS SLIMLINE - HEALTH AND SAFETY WEEK

Objectives:

- To encourage employees to be more conscious of their personal health and safety
- To look after the health & safety of the employees
- To provide free medical check ups to those who have different financial back grounds
- To enable the company to develop a work force that will adopt healthier and safer practices

Methodology : A number of programmes ranging from in house clinics to awareness sessions on healthy living were conducted throughout the week:

- Awareness sessions on infectious diseases , feminine hygiene, HIV and AIDS, pregnancy and care
- Eye Clinic, Dental Clinic, full body check up
- Circulation of a Slim-All mail consisting health related articles heading “Health tips for the day...”
- Broadcasting health & safety jingles through the public announcement system.
- “Non-smoking week” for Slimline.
- Provision of nutritious meals/beverages
- Poster competition

Cost :Rs. 34000.00

No. of Impacts: :4500 employees

Photos from some of the programmes: Full body check ups, Clinic for pregnant women, poster competition



MAS UNICHELA - HOME GARDENING TRAINING PROGRAMME

Project : Home Gardening Training Programme

Objectives: To provide an opportunity for self employment as well as to encourage employees to be self sufficient.

Methodology: The local Agriculture training center provided training & advice free of charge on how to commence and manage home industries in organic cultivation

Cost : Rs. 3500.00

No. of Impacts: 50 employees

Impact: The project provides employees with an opportunity to gain an additional source of income

Photographs : Training programmes and organic cultivation started by employees at home





ECO GO BEYOND SCHOOLS SUSTAINABILITY EDUCATION PROGRAMME - Driving UNGC Principle 8 (Environment)

INTRODUCTION

MAS Eco Go Beyond, a strategic Sustainability initiative of MAS Holdings commenced in August 2006. This programme is a sustainable development education project aimed at introducing the concept and creating understanding of applicability to youth as tomorrow's leaders. Originally started in partnership with GAP Inc. one of MAS Holdings lead customers, today the programme is continued as a MAS initiative. While 2006 saw the commencement of the workshops, the year 2007 saw the learning transformed in to action through the successful completion of 20 school based projects. 2008 saw the schools grow to 29. A value addition for 2008 was the inclusion of a Tamil school as a pilot venture.

Logical Framework

Objective	Activity	(Expected) output
To create and raise awareness on the concept and practice of sustainable development ; to provide an opportunity for the implementation of the knowledge gained	Educating youth on sustainable development	An educated and activated youth community who will lead in exemplary dissemination and practice of the learning gained

ECO GO BEYOND FRAMEWORK

The process of the program happens through the initialization and activation phase. Initialization is through the introductory visits to the schools and a briefing meeting for principals held at the Ministry of Education. Thereafter the in school workshops are held. Each workshop includes audio visual presentations, lecturing, playlets and mobile exhibits. A questionnaire was given to the participants to analyze the effectiveness of the workshop (The questionnaire and the quantified analysis of the workshop can be found in Appendix 1&2).

In the activation phase – design and implementation of interventions that will identify and share best practices on SD in the school, home and community. Activation takes place via 30 Eco Go Beyond clubs and culminates in school based exhibitions and awards ceremony. To date the program has been rolled out twice.

THE CORRELATION BETWEEN ECO GO BEYOND AND GLOBAL COMPACT PRINCIPLE 8



Principle 8 of the Global Compact is drawn from a Declaration of Principles and an International Action Plan (Agenda 21) that emerged from the United Nations Conference on Environment and Development (the Earth Summit) held in Rio de Janeiro in 1992.

Chapter 25 of Agenda 21 calls for the active participation of youth from all parts of the world in all relevant levels of decision-making processes because it affects their lives today and has implications for their futures. In addition to their intellectual contribution and their ability to mobilize support, they bring unique perspectives that need to be taken into account.

Thus the Eco Go Beyond Programme which champions sustainable development education among school children directly supports the Global Compact Principle 8.

THE CORRELATION BETWEEN ECO GO BEYOND AND THE MDGs



Goal 8: Target 18: Disseminating information

This initiative is wholly funded by MAS Holdings, a private sector apparel manufacturer committed to environmental sustainability. The model and curriculum was developed by accessing expertise in the field from UNEP, YXC and CCN. A key preparatory measure was the localization of the subject content and check for a 'fit' against the existing school level knowledge with the intent of incorporating and building on this. The operations base consisted of 8 rural communities in which MAS apparel manufacturing units are located. The total target group to date is 11,260 whilst 900 students who are members of the Eco Go Beyond clubs have gained hands on experience in project implementation. The ministry of education places a high value on the initiative taken by a private sector entity to provide an opportunity for experiential learning. This initiative supports the sustenance of business viability by creating a community of sustainable mindsets.

Awareness raising on MDG Goal 7 – Ensure environmental sustainability: Target 9

This initiative focuses on knowledge building and empirical learning based on a synergistic approach which gives equal weightage to the social, environment and economic aspects of sustainable development. As a first step these projects have changed intra school mindsets and practice. As defined by the project the three core areas of operation are 'home', 'school' and 'community'. As such many projects also focus on implementation in the context of 'home', for example, making the household a plastic free zone. Schools also worked with CBOs and decentralised state agencies such as provincial councils to activate best practices in sustainable development (e.g. segregation of waste). At a national level schools will engage in exchange visits to share learnings and experiences. This education model has received a high level of uptake as evinced in the interest expressed by UNECSO and the ensuing partnership.

KEY HIGHLIGHTS FOR 2008

Eco Go Beyond Activated in 8 Strategic Business Units

SBUs continuing from 2007

1. MAS Slimtex
2. MAS Linea Aqua
3. MAS Bodyline I
4. MAS Bodyline II
5. MAS Slimline

SBUs which joined the program in 2008

1. MAS Synergy
2. MAS Linea Clothing
3. MAS Fabric Park

Summary details from the Eco Go Beyond Program conducted in 2008

IMPACTS		PARTNERSHIPS	
EMPLOYEES	COMMUNITY	PUBLIC SECTOR	INGOs
8 strategic business units of MAS	29 Schools 11260 Students	Ministry of Education	United Nations Educational , Scientific and Cultural Organization (UNESCO)

Eco Go Beyond Projects implemented in 2008

School	Project
1. Dharmaloka Maha Vidhyalaya	Building A School Free Of Dust
2. Kuliypitiya Maha Vidhyalaya	Waste Management To Improve Productivity Of School
3. Saranath Maha Vidhyalaya	Management Of Reusable Plastic Polythene , Glass And Iron
4. Kamburapola Model School	Reduction Of Alcohol Abuse At Home
5. Handapanagoda Maha Vidhyalaya	Protecting The Environment Through Student Efforts
6. Maputugala Maha Vidhyalaya	Making The Environment Healthier
7. Sri Gnanaratna Model School	Management Of School Waste
8. Royal College – Horana	Our Farmland
9. Don Pedric Maha Vidhyalaya	Management And Sustainable Use Of Water Within The School
10. Taxila Maha Vidhyalaya	Making Use Of Waste Materials
11. Prajapathi Balika Vidhyalaya	Reparation Of Damaged Chairs In School
12. Siyane National School	Making The Ground Productive
13. Devi Balika Dompe	Growing Plants With Benefits Instead Of Flowers
14. Thithapathara Junior School	Model Home Garden
15. Rajasinghe Madhya Maha Vidhyalaya	Herbarium And Farm Plots
16. Polegoda Maha Vidhyalaya	Cultivating A Home Garden
17. Mihindu Madhya Maha Vidhyalaya	Vegetable Garden
18. St. Mary's College – Mathugama	Model Home Garden
19. Walagedara Maha Vidhyalaya	Water Management
20. Pannala Maha Vidhyalaya	Pathway To A Nutritious Lifestyle
21. Wickramashila Maha Vidhyalaya	New Food Creation Through Local Prod
22. Thulhiriya Maha Vidhyalaya	Home Garden Devoid Of Pesticide And Weedicide
23. Ambepusssa Maha Vidhyalaya	Protecting School And Buildings Against Soil Erosion
24. Tholangamuwa Madhya Maha Vidhyalaya	Inculcating The Habit Of Saving Among Students
25. Palleanugala Junior School	Development Of A Student's Personality
26. Janadipathi Maha Vidhyalaya	Creating Herb Garden With Diverse Species
27. Panawala Maha Vidhyalaya	Prevention Of Soil Erosion
28. Yatinyantota Maha Vidhyalaya	Reducing School Absenteeism
29. Gonawila Maha Vidhyalaya	Providing Vocational Training

Pictures from School Projects

Student project- Inculcating the Habit of Saving among Students



Student project- Pathway to a Nutritious Lifestyle



Student project- Reduction of Alcohol Abuse At Home



Student project- New Food Creation through Local Produce



Student project- Reducing School Absenteeism



Student project- Protecting School and Buildings against Soil Erosion



Events:

➤ Eco Go Beyond Schools Sustainability Awards 2008

MAS Holdings felicitated the ECO Go beyond Schools Sustainability Awards for the 2nd consecutive year on 7th October 2008 at the MAS Institute of Management Technology, Thulhiriya. Schools were recognized and rewarded for their outstanding contribution towards developing a sustainable future.



The champion team Palleanugala Maha Vidyalaya with the VIP guests

His Excellency Tore Hattrem, Ambassador of Norway and His Excellency Michel Lummaux, Ambassador of France were the Guests of Honors and Mr Joel Bacha, ESD project coordinator of UNESCO Asia pacific regional office Bangkok was also present. The audience comprised additional secretaries for the Ministry of Education, 29 school principles, 29 teachers and 280 students.

Palleanugala Maha Vidyalaya, Walagedara Maha Vidyalaya, St. Mary's (Tamil) Maha Vidyalaya Yatiyantota and Ms. Achini Pearl Ratnayake of Palleanugala Maha Vidyalaya were the 1st place, 2nd place, 3rd place and the Most Committed Teacher winners respectively.

➤ **MAS wins Effie Sri Lanka 2008 Award**



MAS Holdings and the activation agency Ogilvy Action were awarded the Effie Sri Lanka 2008 Award in the Corporate Reputation and Professional Services Category in November 2008 for the MAS Eco Go Beyond Sustainable Development Education Programme. Introduced in 1968, Effie “Ideas that Work” Awards have become the global benchmark for creative effectiveness.

During the judging process, Effie took into consideration not only the successful combination of all disciplines of a marketing program; planning, media, creative, market research, but also its management thought process and continuous improving culture. The winners also demonstrate client/agency partnership in the creation, management and building of a brand.

➤ **UNESCO forms Alliance with MAS to Educate Youth in Asia on Sustainability**



With a vision for education that empowers people to assume responsibility for creating a sustainable future, UNESCO Bangkok recently partnered with MAS Holdings, a lead apparel solutions in Colombo, Sri Lanka, to promote Education for Sustainable Development (ESD) in line with its decade for sustainable development spanning 2005 – 2014. To this end MAS has entered into a memorandum of understanding with UNESCO to strengthen and upscale the programme. UNESCO will use the MAS sustainable development education model and operations base whilst MAS will benefit from the technical expertise, resource and credibility that the agency has in the realm of sustainability.

To spread the practice, UNESCO will also develop a toolkit that will allow replication of the project throughout the region. Beyond providing tips “to bring ESD to life”, the toolkit aims to supply ESD providers with content and instructional methodology that can be utilized in local communities.

Developing sustainability mindsets is of particular interest to UNESCO Bangkok as it is for MAS Holdings which exhibits how businesses can take on the responsibility to educate employees, schools and communities.

Caring For Climate

In August 2008 MAS Holdings signed up to the Caring for Climate initiative of the Global Compact. Around 300 companies have signed up for this initiative out of the over 5000 membership of the Global Compact. MAS Holdings joined this initiative as a sign of the company's further commitment to the Global fight against global warming.

To date MAS has initiated a sustainability Mindset program in 2 of their facilities Namely the MAS Fabric Park and MAS Synergy. This programme focuses on introducing the workforce to new sustainable thinking such as, efficient resource management , use of renewable resources and reduction of the use of non renewable resources including energy saving initiatives.

The results of this programme will be the **future publication of a sustainability report.**

MAS Holdings was also represented at the first Meeting of Signatories of Caring for Climate, by Mr. Ravi Fernando.

Sharing of Communication on Progress with All Stakeholders

This report will be shared internally through the bi-monthly activation report and newsletter of the Corporate Branding and Strategic Sustainability Division of MAS Holdings.

Further the Corporate Branding and Strategic Sustainability Division is currently in the midst of launching a website and the document will be uploaded to it.

APPENDIX 1

Eco Go Beyond – schools roll out – 2008 Evaluation questionnaire

Name of school:

Age of respondent:

Instructions.....

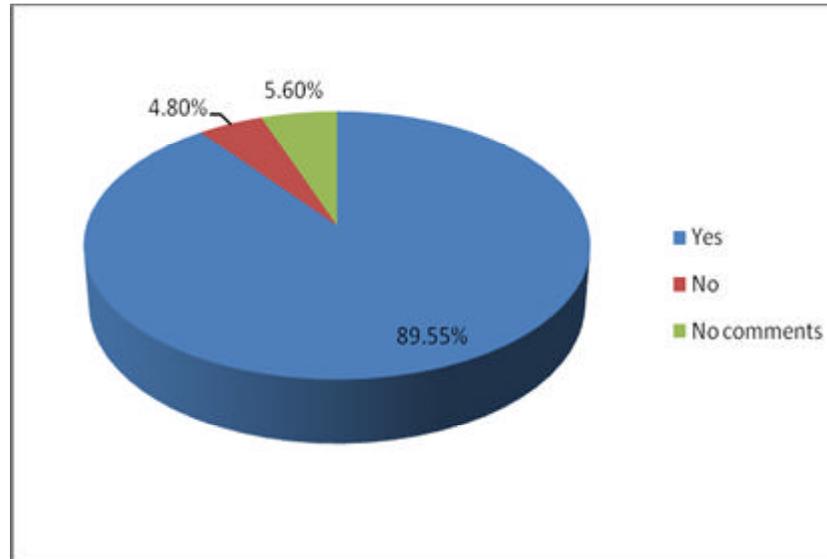
- 1) Can you define sustainability? Yes /No.
- 2) Has the workshop changed your understanding of the subject? Yes/No, if yes how/what is the change
- 3) Name two things that you learnt about
 - Society
 - Economics
 - Environment
- 4) Do you think what you learnt is practically applicable?
Scale of 1- 5 (ask AS) very applicable 5
- 5) How would you rate the structure and content of the presentation?
Scale 5 – very good
- 6) How would you rate the lecturer?
 - Very good
 - Good
 - Satisfactory
- 7) What is your rating of the documentary
 - a) Plays
 - b) Supporting material (handout, booklet, message boards etc)
- 8) How would you rate the relevance of the subject of this programme to you as youth
Scale - Relevant 5.....
- 9) Your suggestions

APPENDIX 2

Eco Go Beyond Programme Schools Workshops 2008 Assessment Report of Questionnaires

Q No. 01. Can you define sustainability?

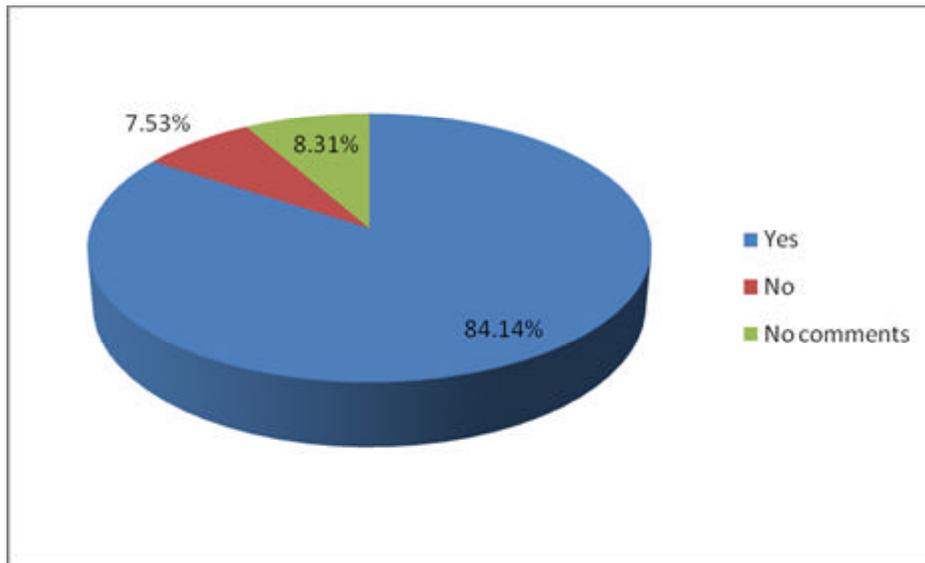
Yes	No	No comments	Total
1604	86	101	1791
89.55%	4.80%	5.60%	



Q No. 02. a) Has the workshop changed your understanding of the subject? Yes/No

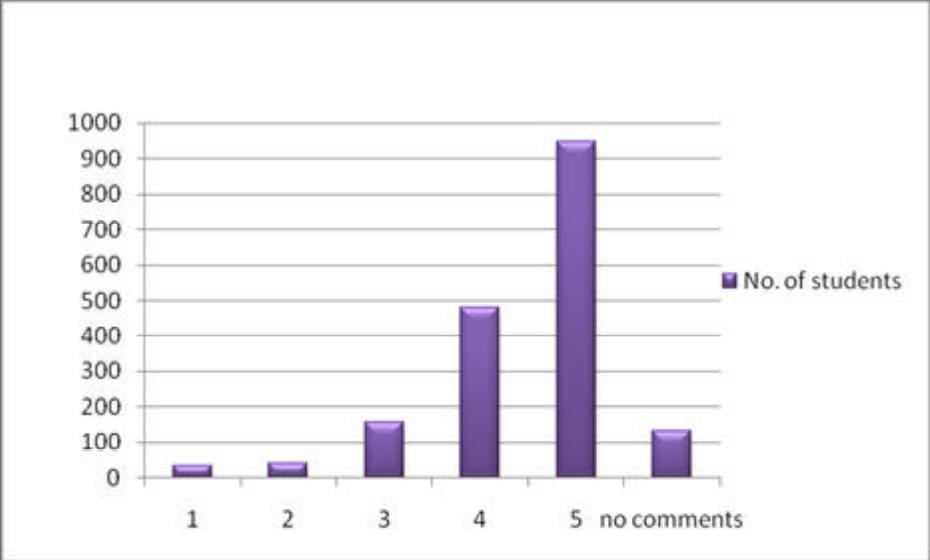
1507 135 149

Yes No No comments
84.14% 7.53% 8.31%



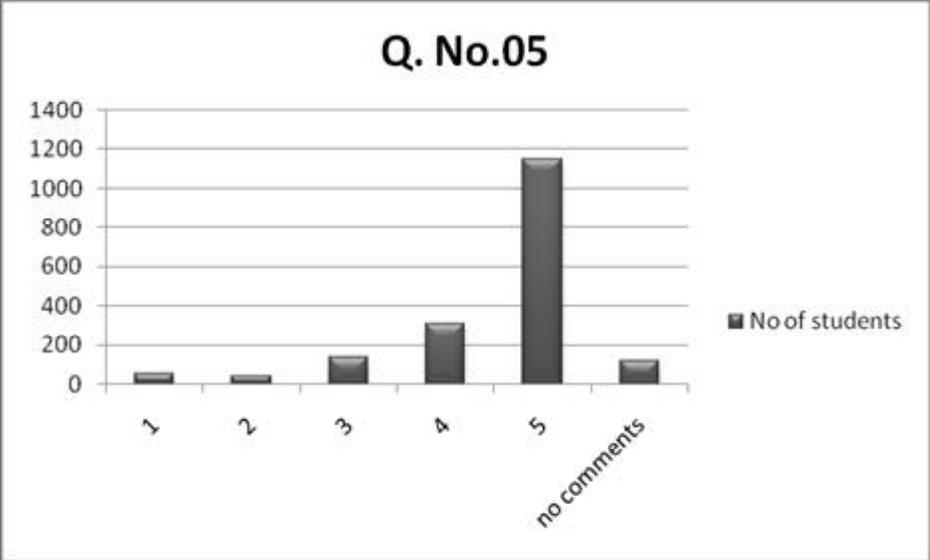
Q No. 04. Do you think what you learnt is practically applicable? Scale of 1- 5 (very applicable- 5)

Rating	1	2	3	4	5	no comments
No. of students	35	40	156	480	947	133



Q. No. 05. How would you rate the structure and content of the presentation?
Scale 5 – very good

Rating	1	2	3	4	5	no comments
No of students	53	44	137	308	1147	119



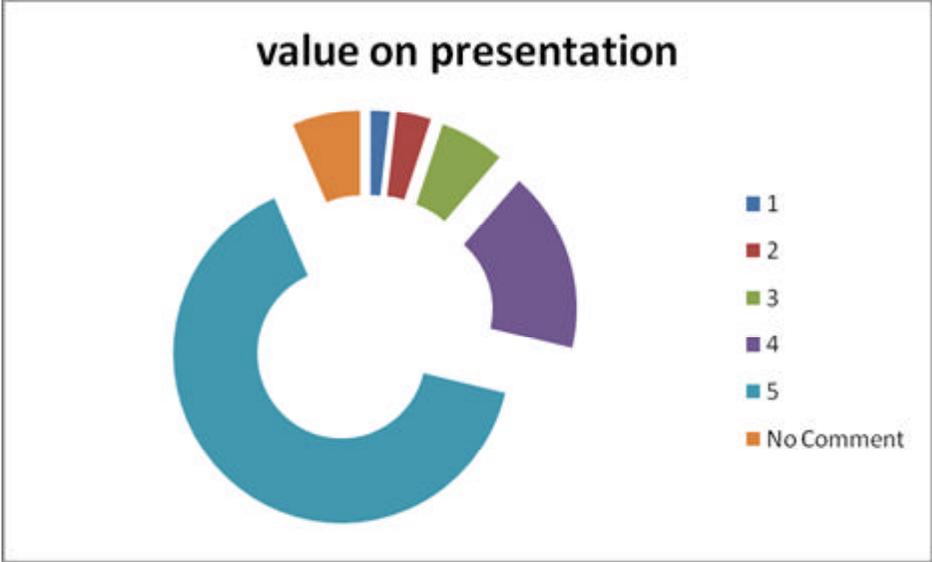
Q No. 06. Rate the advices that you obtained

Rating	1	2	3	4	5	no
No. of students	24	35	86	210	1349	105



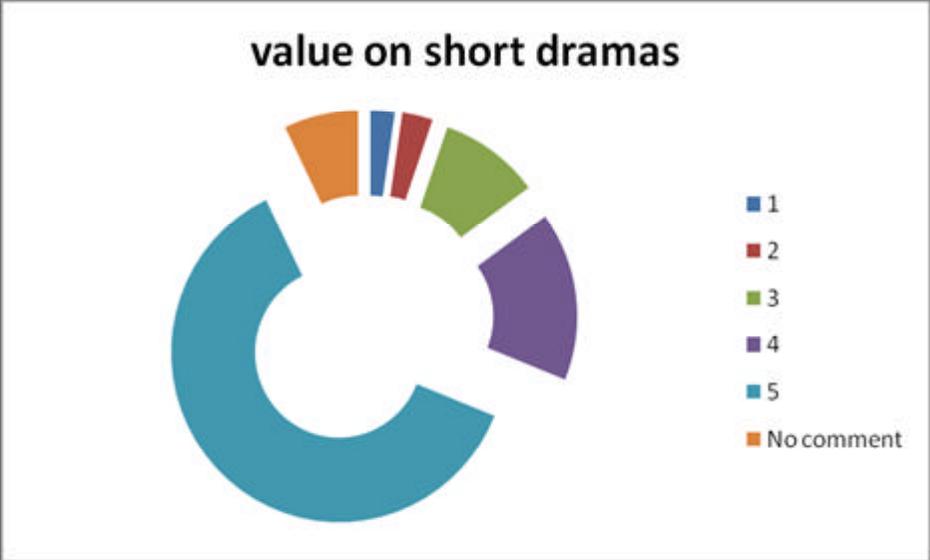
Q No. 07. a) Rate the Presentation

Rating	1	2	3	4	5	No Comment
No. of students	33	60	113	313	1169	118



Q No. 07. (b) Rate Short Dramas

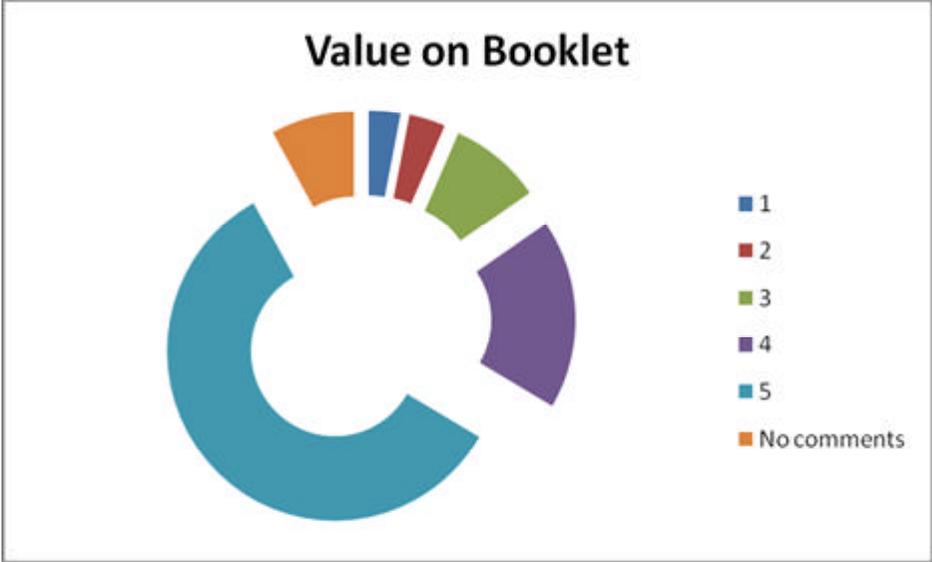
Rating	1	2	3	4	5	No comment
No. of students	42	53	175	292	1115	129



Q No. 07. b) Rate Supporting material (handout, booklet, message boards etc)

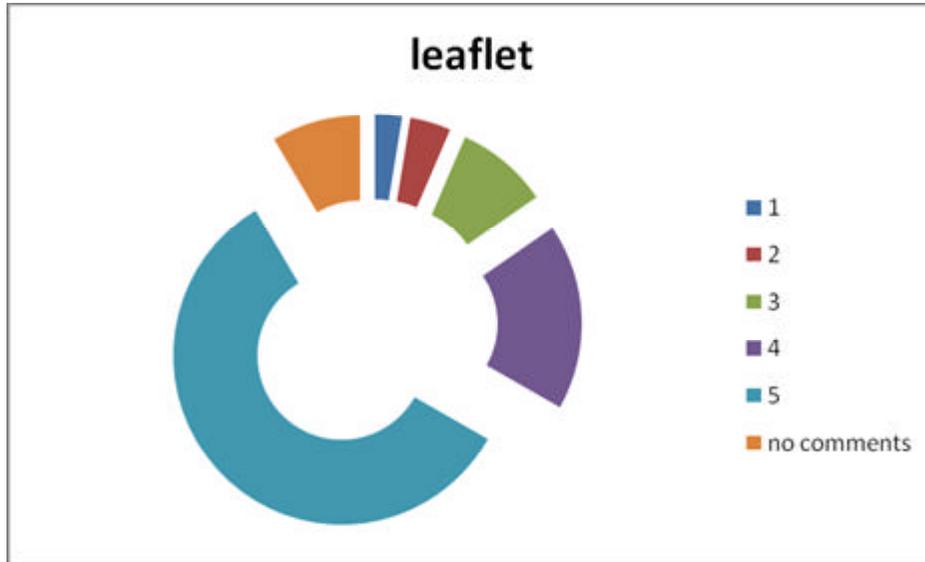
Booklet

Rating	1	2	3	4	5	No comments
Value on Booklet	55	63	160	326	1055	145



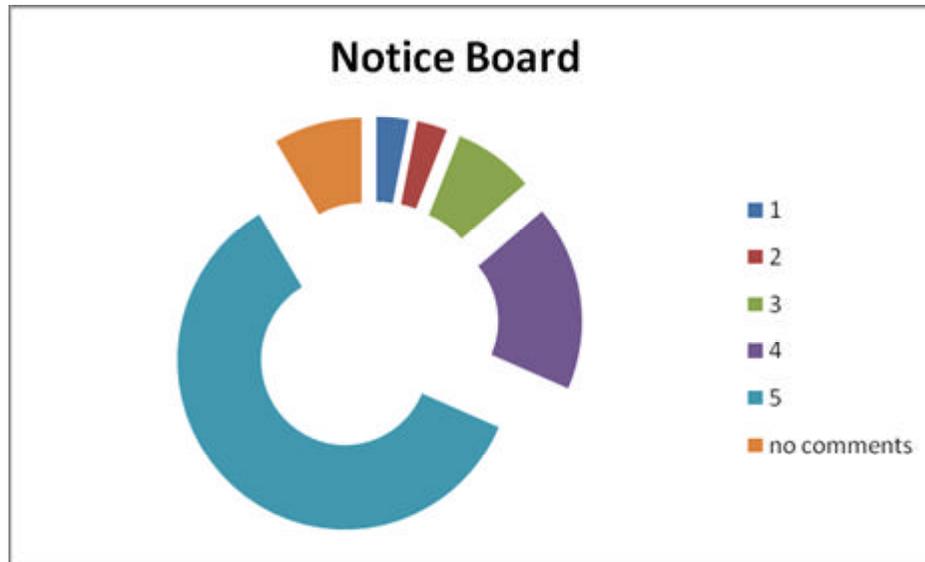
Leaflet

Rating	1	2	3	4	5	no comments
No. of students	47	71	161	321	1052	155



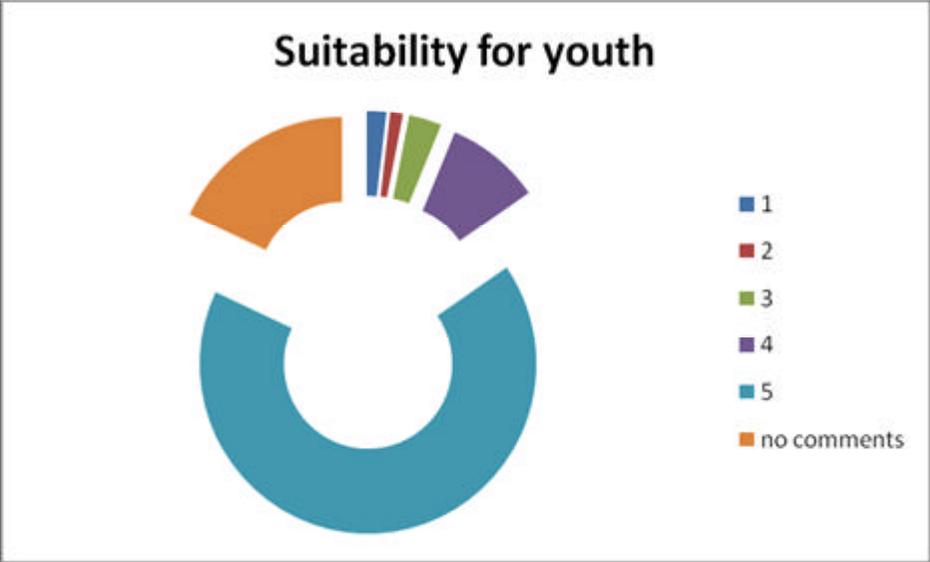
Notice Board

Rating	1	2	3	4	5	no comments
No. of students	56	53	139	321	1082	154



Q. No.8. How would you rate the relevance of the subject of this programme to you as youth
Scale - Relevant 5.....

Rating	1	2	3	4	5	no comments
No. of students	34	22	57	165	1203	326



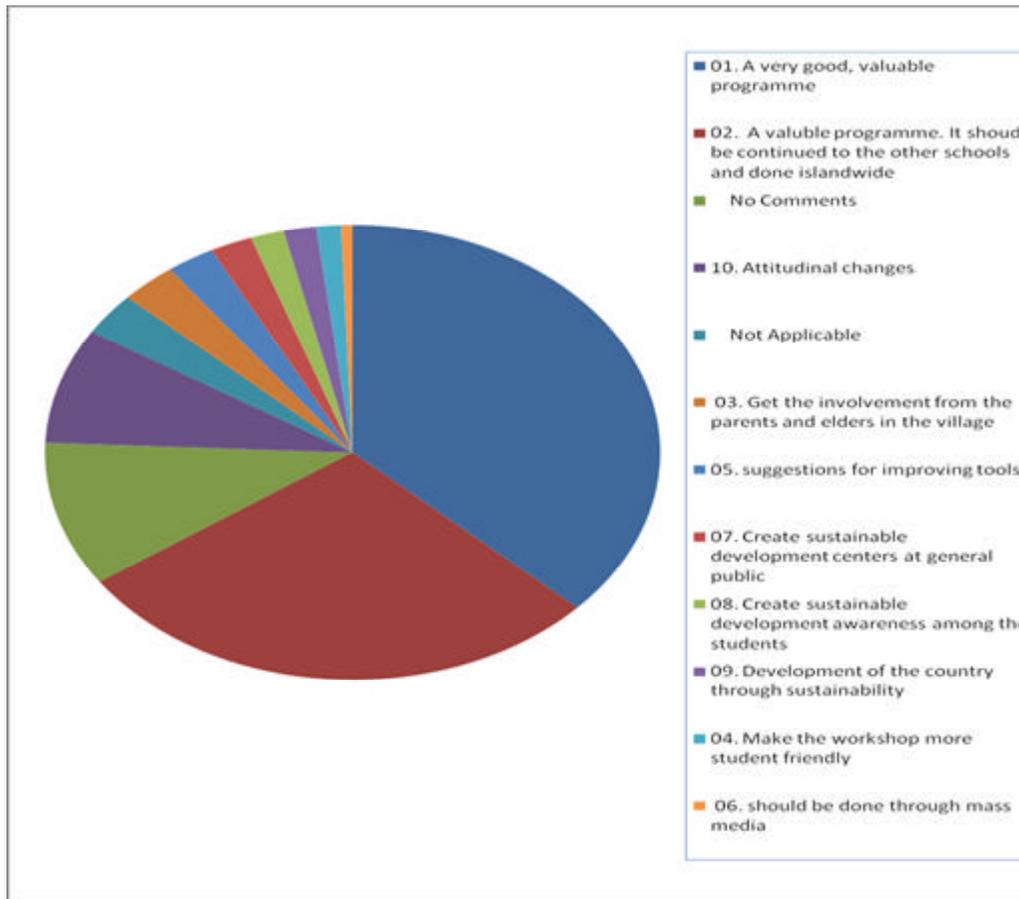
COMMENTS

01. A very good, valuable programme - made us aware a lot of information and improved our understanding - Inspired us to practice sustainability - Thanks a lot for all the hard work done	42%
02. A valuable programme. It should be continued to the other schools and done islandwide	32.3%
03. Get the involvement from the parents and elders in the village - create a committee with the adults	3.36%
04. Make the workshop more student friendly - Reduce the time duration for the lectures - Make it with more practicals - Do it with more interesting tools - Use more examples	1.47%
05. suggestions for improving tools - Include songs - Use diverse pictures on the message boards - Improve presentation - More programmes could be done using the natural resources and with the involvement of the students	2.87%
06. should be done through mass media	0.69%
07. Create sustainable development centers at general public - Awareness raising in towns, villages with posters and handbills - Public meetings - Measures to punish the people who pollute the environment - Conservation centers	2.52%
08. Create sustainable development awareness among the students - Awareness boards on schools - Conservation centers - Oratory, debate competitions	2%
09. Development of the country through sustainability	1.94%
10. Attitudinal changes - We should protect our environment	9.33%

- We should use energy optimally
- Reducing overconsumption
- we would continue to be good citizens

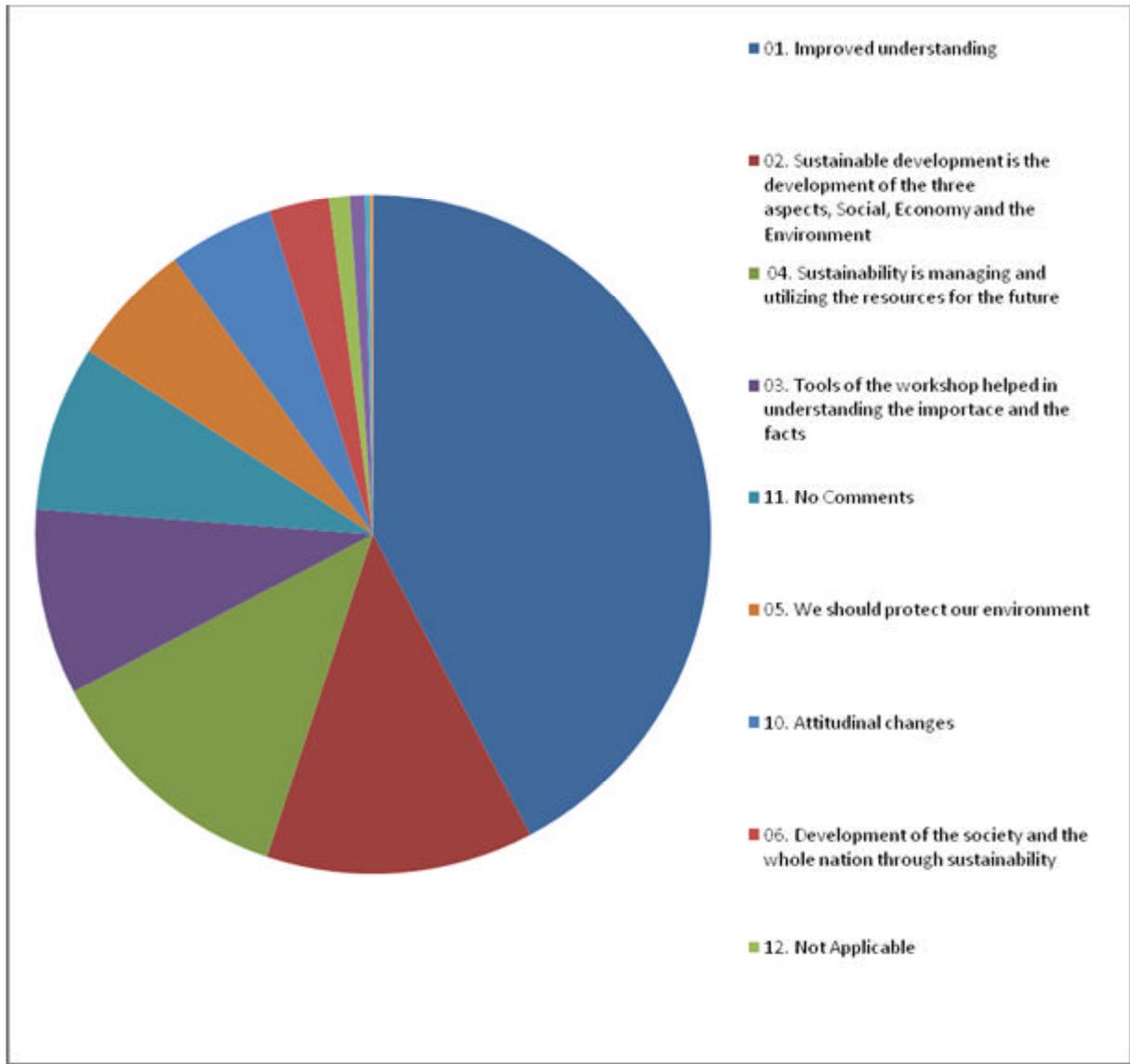
**No Comments
Not Applicable**

**11.74%
3.43%**



Q.NO. 02(b) THE CHANGE IN OUR UNDERSTANDING

01. Improved understanding	42.95%
- It's a larger aspect towards development more than what we thought	
- It will improve our life standards and life time	
- A development that ensures a high life standards, fulfill the needs of the increased population	
02. Sustainable development is the development of the three aspects, Social, Economy and the Environment	
12.99%	
03. Tools of the workshop helped in understanding the importance and the facts	8.99%
04. Sustainability is managing and utilizing resources for future	12.43%
05. We should protect our environment	6.02%
- Life is bound with environment	
06. Development of the society and the whole nation through sustainability	2.91%
- Peace in the country would enable development	
- Success of our life through sustainable development	
07. Development through energy optimization	0.73%
08. Not only a development but also help us to bring up as valuable citizens	
09. Get the experience from the past	0.24%
10. Attitudinal changes	0.15%
- Prevent ourselves from undesirable acts	
- We will reduce the overconsumption	
- We would think of our younger generation	
No Comments	5.12%
Not Applicable	8.02%

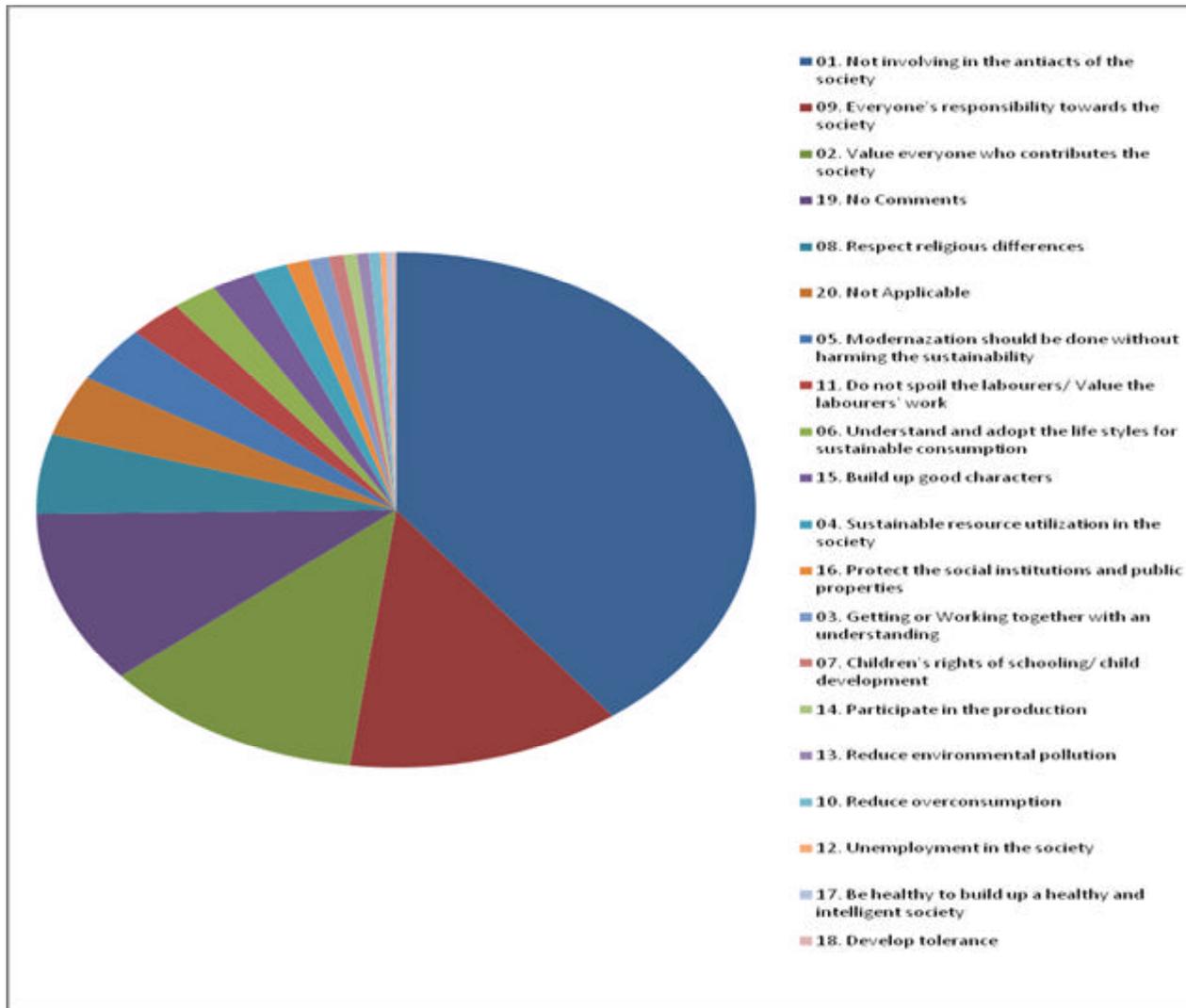


Q. No. 03. Facts studied on Social Sustainability

- 01. Refraining from activities that degrade society
 - Reduce alcoholics
 - Reduce Smoking

54.94%

- Reduce Child abuse	
- Reduce Bribe	
- Reduce Sex abuses and abortions	
- Reduce theft	
- Reduce drunken driving and road accidents	
02. Value everyone who contributes the society	16.31%
03. Getting or Working together with an understanding	1.21%
04. Sustainable resource utilization in the society	2.14%
05. Modernization should be done without harming the sustainability	4.9%
06. Understand and adopt the life styles for sustainable consumption	2.78%
07. Children's rights of schooling/ child development	0.96%
08. Respect religious differences	6.9%
09. Everyone's responsibility towards the society	17.05%
- Rebuild and beautify the society	
- Enhance friendship	
- Keep the society happy	
- Love towards the society	
- Accept social beliefs and rules	
- Take leadership and work for the society	
- Improve the traditional values	
10. Reduce overconsumption	0.69%
11. Do not spoil the labourers/ Value the labourers' work	3.35%
12. Unemployment in the society	0.375%
13. Reduce environmental pollution	0.75%
14. Participate in the production	0.81%
15. Build up good characters	2.75%
16. Protect the social institutions and public properties	1.42%
17. Be healthy to build up a healthy and intelligent society	0.35%
18. Develop tolerance	0.25%
No Comments	15.07%
Not Applicable	5.27%



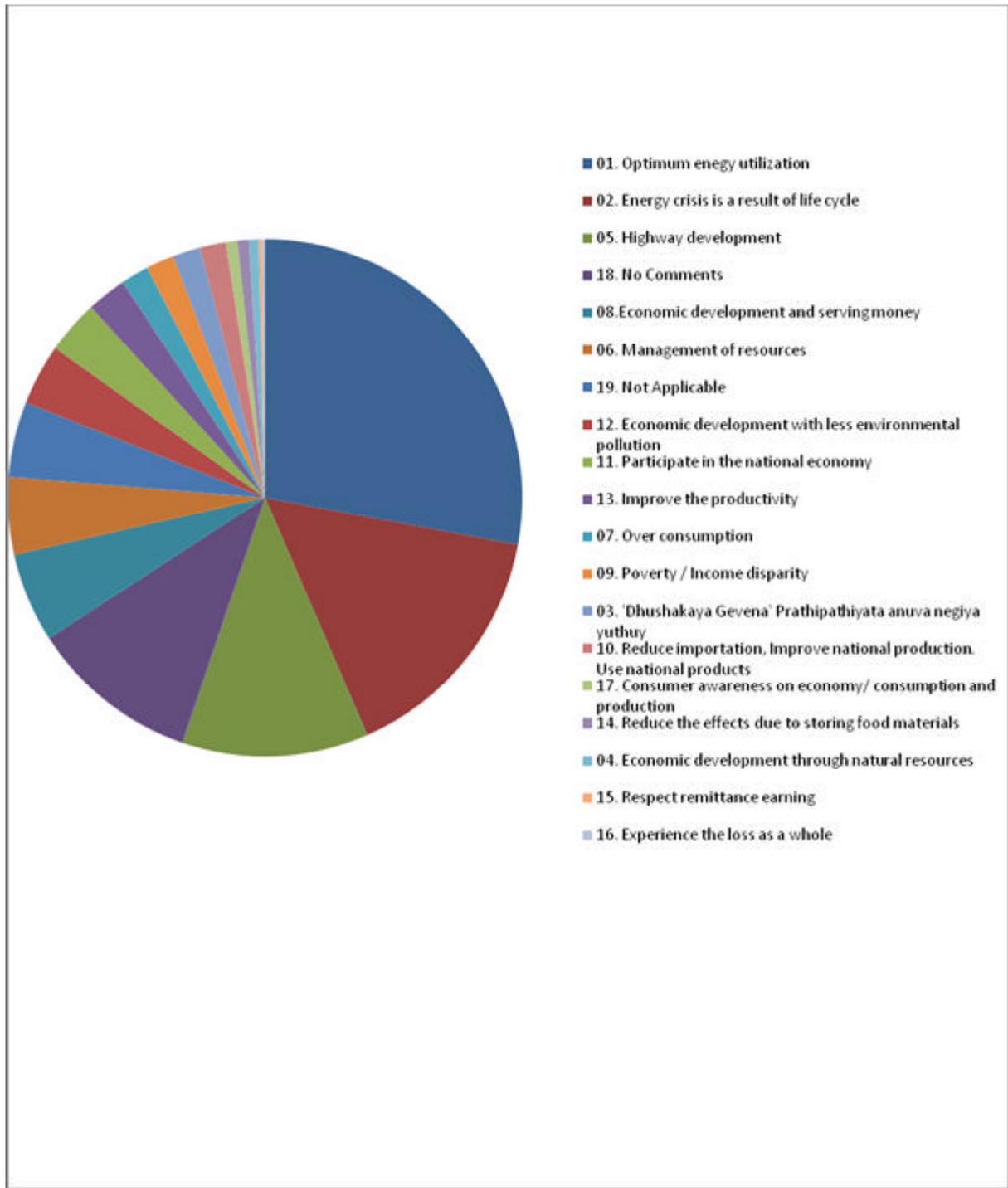
Facts studied on Economic Sustainability

01. Key Challenges to Economic Sustainability

40.15%

- Optimum energy utilization
- Energy is a challenge for Sri Lanka
- Solve the economic problems with optimum power
- Search and utilize new/ natural energy sources
- Recyclable energy sources
- reduce overconsumption of energy

02. Energy crisis is a result of life cycle	22.43%
03. 'Dhushakaya Gevena' Prathipathiyata anuva negiya yuthuy	2.5%
04. Economic development through natural resources	0.87%
05. Highway development	16.86%
- Heavy traffic damages the environment	
- Use public transport	
06. Management of resources	6.96%
- Recycling of resources	
- Use of resources with a limit	
- minimize water wastage	
- Do not waste resources for our own use	
07. Over consumption	2.52%
08. Economic development and serving money	8.06%
09. Poverty / Income disparity	2.52%
10. Reduce importation, Improve national production.	2.375%
-Use national products	
11. Participate in the national economy	4.83%
- Value everyone who contributes the economy	
- Improve self employment	
12. Economic development with less environmental pollution	5.49%
- Reduce the production of dangerous materials	
13. Improve the productivity	3.58%
- Development changes the economic profit	
14. Reduce the effects due to storing food materials	1.02%
15. Respect remittance earning	0.29%
16. Experience the loss as a whole	0.29%
17. Consumer awareness on economy/ consumption and production	1.04%
No Comments	15.32%
Not Applicable	6.78%



Facts studied on Environmental aspect

01. Protect the environment/ Reduce the environmental damage	52.14%
- Increase the desirable environmental impact	
- We are part of the environment	
- Improve economy via environmental protection	
- Adopt our processes according to the environment	
- Make good awareness on the environment	
- A healthy, beautiful environment	
- Protect our environment for the future generation	
02. Recycling of wastes	7.24%
03. Reduce the water utilization/ pollution	17.48%
- Amount of consumable water is low	
04. Protect the environmental cycles	8.28%
05. Stop deforestation and forest burning	3.72%
06. Stop using non-degradable materials (polythene)	4.71%
07. Proper waste removal measures	9.43%
- Industrial wastes not to be dumped into water	
08. Productivity	0.31%
09. Global warming	1.46%
10. Ozone layer .	1.23%
11. Stop burning and smoking	0.2%
12. Protect our natural resources	1%
13. manawa sangamaya/ sanghathiya beragenima	1.56%
14. Stop animal harresment	0.1%
15. Electricity via wind	0.1%
16. Reduce the use of chemical fertilizers	2.34%
- Do not add dangerous chemicals to the environment	
17. Loss of biodiversity	0.28%
18. Have to go from 3R to 7R	2.85%
19. Use of recyclable/ long lasting materials	0.75%
No Comments	13.06%
Not Applicable	1.5%

