

Palace's Luxury & Design of Century

Sustainability report

Kasr El-Salam

Communication on progress

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- Company's special awards.
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CEO Message



CEO
Accountant/ Zakaria Atallah

The global compact created a track for businesses worldwide to go through by implementing its 10 principles in the 4 areas of human – rights, labor, environment & anti - corruption and as a result kasr el Salam take a part in improving social responsibility .

in this annual C.O.P. (communication on progress) we 'd like to show our latest action as a result of global compact integration through our business strategy !!

also we 'd like to share this among our stakeholder and to raise awareness for the global compact principles .

A handwritten signature in dark ink, reading "Zakaria Atallah", followed by a long horizontal flourish line.

Introduction To Kasr – El Salam Company

www.kasrelsalam.com

Nature of business & special awards:

- ⦿ Kasr - el salam for real estate & commercial investment is a leading company in real estate development & the sponsoring of architectural arts in Alexandria with a capital of four hundred & twenty five million Egyptian pounds.
- ⦿ Kasr- el salam is An Egyptian joint stock company, founded since 1988 , its success depends on the clients trust , owing to our leader ships in the field of elegant & high class construction. We have been certified the international quality certificates Iso 9001:2008

Company's special awards:

- ⦿ Our company won award of best arch. design for Continental Towers project



Continental towers

ISO 9001 – 2008 :

- Kasr-el salam is the first real estate company in Egypt to be certified (Iso 9001 : 2008) , this is due to the concord of the company's modern system with the global quality standard , kasr – el salam applies the latest in scientific research in the fields of development & scientific innovations.
- We have chosen the German institution TUV because it's the largest institution which grants Iso certificates in the world. It's a non for – profit establishment , which started in 1872 it has considerable monitoring activities in Germany & the EU it has a wide scientific experience & international reputation in the field of quality as well



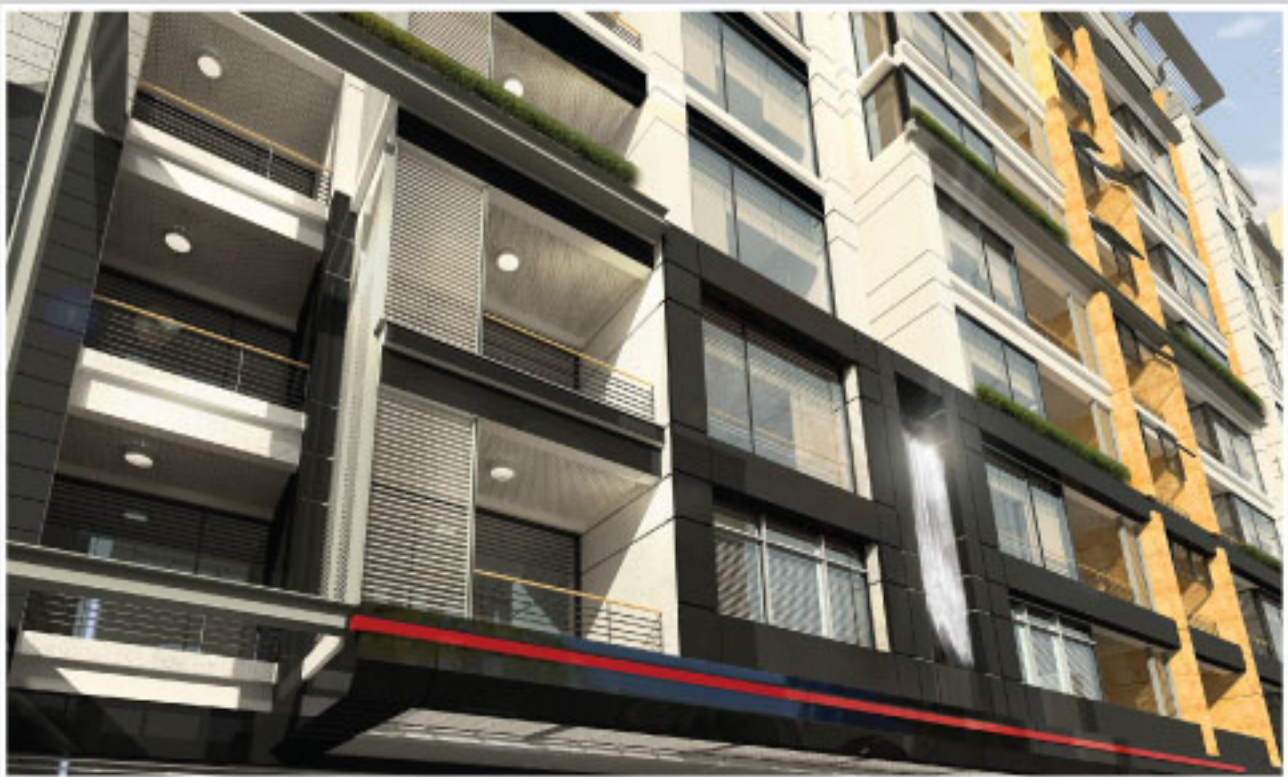
- **Our subsidiaries:**
- **MG (Morris garages) cars sole agents.**



- Our corporate takes new step in the world of cars to become Alexandria – agent for MG cars
- MG cars is British cars and it's the first time to be back to Egypt from a long time.

CONTINENTAL PALACE PROJECT

- A new modern luxurious project with minimalism style for first time in Egypt using home automation tech.
- It designed by an international architectures.



Continental Palace

- Kasr- el salam has committed to the principles of Global Compact since **2008** , since then the company has implemented the principles internally & externally and also to raise the Global Compact principles and CSR in general awareness and according to this statement it ensures how Kasr- el salam supports & respects the 10 principles of UNGC.

HUMAN RIGHTS:

Principle 1:

- business should support & respect the protection of Internationally proclaimed human – rights.

Principle 2:

- business should ensure that they aren't complicit in Human rights abuses.

Principle 3:

- business should uphold the freedom of association & the Effective recognition of the right to collective bargaining.

Assessment, policy and goals:

- total description of the relevance of human rights for the company , policies of human rights , & company goals on H.R.

all human rights are fully respected at our company , employee rights are fully respected to have the suitable conditions of work .

- survey reports are temporary adjusted to raise annual salary according to productivity.

- Recruitment at kasr- el Salam is done under supervision of certain policy where managers of all department must take a role in the recruitment for the company.

- Adequate opportunities for professional women.
- Health care insurance & safety insurance are applied.

- Our company is committed not to engage in any at the business activities that has any link against human rights.

- Our labor management is maintained through several suggestions between employees & head quarters to have a direct link through whole the company.

- Regular meetings are done to discuss any problem & to deal with new ideas or new suggestions.

LABOR:

Principle 4:

- business should support the elimination of all forms of forced & compulsory labor.

Principle 5:

- business should supports the effective abolition of child labor.

Principle 6:

- business should support the elimination of discrimination in respect of employment and occupation.



Assessment, policy and goals:

- Description of the relevance of labor rights for the company, labor policies , public commitment & goals on labor rights.
- Written policies that state employee rights & responsibilities & benefits.
- kasr –el Salam respects the freedom of association & the right to collective bargaining.
- Employees are encouraged by top management to join team work.
- The company provide places to host labor gatherings.
- Fighting the phenomena of child labor in Egyptian sector.
- Ratio of basic salary of men to woman is 1:1 .

Environment:

Principle 7:

- business should support a precautionary approach to Environmental challenges.

Principle 8:

- business should undertake initiative to promote greater Environmental responsibility.

Principle 9:

- business should encourage the development & diffusion of Environmentally friendly technology

Assessment, policy and goals:

- our corporate is care med with matters of cleanliness & hygiene & no smoke in all its offices.
- we stop using any hard material unfriendly to the environment.

ANTI – CORRUPTION :

Principle 10:

- Business should work against corruption in all its forms , including extortion & bribery .

Assessment, policy and goals:

- We had certain codes for internal work strategy.
- We have an internal audit cameras to submit all work in transparently way.
- About **30%** of employees are trained in dealing with corruption.



Measurements of outcomes added to our corporate

www.kasrehsalam.com

HUMAN RIGHTS:

- Equity in gender ratio.
- Our corporate becomes more leading. And well known in the field of construction due to integrating CSR policy.
- Our suppliers are worked under certain condition to proof their co- operation in integrating human rights.
- Back up opinion boxes are available everywhere.

LABOR:

- Employees got the right to equal pay for equal work.
- Our corporate is 100% free child labor besides a signed form is given to us by all our suppliers in forming their joining is the preventing of child labor.
- Several workshops are done to raise awareness of all employee's for their rights in labor.
- Employee's have the rights to work under condition suitable and thus it all comes positivity for our corporate.

ENVIRONMENT :

- Kasr -el salam become more concerned with of cleanliness , hygiene , no smoke in all it's offices.
- Steel pipes exchanged to polypropylene pipes.
- Bitumen exchange to a modern isolation material.

ANTI – CORRUPTION:

- We had our employers' confidence for our work.
- We prevent all kinds of corruption with all its forms.

Implementation Of CSR In Our Business Strategy:

www.kasreelsalam.com

VISION:

⦿ As CSR is deeply integrated in our business strategy. that's will be resulted in reduced cost & greater innovation in or future plans and that must be accompanied by effective steps to achieve proper satisfying result.

MISSION:

By the practical application of our vision to hold it in a examples with the direct integration of the CSR. We started to continue what we did last year after the integrating CSR. In our strategy and to open new field to hold the idea in a more professional way.

⦿ Kasr –el salam policy depends on quality system & constant development owing to our leadership in the field of elegancy & high constructions , we have been certified the international certificate ISO 9001 : 2008 from the international TUV nd we renewed it every year since.

⦿ We are the first to work on the application & the activation of six sigma application is construction field and also we continue of that track since we started it.

⦿ We continue our achievements in the development & renovation of Alexandria.

⦿ We raise the general employees' awareness for their rights and we increase the number of work shops.

VOLUNTEERISM:



- We had a program for our company to create awareness in many fields as for medical one ex we arrange this program where groups went to many place to raise personal awareness for fighting many diseases and to give an overview of how to fight those disease and medical treatment to fights diseases.

ILLITERACY CAMPAIGN:

● We had several workshops to raise awareness against illiteracy and to encourage all and that's by several ways like special awards for children and small projects for their parents who guarantee their support for fighting illiteracy.



Implementation Of Csr In Our Business Strategy:

www.kasrehsalam.com

SCHOLAR SHIPS :

● A good education is a key factor to build skills, the program offers employee to have master degree in their fields under flexible condition of studying and working .



POLITICAL RAISING AWARENESS:



● We arrange certain workshops in different village offer the 25th January revolution to raise the political knowledge and teach people of how important their voice shares in building their country.

● **Women raising awareness program:**

This is a program aims to raise women awareness towards several disease with the help of faculty of medicine to encourage women go have periodical breast investigation as to help in fighting breast cancer and reduce its percentage .

VILLAGE PROGRAMME:

- This program aims to choose certain villages and starts the program in it.
- Its has around 101000 inhabitants from which **50%** lives in bad conditions.
- No concrete roads.
- Poor living conditions.
- Unhygienic atmosphere.
- Houses no rooting.
- Unstable walls.
- Absence of drainage system.



HBV CAMPAIGN:

- National hepalihis (b) vaccination & awareness campaign under supervision of Professors of faculty of medicine .



STREET CLEANING PROGRAMME:

- Future plans via implementing CSR with the start of the revolution. There wasn't any cleaning from our governmental companies . thus we started many cautious campaigns.
- After elections we start a new campaign to remove a lot of signs from streets .



OUR GREEN PROJECT:

• The new ideological movement is greenism , buildings are in the battle to green .

• In our arch classic styles aims to follow up , principles of green buildings that's by having a large windows and sheds to get a fresh air that's to reduce using a / c without glass certain wall .

• We approach our target , in the application of green buildings where credits are given to every area of the building that shows good environmental performance , certified auditors inspect , evaluate , bench mark .

• The building against a green building rating system to assess the building's level sustainability and that could be seen in our new project continental palace .

• Its measured by energy , management , health & well being , transport, water , material , waste , land use, pollution .

• The total number of points or credits gained in each section is multiplied by an environmental weighting factor that takes into account the relative importance of each section scores are than added together to produce a single overall score.



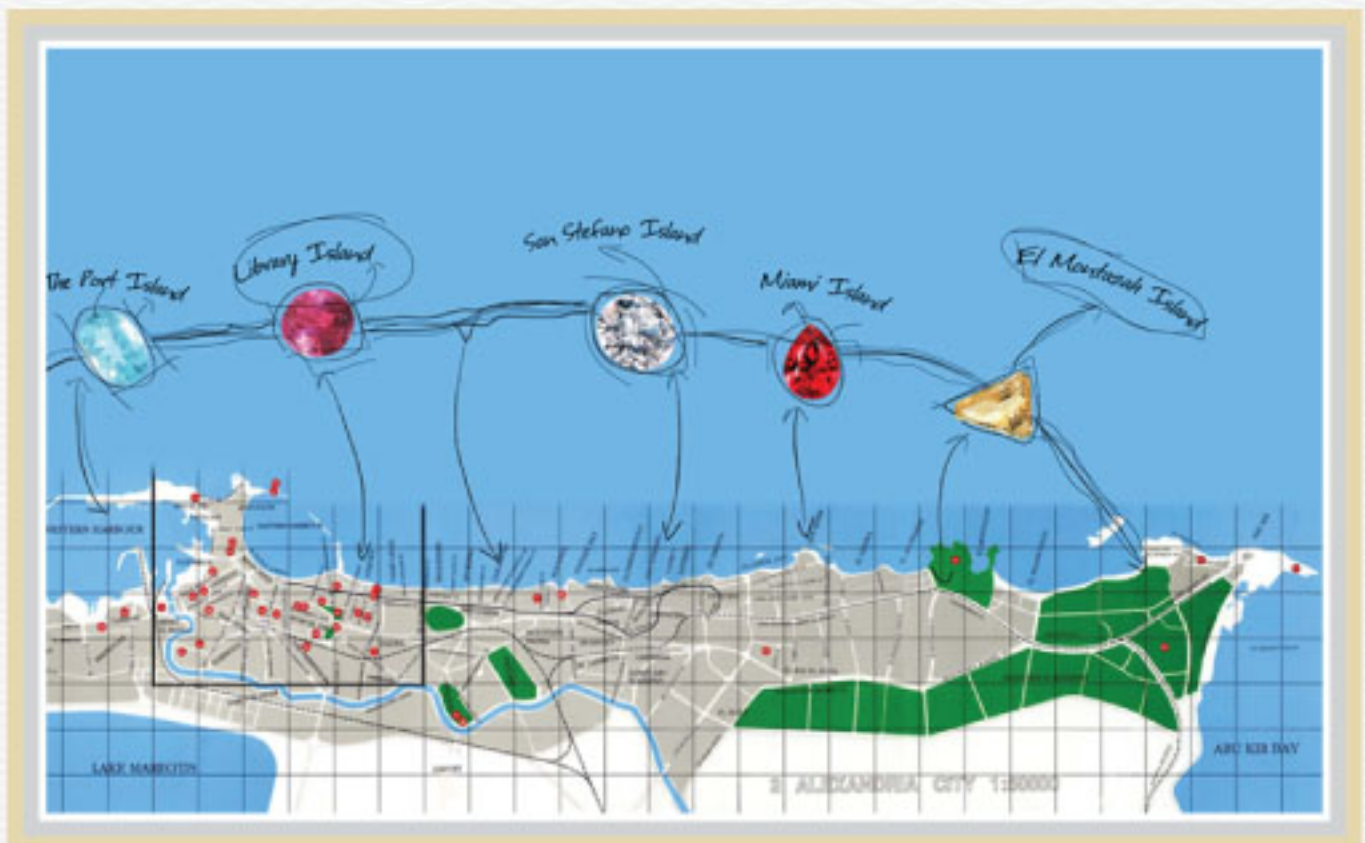
Future Plans Via Implementing CSR:

www.kasrehsalam.com

FUTURE PLANS VIA IMPLEMENTING CSR:

● A national project for the development of Alexandria:

The company submitted to obtain a patent for a national project targets the development of Alexandria and solve problems of congestion (and it is difficult to the horizontal expansion because of geographic location) , rising sea levels , the city out of the world tourism map , based on the history of the ancient city and heritage.



Future Plans Via Implementing CSR:

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The idea of the project:

- The establishment of a modern city into the sea represents the bar parallel (2 m above sea level) barrier waves for the protection of the old city starting from montazah palace to bahary district is through the seven –lane linking five main islands contain skyscrapers, montazah island , Miami island, san Stefano island , the library(a global cultural center), island port. Links between them highway and on the sides of malls and global franchises and residential buildings, up 4 floors only.



GRI DISCLOSURE :

• Strategy and analysis:

1.1 statement from the most senior decision- maker of the organization .

• 2. organizational profile:

2.1 name of organization.

2.2 projects & agencies.

2.3 structure of the organization subsidiaries .

2.4 awards received.

• 3. report parameters :

3.1 reporting period

3.2 date of most recent previous report if any.

3.3 reporting cycle

3.4 boundary of the report

3.5 table identifying the location of standard disclosure in the report .

GRI PERFORMANCE INDICATORS (division , aspects and indicate number)

GRI INDICATOR NUMBER	INDICATOR DESCRIPTION	PAGE
HR 1	Percentage & total number of significant investment agreements that include human rights clauses or the underwent human rights screening.	8
HR 6	Operation identified as having significant risk for incidents of child labour & measures to contribute to eliminate child labour.	10
LA 8	Education , Training , Counseling ,Prevention & risk – control programs in place to assist work force , members , their families or community members regarding serious diseases.	16,17
HR 5	Operation identified where the right to exercise freedom of association & collective bargaining may be at significant risk & action to support these rights.	8
LA 14	Ratio of basic Salary of men to women by employee category.	10
SO 3	Percentage of employees trained in organization 's anti – corruption policies & procedures.	12
EC 1	Direct economic value generated & distributed including revenues operating costs , employee compensation , donations & other community investments retained earning & payments to capital providers & governments.	4