



## Global Compact Annual Communication on Progress (COP) SADKO 2012

### **Our Vision**

We dream of becoming one of the leading socially responsible organizations that provide high quality, Affordable Price, environmentally friendly products and services in Egypt and the region, while having meaningful, fun and fulfilling jobs doing so.

### **Our Mission**

We source and distribute Egyptian and international brand name quality home appliances, with an ever - increasing focus on environmentally friendly products and processes, to better serve and inspire our fellow Egyptians.

### **Core Values**

We strive to live them and don't always succeed but we keep on trying

### **Family Spirit**

We have a sense of belonging, compassion and empathy for one another. We can trust and count on each other and celebrate each other's success.

### **Respect**

Everyone has the right to be listened to even if we do not always agree, the right to freely express their views on all matters that affect them. We treat one another with mutual respect despite our different positions in the organization

### **Authenticity**

We are true to our selves and others. We are trying to make our jobs meaningful to sustain our humanity and sense of purposefulness in our lives and in the work place.

### **Integrity**

We work with competence and consciousness. We want to do the best we can, in the best way we can. We do not take bribes or do anything that is unethical.

### **Social responsibility**

We want to be prosperous while having the good of all our stakeholders and that of our environment equally in mind too.

### **Beauty**

In all that we do and take an active role in creating it anywhere we can.

**Our slogan:** Your friendly distributor.

### **Sadko Statement of Support**

Dear Sadko Stakeholders,

I am pleased to confirm that Sadko Company reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In the annual Communications on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business culture and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication. Moreover, we believe that the private sector and the civil society have to cooperate with the government (& vice versa) in order to solve all the country's social issues and hence solve its economical problems.

Sincerely,

Hadia Sadek Ghabbour

President

Sadko Egypt



## HUMAN RIGHTS

**Principle 1** Business should support and respect the protection of international human rights within their sphere of influence.

**Principle 2** Business should make sure they are not complicit in human rights abuses.

### Goals 2012

### Achievement

Employee development program started and a Thomas course was taken by 15% of employees to enhance their capabilities and help in their career development

### Assessment 2013

- 1-Some laborours complain that they work overtime and are not well compensated
- 2-Some staff treat their colleagues with a little bit of haughtiness

### Policy

- 1-All laborours should work equal hours and be compensated fairly if they work extra hours
- 2- Every one respects one another as per our company Values

### Goal 2013

- 1- Labour satisfaction on issue of working hours
- 2- Fairness achieved
- 3- Reduce number of complaints to zero
- 4- Respect for one another according to our company Values.

### Implementation

- 1-HR Manager meets with Managers and laborours who have issues on this point
- 2- Solutions are proposed
- 3-Compensation System to solve this is put in place
- 4- We have Respect as one of our Values and we will activate workshops to communicate and align on its meaning to all Sadko team

### Measurement

- 1-Reduced number of complaints from 50 to 5
- 2-Everyone of the Sadko team has the same concept definition on how to respect one another and everyone they encounter at work



## ENVIRONMENT

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

**Principle 8** Businesses should undertake initiatives to promote greater environmental responsibility.

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

### Goals of 2012

- 1- More awareness campaigns and data on Environment through the company newsletter, boards and workshops
- 2- More workable initiatives for volunteering will be introduced

### Achievement

- Done 80%
- Done 20%

### Assessment 2013

- 1- Staff are still not engaged or completely aware of environmental challenges and concepts
- 2- Staff are still not fully involved in Volunteer work in the community

### Policy

- 1- All staff should be aware of priority issues concerning CSR & this will be done through the workshops with a follow up based concept so that staff voluntarily keep in mind energy & water savings in the company.
- 2- All staff lean towards volunteer work and this will enable us to increase participation in community efforts whether in less fortunate communities or in schools.

### Goals 2013

- 1- Increase in the number of staff who are aware of CSR
- 2- Increase the level of engagement of the staff in Volunteerism
- 3- Encourage staff initiatives towards energy savings

### Implementation

- 1- Themed workshops to increase understanding of CSR will start with the aim to prioritize the environmental issues employees are interested in as well as build their capacity and enhance their organizational ability to develop integrated approaches to environment management.
- 2- We will activate this initiative to enable them to socialize in an atmosphere of camaraderie and enhance awareness of our country culture. Trips will be set in various cultural locations in the area
- 2- We are sponsors of ENACTUS Egypt for the "Sadko Special Competition on inventing a marketable, environmental friendly home appliance product".
- 3- The "Kids Corner" is a new initiative that will start as a pilot project in two of our showrooms. The main objective is to embody and convey the child-friendly values of Sadko & introduce some environment issues in games to suit different ages

Using Team boards to announce these various activities

The company newsletter is another vital source of information

70% done

To be done

### Measurement

- 1- CSR. Out of the 450 staff at least 100 people will attend and know more by making baseline level of information

Awareness increases by 50%



2- Volunteerism. Sadko aims to create opportunities for its employees pertaining to environment, self motivation, solidarity with less fortunate people, to participate in volunteering activities in our communities as it is an integral part of our strategic planning to increase our role as a passionate responsible corporate citizen.

3- Kids Corner in the showrooms. Presenting clients with a place where their kids can enjoy the time they wait for their parents to inspect, choose a product to buy

4- ENACTUS initiative informs staff of university students & how encouraging them would benefit all sides

Volunteer awareness and motivation up by 30%  
Encourage a larger number of clients to visit showrooms

Ongoing

### Sadko Volunteer team at Habitat Egypt





## LABOUR STANDARDS

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

**Principle 4** Businesses should eliminate all forms of forced and compulsory labour.

**Principle 5** Businesses should uphold the effective abolition of child labour.

**Principle 6** Businesses should eliminate discrimination in respect of employment and occupation.

### Goals 2012

Freedom of association & collective bargaining

### Achievement

1- A new Cafeteria has been inaugurated to give staff a place to have a meal and socialize for limited times daily

2- A Library has been inaugurated on premises to give staff free time for reading or taking a break or to borrow a book

3- This will encourage limited socializing and will give space for some quiet time in the midst of the stress of life in general

### Assesment 2013

1- Encouragement of staff to free socializing and time to relax and proper use of space

2- A new dimension within scope of work for staff to break the cocentration & focus & return refreshed

### Policy

1- Strict monitoring of free time

2- Staff to adhere to set times

3- Set specifications and uphold standard of cafeteria to well serve staff

### Implementation

1- Announcements with code of conduct in both places

2- Regular monitoring of the cafeteria & making sure things presented are according to specifications & standards

To be done

Ongoing, 20% done

### Measurement

A survey will be done to check company morale, cleanliness and service standards for both: Library and Cafeteria

To be done



## ANTI-CORRUPTION

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

### Goals 2012

### Assessment 2013

Staff are not fully aligned and as such, workshops will be introduced to strengthen these values

### Policy

All staff should adhere to company policy related to bribes, transparency in information, & always deal honestly and with integrity towards individuals and organisations with which they transact business

### Implementation

- 1- We have a policy of zero tolerance.
- 2- Sadko maintains the highest standards of ethics and integrity in all dealings. We work hard to maintain honest and open relationships based on mutual trust, and believe that transparency is the only way forward for a better economy.
- 3- We have integrity as one of our values and we will activate workshops to communicate and align on its meaning to all Sadko team

### Measurement

Everyone of the team will have the same concept definition on how to live by Integrity in our business at Sadko, a survey at the end of 2013 will be conducted to better understand impact of those workshops on implementation

### Achievement

- 1- Transparency in all dealings within the company and towards all stakeholders
- 2- Clear communication channels