

3rd annual
Communication on Progress (COP) 2008



البنك العربي الافريقي الدولي
arab african international bank
Established 1964 by Special Law

AAIB's CSR Vision

"To be a bank that grows with integrity, morality and accountability, a bank that readily acknowledges its responsibility towards all its stakeholders and lives up to its duties with both eagerness and passion."

Table of Content

AAIB's CSR Vision.....	2
Chairman Letter.....	4
AAIB PROFILE	6
Conceptual Framework	11
1) Belief System:.....	11
2- Structural Approach: Spheres of Influence.....	15
AAIB in the Community.....	22
1. "We Owe It to Egypt" Foundation.....	23
2. Arab African International Bank Award (AAIB Award).....	26
3. Cause Marketing	29
Clients.....	33
Business Partners.....	38
Shareholders	41
Employees.....	46
Environment	54

Chairman Letter

Dear Readers

Our commitment to corporate social responsibility started in 2002 to coincide with the bank's adoption of an aggressive growth strategy that ultimately made it consistently the fastest growing bank in terms of size and profitability for five consecutive years. At that point, we felt a proactive impulse that our growth will not only find expression in numbers but in a deeper commitment to help the growth of the community. We believed that our role goes beyond profit-making to include a moral mission to the society.



Joining the Global Compact in 2004, we learnt that CSR involves much more than sincere philanthropy. It is about building content, substance and structure much of which has been inspired and guided by the UN Global Compact principles that have comprehensively summed the essence of human rights, labour laws, environmental and anti-corruption guidelines. The more we developed a deeper understanding of these principles, the more we realize that financial institutions should work hard to interpret their implementations within the confines of the industry specific nature. To this end, we have been working diligently to come up with industry best practices.

For many in Egypt CSR is on the rise concept and the tremendous potential for the private sector to contribute to sustainable development remains insufficiently explored. Over the past months, we have invested heavily in building our employees' understanding of how companies, and the financial services sector in particular, can go beyond profit-making to bring about sustainable improvements in the community. By seeking their feedback, we have also gained a wealth of fresh ideas regarding how we can develop an innovative and distinctive approach to living up to our responsibilities - one tailored to the Egyptian context. We are committed to taking these forward over the coming months and years.

With a constantly maturing understanding of corporate social responsibility, we become more and more inclined to believe it is about value creation. CSR is more an opportunity and an investment rather than a risk and a cost as originally assumed. In many ways, CSR is not a zero sum game but an effective formula to generate a win-win scenario to all stakeholders.

In time, we are experiencing an evolving business rationale that correlates transparency, integrity and positive societal and environmental impact with core competency and profitability.

This report signals our openness to establish dialogue and engagement with the wider community as well as our determination to be fully accountable for our actions. While have some notable achievements, we are eager to learn more and to build our efforts in a way that not only inspires our employees but also others in the business community. I and others at AAIB embrace this endeavour with the eagerness and passion that has underpinned our success to date and invite you to work with us - to enact our belief that CSR is about value creation.

Mr. Hassan Abdullah
Chairman

AAIB PROFILE

AAIB PROFILE

Vision...

To be the leading financial group in Egypt with a strong regional presence and innovative services, making us the gateway for international business into the region.

Key Data:

- **Established in 1964**
- **Shareholders:** Egypt 49%, Kuwait 49%, other shareholders 2%
- **No. of Employees:** 1058
- **No. of branches:** 43
- **Regional Presence:** Egypt, UAE & Lebanon.
- **Assets:** 9 billion

Legacy...

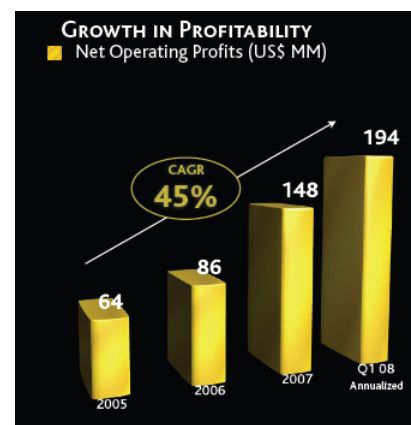
Incorporated in 1964 as the first multinational bank in Egypt, AAIB was established by special law as a joint venture between the Central Bank of Egypt and Kuwait Investment Authority. Since its inception, AAIB has been known as one of the most distinguished commercial and investment banks in the region.

AAIB lines of business reflect core competencies in investment and corporate banking, carving a solid niche in the areas of corporate finance and investment banking services that helped position the bank as a high-end service provider of innovative and customized solutions to leading local and regional corporates.

Egypt's Fastest Growing Bank

AAIB has been Egypt's fastest growing bank in terms of size and profitability over the last five consecutive years. In 2007, it witnessed a surge in assets and net profits reaching 63% and 72% respectively compared to 2006. Return on Equity (ROE) has also improved substantially rising to 49% up from 36% in 2006.

In 2008's interim results, the solid growth of AAIB was reflected in the promising financial results achieved, net profit surged by a remarkable growth rate of 64% realizing US\$ 91 million. Total assets recorded an increase of 37% hitting a figure of US\$ 9 billion compared to US\$ 6.6 billion for the same period in 2007. The bank's loan portfolio reached US\$ 4



billion up from US\$ 1.7 billion, an increase of 135% when compared to 2007. Likewise, customer deposits realized a significant growth rate of 18%.

Regional ...

As one of the most promising and dynamic markets in the world, the gulf is AAIB's current target of expansion, building on its fully-fledged operating branches in Dubai and Abu Dhabi which provide commercial and investment banking services to corporate clients.

In 2007, AAIB's UAE branches witnessed unprecedented growth in volume of business – up by 150% in syndication and corporate finance to international companies in the fields of manufacturing and construction. AAIB is currently in the process of assessing market requirements for further development of its services and network in the area in an attempt to realize its full potential in this thriving market.

Innovation...

In the area of retail banking, innovation has provided a competitive edge, AAIB was the first bank in Egypt to issue credit cards to the Egyptian market in the 1980s, and one of the first to be licensed by Visa/Master Card/ JCB to enter into acquiring contracts. In 2003, it was the first to introduce smart card technology as an acquirer and issuer, in addition to introducing Transparent and Visa Mini credit cards for the first time in Egypt. Acknowledging its pioneering edge in the field of credit cards, and with an approximate 45% share of the acquiring Egyptian market, the bank implemented the migration of all its merchants' points of sale to accept the newly introduced smart card technology.

AAIB's list of being the first continues; the first to extend its working hours, the first dealing room in Egypt, and the first to establish its own foundation under the name of (We Owe it to Egypt).

Values

Our core values and business principles are at the heart of all what we do. In taking these activities forward we build on the sound base of our existing organizational values:

Customer Delight

- We place our customers at the center of all our activities
- We provide benchmarks for exclusive standards of customer service

Distinction

- We initiate to differentiate and innovate to lead
- We commit to distinguished performance across all our deliverables

Dynamism

- We embrace speed to deliver
- We Endeavour to stay ahead of the market

Empowerment

- We encourage self development and individual initiatives
- We *assume ownership and accountability*

Integrity

- We highly value our code of ethics
- We prize transparency, confidentiality, and self-discipline

Passion

- We have passion for excellence in all our undertakings
- We put our heart into the business

Patriotism

- We measure our performance not only by our contribution to the Egyptian Community
- We pledge to make a positive impact in our communities

Awards

Euromoney's award for excellence as "Best Bank in Egypt 2008" is testimony to AAIB's remarkable growth in size and profitability, regional drive and innovative edge.

This is the latest of a number of awards earlier received by

AAIB:

- Euromoney "Best Bank in Egypt" 2007 and 2008.
- J. B. Morgan Chase Bank "Quality Recognition Award" 2007.
- The Banker "Bank of the Year - Egypt" 2006.
- Visa Innovation Award 2006.
- Superbrands 2005, 2006, 2007, 2008.



CONCEPTUAL FRAMEWORK

Conceptual Framework

AAIB has a strategic mandate to practice *Corporate Social Responsibility (CSR)* in a well structured and systematic manner to ensure coherence and efficiency in implementation. As such, AAIB is bent on institutionalizing CSR through adopting a **Belief System** with a **Structural Approach** to the bank's spheres of influence and conceptual stakeholders' framework that together outline our serious commitment and virtual boundaries of our CSR policy.

1) Belief System:

United Nations 1948 Universal Declaration of Human Rights .

AAIB is constantly guided by the 30 constituent articles of the declaration that act as our global value system and a mindset governing bank's policies and practices to promote respect for human rights across all our interactions with our stakeholders.

UN Global Compact

AAIB became a member of the Global Compact in 2004. Ever since, the Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption have provided a guiding framework for the bank's CSR efforts. The Global compact conceptual content as well as education

The Ten Principles

Human Rights

- | | |
|----------------------|---|
| Principle One | Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence. |
| Principle Two | Businesses should make sure they are not complicit in human rights abuses. |

Labour Standards

- | | |
|------------------------|--|
| Principle Three | Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining. |
| Principle Four | Businesses should uphold the elimination of all forms of forced and compulsory labour. |
| Principle Five | Businesses should uphold the effective abolition of child labour. |
| Principle Six | Businesses should uphold the elimination of discrimination in respect of employment and occupation. |

Environment

- | | |
|------------------------|---|
| Principle Seven | Business should support a precautionary approach to environmental challenges. |
| Principle Eight | Businesses should undertake initiatives to promote greater environmental responsibility. |
| Principle Nine | Businesses should encourage the development and diffusion of environmentally friendly technologies. |

Anti-Corruption

- | | |
|----------------------|--|
| Principle Ten | Businesses should work against corruption in all its forms, including extortion and bribery. |
|----------------------|--|

Global Reporting Initiative



In addition to the Global Compact, AAIB sees a complementing value in referring to the Global Reporting Initiative Sustainability Reporting Guidelines & Financial Services Sector Supplement for reporting.

The sector specific and flexibility of the G3 format is expected to help the bank refine and develop its sustainability reporting practices.

The Equator Principles



AAIB is currently applying to become a signatory of the **Equator Principles** to provide it with environmental and social benchmarks for managing environmental and social issues when extending corporate Finance. Being a regional bank with core competence in serving corporates, once adopted by banks and other financial institutions, the Equator Principles will serve as guiding standards for the banks and our investors on how to assess project finance while controlling risk involved in social, ethical and environmental hazards.

MEASURING CSR: THE LONDON BENCHMARKING GROUP

AAIB is the only Egyptian bank member of The London Benchmarking Group (LBG). LBG is a group of over 100 companies working together to measure Corporate Community Investment (CCI). It is a member-driven organisation where companies have been working collectively since 1994 to:



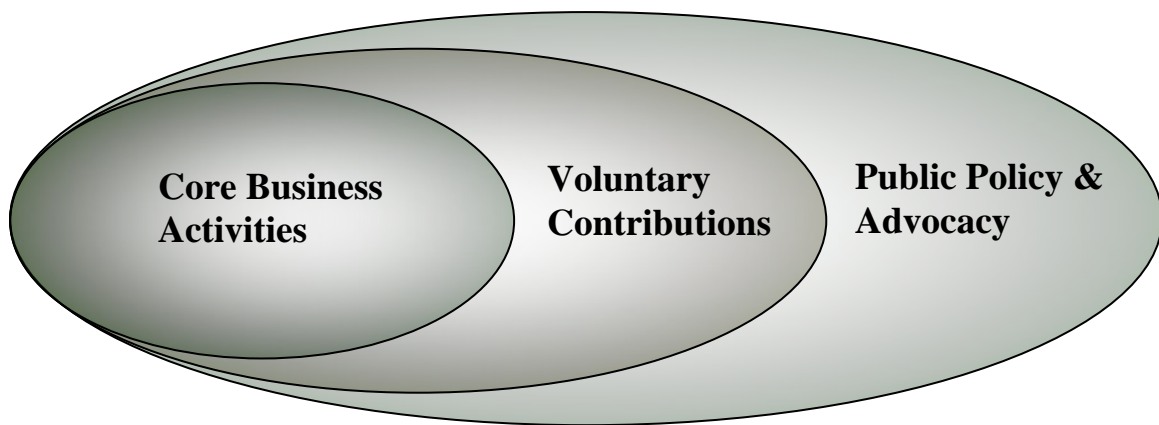
- Continue development of a global measurement standard - the LBG model
- Benchmark and share best practice
- Develop and refine measurement tools
- Improve management and implementation of CCI projects
- Better communicate CCI results to stakeholders with LBG centres

The model takes the form of a matrix that helps summarise, and quantify, the achievements of a community activity (or project). It breaks down the elements of the activity, detailing the different inputs, then going on to establish the outputs and, eventually, the impacts that these have achieved.

The input/output matrix provides the framework necessary to put a monetary value on the input costs of a company's community involvement programme. It then goes further to assess what the programmes actually achieve - the output defined in terms of how the programme has benefited both the company and the community. Finally, it helps establish the longer-term impact of the programme, essentially assessing how the world is a better place as a result of the company's investment.

2- Structural Approach: Spheres of Influence

AAIB abides to the Global Compact structural and comprehensive approach to CSR with a focus on three main components contouring its Spheres of Influence: Core Business Activities, Voluntary Contributions (Philanthropy) and Public Policy Advocacy.



Core Business Activities

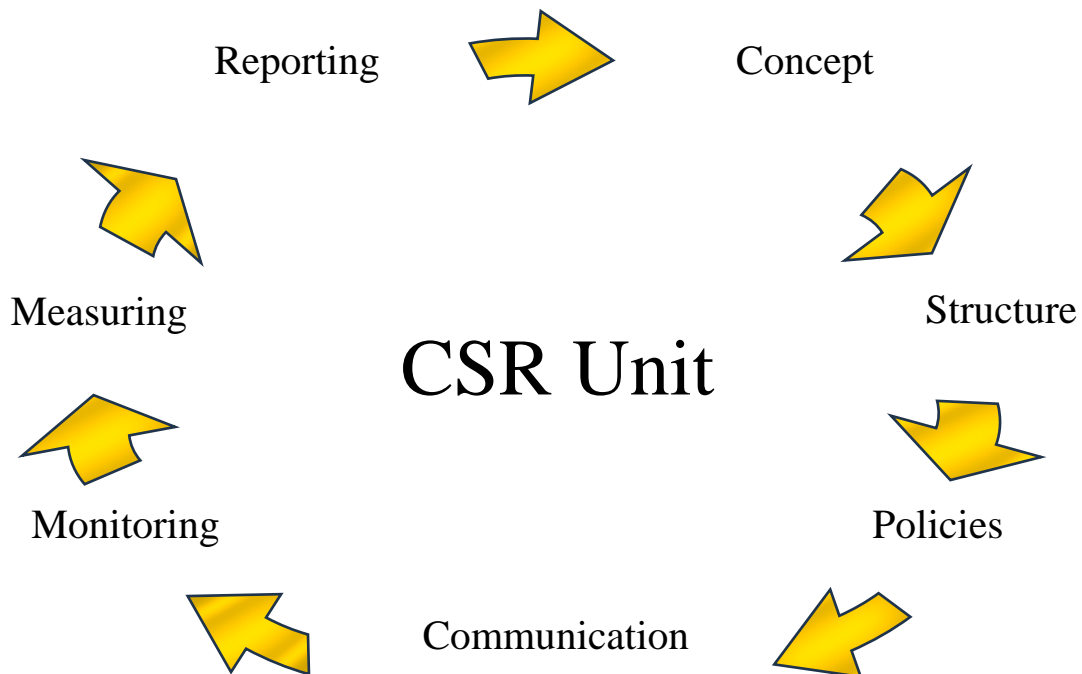
AAIB focuses on how to integrate strategic corporate social responsibility initiatives with their business practices in key functional areas and produce measurable results. Recognizing the link between business success and the well being of stakeholders, AAIB is set on making the business case of how prudent CSR practices can augment the bank's core competence and create new opportunities to benefit the organization.

AAIB is well aware that aligning corporate social responsibility strategies and goals with organizational goals and fabric involves lots of focus and dedicated efforts. This involves laying conceptual definition of core areas of interest that feature our sector to raising awareness and education to developing



internal policies and integrating CSR KPIs into the company's general performance management systems and finally reporting to stakeholders.

AAIB efforts to embed CSR into core business practices involved concluding CSR vision, the guiding conceptual framework, the establishment of CSR strategic assessment report. The bank has also started internal awareness CSR workshops targeting executives and employees. The workshops revealed significant interest and engagement on part of employees who were very forthcoming about their ideas and policy recommendations.



Voluntary Contributions

AAIB has achieved significant strides towards institutionalizing its voluntary contributions to the community in a manner that involves not only material contribution but operational involvement to ensure achievement of results. Since AAIB enacted its aggressive growth strategy in 2002 to become the fastest growing bank in Egypt, the bank has an instinctive inclination to extend its growth to be reflected not only in numbers but in moral commitment to help develop the country we are operating in. This is derived from our belief that there are limits to business growth in communities that are not growing.

1. We Owe it to Egypt Foundation

The first foundation to be developed by a bank with the aim of achieving sustainable development in health and education being basic drivers for development

2. Arab African International Bank Award

Egypt's first financial competition that offers an actual field experience to undergraduates, AAIB Award is an educational competition that invites college students to create and develop innovative banking products and/or services. For five years now, AAIB Award has opened the door for hundreds of students to innovate and compete with the guidance of professionals.

3. London Benchmarking group

We are equally focusing on installing a professional approach to enacting voluntary contributions by measuring in this we use London Benchmarking Group matrix.

The LBG model provides a comprehensive and consistent set of measures for CCI professionals to determine their company's contribution to the community, including cash, time and in-kind donations, as well as management costs. The model also captures the outputs and longer-term impacts of CCI projects on society and the business itself.

Public Policy & Advocacy

A leader in the banking industry, AAIB believes in its moral obligation to share its experience and best practices with its peers. While remaining true to our pioneering spirit in this as in all other fields, AAIB is taking a lead in Egypt in spreading awareness of how companies, and the financial services sector in particular, can manage their economic, social and environmental impacts more effectively and to the benefit of both business and the community.

The banking sector has a major role in helping meet key challenges impeding Egypt's development which are beyond the capability of the government and individual organizations to resolve. Banks have dual impact in driving CSR practices, in their individual capacity to embed CSR principles in their core business activities and in stimulating their corporate clients to follow track and observe environmental, social and ethical considerations in doing business.

Being a regional bank with active engagement in corporate finance projects in Egypt and the Gulf, AAIB has a wider role to start a local and regional CSR debate. Towards this end, AAIB is studying the establishment of a forum for Sustainable Banking & Finance in the Middle East. This forum outlines our commitment to entrench sustainability practices in the sector on a regional level and opens the door to further dialogue, debate and collaboration among peers with a common cause.

Active Participation in CSR Conferences

Our role in community includes promoting CSR good practices and finding expression its own take on the issue through participating in several conferences in Egypt and abroad.

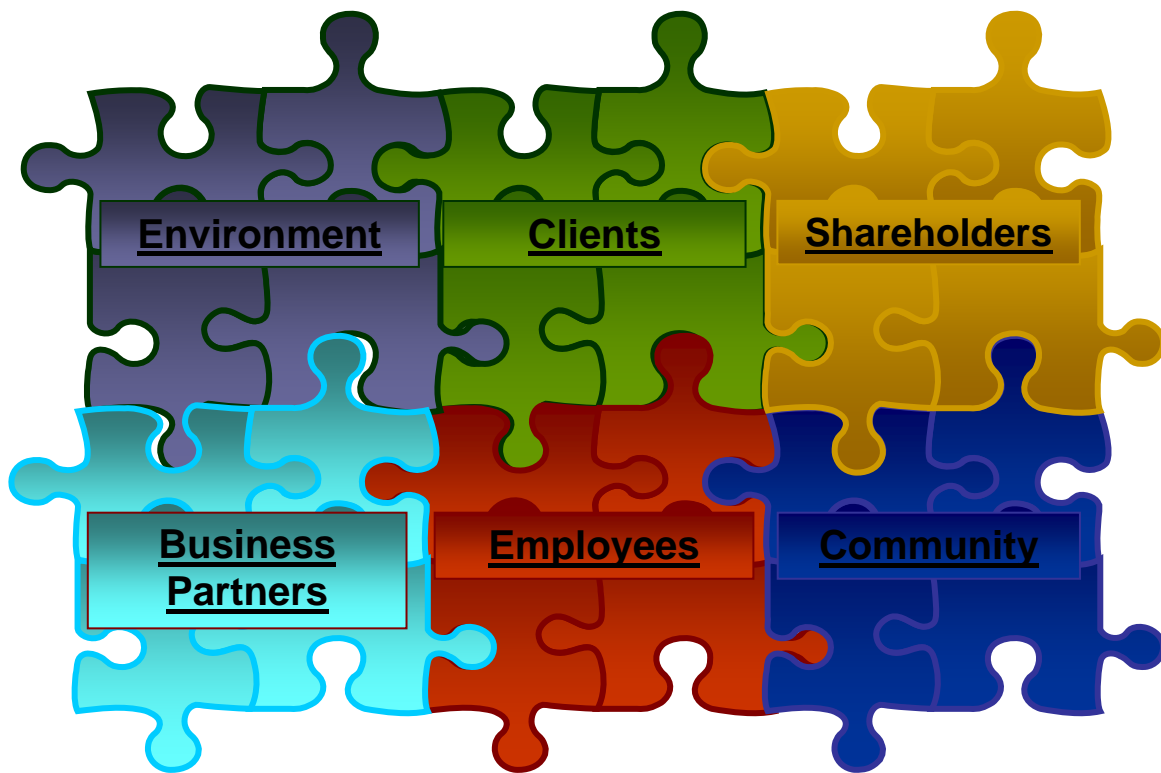


AAIB presenting its CSR experience as a case study at an Egyptian CSR conference.

As a recognized leader in the banking sector due to its innovative products and services, rapid growth, but also, crucially, its active role in the community; AAIB was invited to participate in the Corporate Social Responsibility (CSR) conference in March 2008 held under the auspices of the Ministry of Investment.

Stakeholders Framework

AAIB is committed to adding value through engagement with its stakeholders; we believe that our stakeholders accumulate our ecosystem. For each stakeholder group we are in the process of redefining or reviewing the bank's policies and strategies in order to ensure it lives up to its responsibilities. As part of our commitment to continuous learning and sustainable business success, responding to evolving stakeholder demands by being innovative and setting key targets for improvements in all areas of our performance.



Key issues identified are:

Shareholders

Increase in return on equity
Good corporate governance

Employees

Job security, work life balance,
empowerment and growth, volunteerism.
Health and safety

Customers

Financial inclusion, Satisfaction of needs
(good value for money, quality service),
confidence and security.

Business Partners

Profitability and value growth (secure,
long-term relationships that will help
them grow in a sustainable manner,
prompt payment)

Innovative products and services

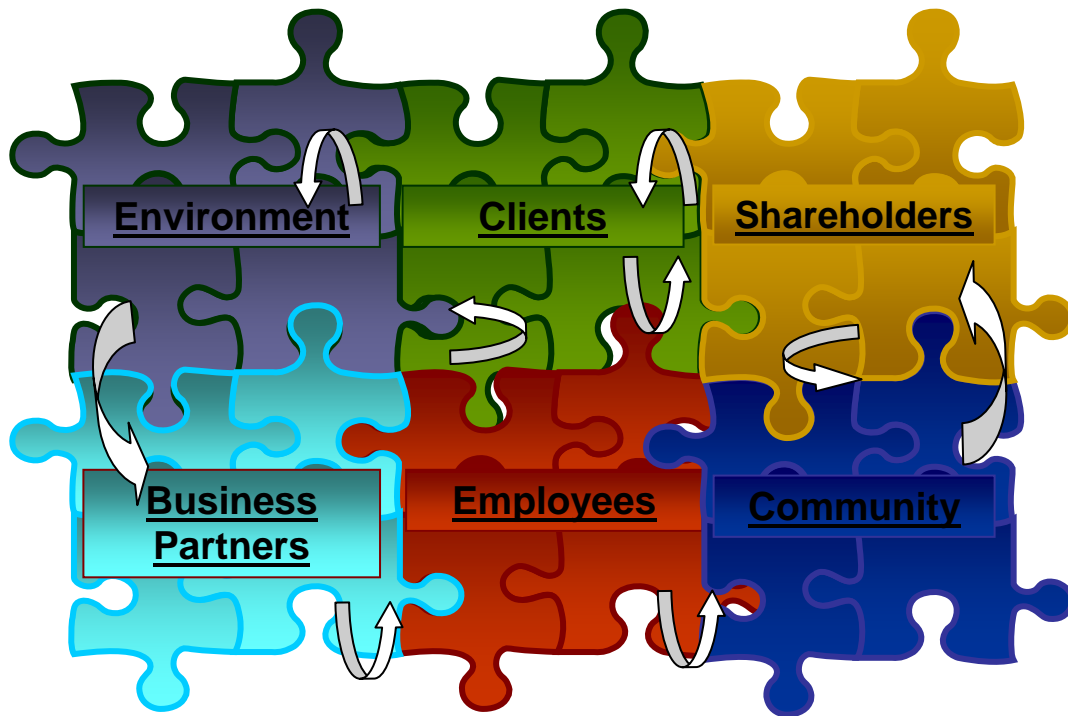
Environment

Reduction in carbon emissions
Waste management
Rationalized use of resources

Community

Health, education, environment and
culture.

Stakeholders Migration of Value



- AAIB believes in the notion that CSR is about value creation, whereby it's seen as an ecosystem composed of different stakeholders. Focusing on one component forgoes the richness of the whole. In a nutshell, CSR should have the capacity and to reach stakeholders.

AAIB in the Community



Commitment

Although AAIB has always had the vision of playing an effective role in the community, it was signing the GC resolution that gave AAIB the guidance needed to proceed with a more vital role in a systematic and observing manner that helped vitalize its developmental process.

Giving back to the community and acting as a responsible corporate citizen is one of AAIB's intrinsic principles. AAIB has reconceptualized "corporate social responsibility" to its own proprietary and copyrighted concept of "corporate patriotism" denoting a higher sense of belonging.

The bank pledges to have a positive impact on the development of local communities by focusing on health & education. Although seemingly unrelated to the bank's core business, we believe that no development or empowerment would take place in Egypt, unless these two areas are consistently and sincerely addressed.

Policies

This commitment is manifested in the work the Bank has carried out in the fields of health and education development. AAIB has institutionalized its voluntary contribution efforts through the establishment of "We Owe It to Egypt" Foundation, Arab African International Bank Award and cause related sponsorships in the field of health, education and culture.



1. “We Owe It to Egypt” Foundation

AAIB’s pioneering spirit is no less evident than in the way it implements its community service initiatives. In 2007, AAIB launched “We Owe It to Egypt” and established it as an independent foundation registered by the Ministry of Social Solidarity. Although established by the bank, its scope and objectives extend far beyond the bank’s identity, its primary goal being to enact a nation-wide initiative that inspires and mobilizes the corporate sector towards making a fundamental and positive difference in the fields of public health and education in Egypt.

“We Owe to Egypt” Vision & Mission:

Vision

“To be the national drive behind a significant impact and the sustainable development of health and education in Egypt”.

Mission

- Pooling patriotic resources towards establishing focused centers of excellence in health and education.
- Establishing core processes and stakeholder involvement to achieve and sustain development.

What differentiates “We Owe It to Egypt” from other foundations?

We Owe it to Egypt is a foundation with an innovative approach to development. We strive to create sustainable change through our projects - building the necessary structures and systems and engaging and empowering those involved so that they develop a sense of ownership.

There are three main issues that differentiate We Owe It to Egypt from any other endeavor:

1. Established by Arab African International Bank, the first to be established by a private bank.
2. AAIB covers all administrative and overhead costs and accordingly, all contributions goes in full to our development projects,
3. The Foundation has a track record as AAIB started working in CUSPH since 2004.

Policies

AAIB board is committed to strengthening the foundation's development and sustainability by:

- Contributing a percentage of its net profits annually.
- Deploying its financial acumen in the management of WOITE's assets
- Mobilizing its networks of corporate and individual clients to support its projects and activities.
- Introducing internationally recognized techniques to measure the value of business and community benefits, for example the LBG Matrix.
- Collaboration and partnership will be key to developing long-term, sustainable and meaningful strategies and action on health and education beyond Cairo and major urban areas – particularly Upper Egypt. Indeed, it is our belief that this is where the true potential of WOITE lies – all partners contributing resources, knowledge and experience and sharing the benefits of success.

Activities

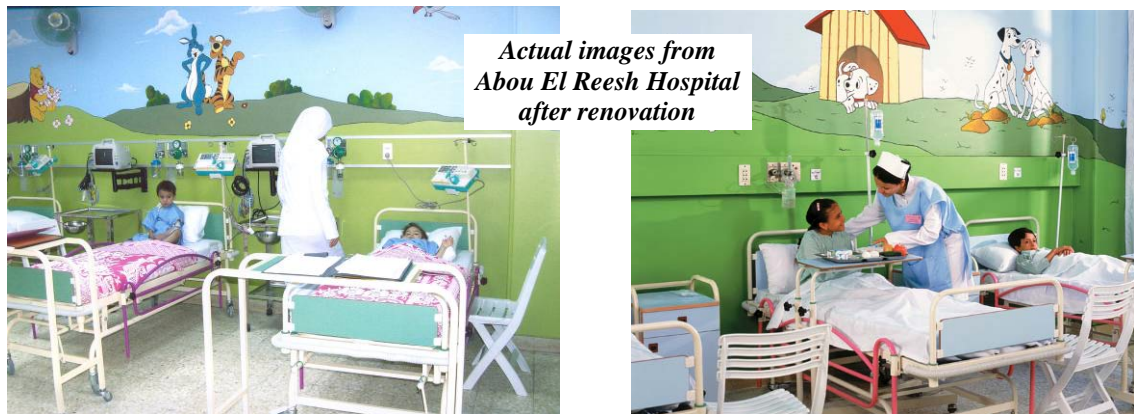
1- Cairo University Specialized Pediatric Hospital CUSPH

We Owe It To Egypt foundation is expanding the work AAIB started in 2004 by initiating the following projects:

- *Kitchen Renovation and Upgrade.*
- *Patient Support Program.*
- *Security Officers Training Program.*
- *Cleaning and maintenance of the 2nd, 3rd, 4th and 5th floor.*
- *Resuming the Nurses Training program.*

In the pipeline

- **A tri-partite agreement** with Cairo University, Faculty of Medicine and Joint Commission International to get CUSPH started for accreditation.
- **An agreement with Japan International Cooperation Agency (JICA)** to support and upgrade the hospital's capacity.



2- National Cancer Institute

The foundation is establishing 2 centers of excellence, the Operating Rooms and the Intensive Care Unit. In this, the foundation will:

- *Increase the capacity of the operating rooms.*
- *Cut waiting lists in half.*
- *Improve service delivery and increase safety level during major operations.*
- *Provide on-going training and skills upgrade opportunities for medical staff.*

3- Mansoura University: Center for Urology and Nephrology

The foundation will continue to maintain its status as a "Center of Excellence".

Support will be provided to:

- *Upgrade their Information Technology system.*
- *Document and replicate this experience at other health institutes.*

Strategic partnerships in the pipeline

- Protocol agreement with the Center for Urology and Nephrology



2. Arab African International Bank Award (AAIB Award)

Commitment

A deep sense of concern for Egypt's challenges and a firm belief in the capacity of Egyptian youth inspired AAIB to collaborate with some of Egypt's leading academic institutions. In 2003, **AAIB** launched an annual nationwide **banking competition** for university undergraduates. The first of its kind in the field of academia, the AAIB Award encourages university undergraduates to design innovative banking products or services for the Egyptian Banking sector or enhance existing ones. The competition aims at bridging the gap between academic and professional life. The three winning projects receive financial prizes and all gain non-financial benefits through participation, which is where the true value of the award lies. Students apply in teams of 3-5 members and conduct in-depth research on the market to develop their idea into a full-realistic one.

Vision

To empower future generations in the financial services arena by creating closer links between financial and academic institutions.

Mission

1. To enhance the knowledge of students and their understanding of banking and finance for the benefit of the economy.
2. To develop some of the basic interpersonal skills demanded in the field of business, including planning, report writing and presentation skills.
3. To foster teamwork and interdisciplinary coordination.

Activities

The effectiveness of the Award program resides in creating an environment in which the latent creativity of Egypt's youth is unleashed. The program extends over eight months during which candidates who successfully passed through different stages of registration and interviews receive coaching, advice and training. AAIB Award relies on the full involvement of its executives, faculty members and renowned members of the business community who together extend full support to university students, sharing their knowledge and expertise with them through extensive training and advisory sessions that cover different disciplines. These include subjects such as Retail Banking, Corporate Finance, Investment and Treasury, Presentation Skills, Report Writing, Conducting Feasibility Studies and Marketing.

When first launched, only one university was participating with 10 teams. Today, and in its fifth year, 7 renowned universities take part in this competition with the participation of more than 150 students. The universities are: American University in Cairo (AUC), Cairo University, Arab Academy for Science and Technology and Maritime Transport (AAST), Modern Sciences and Arts University (MSA), The German University in Cairo (GUC), Ain Shams University and Misr International University (MIU).

Team spirit, the confidence to innovate, working under pressure, presentation, report writing and communication skills, and gaining banking knowledge are just a few examples of what teams gain from participating in the Award.

**AAIB Award Value Measurement
as per the LBG Matrix**

INPUTS				OUTPUTS		
Cash	Time	In-kind	Management Costs	<u>Leverage</u>	<u>Community benefit</u>	<u>Business benefits</u>
Bank financial contribution	Employee volunteering	Donations of product as prizes etc. for community events	Running costs Communicati -ng programme to relevant audiences Overheads Research	Payroll giving by employees - the amount to charity	1,000 students enrolled 300 students exposed to training expertise Hours of expertise training to students Coaching students to real life scenarios	7 biggest universities Access to graduates / faculty / university heads. Press coverage (how much is it worth) Business leaders



Community & Business Impact

Assessment of long-term achievements.

3. Cause Marketing

Commitment

Arab African International Bank is initiating social marketing (wherein companies use their products and services to educate customers on key issues) and cause related marketing (CRM) in which awareness of charities' work and donations are linked to product/service sales, are becoming more common. Through such mechanisms companies are often able to enhance benefits both to the community and to the company itself.

AAIB's charitable community contributions illustrate its strong commitment to promoting human rights. Amongst other NGOs and institutions that AAIB sponsors are Breast Cancer Foundations, Orphanages, Kidney Dialysis Centers, Mentally Handicapped rehabilitation centers.

Activities

AAIB is considered one of the most active promoters of community service organizations, consistent with its comprehensive vision of the critical role of institutions operating in the fields of health, culture, and education in Egypt. It has sponsored the following organizations' activities:

Rotary Club of Heliopolis "International Squash Tournament" – is a worldwide men's squash tournament organized by Heliopolis Rotary Club.

Profits were dedicated to good causes:

1. Funds for disabled students
2. Creating job opportunities for younger girls in order to prevent early marriage
3. Illiteracy projects
4. Health club projects, which include fighting cancer and developing educational hospitals.

Culture Wheel "Sakkia"

The Culture Wheel and the Townhouse Gallery in Downtown are now the only two private cultural centers in Cairo able to support new and unknown art projects that public culture centers don't exhibit.

The center includes a large hall that can seat up to 600 for music and theater performances, a smaller hall used mainly for art exhibitions, lectures, training sessions and seminars, and a green garden for receptions and small outdoor events.

Grand Egyptian Museum

The Grand Egyptian Museum is going to be the biggest archeological museum in the world, meeting the highest standards -like those implemented at Birmingham Museum in England and the Louvre Museum in France-. The construction of the museum will be completed in 2011. It will Overlook the pyramids, with the latest up-to-date facilities, such as conference halls, temporary exhibition halls and education centers. The Museum will also have the largest conversation center in the world, a library, parks and green areas, famous Ramses statute, period masterpieces and children's museum.

Egyptian Food Bank

EFB is a charitable entity aimed at the supply and delivery of food to orphans, the elderly, widows, needy families and those unable to work.. It is supported by a number of private sector companies and volunteers. Together they collect monetary and material donations as well as unused or surplus food from different entities, companies, organizations or individuals and disburse healthy meals on a regular basis to those most in need.

Ana El-Masry

Providing essential care and services to street children to enable them realize their potential, as well as on working with low income and marginalized communities that have high risks of having their children resort to the streets.

We Care

Fundraising the needed budget to supply artificial limbs for disabled people all over Egypt.

Orphans Day

In 2004, the idea of establishing a day for the orphans was established in Dar Al Orman Institution, a charity foundation founded to find new ways especially for needy children for social care. The orphan's day is specially established to raise awareness among community that around us every day and everywhere there is a person who needs our care. Financial care was never the slogan of this day, but more is to give this orphan all the feelings he was deprived of.

Run for Cure - Breast Cancer Foundation of Egypt (BCFE)

BCFE is registered as non-governmental non-profit organization dedicated to promoting breast cancer awareness, education, research, and to providing direct services to economically disadvantaged women.

With the aim of raising awareness about Breast Cancer, this event is held annually at Gezira Club with the objective of raising awareness of breast cancer. Each year the number of registered runners has increased.

The event is a casual outdoor outing where one can run, jog or walk for the cause, sponsors show their products, and people view exhibits of healthcare services available, learn about the BCFE and enjoy the company of friends and family while supporting a worthy cause.

Egyptian Society for Village Development

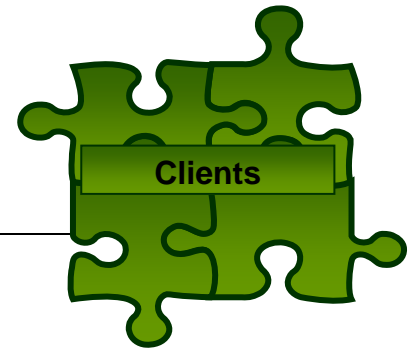
A fundraising concert, with profits supporting healthcare and fighting illiteracy in small Egyptian villages.

American University in Cairo - Management Center

AUC's Management Center has thrived to provide the markets in Egypt and the region with executive training and educational programs for top and middle managerial levels. It offers them a base that delivers classical management theories,

as well as current and emerging practices. The MC comprises 3 institutions: The Institute of Management Development (IMD), the Institute of Banking and Finance (IBF), and the Institute of Quality Management (IQM).

Clients



Commitment

We believe that our “raison d’etre” is to serve our clients to the best of our ability and that our growth and success ultimately derive from delivering superior value to them. Under our **Customer Delight** initiative, we pledge not only to provide distinguished financial products and services but also an exclusive experience across all contact points. Towards this end, we are mobilizing AAIB’s resources and seeking continuous feedback on our performance. Our commitment to clients is broadly guided by Declaration of Human Rights and the Global Compact Human Rights principles. In addition, AAIB diligently observes regulations forwarded by Central Bank of Egypt (CBE).

Beyond this, AAIB’s commitment to its clients is determined by the bank’s brand promise.

Policies

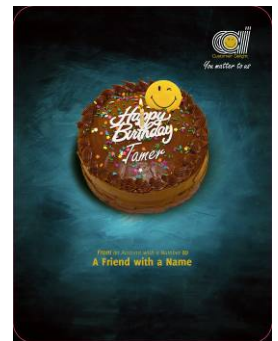
- Confidentiality of information and data concerning clients’ accounts whether prior or after the policies issued by the CBE. We value their business, and respect their right to privacy.
- We protect and support the delinquent client from market inconsistencies / fluxes.
- We consider ourselves our clients’ project partners, viewing their investment success as contributing to our own.
- Enacting brand promise policy :AAIB has worked on institutionalizing our brand promise and the customer care unit to integrate all business functions whether in dealing with front and back office to create an exciting customer experience, this is through proceeding with transparency and integrity as the main driving forces of this initiative. A number of procedure were followed such as revising different touch points marketing material to be more educational, in addition to monthly credit card back of statement where it is now more informative, educational, and bonding.
- Providing **Advisory Services** and **Financial Consultancy** to non-clients and clients through well-trained customer service staff specifically.

- Legal and remedial cases are guided by a **code of ethics** that, while protecting Bank's rights, also protects the rights of its clients.

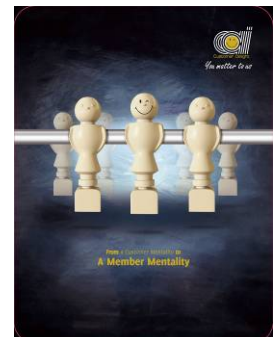
Activities

1. Communication of Brand Promise in a brand contract as follows:

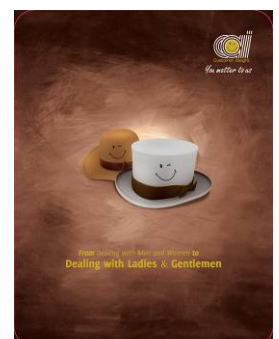
From An Account with a Number To A Friend with a Name



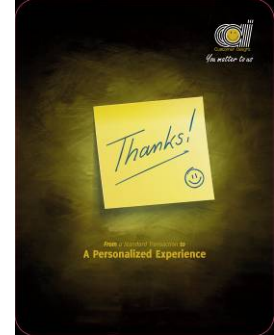
From A Customer Mentality To A Member Mentality



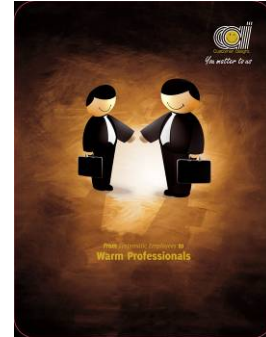
From Dealing with Men and Women To Dealing with Ladies & Gentlemen



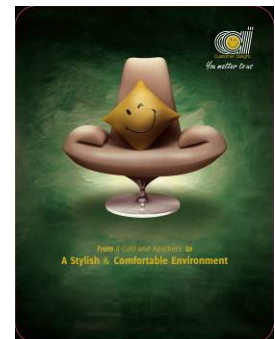
From A Standard Transaction To A Personalized Experience



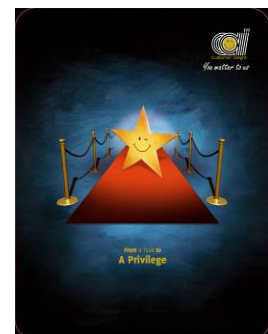
From Systematic Employees To Warm Professionals



From A Cold and Apathetic Environment To A Stylish and Comfortable Environment



From a Task To A Privilege



2. Customer Care Unit

Where customers are the asset of our business, we always seek to develop our operations to enhance the level of their satisfaction and to meet their expectations. With this objective in mind, we aimed to unify our customer interaction and provide a mechanism for ensuring exclusive customer by institutionalizing brand promise with the establishment of a customer care unit.

3. Development of Communication Tools

- Development of a Customer Service Kit : (Giveaways, Manual, and a Video)

4. Revamping of Customer Touch Points

- The Back of Statement – has been used as a communication tool whereby latest news about the bank's activities, products and services are ... bilingually (Arabic and English).
- Revamping our Corporate Website to be more user-friendly and to include more updates about the bank and to further.
- Renovations of branches – about 80% of the branches were renovated.
- Customer Focused Research
- Transparent honest communication to clients

Workshop Outcomes

A series of workshops were held among the bank's staff to assess AAIB's approach to clients rights, a number of topics were discussed among which was the clients, and here are the main highlights and outcomes:

1. Measurements of CSR performance through:
 - Key Performance Indicators (KPIs) with ownership in each business unit;
 - Benchmarking;
 - Sustainability curve;
 - Conducting customer satisfaction surveys on on-going basis;
 - Developing monitoring mechanism and improving reporting mechanism from different functions to CSR Unit
2. Ensuring proper **communication and education** to ensure pre site sale and past sales support.
3. **Transparency** in client communications - carefully communicating to clients their rights and enlightening them as to how to minimize interest payments.

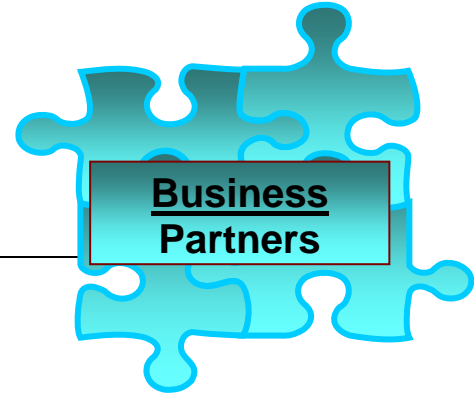
4. Financial Literacy

- **For the Community:** accessing remote and illiterate areas to create awareness of financial matters in a simple and customized form. Examples could be integrating messages into comics to educate school students about the importance of saving.
- **For Existing and New clients:** Educating existing and new clients about financial products and services i.e. Cause-marketing.

Corporate Clients

- **Build industry based guidelines** for our corporate clients that would help sharpen their competitiveness.
- **Extend educational programs** and later pricing incentives if they are CSR compliant.
- **Launch a CSR program for corporate clients:** instead of classically promoting our products (retail and corporate) on their own, they could be bundled under CSR program for our corporate clients. That would improve their shareholders in a win-win situation as follows:
 - **Corporate Employees** – AutoLoan, mortgage finance, credit cards, educational loans...etc. if a company negotiates better interest rates on a car loan for its employees then it is making the employee more loyal.
 - **Shareholders** – corporate finance, advisory service.
 - **Community** – subscribe to “We Owe It to Egypt” program.

Business Partners



The Bank's direct social and environmental impacts are usually minimal in comparison with the indirect impacts which it has through its investment, project finance and loan portfolios.

Commitment

AAIB is committed to using its influence positively – as per UNGC commitment – to raise standards amongst business partners.

Policies

AAIB deals with various business partners, whether service providers (such as cleaning and security companies), or suppliers, or advertising agencies.

AAIB recognizes its corporate responsibility in selecting its business partners based on long-term partnerships that develop as they grow.

1. Selection Standards & Equal Opportunities

To pledge climax output, we encourage dealing with new sound suppliers especially on the local level, regardless of size. When initiating a new line of business, a brief or a proposal is addressed to three selective suppliers in the market, whereby their offers are evaluated based on three main categories: quality, price, and delivery performance. For AAIB, business continuity with high quality and efficiency is a priority.

2. Long-Term Partnership

AAIB believes in long-term partnerships with our business partners that are based on mutually affluent growth, achievement and success. Along the business process we care to advise our partners about ways to develop and enhance their business while meeting our objectives. Transparency, prompt feedback and clear communication throughout is an asset feature of this partnership throughout.

3. Ethics / Soundness

Ethical treatment and payment rights and contract abidance and respect come as a priority that are set up before conducting any business with any of our business partners. At AAIB, we seek business with business lines that abide by our values and ethics as well, and who are ethically sound in the market.

Workshop Outcomes

A series of workshops were held among the bank's staff to asses AAIB's approach, a number of topics were discussed among which were the business partners, and here are the main highlights and outcomes:

In terms of external stakeholders whom the Bank can engage to establish leadership in this field, it will be important to work with government, the press, and industry bodies.

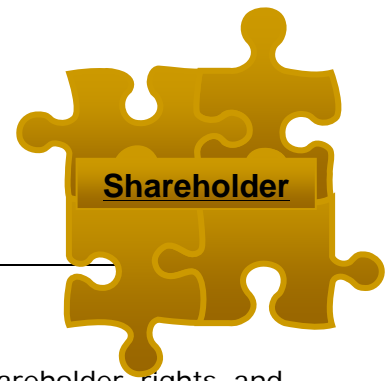
Suppliers

Suppliers need to build eligibility guidelines for business parties such as literacy programs for empowering their employees, labour laws such as maternity leave, insurance, and medical coverage. Provide incentives for contractors working in our branches to offer them meals.

General Procedures:

- Communicating and educating clients (especially corporate clients) and suppliers on social and environmental considerations when doing business: pollution, working conditions, child labour, union rights, women's issues, liberalization.
- AAIB could consider pricing incentives such as lower fees and interest rates.
- AAIB should seek to identify external auditors and inspectors to help clients adopt CSR policies.
- AAIB should embed the above social and environment considerations in its risk reviews, credit policies and terms and conditions for suppliers.

Shareholders



The principal goal of our shareholder policy is to protect shareholder rights and interests by maximizing the return earned over time through effective management of the bank's assets and continued growth of the bank's operations and profitability.

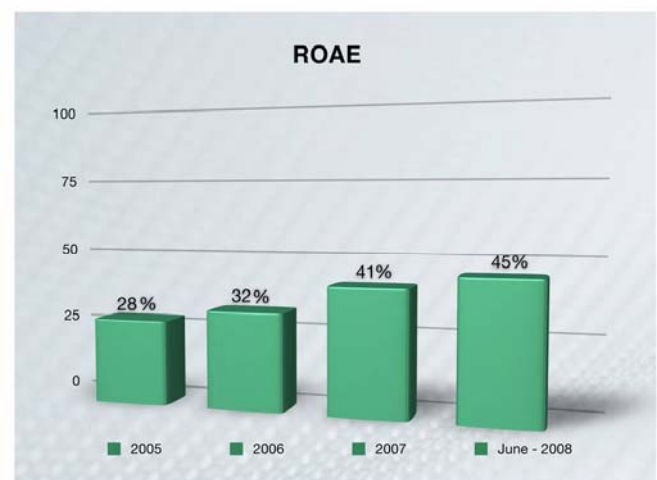
Contributing to the creation and enhancement of the shareholder value is one of AAIB's major aims. AAIB works to minimize risks and maximize the value of the bank by becoming an organization capable of generating income in any operating environment. At AAIB, we are committed to establish an effective corporate governance framework and disclose accurate and up-to-date information to investors in a proactive manner.

Commitment

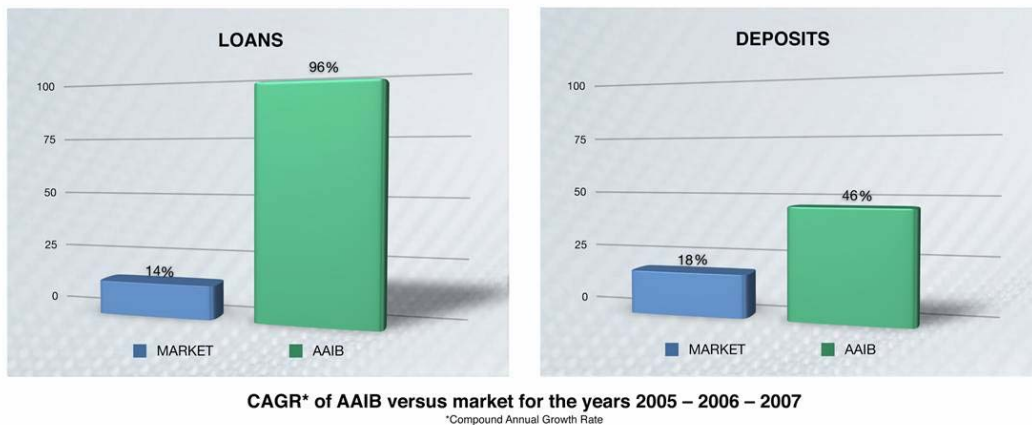
We believe that our shareholders should be informed in a factual, timely and widely manner of important developments at the bank. This focus on honesty and transparency reflects and strengthens our financial strategy which is based on sound financial management and maximizing shareholder value.

Growth Policies

Arab African International Bank is unrivalled in being the fastest growing bank in Egypt in terms of size and profitability. Its consistent growth-oriented strategy found expression in commendable organic growth, M&A, growth in subsidiaries and regional expansion building on its full fledged branches in UAE.



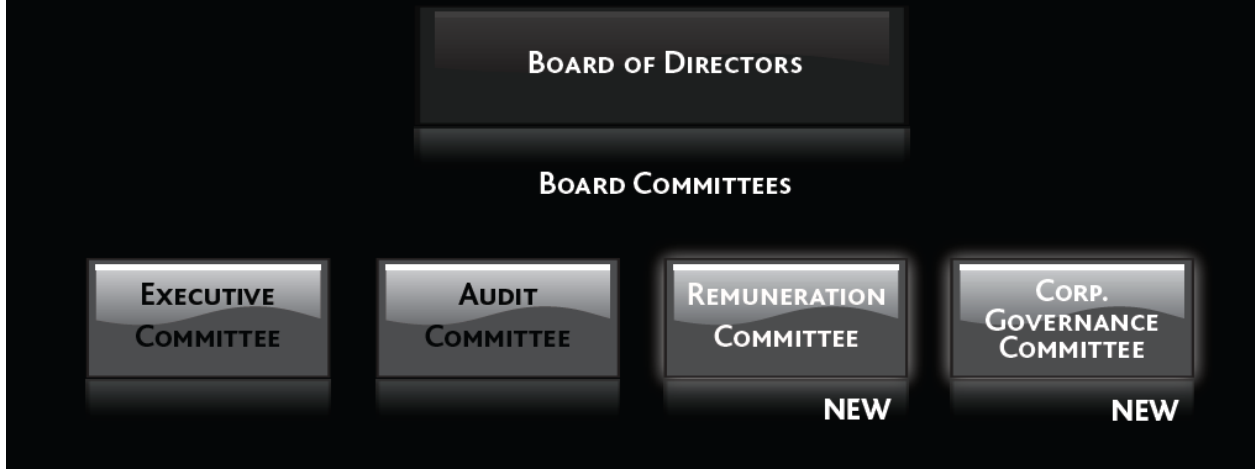
AAIB "Return On Average Equity" Growth



Corporate Governance

Arab African International Bank (AAIB) strives to implement a higher standard of corporate governance that exhibits responsible banking and goes beyond mere checks and balances. Accordingly, we have enhanced our governance framework over time in order to increase shareholder value and ensure a transparent and ethical work environment. While *Corporate Governance* sets the legal framework to protect a company's shareholders and stakeholders; the relative emphasis being dependent on national models; CSR is aimed at extending the legal requirements promoting ethics, philanthropy and social reporting to satisfy stakeholder concern.

AAIB'S EMPHASIS ON CORPORATE GOVERNANCE...



While this is an on-going process, we have already made significant steps, which can be summarized as follows:

- Board of Directors:

AAIB is run by a highly effective Board, which consists of a majority of non-executive directors, with a wealth of experience in various aspects of finance. The Board exercises its authority in accordance to the Bank's bylaws and all applicable laws and regulations.

- Control Environment:

Internal Control:

Board – Audit Committee:

The Audit Committee is considered the highest level of internal control, performing a supervisory and control function, through overseeing the internal control framework applied by the Bank and recommending enhancements as appropriate, addressing regulatory compliance, supervising inspection / audit

function, and the selection the Bank's external auditors.

Internal Audit / Inspection: Moving towards risk-based audit aims to identify and pre-empt foreseeable risks through appropriate policies, controls and ensuring the effective implementation thereof.

Anti-money Laundry: Monitoring activities to safeguard and detect any suspicious conduct.

**- AAIB's Code of Conduct
& Ethics:**

We have formalized our code into a documented Code, which outlines the Bank's standards for professional and ethical conduct, and supports whistle-blowing conduct. Furthermore, an Employee Relations Unit has been established to address queries regarding the code, employee complaints, among other responsibilities.

- Transparent Disclosure:

Publication of quarterly financials endorsed by the Bank's external auditors, as well as timely announcement of any information deemed important to shareholders and the investment community and the general public.

**- Board – Corporate
Governance Committee:**

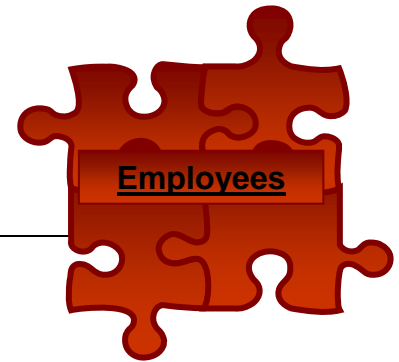
The CG Committee has been established to assist the Board in fulfilling its oversight responsibilities regarding the effectiveness of the Bank's corporate governance system, including the development and recommendation of a set of corporate governance guidelines and monitoring Bank compliance therewith. The Committee's

strategic objective is to maximize corporate value for the Bank's shareholders, depositors, employees, and other stakeholders.

**- Board – Remuneration
Committee:**

Determining the compensation package for the CEO and designated senior executives in alignment with shareholder value, and to ensure that executives, and overall employees are incentivized to enhance their contribution to the Bank's success. The Committee is further mandated to ensure the adoption of bank-wide coherent remuneration policies and practices which fairly and responsibly reward executives and make recommendations regarding non-executive remuneration.

Employees



As a signatory to the United Nations Global Compact, AAIB has committed to promoting international human and labour rights within its spheres of influence. The most obvious place to start is with the bank's own workforce, but it also recognises that it has the ability to promote higher standards with its business partners (e.g. suppliers) and clients.

Broader issues to be considered include the right to freedom of association and the effective recognition of the right to collective bargaining, the elimination of all forms of forced and compulsory labour, the effective abolition of child labour and the elimination of discrimination in respect of employment and occupation. An international CSR benchmarking survey conducted by the bank and internal consultations also highlight some of the following as pertinent to financial institutions: employee communications, working hours, healthcare, work-life balance, executive pay, redundancy, leadership, training and development, diversity, pensions and share ownership.

Commitment

AAIB's statute reflects its commitment to human rights, providing a decent working environment and improving the quality of life of its employees. It understands both the moral and economic reasons for doing so.

Policies

In order to achieve our vision and mission effectively, the HR division have promulgated five well-defined policies and procedures in the following areas:

- **Recruitment** – AAIB's policies strictly prohibit forced or compulsory labour of any kind, and adhere to minimum age provisions of national labour laws and regulations and, where national law is insufficient, take account of international standards. AAIB prohibits any form of discrimination on the basis of race, creed, gender or ethnic origin (women currently make up 35% of the workforce). Every employee is issued with a contract which he or she signs to confirm acceptance of the terms outlined. Indeed, prospective employees are encouraged to negotiate the terms of their employment and contract as they see fit.
- **Succession Planning** / leadership development – We aim to identify and invest through training and the like in a second line of talented managers and future leaders with the potential to maintain the growth and wealth of the organization and cover any gaps, expected or unexpected losses.
- **Job Rotation** – Job rotation brings benefits to the bank and to staff members, encouraging the broadening of the skills and experience of staff, avoiding the potential of their being locked into positions. Benefits from job rotation include acquisition and enhancement of skills, knowledge and expertise, personal and professional development and enhanced prospects for advancement.

Job rotation also improves organizational flexibility, interrelationships between administrative areas, career planning and progression opportunities. Through multi-skilling it can assist to ensure continuity of output by making provision for absent staff.

- **Scholarship** – with the objective of encouraging its employees to expand their knowledge base by enhancing their educational level, AAIB finances accredited post-graduate master degrees, DBAs, and PHDs studies for AAIB employees in areas directly related to their field of work. These include Finance, Accounting, Investment, Banking, Marketing, Human Resources, IT, and Management.
- **Staff Education** – Within the bank, AAIB also provides high quality educational opportunities for learners to enrich their lives, enhance their professional qualifications, and promote their careers. We want AAIB employees to be self-reliant and proud to work for AAIB. Such opportunities are offered not only to managers but also support staff.

- **Revision of the Code of Conduct**

The employee code of conduct has also been revised to ensure that guidance regarding how to conduct their duties appropriately namely treating all stakeholders fairly and honestly, without discrimination and allowing personal interests to intervene is clear and consistent with company objectives.

However we realize that policies must be reviewed continuously in light of changing circumstances and stakeholder expectations. This is a challenging task as is ensuring they are communicated clearly and their implementation monitored.

Activities

Raising awareness of our policies and related procedures through ongoing communication and training is essential if the organization is to work effectively as a team and reduce the risk of harm and unnecessary conflict with our stakeholders.

AAIB has put in place an **equitable system of compensation** that entitles all employees to payment and reward based on their performance and contribution. The bank extends full medical coverage to employees which include a medical clinic on the premises. Our pension fund system is one of the best on offer.. AAIB's "Compassion Program" commemorates the passing away of staff members through charitable donations, a token of the deep bondages that unites that bank with its employees.

AAIB realizes that it has a responsibility to provide a safe **and a healthy working environment**. Our state-of-the-art head office building was designed by an international contracting company to withstand earthquakes and similar natural disasters. The building is sound-proof and air-tight with central air conditioning, fire-alarms and firefighting systems, Trojan systems for outside walls and emergency electrical systems. The administration enacts security policies and safety measures to guarantee a healthy working environment.

AAIB believes compliance with internationally recognized labour rights should be part and parcel of day-to-day business practices both inside and outside the bank. The continuous growth and profitability of the bank has made it possible to create **job opportunities** and increase employment by 30% in 2008.

Respecting employees working rights and believing in their valued contributions to the organization, AAIB encourages its employees to form **syndicates** to ensure freedom of expression and associations to provide a channel of healthy communication among peers and with senior management. Freedom of expression is an innate right ensured to all stakeholders without fear of retribution or penalty. The following are existing entities serving employees purposes:

- AAIB Employee Syndicate –elected by bank employees once years to ensure their working rights are observed.
- Junior Staff Forum –providing a means for junior employees-who are believed to be the strong potentials of the organization – to express their concerns and/or suggestions to improve the services provided by the bank as well as general working conditions.
- Sports & Social Activities Association that support recreational activities involving employees and their families.

AAIB Blog

It's a channel to promote internal communication – saving time, movement, raising motivation to work, better working environment, and technological advancement to improve work.

Casual Day

After a long week of working from 8a.m. to 5 p.m. wearing formal work attire most employees feel the urge for a more comfortable wardrobe at some stage. In response, as of August 2008, HR instituted a "Casual Day" whereby each Thursday all bank employees are permitted to come to work in casual clothes. While a more relaxed clear guidance also been issued to ensure that clothing should be neat, clean, and not offensive, tasteless, revealing, or sloppy.

The benefits of introducing a Casual Day Policy and relaxed dress code are thought to be many including:

- Increased morale
- Enhanced communication
- Greater loyalty
- Improved productivity

Volunteerism

Staff Engagement through Blood Donation



Egypt's blood banks are critically short of blood and prompted the Ministry of Health to conduct a national campaign for blood donation among organizations and banks. AAIB was prompt to respond with 75 blood donors coming forward on the first day.

Workshop Outcomes

A series of workshops were held among the bank's staff to assess AAIB's approaches, a number of topics were discussed among which was the Employees, and here are the main highlights and outcomes:

Recruitment

- Applicants should be evaluated against customized recruitment criteria for each function (Admission exam should differ according to post/vacancy requirements).
- Prompt feedback (positive or negative) should be given to new applicants who apply to the bank. A higher and faster response rate will project an image of a committed organization.
- HR is AAIB's positioning edge. As such we should raise the bar for quality. Having exceptional recruitment staff will help position us as an exceptional bank.

Orientation

- An **orientation program** for new hires in different departments to enhance their understanding of financial issues.

Effective internal communication

- An **employee handbook** should be disseminated which sets out the Bank's vision and values, organizational structures, statute, code of conduct, so helping to build awareness of employee responsibilities and rights.
- Channels should be established to promote better transparency e.g. in relation to promotions, payment structures, employee surveys etc.
- New policies should be communicated along with what are the values / benefits for adopting or implementing them. This will lead to better staff engagement.

Appraisal & Motivation System

- **Revise the appraisal system** to reflect and strengthen the Bank's core values (eg. team spirit).
- **Employee of the Month** - could be based on other criteria such as best customer service...etc. rather than being limited to best sales achievement.

Employee Representation

- Establishing a **Staff Care Unit / Employees Rights Unit** that will be responsible for:
 - ✓ handling staff concerns without fear and that there is a prompt and satisfactory response to their complaints or suggestions
 - ✓ offers facilities such as bills payment, car license renewal, membership in a sports club for the employee and his family members if possible.
 - ✓ Conduct periodic ssurveys to recognise areas of concern amongst staff.
 - ✓ Developing benefits to employees: AAIB should ensure that the benefits given to its employees are better than those given to its customers and that they are extended to family members. Loans should be granted at 0% interest and should an employee leave the bank they should not be required to pay back the balance immediately, but be granted the same terms and conditions apply as to ordinary customers. Such measures would contribute to employee satisfaction, reduce turnover rates and project a good image to customers who are made aware of AAIB's good treatment of its staff.

- A decent **working environment** should be ensured by focusing on possible improvements in relation to the:
 - ✓ Office environment
 - ✓ Fire alarm & fire fighting systems
 - ✓ Health and hygiene
 - ✓ Establishing a break area for each floor to avoid eating in front of clients and maintain a more pleasant place to work.

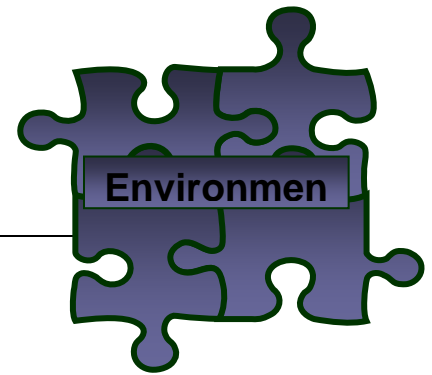
- Support in the **Career Path**

Maintain support for each staff member concerning his own career path based on his own vision along with a structured process. The process will include counseling / guidance to set targets as to where the employee should be in 3 – 5 – 10 years' time according to capability, and link it to training opportunities.

- **Training and Development**

The induction program should be revised and updated in consultation with business unit heads to ensure that it is relevant to their needs and reflects their core strengths.

Environment



Commitment

As a financial institution, AAIB is committed to protect the environment by trying to find new ways in its day-to-day operations to minimise our environmental impacts and manage better our resources with wiser utilization. We make sure that health, safety and environmental issues are considered within our project. We are formalising our environmental strategy and communicating this throughout our business and supply chain.

Policies

AAIB intends constantly to enforce below policies:

- Seeking ways to minimise resource use (e.g. electricity, paper, water, waste management, recycling, building design),
- Carbon neutrality (whereby the bank compensates for carbon emissions by e.g. planting trees, investing in green energy sources),
- E-procurement, green products and services (e.g. online paperless accounts, socially responsible investment in green energy)
- Environmental risk assessments in lending / project finance.

AAIB seeks to adopt a more environmentally responsible corporate policy, and the following elements could contribute to its implementation:

- apply a precautionary approach,
- adopt the same operating standards regardless of location,
- ensure supply-chain management,
- facilitate technology transfer,
- contribute to environmental awareness in company locations,
- communicate with the local community, and
- share benefits equitably.

Activities

The bank has the opportunity to influence practices not only in its own workplace, but also amongst business partners and clients.

Some of the activities conducted this year were as follows:

Replacing pay slip paper with e-Statements!

On August 2008, AAIB stopped the production of paper pay slips and replaced it by electronic ones. Previously pay slips were provided to all bank employees via a monthly paper statement. Issuing pay slips electronically has many benefits among which: it reduces time pressures, reduces paper consumption, employees could view their salaries for any monthly duration they prefer, rather than being limited to one month statement, hence information is accessible and for any duration. Maintains privacy of information as paper could be lost or read by any user, however having information online with secured username and password maintains the privacy of such information.

CSR Workshops

With the objective of developing a shared understanding of Corporate Social Responsibility (CSR) at AAIB, and prioritizing CSR issues of importance to key AAIB stakeholders, and by way of contribution, three CSR workshops were held to discuss and embed CSR more widely in the Bank's day-to-day business operations.

Workshop Outcomes

A series of workshops were held among the bank's staff to assess AAIB's approaches, a number of topics were discussed among which was the environment, and here are the main highlights and outcomes:

1. Internal Policies and Procedures

- ✓ Installing environmentally friendly floors and avoiding wall-to-wall carpeting.

- ✓ Proper ventilation.
- ✓ Adopting a no-smoking policy inside AAIB premises.
- ✓ Encouraging better management of waste by educating employees on environment preservation, such as:
 - Reducing paper usage – by e-mailing and not printing out drafts.
 - Reducing water consumption by installing electric taps for water.
 - Reducing electricity (light) consumption, especially after working hours.
- ✓ Institutionalizing environmental management systems by:
 - Establishing a committee at the Bank and employing staff to assess, monitor, report, and discuss findings.
 - Establishing an Employee Environment Forum.

2. Stakeholder (Clients and Community)

- Encouraging and/or enforcing clients to apply environmental principles and adhere to Bank policies e.g. seeking ventilation and carbon emission reductions in factories.
- Providing litter bins in the vicinity of the Bank will encourage the community to be environmentally friendly.
- **Education on Traffic:** AAIB-as other banks- derives an increasing percentage of its income from granting car loans, which exacerbate traffic and pollution, resulting in banks being the number one reason for car pollution in Egypt, this is an environmental dilemma that AAIB has to face. As such, some recommendations were suggested:
 1. Relevant materials on how to reduce pollution and congestion could be distributed along documentation when granting car loans e.g. traffic code, guidance on the importance of maintaining vehicles in good repair and minimising their use to the degree possible.
 2. Limiting the number of car loans each bank in Egypt disburses each year based on an analysis of the capacity of cities etc. to accommodate rising levels of traffic.

3. Trees could also be planted in line with the car loans issued and incentives could be provided to those purchasing more environmentally-friendly cars – a **Green Autoloan Program** with lower interest rates.
- **Greening Cairo:** A tree-planting / green space initiative to beautify areas in cooperation with governorates and local residents.
 - **Raising Awareness among Schools:** Highlighting environmental issues and the harm on the health among primary school students as the young generations will carry this along as they grow and they could pass it to others.
 - Could be linked to a media campaign “Culture has nothing to do with financial position”.
 - Clients and business partners could support the initiative – donate and help in other ways.

The program could also involve renovating schools – with one school competing against another in terms of cleanliness and “niceness”.