



**CONSUKORRA**



Annual Report: Sustainable Development

**2012**

[www.consukorra.com](http://www.consukorra.com)

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**CONSUKORRA**

Address: 14 ALFI Street, EL THAWRA Building, Cairo, Egypt.  
Tel: + 202 2 593-0001  
Fax: + 202 2 593-3889  
Email: csk@consukorra.com

العنوان: 14 شارع الألفي، عمارة الثورة، القاهرة، مصر.  
هاتف: +202 2 593 0001  
فاكس: +202 2 593 3889  
البريد الإلكتروني: csk@consukorra.com

## Introduction

As an acting member in society, CONSUKORRA aspires to find pathways enabling it to continuously enhance its effectiveness on all social, cultural and environmental levels, in the same way it does on the economic level.



This is deemed the first report submitted to UN Global Compact to which CONSUKORRA joined (joint stock company) in April 2010 regarding CONSUKORRA Company's stands as for application and adoption of responsibilities towards society in the financial year 2010 -2011, wherein CONSUKORRA defines its social responsibilities as following: it pursues its civil work; with the intent of creating a positive effect in society and environment; as well as achieving the utmost limit of profits for shareholders.

Despite the fact that CONSUKORRA's signature upon Global Compact took effect from just a year, the company has already been adopting that concept from numerous years through supporting and embracing many societal activities that lie in its ethical obligations and as a commitment on its part as an active member inside a society interested in achieving stability and developing environmental and social conditions of that society.

This report is going to shed much light upon strategies, targets and pathways adopted on part of CONSUKORRA; for the sake of achieving social responsibilities as well as future plans CONSUKORRA Company will follow to develop its social responsibilities.



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فاكس: +202 2 593 3889  
البريد الإلكتروني: csk@consukorra.com

**Date –1 -2012**

H.E. Ban Ki-moon  
Secretary-General  
United Nations  
New York, NY 10017  
USA

Dear Mr. Secretary-General,

I am pleased to confirm that ConsuKorra Co. *supports* the ten principles of the Global Compact with respect to human rights, labor, environment and anti-corruption. With this communication, we express our sincere intent to advance those principles within our sphere of influence. We are committed to making the Global Compact and its principles a part of the strategy, culture and day to day operations of our company, and to engaging in Collaborative projects which sustain the broader development goals of the United Nations, particularly the Millennium Development Goals. ConsuKorra Co. *will* hereby make a clear statement of this commitment to our stakeholders specifically and the public generally.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's concerted efforts to implement the ten principles. We support public accountability and transparency, and therefore commit to report on progress within *one year* of joining the Global Compact, and *annually* thereafter according to the Global Compact COP policy.

**Sincerely yours,**

Eng. Mohamed- Ayman Korra  
Chairman and CEO



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## Statement of CEO

Due to values held by CONSUKORRA Company, which all employees seek to apply in all operations, our responsibilities towards building society and enhancing its economic and social infrastructure emerge.

Due to this commitment, Consukorra allocates a part of its annual investments; for enhancing lives of workers as well as pushing society towards community welfare in partnership with other NGOs.

From our strong belief in the significant role of CONSUKORRA Company plays in society; we have joined the Arab leadership Sustainability Group – ASLG on August, 2010.

Finally, we realize the volume of the social responsibility on our shoulders towards our partners. Furthermore, we provide the best national and international practices in good management and sustainable development. May Allah grant us success?



**Eng. Ayman Korra**  
Chairman and CEO

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## About CONSUKORRA

CONSUKORRA has been established in 1997s according to Egyptian law 159 for 1981 as a limited liability company with a capital of one million Egyptian pounds. On April, 2009, CONSUKORRA has become a joint stock company with a capital of 51 million Egyptian pounds. Since then, company strives to apply best quality systems in management and production, and provided services in all viable sectors. This in turn has positive impact on capacity of CONSUKORRA to achieve its expansion and sustainability goals.

## Our Vision

To be well known locally and internationally for quality and credibility in all fields of our activities. We offer our clients quality services and products which result in their business growth and profit increasing.

## Our Mission



**To join forces with world class suppliers/partners that enhances our competencies in solving clients' problems and optimizing solutions**



**To provide efficient and effective customer service to all our clients**



**To deeply understand our clients business needs that help us offer them suitable tailored products and services that result in performance enhancement and profit increase**



**To select the people of highest caliber and to ensure their high performance by providing them with the necessary trainings and tools as they are our most valuable asset**

## Values

CONSUKORRA's activities depend on high and well-established values in its employees and insist on applying such values in all fields of activities, most important of which are the following:

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**Credibility**

We always honor our commitments and fulfill our obligations.

**Quality**

we strive to be the best in our business through the compliance with the international quality standards and the industry benchmarks.

**Accountability**

We are a responsible entity that abides by the local and international laws and also participates in community development programs that aim at leveraging the business environment in Egypt.



Such values make us proud of our success and optimistic about our future. We focus on the details and give it enough attention to attain business perfection and position ourselves among the market leaders.

**Management of sustainability**

CONSUKORRA adopts a participatory management approach on all administrative levels where policies of the company and accredited work systems guarantee such approach. Moreover, use of such approach isn't confined to employees of the company, but it reaches out to all clients and suppliers as well as surrounding society at large.

This management approach is deemed one of competitive characteristics of CONSUKORRA; and considerably guarantees best quality of administrative operations and subsequently the economic performance; in as much as such participation largely contributes to building an internal culture for employees which counts on transparency, credibility and responsibility; in a mode that provides for them sense of responsibility and belongingness. Moreover, this becomes tangible in low ratio of turnover; and is implicitly reflected in the new mindset of suppliers, clients and society at large regarding the economic and social practices of CONSUKORRA inside society.

Indicators of sustainability management includes topics such as the strategy of company in managing sustainability, fighting corruption and governance according to level (c) of specifications for preparing the report for edition 2002

Citation

Sustainability of performance

Quality of performance

Participation

Transparency of performance

Credibility of performance

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## Sustainability goals 2012



## Policies of Sustainability assurance

Mission, vision and values of CONSUKORRA are one of guaranteeing benchmarks for sustainability. Abiding by rules and pacts is one of incentives for achieving sustainability. Moreover, values of CONSUKORRA emphasize on gaining credibility with suppliers and partners. Furthermore, quality and responsibility are of guaranteeing policies of sustainability for clients and expansion of clients' zone.

Policies of different sectors in CONSUKORRA guarantee either for employees, clients or even suppliers the inclusions and policies related to the following:

Policies related to employment; incentives, promotions and complaints.....etc, in addition to all policies related to personnel affairs, safety and professional health that are all policies which guarantee safety and stability of employees. In addition to trust that should be deeply established between employees and the company. It is worth mentioning that such policies should regard all Egyptian laws, agreements and protocols related to man and work rights.



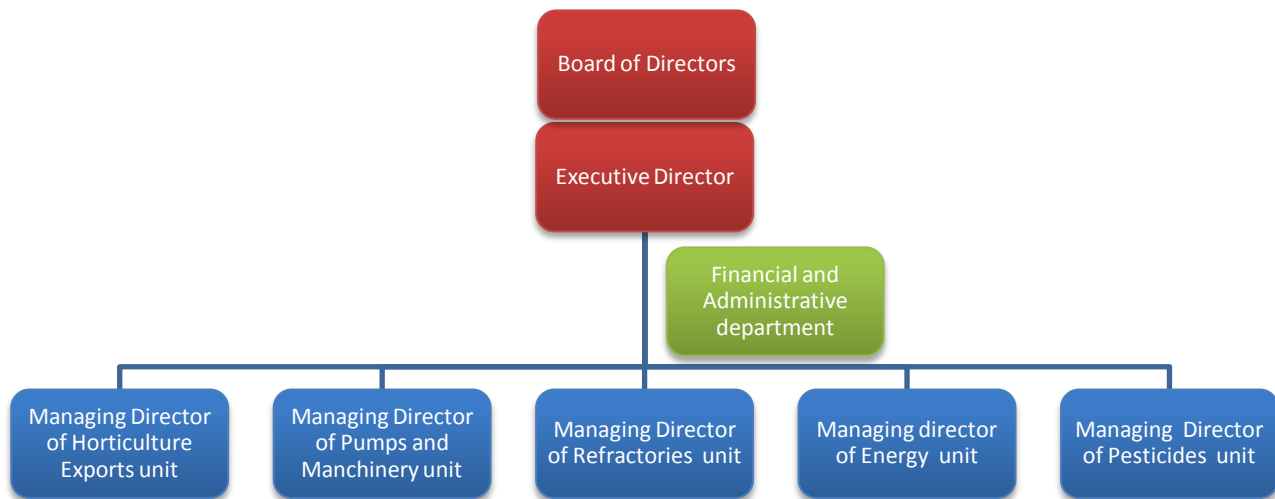


Policies guarantee quality of production processes or service provision these policies guarantee any product or services in accord with agreed on CONSUKORRA criteria. Furthermore, such policies should abide by Egyptian laws of production, environment and obligatory international agreements.

Economic policies towards both the market and shareholders are as following: they are a host of policies related to preventing corruption, bribery, supporting transparency and accountability towards practices of CONSUKORRA. To sum up, all the aforesaid policies are deemed the continuously review such policies, develop them in a way that keeps up with rapid changes, document them and finally pass them to all employees in order to guarantee full application.

## 1. Organization of CONSUKORRA s sustainability:

According to Egyptian law 159 for 1981s, CONSUKORRA Company is an Egyptian liability company with a paid capital of 70 million Egyptian pounds. Moreover, it is headed by a board of directors comprised of twelve members, who are divided into five members holding executive positions in Consukorra while the rest are independent members. As previously mentioned, the company consists of different sectors according to its manifold economic activities and the following structure:



Due to its varied activities, CONSUKORRA adopts policy of delegation and partnership in profits for all employees, where each sector manager is fully delegated to manage the sector and set appropriate financial and administrative systems according to the nature of the economic activities carried out within that sector in partnership with employees who annually review work systems. These systems have not been set since establishment of CONSUKORRA Company. However, such systems have been set according to accumulated experiences of each sector.

## 2. Management governance

The company considers in its management principles of good governance; which is obvious in administrative practices carried out either on level of shareholders and board of directors or on level of the executive management. Moreover, such practices reach out to internal management as well as



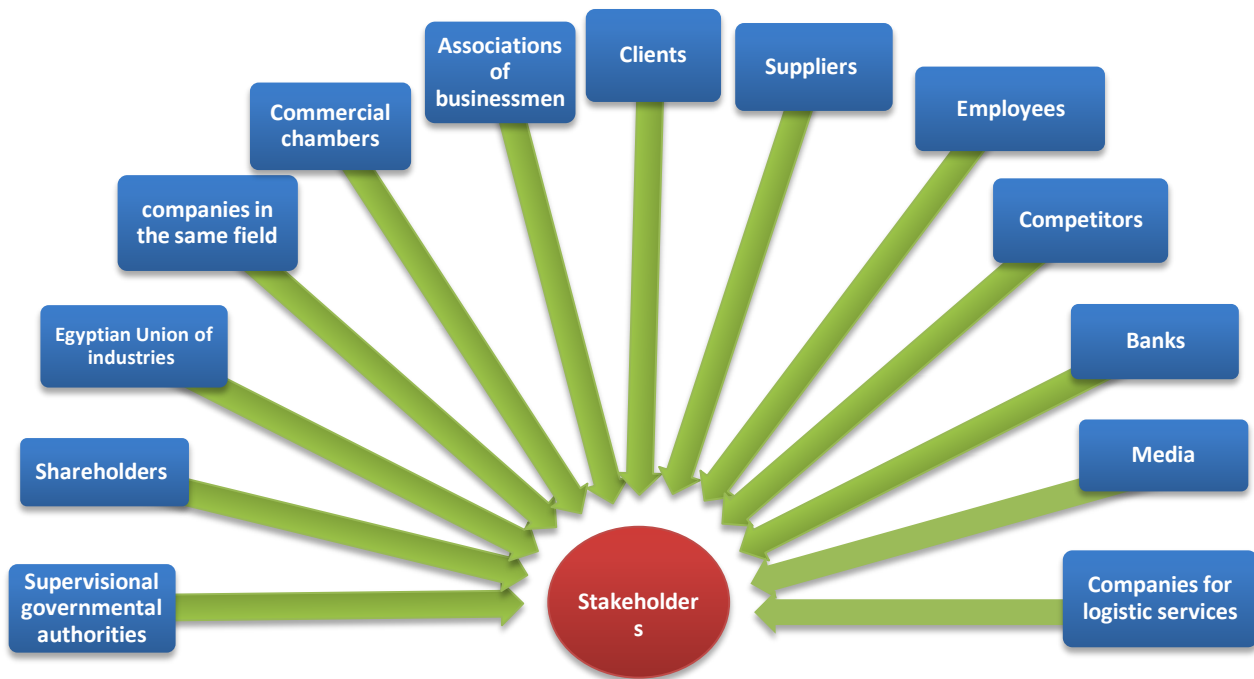
relationships of employees with the company and even relationships of clients and suppliers with company as well according to the following:

### Direction of communication channels and decision making process



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### List of stickholders:



### 3. Sustainability of clients and suppliers

CONSUKORRA Company abides by ethical values towards all suppliers and clients through dealings characterized by transparency and responsibility. This, in turn, enabled CONSUKORRA not only to keep its suppliers, but also to increase numbers of those suppliers in last three years; due to remarkable increase in the company's activities and work volume.

This resulted in building suppliers' trust in financial dealings with the company in a way that makes them prefer to deal with Consukorra rather than other competitive companies.

As for clients, the company's commitment towards them becomes tangible in providing best quality products, Price, following optimal ways of storage and providing a pre sale service through giving advice to the clients, while sale and post sale services as well which the company is featured with in comparison with other competitive companies. As corollary this leads to a remarkable increase in volume of clients during the previous period.

### 4. Co-train in the anti-Corruption program with the Egyptian Junior Business Association (EJB):

CONSUKORRA emphasize on the integrity of all its financial and administrative operations. This is apparent through periodic reports issued by the company around its financial situation. Moreover, company emphasizes the significance of establishing principles of transparency and accountability especially for decisions made on the different administrative levels. Moreover, CONSUKORRA strives to

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establish financial and administrative supervision system through applying quality control systems to all operations being done within the company.

## 5. External inspection for criteria and performance specifications conformity

To develop performance, reach and keep quality levels, CONSUKORRRA resorts to global bodies; to accredit procedures and specifications of production and management processes. Furthermore, such inspections include economic, environmental and societal aspects. Consequently, this assures abiding by the international agreements and protocols signed by Consukorra (certificates of accreditation and awards

are enclosed). The following are some of aforesaid external bodies:

### ■ Agriculture Sector

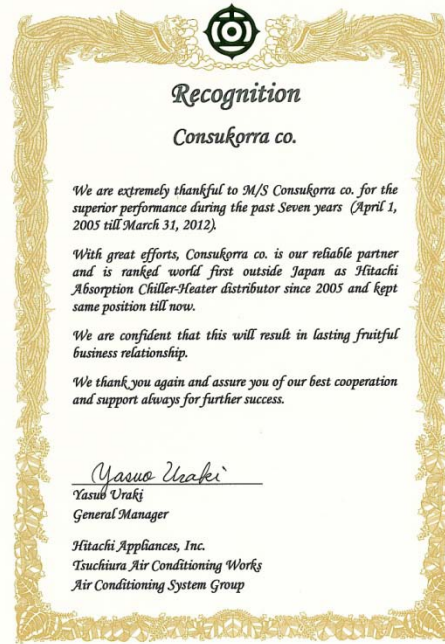


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## ■ Energy Sector



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# Development of Sustainability

- How can our economic practices be reflected on sustainable development?
- How can we keep sustainability of environment?
- How can we apply protocols and agreements of human rights and employment?
- How can we achieve our responsibilities towards the product?
- What role can we play in social development inside the society?



## First: Economic Sustainability

CONSUKORRA Company is involved in manifold economic activities; agriculture, exporting and trade agencies.



### Trade agencies:

CONSUKORRA is deemed an agent of a number of different international companies work in field of refractory, pumps and energy systems, such as companies of central air-conditioners and electric generators where, work volume reaches one hundredand eighty three million Egyptian pounds and number of employees in such sectors two hundred forty eight employees.

**Refractory sector:** German company "Majenzeta" and Italian company "Linko yakso" are the major partners of CONSUKORRA

**Pumps and machinery sector:** SAER company is one of the most Important partners of the company; where work volume reaches more than 25 million Egyptian pounds.

**Energy systems sector:** International "Mitsubishi", Japanese Hitachi and Kawasaki are the major partners of CONSUKORRA.

**Table of work volume in different sectors**

	Work Volume		Net Profit		Clients	
	2010	2011	2010	2011	2010	2011
Refractories	15662	130463		50111	24	24
Pumps & Machinery	250758	260781		50296	152	152
Energy systems	1210467	111016		50410	48	48
<b>Total</b>	<b>152887</b>	<b>151360</b>		<b>15817</b>	<b>224</b>	<b>224</b>

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### Agriculture and exporting:

Consukorra plants, in partnership with 3 farms in Sadat city, Nubaria and village of Om Saber, fruits (grapes, peaches, strawberry, mango, etc..), on 1000 acres for favor of Consukorra for exporting them to the major hypermarkets in England (Sainsbury, Tesco, Coop and waitros) and to European countries with work volume reaches annually 25 Millions.

These farms are managed with the most recent technologies of agriculture for quality assurance of the final product to conform with the global criteria of quality, in addition to meet customer taste and safety, the number of employees in CONSUKORRA agriculture sector reaches 832 employees.



	Work Volume		Net Profit (Milion)		Number of clients	
	2010	2011	2010	2011	2010	2011
Horticulture Exports	25393	21691	1.325	0.657	9	12

Due to the diversity of Consukorra activities, we will display CONSUKORRA Company's stand on the map of sustainability with much focus on agricultural sector and exporting domain; because we are determined to shed much light annually on one of CONSUKORRA sectors.

### Second: Environmental Sustainability

CONSUKORRA Company abides by procedures, laws and international pacts in field of environment protection; because it gives much care to sustainability and social responsibility towards society. These concerns of CONSUKORRA Company in environments can be illustrated as following:

- Responsible use of resources, such as fuel, energy, water, electricity and raw materials.
- Management and recycling of industrial wastes
- Handling reasons contributing to climate changes, such as desertification issue, draught and carbonic emissions.
- Employing modern means of irrigation; to save water.

CONSUKORRA Company tries, through economic and production activities, to regard all environment conditions via applying some quality systems in a number of departments such as agriculture and energy systems. Moreover, sector of agriculture has obtained accreditation of some international organizations as a result of applying quality criteria in production and environment field.



## 1. Recycling and Energy:

CONSUKORRA Company takes the lead in wastes recycling field; as it sells a system for transforming industrial wastes to energy that can be reused in the factory in a way that saves much energy, recycles those wastes and finally gets rid of them safely.

For example, establishment of an incinerator for industrial wastes with retrieval of ensuing heat; for generating ice water in Eastern Company located in 6<sup>th</sup> October city. This incinerator is deemed an environmentally friend model; as it is considered the first tangible application ever in Egypt. Moreover, it is considered the biggest incinerator for industrial wastes in Egypt, where it consists of the following:

- An industrial incinerator with the capacity of a ton per hour for solid wastes and one hundred liters per hour for liquid wastes that makes best use of heat existing in chimney of wastes burning to generate saturated steam ( seven tons per hour) at pressure of eight bar through a steam boiler running on chimney of wastes burning. This steam can be utilized in running a chiller with an absorption capacity sufficient for generating ice with capacity of 2000 tons.
- Design of the incinerator allows for burning different types of solid and liquid wastes, while 50% fifty percent of wastes, that is supposed to be burnt, must be smoke dust till latent heat in wastes resulted from burning reaches the prerequisite level for generating quantity of steams sufficient for running the chiller; and for reaching the demanded cooling capacity (2000 tons).
- The incinerator allows getting rid of about 95% (ninety five Percent) of wastes quantity – solid and liquid – and the rest 5% (five percent) of wastes as ashes resulting from burning process that is easily rid of by whatever means.
- Burning system is characterized by a distinctive feature (automatic removal of burning ashes); as there is a belt designed especially for removing ashes automatically, at the end of each round of wastes burning, where it takes ashes out of the incinerator body; to be gathered and to be rid of, in a way that prevents accumulation of ashes in incinerator body and prolongs non – stop operation period for wastes burning.
- Such type of incinerators has been designed by CONSUKORRA Company, specifically energy systems unit responsible for the engineering design, supplying and installing equipment as well as other electromechanical contract works related to parts and running process of the incinerator.
- Engineering design of the industrial incinerator project depends on making best use of latent heat in exhaust of wastes burning in generating ice water.



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**This technology has many tangible economic, technological and environmental contributions:**

In addition, it contributes largely in curbing carbonic emission which has been of much concern for many international organizations that have submitted the following initiatives, Kyoto agreement that stipulated that the developed countries are committed to fund and facilitate activities of transferring technology to the developing countries and Clean Development Mechanism (CDM) according to UN reports. Hence, Consukorra carried out projects of numerous environmental contributions. For example protecting clients of Eastern Company products; because during carrying wastes process from industrial compound to dumping areas, quantities of industrial wastes have been smuggled to illegal factories for recycling defected products under the name of Eastern Company; with the pretence of saving high costs for Eastern Company such as costs of wastes transportation and burning outside industrial compound, in addition to saving operation costs of any other sources for having the same cooling capacity produced by this project(2000 tons). Moreover, this project can be carried out on a large scale for burning wastes of neighboring factories, and consequently it would be a profitable activity for Eastern Company.

**2. Saving highly consumed electric power from the state electrical grid:**

In case of generating prerequisite cooling capacity through an alternative source, this will require a direct electric consumption from electricity grid and subsequently will result in wasting power in generating, carrying as well as distributing prerequisite electric power.

**3. Saving vast areas of land:**

The daily burning of industrial wastes considerably contributed in saving vast areas used before to store wastes waiting to be carried to dumps and subsequently reduce man labor responsible for storing and following up wastes carrying and ridding.

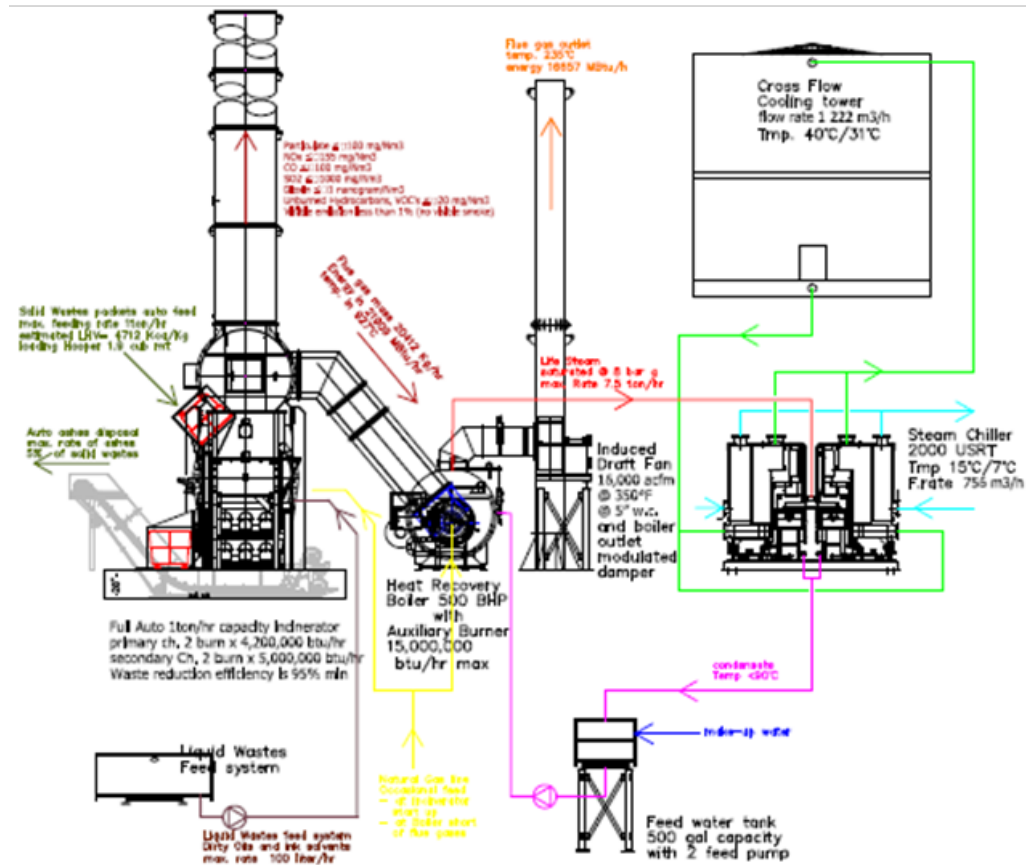
**4. Reducing thermal emissions** by generating the necessary energy through using wastes instead of the traditional methods, especially that burning wastes contributes to the reduction of emissions rating 21:1 comparing with the traditional landfill methods which produce the Methane the most harmful to Ozone layer and Greenhouse.



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**Scheme of Eastern Company's Incinerator**

#### 4. Water Management:

Water shortage is regarded as one of persistent problems faced by countries of this region, especially in the upcoming period. Hence, this requires rationalization of water consumption; especially water used for agricultural purposes; due to the fact that there are alternative sources of water such as underground water and treated water. Therefore, out of much interest and social responsibility, CONSUKORRA Company is committed to rationalize water consumption in stages of operation and production across all sectors of company. The aforesaid interest is evident in the following points:

- Application of drip irrigation system since establishment of farms supervised by company. Moreover, there is an irrigation system which is installed on farms; to measure quantity of needed water. Consequently, water is provided in accordance with the measured need.

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- One of CONSUKORRA trade agencies is water pumps; in as much as these pumps are used in lifting water from artesian wells in newly reclaimed areas. Moreover, this product is characterized by keeping water and reducing water loss.

### Third: Community Sustainability

#### 1. Laborers' practices and appropriate work

CONSUKORRA Company believes that investment in human resources it possesses isn't less important than economic investment inside society; in so much as CONSUKORRA considers that one of its competitive strengths in the market is possession of distinctive human resources. Hence, CONSUKORRA does all possible efforts to develop these resources, as according to each department, on-job training is conducted for new employees or in case of a new product. Furthermore, CONSUKORRA Company provides, according to needs of each department, chances of travelling abroad; for familiarizing its staff with latest practices or counterpart products. Moreover, CONSUKORRA Company tries its best to raise academic and scientific levels of its employees through providing them professional and administrative trainings; for raising their capacities.

#### Citation

Community sustainability deals with labors' practices, human rights and responsibility Towards product and society issues

According to level (c) of specifications of preparing a report, issue 2002

- Laborers' practices, specifically issues of recruitment, safety, professional health, training and education.
- Human rights, specifically freedom of expression, negotiation and child labor.
- Product responsibility, specifically issue of client's health and safety.
- Social responsibility.

#### 2. Recruitment :

In field of labor rights, CONSUKORRA abides by all laws regulating work. Upon recruitment, new employees receive insurance and their responsibilities are clearly defined. In case of non-experienced employees, they are supposed to receive trainings on defined tasks. Moreover, experienced employees are tasked with following them up till gaining practical experience.

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### A table of employees' status

	Number of employees	Number of employees with temporary contracts	Number of employees with permanent contracts	Number of appointed workers since 2011	Numbers of workers leaving off their work since 2011
Sector of Horticulture Exports	832	700	132	9	-
Sector of pumps and machinery	27	-	27	3	-
Sector of energy systems	202	-	-	83	87
Sector of refractories	14	-	14	1	-
Administrative and financial department	350	-	350	-	-
<b>Total</b>	<b>1425</b>	<b>700</b>	<b>523</b>	<b>96</b>	<b>27</b>

**Consukorra provides employees and their families with various services and activities. These services are as follows:-**

- Distinct medical services provided by reputable insurance companies, this service is provided on cost-sharing basis, this service may include employees' families.
- Annual Profit sharing according to each sector
- Incentives provided on occasions, it may reach 5 times a year
- Participation in decision-making process, especially stakeholders within Consukorra, this leads to full application and adoption of decision by employees.
- Annual pilgrimage for selected employees on Consukorra expenses.
- Financial support for employees in case of critical circumstances; death, critical health cases, in addition to cases of marriage and delivery.
- Severance pay for employees who leave the company.
- Life insurance as a special reward for the eligible employees

More than 90% of employees in different sectors enjoy these privileges; because this promotes sense of ownership for employees.

### 3. Occupational health and safety:

CONSUKORRA abides since establishment with procedures of safety and health in all departments of its factories and farms. Consequently, there is a remarkable decrease of work injuries; due to this abundance by such procedures.

For instance, sector of refractories that posses a number of trade agencies for international companies; as this sector cooperates with factories of iron and steel and factories of cement for providing periodic maintenance services for furnaces, which in turn requires highest degree of precaution and safety during service provision.





Moreover, Sector of pumps and machinery provides agents with equipments of occupational health and safety to guarantee their safety with products usage. For instance, helmets and electrocution proof measuring tools.

**Table of Occupational health and safety situation during 2011**

	Number of Occupational health and safety committees	Number of work injuries	Number of work accidents	Number of training program in field of Occupational health and safety
Sector of Horticulture Exports	3	-	-	2
Sector of pumps and machinery	1	2	1	2
Sector of energy systems	1	-	-	3
Sector of refractories	-	-	-	-
Administrative and financial department	-	-	-	-
<b>Total</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>7</b>

Another example is farms supervised by CONSUKORRA Company whose workforce is 132 permanent workers as well as about seven hundred temporary workers. Such farms have agricultural machinery requires good training for the safety of workers. Furthermore, usage of pesticides should be in conformity with international limitations and restrictions; for the safety of workers, consumers and environment.

In addition, energy department distributes equipments of occupational health and safety to contractors for free and subsequently asks them to take sheer procedures of occupational health and safety during their work

#### 4. Training and education

CONSUKORRA Company provides a multitude of trainings for staff of all different sectors; for developing and improving their performance periodically through conducting an annual needs assessment, especially for new staff members. Furthermore, the company provides incentives and opportunities for visits abroad in order to be familiarized with experiences of other companies, especially in process of production and training on new methods. In addition, policies of the company encourage workers to complete their higher studies either internally or externally, especially if that has to do with fields wherein CONSUKORRA Company works.

#### 5. Commitment to human rights:

In accordance with values adopted by CONSUKORRA Company as well as commitment to local laws and international pacts that Egyptian government ratified. , the company is committed to human rights as a global and a local concept.





### Child labor

CONSUKORRA Company increasingly encourages all activities that combat child and juvenile labor especially compulsory one. Furthermore, CONSUKORRA Company supports all social initiatives that call for combating hazardous child labor. In this respect, Consukorra funds a group of young people; for establishing an NGO for combating child labor, especially in hazardous professions.

### Freedom of expression and social negotiation:

CONSUKORRA urges all workers to join their syndicates and practice their social activities. Moreover, it provides mechanisms through which they can convey their impressions and problems to top management through periodic meetings. Furthermore, Consukorra has appointed an employee as their spokesman; to provide a communication channel between staff and management. CONSUKORRA also encourages employees to gather and decide their demands of discussion with management in an organized way through procedures familiarized by all employees since the first day of appointment.

## 6. Responsibility towards product

Responsibility towards the product is simply a duty shouldered by CONSUKORRA Company. Clients, suppliers and consumers are main partners who are touched directly and indirectly by the company products. Furthermore, this responsibility includes all stages of product; from the stage of selecting raw materials, manufacturing and storage till transportation stage. Sometimes there are post sales services, related to maintenance and operation services.

For example, department of installing and selling water pumps used in artesian wells; for planning new lands, where this department provides post sales services outweighing its counterparts, in terms of quick reply to demands of clients, using distinctive spare parts with high quality and training clients on operating. Finally, the available procedures of post sales services in this department of CONSUKORRA Company allow for possibility of replacing the product in case there is a manufacturing defect.

In field of refractories, CONSUKORRA Company always contracts on environmentally safe products. For example bricks that are used to build furnaces of both cement, , iron and steel factories. Such bricks are imported and used in aforesaid factories. Although there are other types of bricks with cheaper prices in comparison with the imported bricks, they contain toxic and harmful materials for the environment. Moreover, CONSUKORRA Company possesses quality certificates for its products and services it provides for clients.

In field of horticulture exports, anonymous saplings aren't used, but the original ones are used with strict abidance by intellectual property rights. In addition, this field applies procedures of health and safety on packing food stuff, in a way that guarantees safety of consumers. Furthermore, production process passes by two main stages as following:



### First stage: Planting the product

It basically depends on good agricultural practices following Global GAP that oblige farmers to do the following:

- 1. Risk analysis of topsoil:**

This includes analysis of soil and water microbiologically and chemically; for identifying components of soil, water and pollutants that may exist and cause harm for agriculture. Consequently, there are treatment processes for soil and water; to be ready for planting crops.

- 2. Planting crops with approved saplings:**

Such saplings should be obtained from authentic sources after paying for their intellectual property rights.

- 3. Treating such plantings chemically and biologically** even for the purpose of fertilizing soil & plants and fighting pests through integrated fighting process ( such process includes firstly preventive fighting, secondly supervision and checking on recurrence of pests and finally chemical intervention in accord with international standards).



### Second stage: harvest that includes the following:

4. Before harvesting, there should be an analysis for the fruit; so as to identify quantity of remaining pesticides. Moreover, fruit should be free of pesticides and in case of remaining pesticides inside the fruit, this should be in accord with the international standards
5. Subsequently, plant fruits free of pesticides and such fruits are sent to the packing station.



### Third stage: Packing stage

1. Crude product is received after checking conformity with specifications of clients and making sure it is free of pesticides through checking certificate of analysis.
2. There are a series of procedures that should be followed inside packing station, according to health standards and safety of product against any type of pollution, through different production lines.
3. Process of production and packing is applied according to global specifications for food safety (BRC).
4. During production stage, the product is supervised by quality engineers; for the safety of production process.
5. At the end of production stage a final check is conducted according to prescribed ratios; to make sure that product is compatible with prerequisite specifications.



**CONSUKORRA**

Address: 14 ALFI Street, EL THAWRA Building, Cairo, Egypt.

Tel: + 202 2 593-0001

Fax: + 202 2 593-3889

Email: csk@consukorra.com

العنوان: 14 شارع الألفي، عمارة الثورة، القاهرة، مصر.

هاتف: +202 2 593 0001

فاكس: +202 2 593 3889

البريد الإلكتروني: csk@consukorra.com

Then, products are kept in chillers after conducting a quick cooling process; till to be sent in refrigerated trucks or containers to airports to be freighted by sea.

## 7. Responsibility towards society

Since establishment in 1997; CONSUKORRA Company practices its responsible role inside the society. Such practices have gone through a several forms. Furthermore, these practices are defined in the following axes:

- Improve social lives of workers; for keeping them within manpower of the company.
- Initiatives of social care.
- Support issues of education in society.

During past years, CONSUKORRA Company has accumulated extensive experiences and lessons learned around its responsible role inside the society. Hence, CONSUKORRA Company started to think seriously of establishing an independent entity that can carry out programs of social responsibility; for maximizing community impact of such programs.

Since January 2011, CONSUKORRA Company strives to establish a non – profit NGO holding over responsibility of implementing those programs in cooperation with a host of specialists in local development field. This foundation is called " Alkorra for sustainable development - AKSD". Some of most prominent and interested public figures in development issues were invited to be AKSD board members. CONSUKORRA Company has currently assigned AKSD to manage most of social responsibility programs, especially those programs directed towards development of society.

## Social initiatives

### Alkorra foundation for sustainable development

During 2011, CONSUKORRA Company has established a non-profit NGO according to regulating Egyptian laws; AKSD is a non-profit NGO, It was established as a part of the Corporate Social Responsibility of Consukorra Company in Cairo - a private sector company- to institutionalize its development and social work within community. AKSD was established by group of public figures and persons interested in community development, as it includes varied experiences:

**Businessmen:** they have much experience in establishing, managing economic projects efficiently as well as overcoming obstacles and difficulties depending on initiative spirit, challenge for achieving success, a multitude of practical and scientific experiences and finally successful stories for success management in reality.

**Former ministers:**

Led some ministries of strategic thinking and a good knowledge of current situation, and had a positive impact in reality.

**Sustainable community and human development expertise:**

Experienced figures of a direct contact with community and mechanisms of development work. This combination of experience at AKSD is a scale model of the main Development gears in Egypt; Private



sector, NGOs and government. This model guarantees success of any project and develops complementarity in planning and implementation for a sustainable development and economic viability of private sector.

Immediately after establishment of AKSD, it is settled that main focal issues of AKSD, since the beginning, were issues of direct impact on the Egyptian productivity, competence, national income and low individual income as well.

Hence, AKSD has broached those issues through two basic axes as following:

**First axis: Increasing job opportunities for youth**

1. Promote work ethics and culture, encourage youth to social and economic entrepreneurship.
2. Coordinate and integrate between institutions involved in developing capacity of youth enabling them to join labor market, to maximize this social and economic impact of institutions and their programs within the community.
3. Explore human locomotives and support their initiatives and projects.

**Second Axis : Sustainable local development**

- Develop projects of sustainable development; for reviving the Egyptian countryside.
- Expansion of contractual farming.

Immediately after defining strategic orientation of the organization, development activities and programs were designed to apply, even partially; this strategy in a manner suits the current institutional capacity of the foundation. These programs and activities are as follows:

**First: promotion of work culture and productivity support program:**

**Establishment of " Intaliq" portal:**

This portal aims to promote work ethics and culture, change youth mindset about work and encourage them to entrepreneurship. . This portal includes a number of sections as following:

- **"Know yourself"** a number of psychological tests help to identify personal dimensions and capacities.
- **"Why do I work?"** This section includes articles and video materials handling significance of work from psychological, religious and ethical dimensions.
- **"Engineer or artist?"** This section helps to define career.
- **"Build your future"** This section deals with success stories of entrepreneurs, their skills and conducted competitions of "Locomotives Discovery.

In addition to other sections and a forum for a persistent communication with youth. In this context some activities will be carried out such as: holding seminars with youth, provision of training opportunities that may help youth acquire prerequisite skills to join labor market and finally provision of information regarding available job opportunities in different sectors within society.



This portal is supposed to be launched during mid 2012. This will be implemented in integration cooperation with NGOs involved in areas of work and rehabilitation; for supporting this portal and maximizing its benefits.

### 1- Series of seminars with youth

AKSD organizes series of meetings with youth to communicate with them and identify their needs; these meetings aim to identify the mindset of youth about work, especially related to its ethics, values and expected challenges for searching for a job.

These seminars provide a chance for creating spaces for communication between youth and successful entrepreneurs, their success stories, how to start a business and success factors.



### 2- Program of " Discover yourself... and shoot:

This is a youth oriented training program for age group (22 to 35years) that aims to help youth identify their capacities, personality types, determine their career paths and finally put a life work plan in the light of the aforesaid. The program contains three main sections as following:

#### 1. **Brainpower:**

This component deals with how mind is functioning and ideas generating

#### 2. **Who are you?**

This component, through certified tools, helps youth to recognize their abilities, styles profiles and appropriate careers for them.

#### 3. **Delineate your future:**

This component deals with delineating future goals, putting plans, and brain motivation to implement this plan.

Currently, this program will be implemented, on trial basis, starting from May 2012.

## Second: Support of Social, economic and scientific initiatives program:

### 1- **"Intaleq Program" for Youth Initiatives support:**

This program aims to provide technical and financial support to youth initiatives in social and entrepreneurship areas; to invest youth energy to make a social and economic change, especially "Human locomotives" or entrepreneurs.

AKSD launched this program in April 2011. Once this program was launched and till the end of 2011, AKSD received (9) initiatives (from August to December 2011); these initiatives are 7 social, 1 scientific and 1 economic initiative. Unfortunately, most of these initiatives did not meet AKSD established criteria for fund; this is due to size of requested fund, ineffectiveness or the applied initiatives have not been launched yet. However, in case there is no enough fund for applied initiatives, AKSD provide technical support for entrepreneurs for fundraising. For example, an initiative for collecting and recycling



electronic scraps launched by a group of graduate engineers, faculty of engineering – Tanta University, this initiative was linked to one of World Bank programs for entrepreneurs support in Egypt.

## 2- “Intaleq Program” NGOs Initiatives support”:

This projects aims at supporting successful implemented programs of NGOs , in accord with a group of criteria, i.e. positive impact of these programs, especially those related to job creation for youth or rehabilitation of youth to join labor market.

Furthermore, this program has taken effect since May 2011, where 4 NGOs have been funded, these NGOs are as follows:

- a. **Education for Employment foundation– EFE:** Implement a training program for youth rehabilitation and recruitment for 20 youths.
- b. **Young Innovators' Awards program - YIA.**
- c. **Forum of Dialogue and partnership for Development (FDPD) initiative:** organize a conference entitled “partners in the development of Sinai” to identify the available investment opportunities in Sinai.
- d. **Arab Scout organization:** fund the first job fair for youth working in the field of multimedia and graphics.
- e. **Initiative of Abjad Hawaz association** for working children care.

## Third: Sustainable local development program:

One of the strategic axes AKSD works on is **Sustainable local development**. In this context, Since May 2011s, it is settled to implement different developmental approaches for developing rural regions in a partnership with other partners on a trial basis; for coming up with best developmental practices and lessons learned necessary for defining the best to determine the best model for future replication. In July 2012s, there has been an agreement with "Foundation of Dr.Zeinab El-Deeb", one of the new NGOs that includes elite agriculturists, to revive the Egyptian countryside. These models are as follows:



### Improving productivity of main agricultural crop seedlings:

The project seeks to improve the productivity of main agricultural crop seedlings - especially wheat and rice and maximizing productivity of the irrigation water meter used in agriculture. Furthermore, this project is implemented on two levels: plant with improved and pure seedlings and of a reliable resource under supervision of the intensive agricultural extension, .Moreover, farming pilot fields to increase productivity of the acre. On the other level, the project will work on improving genetic characters of seeds available in Egypt and multiplying productivity of the acre.

1. **First stage:** Plant 200 acres of best quality and pure wheat seeds. The preliminary results indicate that the productivity of acre reaches more than 25 ardeb per acre.
2. **Second stage:**
  - a. **For wheat,** there is a plan to increase the space twenty five hundred acres.
  - b. **For drought resistant rice;** there is a plan to plant guiding fields; for the sake of reproduction and producing seeds.

#### **Fourth: Technical support and following up for the societal responsibilities activities of KONSUCORRA Company:**

This program is funded by CONSUKORRA Company. Furthermore, it targets submitting technical support and following up the societal responsibilities activities conducted by the company; which are evident in submitting charitable assistance for the society through a number of civil organizations available in poor and marginalized areas. Of such organizations and civil associations, are the following:

- Food Bank.
- Association of Amr's fund (Sandook O'mar).
- Ahbab Allah association .
- Association of Children's Friends of Cancer Patients Human Relief Agency.
- Awlady Orphanage

#### **Fifth: Joining networks, national and international Unions:**

1. **Our voice The independent Federation for Egyptian NGOs:**

AKSD has been invited to join a network works amongst the Egyptian NGOs to form a coalition for them; to participate in delineating development policies, drafting laws and represent NGOs in future. Furthermore, AKSD gained a membership of Our Voice.

2. **Sanabel – The Microfinance Network of Arab Countries:**

**AKSD** has been selected as a jury member of the annual competition for selecting the best enterprises on the Arab world level.

#### **Sixth: Protocols and agreements:**

There have been protocols and agreements of co-operation and coordination with a range of regional and local NGOs; for implementing joint activities. Of such organizations are the following:

- Arab Scout Organization in Cairo
- Science Age association
- National Council for Youth
- Social Fund for Development - SFD
- Supreme Council of Universities
- Saudi entrepreneur magazine





## Participation in activities and conferences

1. Annual conference of Sanabel network in Jordan.
2. Annual conference of Egyptian Corporate Social Responsibility **center** (ECRC) affiliated to THE Egyptian Institute of Directors (EIoD) on transparency and corporate social responsibility.
3. Annual conference of SIEMENS Corporation for entrepreneurship
4. The Egyptian Engineering Day.
5. "Save the Children" UK conference; for activating the private sector role in the organization focal issues.
6. *Closure Ceremony of "Young innovators' Awards"* .
7. *"Nebny Masr" – "To Rebuild Egypt" Conference: This conference was organized by Microsof.*
8. Conference of "Bank ElAfkar Elgedeeda association" - "Bank of New Ideas association".

## Statement of 2011 on program level

### AKSD programs support

Statement	Expenditures
Designing a portal (Promoting work ethics and entrepreneurship).	33,002.21
Youth Initiatives of entrepreneurship	
Finance of NGOs programs in youth and work areas.	40,000
Finance of social initiatives inside society.	
Finance of conducted seminars with youth.	2,755
Supporting sustainable local development programs ( Shenway and Beni – Suef governorate ).	385,000
<b>Total</b>	<b>460,755</b>

### Social aids activities (small grants).

Statement	Expenditures
Grants for Food Bank.	
Grant for Omr's Fund Association.	5,000
Grant for Association of Children's Friends of Cancer Patients	12,500
Grant for Ahbab Allah	8,500
Grant for Awlady Orphanage – Al Maadi	50,400
Grant for Human Relief Agency.	20,000
<b>Total</b>	<b>96,400</b>



## Operation and administration expenditures

Statement	Expenditures
Rent	32,000
Administrative expenditures (publications – internet – communications - correspondences .....etc) .	17,319
Staff Salaries.	511,067
Equipments, machines and vehicles.	4,657
Participation in conferences and external visits.	0
Design AKSD strategic plan	7,000
Total	572,043
<b>Grand Total</b>	<b>1,129,197.95</b>

## Steps of preparing sustainability report

This is the first annual report of CONSUKORRA Company regarding sustainability. It is the first time to gather information within the company and to check it against the sustainability indicators.

Furthermore, data collection and analysis have been conducted according to the following principles:

- Designing methodology and tools for data-collection and analysis
- Showing methodology, tools and schedule to the managers of the company different sectors.
- Holding meetings with the company staff including sectors managers; preliminary data collection regarding prerequisite indicators that should be confirmed.
- Developing a data analysis on each indicator level.
- Obtain reports and data from the company different sectors
- Write the final report of CONSUKORRA Company's status regarding sustainability according to the agreed on indicators.



Address: 14 ALFI Street, EL THAWRA Building, Cairo, Egypt.

Tel: + 202 2 593-0001

Fax: + 202 2 593-3889

Email: csk@consukorra.com

العنوان: 14 شارع الألفي، عمارة الثورة، القاهرة، مصر.

هاتف: +202 2 593 0001

فاكس: +202 2 593 3889

البريد الإلكتروني: csk@consukorra.com

Table of indicators

Field	Standard items	Code	Indicator formula	Page
Strategy management of sustainability The economic indicators (BC)	Strategy and analysis	1.1	Statements from the most senior decision-makers of the organization	3 - 4
		1.2	-Description of the main effects, risks and opportunities. -Description of major impacts, risks and opportunities	
		2.10	Awards received in the reporting period	11
	Report profile	3.1	Reporting period	2
		3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations ... etc.	32
	Report parameters	3.12	Table identifying the location of the standard disclosures in the report identifies the page numbers or web links.	8-9
	Governance, commitments and engagement governance	4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	8 - 9
		4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	10
		4.14	list of stakeholder groups engaged by the organization	10
		4.15	Basis for identification and selection of stakeholders with whom to engage	10
	Economic performance	EC 6	Policy practice and proportion of spending on locally – based suppliers at significant locations of operation	11



		EC 7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation
Environmental Indicators	Energy	3 4 5	<ul style="list-style-type: none"> <li>Direct energy consumption</li> <li>Indirect energy consumption.</li> <li>Energy saved due to conservation and efficiency improvements</li> </ul>
		8	Total water withdrawal by source
	Water	9	Water sources significantly affected by withdrawal of water
Labor practices and decent work performance indicators	Employment	1	Total workforce by employment type, employment contract, and region, broken down by gender
		2	Total number and rates of new employee hires and employee turnover by age group, gender, and region
		3	Benefits provided to full-time employees that are not provide to temporary or part-time employees, by significant locations of operation
	Occupational health and safety	LA 7	Rates of injury, occupational disease, lost days, and absenteeism, and total number of work-related fatalities. .
		LA 8	Education, training, counseling, prevention and risk-control programs in place to assist workforce members, their families, or community members regarding serious disease
		LA 9	Health and safety topics covered informal agreements with trade unions
	Freedom of association and collective bargaining	HR 5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining maybe violated or significant risk, and actions taken to support these rights.

For further information about CONSUKORRA Company, kindly visit [www.cosukorra.com](http://www.cosukorra.com)

## Conclusion:

We are extremely proud to state our social responsibility achievements in 2011.

We hope to continue our contributions in achieving sustainable development within the society. We hereby pledge to develop our performance in the future; for the sake of achieving the best reciprocal interest with our partners on local and international levels.

			Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.
	Child labor	HR 6	
Society performance indicators	Local communities	SO 1	Percentage of operations with implemented local community engagement, impact, assessments, and development programs
product responsibility performance indicators	Customer health and safety	PR 1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and service categories subject to such procedures.

## List of appendixes:

- A list of the financial status of the company in 2011.
- Certificates and awards of Consukorra in 2011.

**CONSUKORRA**

Address: 14 ALFI Street, EL THAWRA Building, Cairo, Egypt.  
Tel: + 202 2 593-0001  
Fax: + 202 2 593-3889  
Email: [csk@consukorra.com](mailto:csk@consukorra.com)

العنوان: 14 شارع الألفي، عمارة الثورة، القاهرة، مصر.  
هاتف: +202 2 593 0001  
فاكس: +202 2 593 3889  
البريد الإلكتروني: [csk@consukorra.com](mailto:csk@consukorra.com)