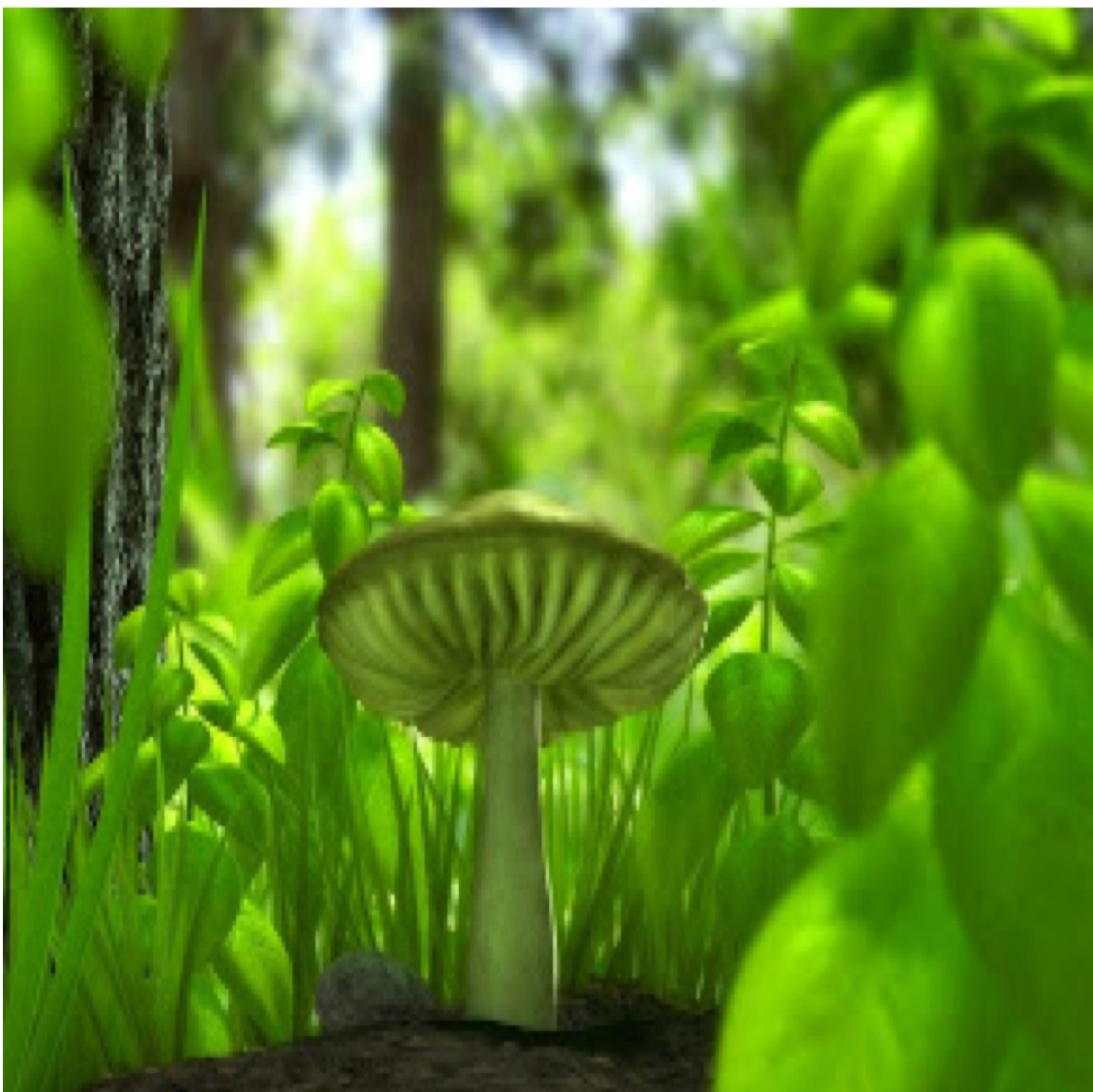




# **GREEN CORPORATE**

## **INITIATIVE (MIG)**



*“The environment belongs to all of us and we each have a responsibility to ensure its well – being “*

## ***INTRODUCTION***

Although the Palestinian economy suffers from severe conditions under the occupation; with an ongoing land and resource confiscation and restrictions on freedom of movement. Taking in consideration the poverty average which reached in West Bank and Gaza 70% besides the unemployment rate which reached 26%.

The key sectors of the Palestinian economy are under the Israeli control 98 % of electricity comes from the Israeli Electric Company. The Palestinian Gas and Oil is monopolized by Israeli companies. The water crises caused mainly by the lack of control over the Palestinian water resources, causing the average per capita water consumption to be 55% of the WHO minimum standard inadequate by international standards.

The deprivation of almost 85% of the nominal gross domestic product of Palestine and the restrictions preventing farmers from accessing most of their land resources besides the uprooting of more than 3 million trees including olive groves for settlements infrastructure and the separation barrier. Under this hard framework of occupation we as Palestinians preparing for a statehood we must build a sustainable and viable Palestine which is economically feasible ,environmentally sound and socially legitimate. Making the challenge and doing the first basic steps for our environment and the whole world.

## MAZAYA INVESTMENT GROUP MIG

Both in and beyond our Projects, Mazaya Investment Group takes responsibility for the environment and positive impact of its business operations. It focused its efforts on five key elements of corporate environmental responsibility. Reducing consumption , greening its projects, engaging its customers and guests in innovative conservation.

Several practices and strategies have been adopted at (MIG) offices. Demonstrating its commitment to positive environment impact it focused on :

- Commitment to reduce the consumption of water, waste, and energy in its company headquarters and in its projects Leaders Venue
- Pertaining with its vendors to introduce natural products that conserve resources and increase waste diversion and are engaging its clients, guests and vendors by inviting them to support environment through every day actions with green meetings and practices
- Highlighting the importance of innovative conservation

Mazaya Investment Group established a clear vision for sustainability this commitment is a reflection of the values and ideals of its founder and CEO the teeters of her practices created a way of living it became a symbol of an inspired vision for environment tan the Palestinian community development.

It is promoting a new way of thinking to establish a distinctive framework for measuring sustainability performance beyond the usual play and construction phases.



## GREEN CORPORATE INITIATIVE

Corporate social responsibility and sustainability are important issues for companies and organizations all over the world, for employees, customers and clients in all industries.

Given the nature of these industries this initiative will take the role as the steward of the environment seriously by establishing a sustainable program which will act as a cornerstone of any company's

Commitment. This initiative will assure that sustainability is continually addressed through four predefined stages environmental economic, social and cultural.

The purpose of this initiative is to create a new sustainability framework that will be implemented in all companies while allowing adaption as a new understanding evolves. A green business tries to have a positive impact on the environments and community it develops business strategies that go beyond regulation and demonstrate commitment to a healthy and sustainable future.

A green company adopts principles and practices that improve the quality of life for its customers and employees.

**MIG enhanced a proactive corporate plan which will enable companies to strive for consistently sound environmental behavior.**

- 1- Using recycled paper for printing and promotional materials whenever possible.
- 2- Installing safe and efficient water filtration systems to replace bottled coolers.
- 3- Turning off all cubicle and office lighting at the close of business every day.
- 4- Eliminating electrical usage from desktop computers when not in use.
- 5- Implementing suggested climate temperature daily start up times and building temperature standards for summer cooling and winter heating.
- 6- Replacing traditional services with electronic services.
- 7- Developing internet sites to post program information and reports using electronic fast alerts to keep staff abreast of important information. Printing only 'on demand 'and reducing paper use for required mailings.





**To succeed in the long term companies must safeguard their reputation, maintain a safe, healthy and productive workforce offices are sustainably sourced.**

Companies must invest primarily initiatives. We believe that it is an imperative for companies to consider broadening their sustainable efforts in the Palestinian community in which they operate as well as to the physical environment.

Attention to social sustainability issues should help organizations in their efforts to drive for competitive advantage by helping them establish or maintain social operation.

Mass extinction, rainforests rapidly disappearing, clouds of pollution across the globe and whopping carbon footprints are only a few of the incredible environmental quandaries we are facing today.



### **GREEN FACTS**



✎ The human population on earth has grown more in the last 50 years than it did in the past 4 million years.

✎ Average temperatures will increase as much as 12 degrees Fahrenheit by the end of the 21st century if green house gas emissions continue to rise at the current pace.

✎ At least 50 million acres of rainforest are lost every year.

✎ One in four mammals is at risk of extinction.

✎ Only 1% of China's 560 million city residents breathe air that is considered safe by the EU standards.

✎ Less than 1% of the world's fresh water is readily available for human use.

✎ Every ton of printing papers cost 24 trees.
















✎ Recycling one ton of paper saves 17 trees, 2 barrels of oil, 4,100 kilowatts of energy, and 3.2 cubic yards of landfill space and 60 pounds of air pollution.

## BUILDING YOUR TEAM

To begin on the path to green corporate responsibility, it is important to begin with a frank discussion about where you are and where you want to be. Every company has its own model to begin with but every company could “fix the basics” and take steps toward reducing their impact on their community and the whole world. This process can start with a cross functional team of employees who have some passion for the green environment.

## *EMPLOYEE COMMITMENT*

### I pledge to:

- 
-  Reduce my energy consumption.
  -  Save water.
  -  Turn off lights/ computers, printers...etc when leaving offices.
  -  Reduce paper consumption/print on both sides of paper.
  -  Use recycled paper.
  -  Carry paper or material bags when shopping.
  -  Use renewable energy resources.
  -  Buy local seasonal products.
  -  Always consider alternatives for transportation, walking if possible.
  -  Decorate our offices with green plants.
  -  Donate old computers, printers...etc.to charities.
  -  Use chargeable batteries and switch to
  -  Lead lights whenever possible.
  -  Plant a tree every year

## Evaluating our Impact:

To make sure that we are effective as possible, we routinely conduct and evaluate impact studies on our work and continually adjust our approach for more valuable results and developments.



## Think Sustainability



By decreasing the air conditioning temperature by just 1 degree Celsius , you could reduce

Energy use by 15% in winter.

Printing double-sided will save not only paper and ink but also a significant number of trees.

If energy makes up a quarter of your business cost, then a 20%energy savings reflects a 5% Increase in overall profit.

Replacing fluorescent T12s or T8S with more efficient T5s can achieve up to a 30 % reduction in energy use.

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