

# Hashem Brothers

## Communication on Progress Report



For Essential Oils & Aromatic Products

June, 2015

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## 1. Message from the President

Hashem Brothers continues its support to the United Nations Global Compact principles we regard social development and environmental responsibility as a complementary factors to a sound economic development.

Implementing the Global Compact ten principles within our sphere of business influence became an integral part of our Social Responsibility agenda.

Finally, I would like to stress that we are pleased to share with you our successful stories, challenges and opportunities, and our future commitments to give you an in-depth overview of who we really are and create a tangible and proactive relationship with all our stakeholders.

Sincerely,

*Alaa Hashem*

*President*



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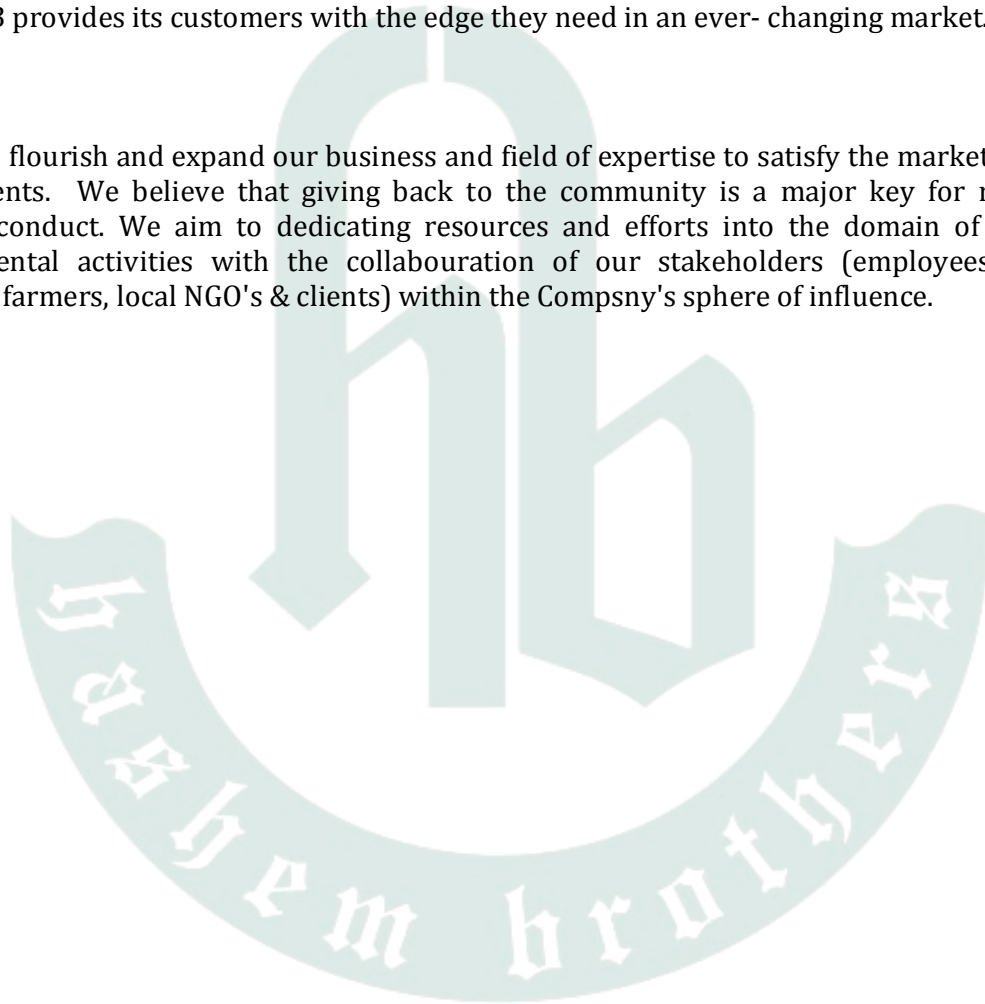
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## **Mission**

HB is dedicated to excellence in every area- using knowledge, creativity, innovation, and technology to provide its customers with superior Customer understanding and the highest quality products and services. From industry insights to anticipating and interpreting the latest trends, HB provides its customers with the edge they need in an ever- changing market.

## **Vision**

We aim to flourish and expand our business and field of expertise to satisfy the market needs and requirements. We believe that giving back to the community is a major key for responsible business conduct. We aim to dedicating resources and efforts into the domain of social and environmental activities with the collabouration of our stakeholders (employees, workers, suppliers, farmers, local NGO's & clients) within the Compsny's sphere of influence.



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## Values

### WE VALUE...

- **Our customers:** we are restless when it comes to customer responsibility.
- **Our employees:** we are a family.
- **Our shareholders:** we are transparent.
- **Our business:** we are persistent.
- **Our product:** we are quality-focused.
- **Time:** we are accountable.
- **The environment:** we are deliberate.
- The whole society: we are sustainable.

### *HBs Strategy*

Our business strategy is to sharpen our focus on development thinking. This is reflected on our business policies and investments, which are aimed at achieving a successfully advanced, sustainable model. Our model is achieved through creating an indisputable economically ethical engine that benefits the country at large.

### *HBs Philosophy*

“Listen to the need of your local community”

“Interact with your stakeholders”

“Think out of the box”

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For us, compliance signifies the integrity of our actions, as well as the ethical and moral principles to which we are committed to. We have established firm guidelines in order to help us achieve our goal in reaching the highest standards of integrity and transparency. These standards are regularly revised and enhanced.

### *Our Factory*

Our factory was built with an aim to maximize product quality, reduce production wastes, and minimize environmental impacts, and control product safety and hygiene. Our factory was built with a view to infrastructure that prioritizes creativity and innovation.



We believe that the work environment has a great impact on our employees, and that is why we have built our factory with the highest standards of safety and comfort.

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### **Report Scope and Boundary**

Our report follows the guidelines of the GRI Reporting Framework, the ISO 26000 guidelines and the Global Compact ten principles. We are committed to respond to more indicators in the upcoming report as we are working on integrating the GRI Framework in our business.

For Further information about HBs report or further details about our corporate social responsibility activities and initiatives please contact Sohaila Hashem or e-mail us at [sohaila@hashembrothers.com](mailto:sohaila@hashembrothers.com)

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## MANAGING OUR RESPONSIBILITY

### Our Approach

Implementing corporate social responsibility helps the company create new opportunities for short, medium, and long term business objectives. It also leads to opportunities which create tangible business benefits and long term business profits. Customers, employees, and potential investors are all becoming more aware of environmental responsibility.

### Our Commitments

- To ensure an on-going sustainable raw material supply
- To reach zero emissions
- To double our size of production, as the demand is growing drastically
- To reach higher quality standards (NOP, EC Certificate of Organic Agriculture, HALAL, KOSHER, ISO 22000:2005, and OHSAS 18000:2007)
- To create proper customer complaints management and documentation system
- To increase the level of employees' engagement
- To implement a proper auditing system and a suppliers' code of ethics
- To implement all guidelines of ISO 26000.
- To help develop a successful social dialogue
- To develop social responsibility projects that affect well-being of the local community.
- To demolish the phenomena of child Labour in Agricultural sector in Egypt.
- To spread education in the local community.

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## **RESPONSIBILITY TOWARDS OUR CUSTOMERS**

The success of HBs is the result of quality in every detail, from organization to employees, and from logistics to service. These factors are combined to make HBs a reliable producer.

### **1. Product responsibility**

#### **IT IS OUR RESPONSIBILITY**

To conform to all Standards of Quality and all production related logistics.

#### **WE AIM TO**

- Provide safe, good quality products & services that meet our customer daily needs everywhere.
- To identify, control and update the process steps that are critical to product safety.

#### **WE SET**

- Objectives and targets for product Safety and quality

#### **WE ESTABLISH**

- Audit procedures for monitoring compliance and improvement.

**We assure our product quality and safety by creating a quality culture behaviour among all workers and employees.**

**Cascading quality concept is achieved through;**

- Awareness & training through clear effective communication
- Spreading Quality Culture
- Health & Safety training
- Housekeeping & personal Hygiene trainings
- Facility security

We have rigorous control over the manufacturing processes, and we reinforce the need to comply with local and global rules and regulations, which have added extra complexity to our manufacturing process over the years. Technology is used to maximize product quality and reduce production costs. Creating closed-loop production systems has helped minimize adverse impacts in our production, and maximize product safety and hygiene.

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## **STAKEHOLDERS**

Stakeholder engagement and reporting is a crucial planning tool that helps companies achieving their business targets more effectively. It is a formal communication tool where companies and industries can engage to ensure sustainability and growth, while winning the support of its stakeholders as well

### **Our key Stakeholders**

- Customers
- Employees
- Civil society (NGOs & Charities)
- Regulators
- Suppliers
- Farmers
- Workers
- Professional sector/labour associations
- Competitors

### **Tools and Frequency of Communication**

- Social Responsibility reporting
- Global Compact Communication on Progress
- Focus groups
- Interviews with customers
- E-mails

### **Stakeholders Dialogue**

As part of good corporate governance, we enter into discussions with our stakeholders and make an effort to respect their interests. We know that our stakeholders have a critical influence on whether our business thrives or fails. Their expectations and needs are what link our company's commitment to sustainability with our business success. Determining which issues are relevant to specific interest groups is the job of the HBs sustainability committee, whose members maintain regular contact with our stakeholders. The committee analyses and evaluates sustainability issues at regular intervals to establish their relevance to our stakeholders and their significance for HBs. We identified and set out the topics relevant to our stakeholders and to HBs itself in a materiality matrix.

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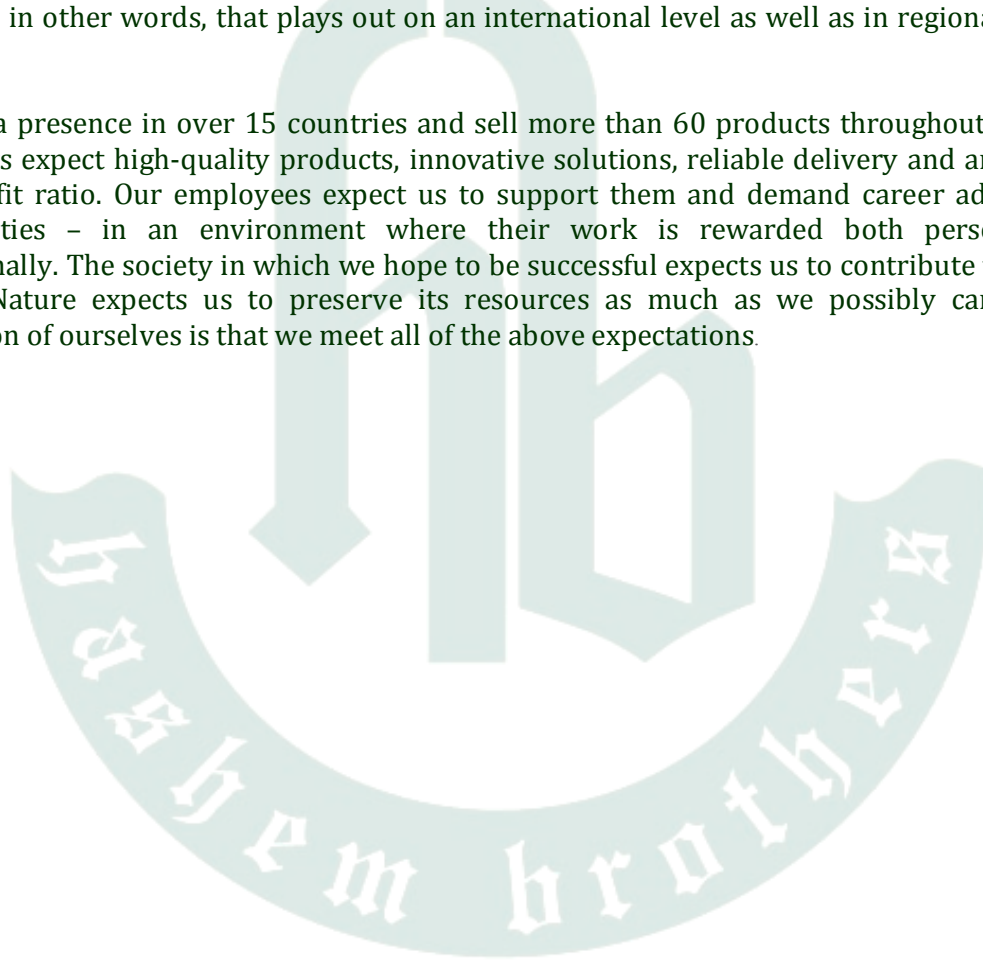
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## Stakeholder analysis

Our business puts us in contact with many different groups of people, including clients, suppliers, employees, investors, and representatives of governments, residents of the neighbourhoods surrounding our facilities, the media, opinion makers and NGOs. For us, maintaining an active dialog with these external interest groups serves as a tool to help us identify expectations and develop credible solutions, which is why we foster discourse every place where we do business – discourse, in other words, that plays out on an international level as well as in regional and local settings.

We have a presence in over 15 countries and sell more than 60 products throughout the world. Our clients expect high-quality products, innovative solutions, reliable delivery and an attractive cost-benefit ratio. Our employees expect us to support them and demand career advancement opportunities – in an environment where their work is rewarded both personally and professionally. The society in which we hope to be successful expects us to contribute to its social success. Nature expects us to preserve its resources as much as we possibly can. And our expectation of ourselves is that we meet all of the above expectations.



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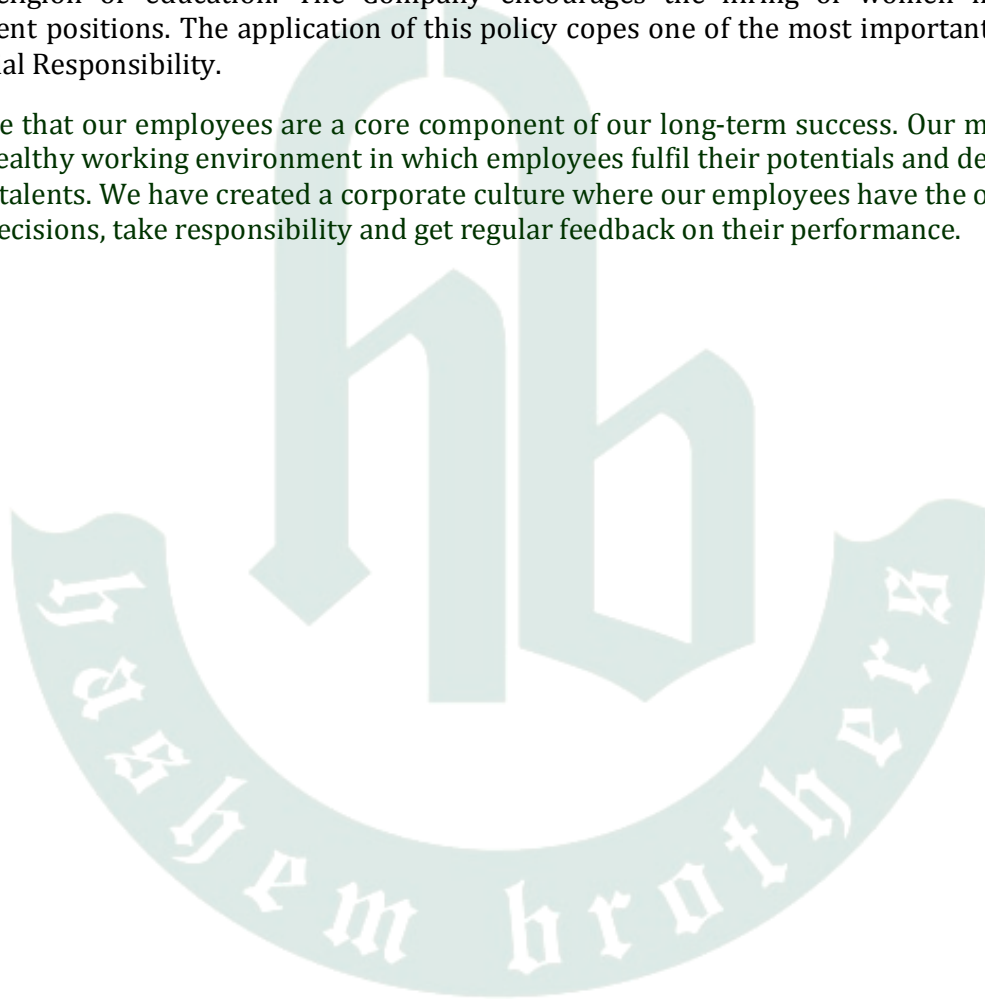
Stakeholders Mapping			
stakeholder	Identification relevance	obligations/expectations	core subject relevance
<b>Share holders</b>	responsible/ dependance		Organizational governance
<b>Suppliers:-</b>			
a) Collectors "in Geranium Oil"	responsible	connection between small farmers & company	Labor Practice
b) Farmers	Influence	important part of the supply chain, they expect to be well paid	Human Rights
c) Packaging suppliers	dependance	providing good quality	Environment
d) Hexane/ Alcohol Suppliers		avoiding using child labor	Community involvement & development
e) Logistics		having good prices	Consumer issues
		responsible use of pesticide	
		responsible of the delivery & safety of the goods till the reception by the customers	
		depends on the international laws of shipping	
		influence the exporters by the new regulations of shipping & customs procedures	
		providing the required drums, cans & bottles according to the specifications	
<b>Employees:-</b>			
a) Permanent	responsible/ dependance	fulfilling clients needs, solving problems	
		freedom in belief & expression	
		training on the ethics of fair trade	Human rights
		improvement of skills & training	Community involvement & development
b) Seasonal:		exists whenever needed, making necessary effort in picking the flowers	Labor Practice
		they expect to be well paid,	
<b>NGO &amp; Charities</b>	Influence/ dependance	development of the community	Community involvement & development
		contribution of the society in its activities	
		expecting good quality same as ordered	Fair operating practices
		getting good prices & services	Consumer issues
<b>Consumers</b>	Influence/ dependance	the right of reject the order in case of failure in fulfilling the requirments	Labour Partices
		receiving correct data about products	
		commitment to contract with the company	
		influenced by the country circumstances	
		influenced by the weather, quantity, price & quality offered	
<b>Government</b>			
Ministry of Environment	Responsible/ Influence	facilitate the procedures to the exporters	Labour Partices
Ministry of Commerce		issuing the Labor law	Human rights
Ministry of Agriculture		issuing laws that protects manufacturers	Environment
EOS		setting rules , standards and laws for the safety, management systems & other fields of the industry	Consumer issues
Customs		they expect to respect and execute the laws.	Fair operating practices
		Export increase, cash flow	
		environment protection	
		Job creation	
<b>Competitors</b>	Influence/ dependance	obligated to respect the agreement between us	Fair operating Practices
		expect to	
<b>Professional sector &amp; Labour association :</b>			
Chambre de Commerce Francaise en Egypte	responsible / influence	facilitate many tasks for its members	Fair operating Practices
Food Export Council		gather and helps members to apply the laws	
ECRC		link between supplier and consumers , opens new markets for the members	
		provide solutions and management advises for the members	
<b>Local Community</b>	dependance/ influence	offer them their needs: hospital, school, clean water, comuter lab,.....etc	Community involvment and development
		we offered part of our local community with awarness campaign for the Jasmine cultivation in order to keep the premium quality for this product.	
		we gain the loyalty of this community and environment protection.	
		we help in wealth creation	
<b>Cetifier Bodies (ECO, CERES)</b>	responsible/ influence	enables companies to be certified in order to export their products	consumer issues
		increase the control over the export procedure	Fair operating practices
<b>Testing Labs</b>	Responsible / influence	assure the quality of the products offered to the consumers	
		to provide accurate results	consumer issues
		collect due payment on time	
<b>Banks &amp; Insurance company</b>	Influence/ Responsible	helps the company by loans. facilitates the transactions procedures	consumer issues
		covers the lose or damage of shipped orders	
		covers the damage in the insured facilities of the company	
		they expect to get the installments on time	
<b>Media "websites, seminars &amp; conferences"</b>	Responsible / influence	responsible on gathering the industry stakeholders on the same place	Fair operating practices
		influences the market by the information circulation about the products	Consumer issues
		promotes for the company and its products	

## OUR EMPLOYEES

### Policy:

Hashem Brothers as being defined as a Family business corporation, the Company is adopting the policy of the equity at the working atmosphere. There is no discrimination in treatment based on gender, religion or education. The Company encourages the hiring of women in the high management positions. The application of this policy copes one of the most important principles of the Social Responsibility.

We believe that our employees are a core component of our long-term success. Our mission is to create a healthy working environment in which employees fulfil their potentials and develop their skills and talents. We have created a corporate culture where our employees have the opportunity to make decisions, take responsibility and get regular feedback on their performance.



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## **Human rights Principles:**

1. Business should support and respect the protection of internationally proclaimed human rights.
  - Human rights principles are incorporated into Hashem Brothers code of business conduct.
  - With the help a CSR consultant, the Company has issued a new internal code of business conduct with all human rights aspect and also recognition of all labour rights.
- 2-Business should make sure that they are not complicit in human right abuses.
  - Our Company and all its supply chain are not engaged in any human rights abuses. HB regularly monitors its supply chain through visits and face-to-face meetings.

**Business units responsible of implementation:** HR department, CSR department, Communication department.

## **Human Rights principle implementation through our stakeholders:**

### **➤ Employees:**

Implementation and monitoring the outcomes:

- The company does not require involuntary labour
  - Employees should not be restricted from reasonable movement within the work place. Security personnel are not allowed to restrict the movement of employees or force employees to work.
  - Employees are allowed to leave employment any time with reasonable notice.
  - HBs grants employees' permission to leave the facility under reasonable circumstances, such as personal or family emergency, without disciplinary penalty.
  - All overtime work is voluntary.
  - We have introduced the international and the national labor laws to the employees by distribution for code of business conduct through the employees
  - regular evaluation for the employees performance "employee of the month / employee satisfaction survey"
  - explain the finished and potential SR activities and the role of each member in it by contribution of the employees in the SR activities
- The Company has co-sponsored the publication of a book on Human rights. The book has been distributed to the employees as well as our suppliers and also to the public to raise awareness on human rights.
  - In 2011, HB had Co-sponsored the printing and publication of a book that simplified what is meant by a constitution.
  - Complaints system is understood and implemented so that all employees have a proper way to report any complains concerning human rights to higher management.



## ➤ Suppliers

Implementation and monitoring the outcomes:

- Eliminating Child Labour Phenomena in our Supply Chain; Contracts with Supplier to avoid child labour
- Random visit to our supplier farms
- Client Sustainability Audit to our farms and our suppliers Farms Annually
- Awareness sessions to the farmers to avoid Child labour.
- Contracts with suppliers.

Results of random Visits to our suppliers farms:

- 60% decrease of Child Labour in our Supply chain
- More commitment of our clients to our company due to the respect of avoiding Child Labour
- a Huge Project with a foreign company
- providing long term solution to the phenomenon of child labour in the Company sphere of influence mainly through providing education and combating poverty.



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## **Labour Standards principles**

Hashem Brothers Company complies to the International Labour Organization (ILO) Labour Standards conventions as follows:

- 3- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
  - 4- The elimination of all forms of forced and compulsory labour
  - 5- The effective abolition of child labour; and
  - 6- The elimination of discrimination in respect of employment and occupation
- Hashem Brothers respects the freedom of association and the effective recognition of the right to collective bargaining. ([Convention 1949 – No.98](#))
  - Employees are encouraged by the top management to join labour unions and relevant syndicates. ([Workmen's compensation convention 1921- No. 12](#))
  - The Company provides places to host labour gatherings.
  - The Company has issued a new code of conduct recognition all human rights aspect.
  - The Company has acquired the ISO 26000 which is dedicated to social responsibility.

### **At the Work Place**

The recruitment of staff is based on a non-discriminatory process to appoint the best candidate for the job. All our employment contracts contain a clause forbidding discrimination on all bases. Being an equal opportunity employer, we are committed to eliminating discrimination in employment particularly and to provide a work environment where all employees are treated with respect and dignity. Hashem Brothers works hard to provide equal opportunities for men and women in taking high positions, salaries and benefits. ([Equal Remuneration Convention 1951- No. 100](#))

### **Labour practices:-**

- **Employment & Employment relationships**

#### **Policy:**

Hashem Brothers as being defined as a Family business corporation, the Company is adopting the policy of the equity at the working atmosphere.

There is no discrimination in treatment based on gender, religion or education. The Company encourages the hiring of women in the high management positions. The application of this policy copes one of the most important principles of the Social Responsibility.

#### **Responsibility:**

- 1- The Board of Directors is responsible of applying the SR program of the company each year.
- 2- The SR Manager is responsible of monitoring the application of this policy annually.

### **Procedures:**

- 1- Record all Social Responsibility activities in records.
- 2- Publish all these activities in our annual report.

### **Labour - Management Relations and Communication, Empowerment, and Engagement Tools**

- Complaints box
- Employee's empowerment
- Employees handbook and manuals

### **No discrimination (equal opportunities)**

- HBs conforms to local laws prohibiting discrimination in hiring and employment practices on the ground of race, colour, religion, sex, age, physical ability, national origin, or any other applicable prohibited basis.
- HBs does not engage in harassment or abusive discipline.
- The Company CEO has signed the Women empowerment principles.
- The Company applied this year several measurements to help females working mothers have flexible working hours. ([Part time work convention 1994- No. 175](#))
- The top management encourages the hiring of more females into top positions.
- The WEP's principles are adopted and added to the code of ethics.

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- HB signed the CEO statement of Support for the UN Women Empowerment Principles for Gender Equality in 2015.

### CEO Statement of Support



We, business leaders from across the globe, express support for advancing equality between women and men to:

- Bring the broadest pool of talent to our endeavours;
- Further our companies' competitiveness;
- Meet our corporate responsibility and sustainability commitments;
- Model behaviour within our companies that reflects the society we would like for our employees, fellow citizens and families;
- Encourage economic and social conditions that provide opportunities for women and men, girls and boys; and
- Foster sustainable development in the countries in which we operate.

Therefore, we welcome the provisions of the Women's Empowerment Principles – Equality Means Business, produced and disseminated by the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the United Nations Global Compact. The Principles present seven steps that business and other sectors can take to advance and empower women.

Equal treatment of women and men is not just the right thing to do – it is also good for business. The full participation of women in our enterprises and in the larger community makes sound business sense now and in the future. A broad concept of sustainability and corporate responsibility that embraces women's empowerment as a key goal will benefit us all. The seven steps of the Women's Empowerment Principles will help us realize these opportunities.

We encourage business leaders to join us and use the Principles as guidance for actions that we can all take in the workplace, marketplace and community to empower women and benefit our companies and societies. We will strive to use sex-disaggregated data in our sustainability reporting to communicate our progress to our own stakeholders.

Please join us.

CEO Name:

*Mohamed Alaa El Din Hashem*

CEO Signature

*Alaa Hashem*



United Nations Global Compact



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Business units responsible of implementation: CSR Unit, HR Unit, Board of Directors

## Labour Practices implementation through our stakeholders

### ➤ **Employees**

#### **Health and Safety**

Effective health and safety practices play a central role in our daily operations. The health and safety department strives to ensure a safe, sound and health working environment and give special attention to the well-being of our employees. We ensure that all information, policies and regulations are communicated appropriately to all workers. All employees and workers receive health and safety training and guides with pre and post assessment. We also have established an internal Work Health and Safety committee.

- Fire fighting system (annually)
- First aid training in program (annually)
- Chemical handling (annually )
- How to use PPEs (annually )
- Smoke detectors
- Fair Working shifts

#### **Procedures:**

- **train the employees and workers about the risks in using some ingredients**
- **Posters all over the working place for the precautions actions for the H1N1**
- **Improving Labour Standards; Health and Safety at work environment under OHSAS 18001 System**
- **Good Manufacturing Practices by ISO 22000**
- **providing medical insurance service to all our employees.**
- **Appraisal to Employees to work with Sustainability Standards.**

Business units responsible of implementation: CSR Unit, HR Unit, CSR Unit, Communication Unit, Q&A Unit.



## OUR SUPPLY CHAIN

HB is fully aware of its role and impact of developing its suppliers given the fact that we use 100percent local inputs and export almost 100percent of our products.

In order to achieve sustainable development, HBs includes suppliers in its development program to fulfil the company's corporate responsibility. Strengthening our supply chain will ensure high quality product from suppliers which will eventually save the company's' time, money and manpower.

The objective is to advance local capabilities and develop their technical skills and professionalism and provide them with efficient information that would improve their businesses performance on the technical and humanitarian levels. We have created a system for suppliers for Procurement Activities to ensure that all suppliers are offered equal opportunities, evaluated fairly, abiding by all laws and social standards, and protecting the environment in each and every activity related product manufacturing.

### Commitments

- We ensure that all its suppliers conduct internal audits
- We construct an auditing system for suppliers
- We ensure that our suppliers perform according to labour laws and human rights practices.
- We work on constructing a suppliers' code of ethics
- we provide Incentives to Jasmine workers and suppliers as a bonus for the quality of Jasmine Flowers collection

### measurements of the outcomes:

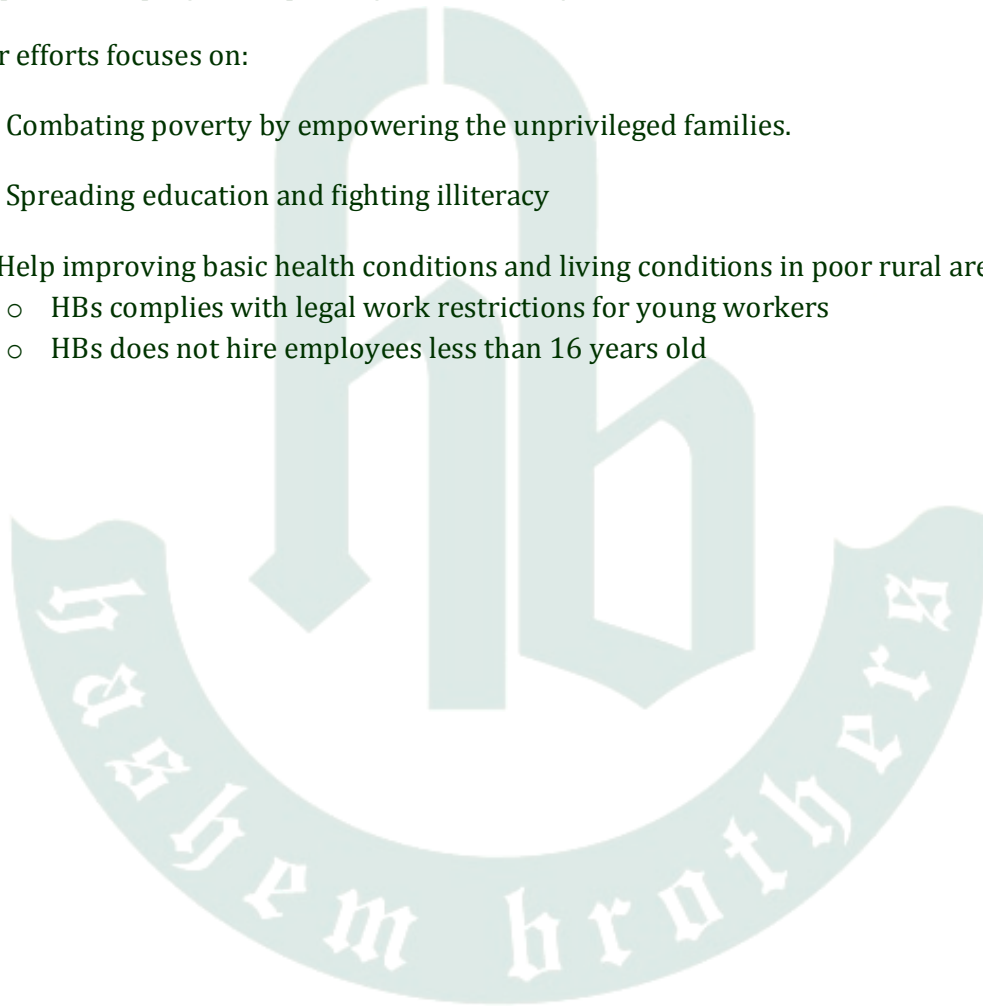
- We have measured the number of accidents /year and we have reached 90% decrease.
- we have Measured the quality offered to clients by the number of rejected samples and we have reached 60% Higher quality of Final product
- we are getting Better Performance under Sustainability Guidelines
- Higher yield of Jasmine Flowers; we have reached 40% increase of high quality Jasmine Flowers Quantity

### ➤ Clients:

- We have built a very strong relation with all our clients.
- We conduct after sale services.
- We annually send client satisfactory surveys.
- The exchange of expertise in CSR between our Company and our clients.
- We have a complaint system for all our clients that respond to complaints in 3 working days.

**Hashem Brothers efforts in fighting Child Labour in the Agricultural Sector** (Minimum Age convention 1973- No. 138), (Worst form of child labour convention 1999- No. 182)

- The Company collaborates with many NGO's in order to cover areas and activities that will help in developing the unprivileged areas that government did not reach.
- Our efforts focuses on:
  - 1) Combating poverty by empowering the unprivileged families.
  - 2) Spreading education and fighting illiteracy
  - 3) Help improving basic health conditions and living conditions in poor rural areas.
    - HBs complies with legal work restrictions for young workers
    - HBs does not hire employees less than 16 years old



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## **ENVIRONMENT PRINCIPLES**

- 7- Businesses should support a precautionary approach to environmental challenges;
- 8- undertake initiatives to promote greater environmental responsibility; and
- 9- Encourage the development and diffusion of environmentally friendly technologies.

### **Policy:**

Hashem Brothers is committed to respect and fulfil the environment pollutants standards according to the Business Conduct & the Egyptian environment and labour law to provide safer workplace. Hashem Brothers is committed to apply the Global compact environment standards through its SR activities as well as ISO 26000 standards.

Environmental protection is a fundamental value of HBs; accordingly, it has developed a strict environmental program that goes beyond compliance to set higher standards in achieving our target in reaching zero emissions and waste footprints. We believe that waste is the result of not using materials efficiently. By reducing our waste, we will definitely make production processes more efficient. Waste activities such as recycling, waste control, emission reductions, pollutants reduction, and energy use reduction is a priority to us when we set our business core strategy and yearly budgeting.

We aggressively control our environmental footprints and this is how we achieve our target. We encourage best practices among our employees. We support and give them the space to come up with environmentally friendly solutions to reduce environmental footprints and they are rewarded on their efforts by increasing their yearly bonuses. We provide our employees with frequent orientation and training sessions about environmental footprints and its impact and possible alternative methods related to this industry to reduce business resulted foot prints. We maintain a good monitoring and assessment system to measure the effectiveness of our applied waste management system. We ensure that we confirm with all local environmental laws and regulations. **Our aim and goal is to:**

- Improve Environmental Performance and Responsible Use of Resources such as energy, water and materials, more efficiently
- Responsible use of fertilizers
- Develop new and cleaner products meeting the growing costumer demand for greener products
- Improve business and reduce the environmental risks resulting from our production by Exchange Experience Regarding Social Responsibility
- improve the health conditions in plantation areas
- Develop our agricultural techniques to the use of water and provide sustainability of our products & reclamation of desert land
- For the 9th year, Hashem Brothers continues its tree cultivation program with the collaboration of "The Egyptian Association for Environmental and Community Services". Trees are cultivated each year in the most polluted areas of Cairo.
- The company supports an initiative of promoting the use of cotton shopping bags instead of plastic bags which can be harmful on the environment.

## Environmental practices implementation through our stakeholders

- Changing irrigation system at our farms by using drip irrigation instead of flood irrigation
- Decrease the Electricity consumption using power saving lamps.
- Using Heat Insulators on the water pipes.
- Using the condensation water in irrigation.
- Using the distilled water (By-product of distillation) as a new product. (Floral water).
- **The Diffusion of Environmental Friendly Techniques “Our Organic Compost Production”**

Our organic compost production site helps in promoting organic agriculture and eliminates the use of chemical fertilizers. Further, it helps in cleaning our area from chicken manure due to the large number of chicken farms in the area surrounding our facilities which:

1. Encourage farmers of our supply chain to use organic fertilizers
2. Help many of our supply chain farms to become organic certified
3. Turn the waste of our factory into organic compost
4. HBs' new project turning chicken manure into organic compost for the elimination of the use of chemical fertilizers and its negative side effects on health of farmers and on the soil.
5. The project aims in the spread of the organic concept in the Egyptian agricultural sector.
6. The project also contributed in providing new jobs for the unemployed people of the Villages next to HB factory.







- **Promote Sustainability Practices with our clients as an action of the environmental practices through a large project agreement with a multinational company regarding sustainability to buy sustainable product, sustainable agriculture and we facilitate the lands and the place to establish this project.**  
**New Project Partnership between us and one of our key Customers in product sustainability 2010-2015 in agriculture and production of strategic products**

Supporting sustainable agriculture:

Incorporating sustainable agricultural 'factors' into a long-term ingredient sourcing plan;

Working hard to improve crop yields and reduce cost;

Improve agriculture practices use pesticides and fertilizers in the most responsible way.

HBs has established pilot project in the Cairo-Alexandria desert Road to be a model for sustainable agriculture in partnership with one of our key customers;

The project focuses on Geranium best practices in plantation and yield in production.

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Business units responsible of implementation: Agriculture Unit, Q&A Unit, Production Unit, Board of Directors.

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### **Measurement of outcomes in the Environmental principles:**

- Decrease in the water use for irrigation for about 40%
- 25% decrease in the cost for cultivation per acre
- The percentage of organic farms at our supply chain increased by 7.5%
- We have achieved 50% better quality of final products (oils)
- We have achieved 100% less harms on the farmers that shifted to organic agriculture
- We have succeeded to reach 50% less consumption of Electricity
- We have achieved 50% increase in Floral water sales
- We had 20% increases in sales of organic compost
- We have reached 60% decrease in the number of inhabitant suffering from renal diseases
- We have provided better health care for the Jasmine farmers

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## Standards, Certificates and Voluntary obligations

- HB has been following relevant standards and certifications to the nature of its business activity. HBS is certified under the "Egyptian Center Of Organic Agriculture", ISO 22000: 2005, Kosher Certificate, Halal Certificate, European Organic Certificate, American Organic Certificate. This is in addition to the fact that HBs has been committed to follow voluntary standards such as the Social Responsibility ISO 26000.



NOP Certificate



The Egyptian Center Of Organic Agriculture



Kosher Certificate



Halal Certificate



Food and Drug Administration



ISO 22000 (Food safety management system)



0043



OHSAS 18001 Certificate



0043

## **Anti- Corruption principle:**

10-Businesses should work against corruption in all its forms, including extortion and bribery

- HB supports all laws of Egypt that defines and combats corruption.
- HB Code of Conduct sets rules and policies to avoid all forms of corruption and Bribery.

## **Anti- Corruption:-**

### **Policy:**

Hashem Brothers is committed to work against all forms of corruption including extortion and bribery.

Our code of Business Conduct stipulates and illustrates different types of corruption.

Hashem Brothers Management provides information and guidance to the employees on how to recognize corruption and deal with bribery as well as corruption issues.

Hashem Brothers Management has identified areas of risks for the Company.

### **Procedures:**

- 1- Hashem Brothers has implemented an anti-bribery and corruption policy.
- 2- HB has undertaken yearly training program for employees to identify the issue of corruption including higher management.
- 3- The policy applies to all employees at all levels.

**Business units responsible of implementation:** Higher Management, HR Unit, Legal and Compliance Unit.

### **How to raise a concern?**

- Higher management encourages all employees to raise their concern or any issue of suspicion or mal-practice the very early stage in accordance to our policies to their direct manager and Legal and Compliance Unit.



**Improving basic health conditions in the local community:** The Company has focused its effort into improving basic health conditions in the local Community.

### Case 1

- Our major problem in the area of Shebin El Kanater town where our factory and plantation exist is renal failure.
- A big number of inhabitants suffers from that disease; the local public hospital of the town is very poor and lacks a lot of basic resources.
- The Company has donated 10 Kidney dialysis equipment to the hospital of Shebin ElKanater.
- The equipment are now operating free of charge for the benefit of the sick people.
- The Company also donated heather comfortable arm chairs for the hospital to be used by the patients during the dialysis sessions.



## Case 2

The Company has realized the major problem behind the renal failure disease which is widely spread among the inhabitants of the area where our factory is located "Shebin El Kanater" town is that the water is not purified.

- We have focused our efforts in the assessment of the problem and its consequences. We have chosen the village of "Kafr El Shorafa" to start our project in which is a village with more than 10,000 inhabitants.
- A big number of the inhabitants of the village suffers from renal problems. With a help of a local NGO working in the village, we have inserted a big water filtering machine on the major source of fresh water supplying the village houses.
- Starting the month of March 2012 all water supplied to the houses of the village is now purified which will have a direct positive impact on the health of the inhabitants of the village of "Kafr El Shorafa".



### Results :

- 60% less in the numbers of inhabitants that have renal problems.



"Pictures showing the water filtering machines"



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### Case 3

#### "Fresh water and sewage system in Menyah with the collaboration of Kassem El Masry NGO":

The village of Kafr el Madawer in Menya Governorate 200 km south of Cairo suffers severely from lack of a proper sewage system and the lack of the access to fresh water inside their houses. The village has about 4000 inhabitants only 2% of the village houses have access to fresh water inside their houses. The rest of the people have to bring water from a community "water supply" for their household usage and mostly for drinking. Again only 2% of the houses have a proper sewage system.

Hashem Brothers have collaborated with a local NGO in the village (Abnaa Kassem El Masry NGO) and sponsored bringing fresh water to a number of houses as well as installing a proper sewage system to these houses. This project will continue for the next year.



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#### Case 4

##### **Building a local health Unit for the inhabitants of "Shobra Beloula" village.**

- A very strategic raw material "Jasmine" is grown in a place in the Delta called "Shobra Beloula" in "Tanta" governorate.
- The village has more than 5000 inhabitants with no health care unit.
- With the collaboration with the village inhabitants we have built this year several clinics fully equipped for the benefit of the village inhabitants.
- A clinic for general health, a clinic for child care, a dental clinic, and a clinic for female health.
- All clinics will operate against a small fee in order to guarantee sustainability.
- This year we have added an ophthalmology clinic.



(A picture for the gynaecology clinic)



(A picture of the general clinic)





(A picture for the dental clinic)



(A picture for the child care clinic)

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### “Providing education in rural areas”:

- Elementary school was provided in the area surrounding our factory and plantations in Kafr El Shorafa village (kalyubeya)
- The school today caters for more than 700 students.
- The second school built by Hashem Brothers is dedicated for secondary education also in the same village. This school capacity caters for 600 /1000 students.
- Both the two schools were donated to the ministry of education .The Company held itself ethically responsible for all restorations of the schools whenever resources are available.



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**“HB continuous efforts in providing education in the Local Community”**  
**COMMUNITY SCHOOL AT OMRANEYA**

- in 2015 HB had partnership with “Masr El Tahadi” NGO in the formation of its first community school in Omraneya ,Giza.
- The idea is to provide education to the drop out children of the unprivileged families of Omraneya.
- The school provides education and vocational education to the children to cater them of all sort needed to be educated skillful labor.
- The ages of the children are between 8 to 14. They gather in the school nfor about 8 hours, the school provides them also with 3 meals per day to make sure that the children get the proper food needed for their growth.
- The NGO with our Company intend to organize awareness lectures to the families of the children on the importance of education and also on good parenting tools.



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### Illiteracy Eradication Classes for Women

- HB has opened classes for illiterate women in the local community; they have a chance to learn in a friendly and encouraging atmosphere. These classes were opened in Menya in the village of Kafr El Madawer under the supervision of Kassem El Masry NGO which is a local NGO operating in that village. We have chosen Minya particularly for 2 reasons : because about 50% of the raw material for our industry come from the area around Menya and Benysweif and secondly because we do own a secondary facility there supervision and impact of the classes can be easily measured.



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### **Women Empowerment Initiative**

Generating income for unprivileged women of Meet Okba and Ard El Lewa (Giza Governorate) in collaboration with the Egyptian Association for Environmental and Community service.



The Company introduced the idea of the making of a cotton bag with one of our brands logo. The Company sells the cotton bag in big malls; the income goes to the ladies of the association. At the same time, the idea is well promoting the use of cotton shopping bag instead of harmful plastic bags.

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### Informal education for Drop out children & Pre-School Children

- The second achievement for HB was the opening of informal education class to include drop out children. The aim of this class is to engage the drop out children in a program which can provide them with basic educational needs.
- About 100 students every day attend those classes.



### **"Introducing ICT learning to the rural community":**

Our Community services computer lab continues to provide basic computer skills classes for the youth of the local community of "Kafr El Shorafa" village. A small fee is collected which enables the project to be self- sustained (350 graduates). All graduates of our computer lab have been introduced to the basic IT tools to enable them to join labour force easily.

We have 2000 graduates for our lab by March 2015.



The lab was moved to serve another unprivileged area in the 6<sup>th</sup> of October and operates under the supervision of Shaarawy NGO.

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## **"Improving basic living conditions in El Haraga village (115 Km South of Cairo)":**

El Haraga Village is 115 Km South of Cairo particularly in Beni Sweif governorate. It is important to mention that we have chosen this area because most raw materials of our industry come from this governorate.

The village has 10,000 inhabitants from which 50% lives in very bad conditions:

- No concrete roads
- Poor living conditions
- Unhygienic atmosphere

The houses of the village had the following problems:

- No or poor roofing
- Instable walls
- Absence of drainage system

### **Roofing**

Most of the houses of the village are having straw or wooden roofs. Most roofs of the houses are made from straw which could not protect the inhabitants of the houses from cold weather and other bad weather conditions such as rains. That is why the majority of the people living in those houses suffer from rheumatism and joint pains caused by humidity. Consequently, these disabled people are not able to work and generate income. In the next pictures we can notice the condition of the roofs of the houses made from straw and wood.

Our company decided to intervene and provide proper roofing for the houses of the village. Our intervention was with the collaboration of a local NGO "Al Tanmeya Al Mostadema NGO". Improving the housing condition can help the inhabitants of the village develop themselves and live a healthy atmosphere. With the help of the NGO working in the "Haraga" village, Hashem Brothers has succeeded to build a number of ten homes.

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## "Supporting Local NGO's programs in providing basic needs of the local community"

Hashem Brothers collaborates with the "Meshwar NGO" in providing food for the extremely poor families in Giza. These families or individuals were selected by the NGO after applying social researches on their cases. Findings showed that those candidates could not work because of some illness or age. Every month since 6 years our company donates fresh table eggs from our farms to each individual supported by the Meshwar organization.



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## Application Level

Report Application Level		C	C+	B	B+	A	A+
Standard Disclosure	G3 Profile Disclosures  Output	Report on:  1.1 2.1 – 2.10 3.1 – 3.8, 3.10 – 3.12 4.1 – 4.4, 4.14 – 4.15	Report Externally Assured	Report on all criteria listed for Level C plus:  1.2 3.9 – 3.13, 4.5 – 4.13, 4.16 – 4.17	Report Externally Assured	Same as requirement for Level B	Report Externally Assured
	G3 Management Approach Disclosures  Output	Not required		Management Approach Disclosures for each Indicator Category		Management Approach disclosed for each Indicator Category	
	G3 Performance Indicators & Sector Supplement Performance Indicators  Output	Report on a minimum of 10 Performance Indicators, including at least one from each of: social, economic, and environment.		Report on a minimum of 20 Performance Indicators, at least one from each of: economic, environment, human rights, labour, society, product responsibility.		Respond on each core G3 and Sector Supplement* indicator with due regard to the materiality Principle by either: a) reporting on the indicator or b) explaining the reason for its omission	

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