

January, 2016

Maala 2015 Communication On Engagement | Main Achievements and Highlights

- 1. Maala Social Responsibility Day | 2015 CSR Index Results | Diversity in Business Awards**
- 2. Siemens Integrity Initiative**
- 3. Maala's forum 2015**
- 4. CSR in the Israeli OIL & GAS Sector**
- 5. Maala- Unilever Israel on Sustainability Strategy and the SDG**

Maala Social Responsibility Day | 2015 CSR Index Results | Diversity in Business Awards

Maala 2015 CSR index - Published, June 9th, 2015

On June 9th, 2015 Maala announced the second national "Social Responsibility Day" in Israel. The "Social Responsibility Day" aims to raise awareness and exposure to Corporate Social Responsibility amongst Israeli business- large medium and small, employees and the general public.

The "Social Responsibility Day" included the publication of results of the Maala 2015 CSR Index and Special Diversity in Business Awards. The main event of the day was held at the Tel Aviv Stock Exchange where 250 attendees including CEOs of leading Participating companies gathered for the unveiling of the Maala 2015 CSR Index results and the announcement of the Diversity In Business awards.

According to Momo Mahadav, Maala's CEO: "A company participating in the Index invests both in itself and in the general effort of promoting corporate social responsibility in Israel. This is important and crucial to the relationship building between the Israeli public and the business community as well as the international aspect of showcasing improved standards by the Israeli business community. This year we are witnessing improvements in company's performance in diversifying the workforce, higher donations and enhanced transparency"

[A snap shot of the state of CSR in Israel:](#)

- 8 new companies joined the Index amongst them: Shikun & Binui, Excellence, Dan Hotels, Tempo, Zeraim-Gedera (Syngetna)
- A new Midcap Index was introduced. New Entrants: TermoKir, Hanan Mor, Aroma Israel and others.
- Highest rates of employee volunteering in Hi – tech sector: 57% followed by the financial sector 30%

- No change in rate of women in managerial positions: 22% women in management
20% women on Boards
- Higher donation percentage among participating companies: average donation of 1% of profit before tax | Non-participating companies listed on the Tel Aviv 100 Index: 0.1% average donation of profit before tax

Israeli Business contribute socially to the environment they operate within, they have the power to lead a positive change beyond their operations by: employing workers from underrepresented populations such as :Israeli-Arabs, ultraorthodox, people with disabilities, protecting the environment, investing in communities, improving working conditions and developing their workforce.



Maala's 2015 index consists of 85 companies, an overall turnover of NIS 335 billion. The aggregated number of employees of all participating companies is 250,000.

About The Index:

Every year, Maala ranks dozens of companies according to their commitment to CSR principles. Maala's index provides large companies with the tools to both manage and implement corporate social responsibility. The index provides a yearly ranking, along with the ability to map gaps and set goals for improving CSR vis-a-vis Israeli standards. The index was launched in 2003, and was broadened in 2006. The index criteria are decided upon by an independent public committee, comprised of experts, academics, and heads of social and environmental organizations and representatives of the business sector .

Participation in the index is voluntary, and requires its participants to submit their company csr data. Approximately 25% of the 350 largest companies in Israel participate in the rankings (a percentage similar to foreign markets).

Diversity in Business Awards

As part of the "Social Responsibility Day" Maala and The Israeli Forum For Diversity Hiring announced the winners of second "Business in Diversity" awards.

The awards are given to companies showcasing outstanding investment in diversity and inclusion. The 2015 winners are:

Strategic Integration of A Diversified Workforce Award : **Bank Hapoalim**

Integrating Workers with Disabilities Award: **Fishman Group**

Integrating and Promoting Ethiopian Israelis in the Workplace Award **Clalit Healthcare**

"Business in Diversity" awards is a new initiative of Maala and the Israeli forum for diversity hiring who's goal is to encourage initiatives for diversity in Israeli business. The award aims to serve as a positive incentive and a catalyst for voluntary initiatives of businesses.

Maala believes that the integration and hiring of underrepresented populations is a prerequisite for economic growth, reduction of social gaps in Israel and allows for the rise of new opportunities for business. The large corporations in Israel are able to create a multi-cultural hiring environment, integrate different populations in underemployment and by doing so improve levels of socio-economic welfare in the market together with new business opportunities.

In the past few years we are witnessing the development of creative models of screening, recruiting and hiring of underrepresented group in the Israeli Society, while strengthening their business success. The Diversity award aspires to acknowledge such actions and enable mutual learning and maximize the accumulated knowledge in the field.

"Business in Diversity" awards puts an emphasis on innovation and entrepreneurship with an added value that can be a model for other firms to create a change.



Maala commands participating companies on their ongoing commitment to continued improvement and the adoption of new and advanced CSR standards.

Maala's forum 2015

Maala's Forum is a CSR forum showcasing international speakers and Israeli CEO's on the "CSR SPAN – from compliance to innovation and in between".

Maala's 2015 Forum showcased:

The 2015 Maala GlobeScan SustainAbility Radar Results – Israel vs. Global Markets Insight. The survey results provide a robust contextual research on how companies are dealing with the new realities of their operating environment, exemplifying results from about 30 countries worldwide, including Israeli data.

[The state of CSR in Israel – Maala –Globescan Radar 2015 full results](#)



Keynote speaker: Aron Cramer- President and CEO of BSR, one of the leading CSR organization worldwide. According to Cramer, the business world today is going through some serious changes. In the past, the state was the one to legislate and enforce the rules whereas today we find a new reality in which multinational corporations operate: "we live in a transparent world and there's a certain level of responsibility that goes with that transparency. One could tell very quickly if a company is doing something wrong."

Businesses today are trying to measure their impact on society and the environment and to foster ways to reduce damages and empower positive contribution. There are issues that are relevant everywhere but receive specific local "translation and flavor" in Israel such as the promotion of underserved populations.



Integrity and Anti- corruption Initiative

Maala is one of the selected 30 worldwide initiatives promoting cleaner markets under the Siemens Integrity Initiative.

Summarizing its fifth and final year of achievements, Maala continued its efforts to promote and encourage a culture of ethics and integrity in the Israeli business community. Maala focused on the comprehensive issue of integrity, bearing in mind that only approaching it as a human-behavior and corporate culture issue (rather than as a technical compliance issue) will result in apparent behavioral change. A major development during 2014-2015 is the introduction of groundbreaking new criteria regarding integrity ethics and anti- corruption. One of the most advanced criteria related to expanding ethics programs where companies are asking various stakeholder groups on their uptake on the companies' ethics and integrity.



CSR in the Emerging Israeli OIL & GAS Sector - Towards Self Mandatory Regulation

The recent discoveries of off shore gas and formation of the oil and Gas sector in Israel are expected to play a major role in the Israeli economy. Companies are expected to adhere to strict social and environmental standards and norms. Global experience shows that oil & gas companies are both highly regulated and self -mandated (CSR) . Maala believes that the recent and substantial gas discoveries call for a new economic, social and environmental mindset where these companies are the drivers for sustainable growth, technological innovation and new employment and business opportunities.

On February 2015 Maala in cooperation with the Ministry of National Infrastructures, Energy and Water Resources held a conference at the Tel Aviv Stock exchange on the "CSR in the Energy and natural Gas in Israel". The conference opened with the Minister of National Infrastructures, Energy and Water Resources keynote, Followed by the CEO of Noble energy Israel and the chairperson of Delek Drilling – Israel's leading energy company. The conference laid the ground for a responsible Israeli energy and gas sector. Some 200 participants from business, government academia and the financial sector attended.

Maala's CSR in the oil & Gas sector initiative aims to develop, collect and "translate" public expectations into expected and accepted business norms.





Maala- Unilever Israel on Sustainability Strategy and the SDG

On December 2015 Maala and Unilever Israel held a by invitation only conference on Sustainability Strategy and the SDG. 100 Super KOFs engaged around Unilevers Sustainable Living Plan and the Global Goals in Israel

Unilever Israel held its USLP Big Moment in collaboration with Maala- Business for Social Responsibility Organization. The stakeholders' dialogue event focused on the need for collaboration and transformational partnerships and engaged close to 100 KOFs in the country around the recently announced Global Goals.

Key opinion leaders from all sectors including government, municipalities, NGO's, Businesses, TA, Academia and consumer representatives attended the event, together with representatives from Unilever Israel and Maala leaderships.

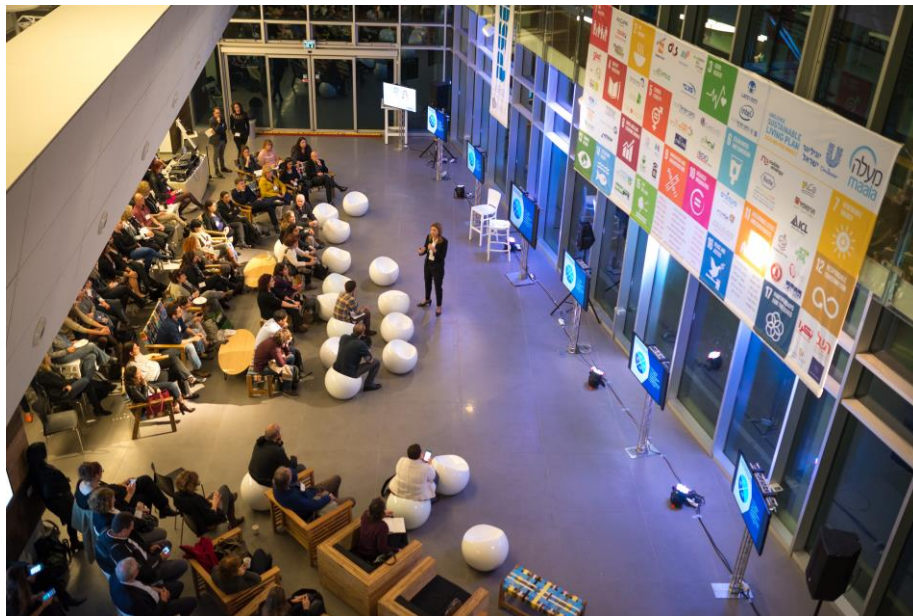
The event included **three** Round Table discussions:

- ❖ Tackling Food waste
- ❖ Driving behavior Change for a healthier lifestyle
- ❖ Employees well-being

The dialogue between the participants contributed to the understanding of significant issues in each area, forming the basis for future collaborations.

After the roundtable discussions, the participants moved on to hear about Unilever's USLP progress, and how Unilever contributes to the Global Goals from Israel's MD Anat Gabriel.

A short "TED" like evening including external speakers around the three focus areas (roundtable topics) and two young entrepreneurs who entered the 2015 YEA awards .Maala CEO closed the event with a lecture around Wellbeing and businesses responsibility in this arena.





Onward looking:

During 2016 Maala will further promote its work on ethical procurement and the responsible conduct of SMEs in the value chain of the large Israeli corporations.

During 2015 Maala has finalized its "Integrity in the Procurement and a Responsible supply chain" Toolkit. The toolkit has become an integrated part of the Maala CSR index, by way of offering medium size companies (up to 320 million NIS turnover) an opportunity to answer the newly developed set of questionnaires and indicators promoting responsible norms. Responsible Behavior needs to be spread amongst small and medium size companies and not only amongst large corporations in the country. The unique toolkit is relevant to the Israeli market and is designed for large companies who wish to raise the ethical norms and responsible standards of their suppliers. It has 6 chapters: Ethics & Integrity, Health & safety,

Employees Working relations, Diversity in the Workplace, Environmental performance and Social Investment.

"Maala continues its support of the Global Compact principles and renews Maala and its member companies to the ongoing commitment to the initiative and its principles"

Momo Mahadav, CEO of Maala

About Maala:

Maala is a non-profit membership organization, comprised of 110 large companies, founded to promote the concepts of corporate citizenship and sustainability in Israel.

Through its regular contact with these companies, Maala promotes a process of implementation and application of "corporate social responsibility" through knowledge dissemination which strives to give companies a thorough understanding of CSR .

Maala Chairperson: Micky Adiv, CEO of G4S Israel

Maala CEO: Momo Mahadav