



*Nature is our Inspiring*



*Since 1988*



—Sustainability report—  
**Kasr El.Salam Co.**  
For Real Estate & Commercial Investment S.A.E  
Communication on progress  
( COP )  
2015 - 2016



[www.kasrelsalam.co](http://www.kasrelsalam.co)

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## CEO MESSAGE



At first we thank the United Nations for the strong interest in the development of our society.

New Year and we hope that next year better than the previous.

New Year and we hope to achieve all our ambitions towards the Egyptian society through the application of policies CSR and achieve the desired goals.

In this annual C.O.P. (communication on progress) we'd like to show our latest action as a result of global compact integration through our business strategy!!

Also we'd like to share this among our stakeholder and to raise awareness for the global compact principles.

A handwritten signature in black ink, which appears to read 'Zakaria Attalah'. The signature is fluid and cursive, with a large loop at the beginning.

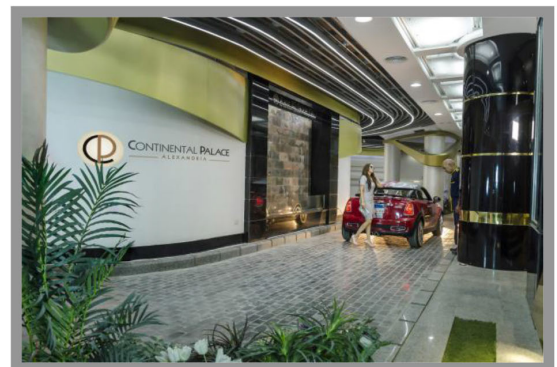
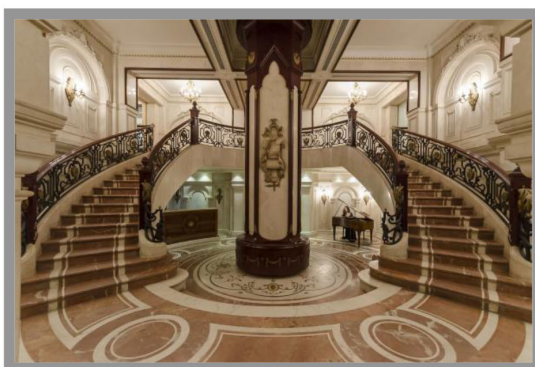
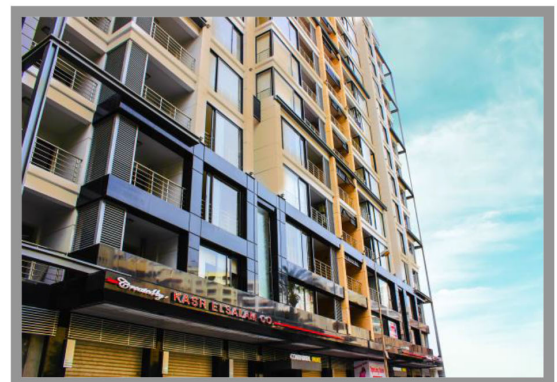
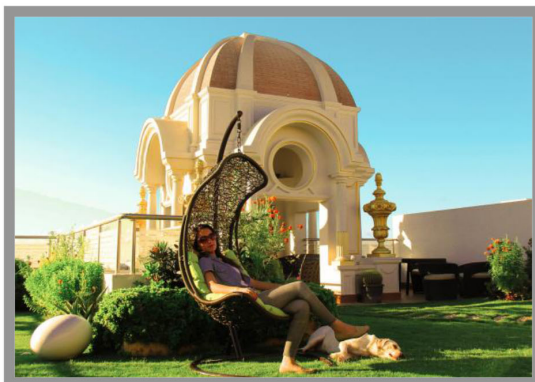


## Nature of business & Special awards



\* Kasr - el salam for real estate & commercial investment is a leading company in real estate development & the sponsoring of architectural arts in Alexandria with a capital of four hundred & twenty five million Egyptian pounds.

Kasr- el salam is An Egyptian joint stock company, founded since 1988. Its success depends on the clients trust, owing to our leader ships in the field of elegant & high class construction. We have been certified the international quality certificates ISO **9001:2015**





## ISO 9001 – 2015



### ISO 9001 – 2015

\*Kasr-el salam is the first company in Egypt to be certified (ISO 9001: 2015), this is due to the concord of the company's modern system with the global quality standard, kasr - el salam applies the latest in scientific research in the fields of development & scientific innovations. \*We have chosen the German institution TUV because it's the largest institution which grants ISO certificates in the world. It's a non-profit establishment, which started in 1872 it has considerable monitoring activities in Germany & the EU it has a wide scientific experience & international reputation in the field of quality as well.

### Civil Society Co-operation



Egyptian Alley Foundation linked to the development of society and the company is considered the main partner in all activities of the foundation and is the major financier has headed the Board of Trustees of the Foundation, Eng. Ehab Zakaria a member of the Board of Directors of the company.

# CONTINENTAL FORT PROJECT



- A new modern luxurious project with mixing classic and modern style for first time in Egypt using home automation tech.
- It designed by international architectures.





## Global compact 10 principles



•Kasr- el salam has committed to the principles of Global Compact since 2008, since then the company has implemented the principles internally & externally and also to raise the Global Compact principles and CSR in general awareness and according to this statement it ensures how Kasr- el salam supports & respects the 10 principles of UNGC.

### **\*Human Rights**

#### **Principle 1**

•Business should support & respect the protection of Internationally proclaimed human - rights.

#### **Principle 2**

•Business should ensure that they aren't complicit in Human rights abuses.

#### **Principle 3**

•Business should uphold the freedom of association & the Effective recognition of the right to collective bargaining.

## Assessment, policy and goals



\* Total description of the relevance of human rights for the company, policies of human rights, & company goals on H.R.

All human rights are fully respected at our company, employee rights are fully respected to have the suitable conditions of work.

\* Survey reports are temporary adjusted to raise annual salary according to productivity.

\* Recruitment at kasr- el Salam is done under supervision of certain policy where managers of all department must take a role in the recruitment for the company.

-Adeguont opportunities for professional women.

-Health care insure & safety insurance are applied.

\* Our company is committed not to engage in any at the business activities that has any link against human rights.

\* Our labor management is maintained through several suggestions between employees & headquarters to have a direct link through whole the company

\* Regular meetings are done to discuss any problem & to deal with new ideas or new suggestions.



# Labor



## Principle 4

\* Business should support the elimination of all forms of forced & compulsory labor.

## Principle 5

\* Business should supports the effective abolition of child labor.

## Principle 6

\* Business should support the elimination of discrimination in respect of employment and occupation.



## Assessment, policy and goals



- \* Description of the relevance of labor rights for the company, labor policies, public commitment & goals on labor rights.
- \* Written policies that state employee rights & responsibilities & benefits.
- \* kasr -el Salam respects the freedom of association & the right to collective bargaining.
- \* Employees are encouraged by top management to join team work.
- \* The company provides places to host labor gatherings.
- \* Fighting the phenomena of child labor in Egyptian sector.
- \* Ratio of basic salary of men to woman is 1:1.



# Environment



## **Principle 7**

\*Business should support a precautionary approach to Environmental challenges.

## **Principle 8**

\*Business should undertake initiative to promote greater Environmental responsibility.

## **Principle 9**

\*Business should encourage the development & diffusion of environmentally friendly technology.

\* Our corporate is care med with matters of cleanliness & hygiene & no smoke in all its offices.

\* We stop using any hard material unfriendly to the environment.

# Anti - Corruption



## Principle 10

\* Business should work against corruption in all its forms, including extortion & bribery.

## Assessment, policy and goals

\* We are working to expand a culture of anti-corruption and bribery of the Local community

\* We had certain codes for internal work strategy.

\* We have an internal audit camera to submit all work in transparently way.

\* About 45% of employees are trained in dealing with corruption.





## Measurements of outcomes Added to our corporate

### **Human Rights**

- \* Equity in gender ratio.
- \* Our corporate becomes more leading. And well known in the field of construction due to integrating CSR policy.
- \* Our suppliers are worked under certain condition to proof their co-operation in integrating human rights.
- \* Back up opinion boxes are available everywhere.

### **Labor**

- \* Employees got the right to equal pay for equal work.
- \* Our corporate is 100% free child labor besides a signed form is given to us by all our suppliers in forming their joining is the preventing of child labor.
- \* Several workshops are done to raise awareness of all \*employee's for their rights in labor.
- \* Employees have the rights to work under condition suitable and thus it all comes positivity for our corporate.

### **Environment**

- \* Kasr -el salam become more concerned with of cleanliness hgiene , no smoke in all it's offices.
- \* Following the recommendations of Green Arch. And using Artificial wood and artificial marble instead of natural and use energy-saving bulbs.
- \* Steel pipes exchanged to polypropolen pipes.
- \* Bitomen exchange to a modern isolation material.
- \* We started the use of solar energy technologies.

### **Anti - Corrupti01**

- \* We had our employers' confidence for our work.
- \* We prevent all kinds of corruption with all its forms.

## Implementation of CSR In Our Business Strategy



### Vision

\* As CSR is deeply integrated in our business strategy, that's will be resulted in reduced cost & greater innovation in or future plans and that must be accompanied by effective steps to achieve proper satisfying result.

### Mission

By the practical application of our vision to hold it in a examples with the direct integration of the CSR. We started to continue what we did last year after the integrating CSR. In our strategy and to open new field to hold the idea in a more professional way.

\* Kasr -el salam policy depends on quality system & constant development owing to our leadership in the field of elegancy & high constructions, we have been certified the international certificate **ISO 9001: 2008** from the international TUV and we renewed it every year since.

\* We are the first to work on the application & the activation of six sigma application is construction field and also we continue of that track since we started it.

\* We continue our achievements in the development & renovation of Alexandria.

\* We raise the general employees' awareness for their rights and we increase the number of workshops.

## Volunteerism

We had a program for our company to create awareness in many fields as for medical one ex we arrange this program where groups went to many place to raise personal awareness for fighting many diseases and to give an overview of how to fight those disease and medical treatment to fights diseases. It was in assafra district.



## Welfare of special needs

We participated in the distribution of the number 50 a wheelchair for people with special needs in the Alexandria Stadium in collaboration with the Faculty of Physical Education Girls and awareness campaign for special need people in the local society.



## Orphan Care

We made a large ceremonial Orphans care program in Alexandria, in collaboration with the Northern Military Region.





## Illiteracy Campaign

We had several workshops to raise awareness against illiteracy and to encourage all and that's by several ways like special awards for children and small projects for their parents who guarantee their support for fighting illiteracy.



## Blood donation campaign for the victims of terrorism

We work continuously to donate blood for the victims of terrorism as a message from the community against terror campaign.



## Child's cancer campaign

Ongoing campaigns to distribute gifts to the children's cancer hospital in shatby.



## **International Campaign (Let's do it campaign)**

We participated in an international campaign cleanliness of a beach in Alexandria as part of a global day to clean the beaches of the Mediterranean cities with attendance of the Ambassador of Latvia and governor of Alexandria.



## **Environment Conference for youth**

- Our participation with a delegation of young people at the World Environment Conference held in the city of Nuweiba, South Sinai.



## **Supporting the poor people**

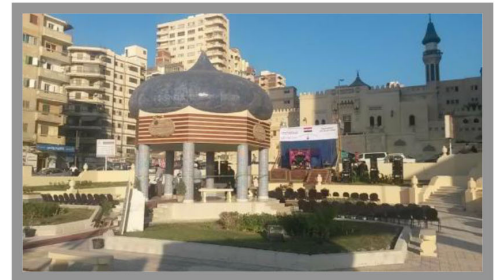
- Open a port for the sale of food products at a reduced price to the poor in the area Schutz.  
- Distribute bags of food to the poor folk areas in Ramadan month.





## Alexandria renovation

- The company renovated the garden of Side Bishr mosque and donated to the city in the national day of Alexandria.
- The Governor of Alexandria and public figures honored the company.
- The Mosque is the oldest mosque in this area.



## Supporting citizenship

Eng. Ehab Zakaria headed Alexandrian delegation by the Youth Dialogue with the Minister of Youth and Sports, The Pope Tawadros and Sheikh Al-Azhar.



## National celebrations

We participated in ceremonies of the new Suez Canal and the presence of Grand opening of the channel in the presence of the President of Arab Republic of Egypt.





## Teams management for societal crises

We participated in configure crisis response teams to resolve the flood crisis and the sinking of Alexandria floods suffered by the city specially abis villages.



## Supporting innovation

We have honored the winners of young inventors global winners and their care and give them educational courses.



## Awareness of crises management

We work on a package of free courses for the 300 Community activists in Y.M.C.A to awareness the science of Crisis Management by dr.mahmoud roshdy.



## Supporting technical education

We participated in the consolidation of technical education because we belief the technical education is the basis of the industrial development through a lot of occasions in coordination with the Ministry of Education



## Our Green Project



The new ideological movements is greenism, buildings are in the battle to green.

In our arch classic styles aims to follow up, principles of green buildings that's by having a large windows and sheds to get a fresh air that's to reduce using a / c without glass certain wall.

We approach our target , in the application of green building where credits are given to every area of the building that shows good environmental performance, certified auditors inspect, evaluate, bench mark.

The building against a green building rating system to assess the building's level sustainability and that could be seen in our new project continental palace.

Its measured by energy , management , health & well-being , transport , water , material , waste , land use , pollution.

The total number of points or credits gained in each section is multiplied by an environmental weighting factor that takes into account the relative importance of each section scores are than added together to produce a single overall score.

- We always bringing our vision of development in various fields through a package of articles published prepared by Eng. Ehab Zakaria, Vice Chairman of the Board in order to enlighten and educate the public and government.

## **\* Strategy and analysis**

1.1 statement from the most senior decision- maker of the organization .

## **\* 2. Organizational profile**

2.1 name of organization.

2.2 projects & agencies.

2.3 structure of the organization subsidiaries .

2.4 awards received.

## **3. Report parameters**

3.1 reporting period.

3.2 date of most recent previous report if any.

3.3 reporting cycle .

3.4 boundary of the report.

3.5 table identifying the location of standard disclosure in the report.



## GRI PERFORMANCE INDICATORS (Division, aspects and indicate number)



GRI INDICATOR NUMBER	INDICATOR DESCRIPTION	PAGE
<b>HR1</b>	Percentage & total number of significant investment agreements that include human rights clauses or the underwent human rights screening.	<b>8</b>
<b>HR6</b>	Operation identified as having significant risk for incidents of child labour & measures to contribute to eliminate child labour.	<b>10</b>
<b>LA8</b>	Education , Training , Counseling , Prevention & risk - control programs in place to assist work force , members , their families or community members regarding serious diseases.	<b>16,17</b>

<b>HR5</b>	Operation identified where the right to exercise freedom of association & collective bargaining may be at significant risk & action to support these rights.	<b>8</b>
<b>LA 14</b>	Ratio of basic Salary of men to women by employee category.	<b>10</b>
<b>SO 3</b>	Percentage of employees trained in organization's anti - corruption policies & procedures.	<b>12</b>
<b>EC1</b>	Direct economic value generated & distributed including revenues operating costs , employee compensation , donations & other community investments retained earning & payments to capital providers & governments.	<b>4</b>

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