

January, 2020

Maala 2019 Communication on Engagement | Main Achievements and Highlights

1. **Maala International Conference**
2. **"Leaving No One Behind" – Israeli Business and Inclusive Growth**
3. **Maala – GlobeScan Radar: Public Expectations and Trust in Businesses**
4. **Maala CSR Index**
5. **State of CSR in Israel; Israeli Innovation for Good**

1. Maala International Conference

Maala convened its fourth annual conference in December 2019, under the theme of "Business Impact on Inclusive Growth".

Two new joint initiatives were launched at the 2019 conference, involving business, civil society and government:

- The first is a joint initiative of Ayalon Highways, the Israeli Ministry of Transportation and Maala to reduce the use of private vehicles through developing and offering alternative solutions for transportation to the workplace.
- The second is a joint initiative between Maala and the "Manof" National Social Security Fund, to increase safety in construction and industry. The aim is to encourage businesses in these sectors to voluntarily adopt higher standards of workplace safety.

These initiatives are introducing new topics to the sustainability and responsible business community in Israel, and inviting to the discussion companies who were previously not engaged in the responsible business community.

The conference also featured the release of a new book titled **Leaving No One Behind: Israeli Business and Inclusive Growth**, written by Maala and Prof. David Grayson. The book gives a comprehensive overview on the impact that businesses can have to boost inclusive growth, with some 30 case studies of the work that businesses in Israel are doing. (More on the book below)

The Maala international conference has positioned itself as a hub for discussing business impact on Inclusive growth, capturing insights from the Israeli market and implications for other markets around the world. It serves as a gateway to Israeli CSR for stakeholders, investors, global corporations and multinational companies operating in Israel, the global CSR and sustainability community, and other business partners. Participants from more than 120 businesses, 80 organizations and government agencies were among the 700 attendees of the two-day Conference.

The 2019 conference included nine different professional sessions on various topics and issues, including: ESG and Responsible Investment; Evaluating Businesses' Impact on the Economy and Society; Human Capital and Productivity; Reducing Plastic Waste and

Consumer Behavior; Belonging: the next step in Diversity; Technology, Data and Social Impact; Safety in Construction and Industry; Reducing use of Private Vehicles; Marketing with a Purpose.

The conference's second day was comprised of field tours showcasing social innovation initiatives, in which businesses and civil society come together to develop solutions for major social challenges in Israel. Participants had the opportunity to explore and learn from the work done in the field.



Maala Conference 2019. Photo by Sharon Amit

2. Leaving No One Behind: Israeli Business and Inclusive Growth

"Leaving No One Behind" is a book co-written by Maala and Prof. David Grayson, a UK-based global expert on responsible business and corporate sustainability. The book provides a comprehensive overview on the impact that businesses can have to boost inclusive growth, with some 30 case studies of the work that businesses in Israel are doing. The cases are organized according to four pillars: Workplace, Supply Chain, Products & Services, Business and Society. We believe that the book also conveys the distinct Israeli way of making positive impact on society.

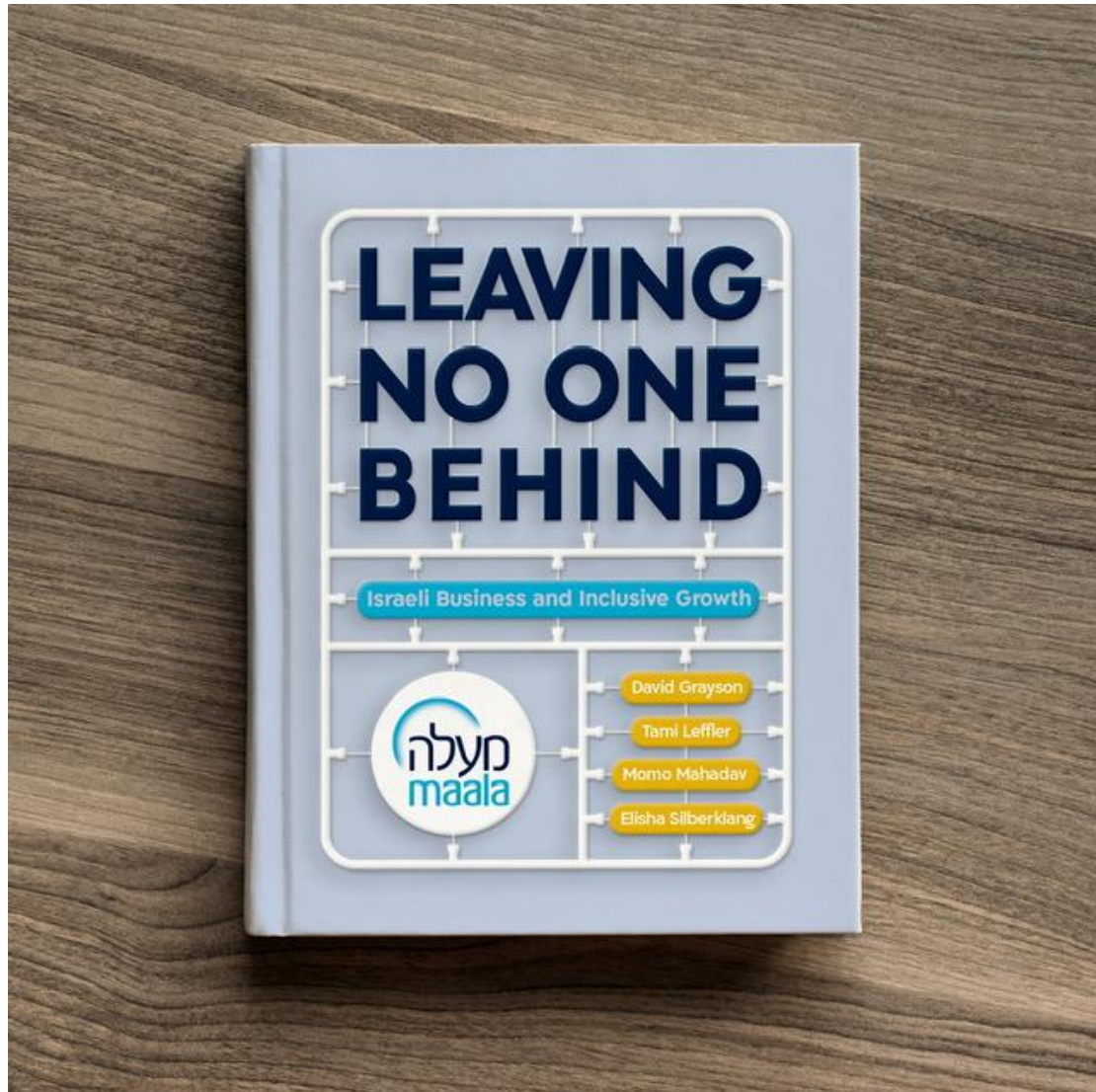
In the process of writing the book, a draft was sent to an international advisory board for review and comments. The advisory board consisted of Israeli and international experts and business leaders dealing with inclusive growth. Their review proved significant to the book and entailed extensive editing.

The book is a milestone, rather than a finish line; 'Leaving No One Behind' is a call to action rather than an implication that the work is complete. We hope that the book will inspire many more businesses in Israel and globally – both large and small – to contribute to

Inclusive Growth; and will encourage businesses already engaged to scale up their efforts on inclusive growth.

The book was launched at the 2019 Maala conference in Tel Aviv. During 2020, Maala plans to disseminate the book to the global sustainability and responsible business community, including CSR and Sustainability coalitions, Businesses, civil society organizations and all other interested parties.

The book is available for download: <https://bit.ly/2RmLgO1>



3. Maala – GlobeScan Radar: Public Expectations of Businesses

Maala – GlobeScan Radar is a global public opinion survey conducted by Maala and based on GlobeScan's model for analyzing societal attitudes, expectations and trust in businesses. 2019 was the 6th year Maala conducted the GlobeScan Radar survey in Israel, with 1,004 respondents.

The survey presents a snapshot of perceptions of the public toward businesses and of the social-economic discourse in Israel. The emerging image is one of increasing importance and

urgency of issues relating to inclusive growth, including socio-economic gaps, high cost of living, housing, in-work poverty, and more. Businesses seeking to maintain their “social license to operate” – not merely their legal-regulatory license, but a moral “license” from the public – are expected to step-up their efforts on inclusive growth in Israel.

4. Maala CSR Index

Maala held the annual event at the Tel Aviv Stock Exchange for the unveiling of the Maala 2019 CSR Index results, with some 200 attendees, including 30 CEOs of leading Participating companies.

In 2019, the Maala Index rated a total of 161 companies – 77 large and 84 mid-size, including five new large companies. In 2018 the index rated 150 companies, including 75 large companies and 75 mid-size companies.

Maala Index results 2019: <https://bit.ly/3a5q6uH>



Unveiling of the Maala CSR Index results, 2018. Photo by Ilan Spira

About The Index:

The Maala CSR Index is an assessment tool Benchmarking Israeli Companies on their corporate social responsibility Performance. Every year the index ranks dozens of companies according to their commitment to CSR principles. The index provides large companies with the tools to both manage and implement corporate social responsibility. It also provides a yearly ranking, along with the ability to map gaps and set goals for improving CSR vis-a-vis Israeli standards. The index criteria are decided upon by an independent public committee, comprised of experts, academics, leaders of social and environmental organizations and representatives of the business sector.

Participation in the index is voluntary, requiring participants to voluntarily submit data on their company's CSR and sustainability performance. Approximately 25% of the 350 largest companies in Israel participate in the rankings (a percentage similar to foreign markets).

5. State of CSR in Israel; Israeli Innovation for Good

During 2018, Maala produced a report providing a review of CSR in Israel. The report was commissioned by ARISE (Alliance to Reinforce Israel's Security and Economy). It describes and highlights Israeli CSR in relation to developing global standards, noting its unique local character, innovations, and areas of excellence. Supported by examples and case studies, it outlines values, circumstances, and challenges that have influenced the evolution of CSR in Israel, and focuses on emerging trends that will shape the field moving forward. A revised addition of the report was published in December 2019.

Download the report: <https://bit.ly/2NlznF4>

In 2019 Maala produced an additional new report on Israeli innovation for good, also commissioned by ARISE. The new report focused on two main areas of Israeli innovation: Water, and Food & Agriculture. It presents case studies of Israeli companies that have developed successful solutions answering the UN SDGs, that can be adopted and adapted globally.

Download the report: <https://bit.ly/2QPEzUb>

Onward looking: 2020-2021

Maala will continue working with Israeli companies to enhance their positive social and environmental impact.

In addition, it will extend its exposure for the international community: strengthening its comprehensive portal in English "[Gateway to CSR in Israel](#)"; continuous development of the Maala international conference as a platform for networking and dialogue with the CSR community and businesses in Israel; expand and enhance dissemination of content, tools and assets developed by Maala.

Maala is committed to continue the engagement and advancement in Israel of the Global Compact principles and the UN SDGs.

Momo Mahadav

CEO