



# MEDCO Sustainable Development Goals Report

MEDCO S.A.L.

2019 - 2020

March 30, 2020

To our stakeholders: I am pleased to confirm that MEDCO S.A.L. reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Michele Chammas Garzouzi  
Chief Innovation Officer



30/3/20



# SUSTAINABLE DEVELOPMENT GOALS



# MEDCO works towards

**2** ZERO  
HUNGER



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**17** PARTNERSHIPS  
FOR THE GOALS



**2** ZERO  
HUNGER



## Why SDG 2 ?

Because we commit to do our best to make sure that malnourished people have sufficient amount of food to be able to live a healthy life.

2 ZERO  
HUNGER



**CONVENIENCE STORES**

**X**

**LEBANESE FOOD BANK**

# c-stores X Lebanese Food Bank

- From January 2020 till July 2020, MEDCO & Phoenicia c-stores, in collaboration with Lebanese Food Bank have placed donation boxes in their premises to collect food for the families in need
- Boxes have been placed in all MEDCO & Phoenicia c-stores





# c-stores X Lebanese Food Bank



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



## Why SDG 9 ?

We move people forward with innovation, anticipating their needs for value added services.

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**ADAPTING NEW  
INNOVATIONS  
TO OUR  
COMMUNITY**

# Online Diesel

- MEDCO is the first petroleum company to introduce an online delivery platform for diesel
- During 2019 – 2020 MEDCO worked on reinforcing the diesel delivery platform and mobile application for easier, faster and more accurate delivery system
- Online Diesel was a very successful addition to our services
  - <https://www.youtube.com/watch?v=iKpVzUyyxfI>
  - <https://www.youtube.com/watch?v=7ob8fxKsoN4>
  - <https://www.youtube.com/watch?v=85vIDXOfW0A>



**tlob  
diesel  
online.**  
my medco app  medco.com.lb

**Awfarlak!**

PS: Only for the very picky ones  
يلبي بي همّن النوعيّة، الكمّيّة والشجر



# Launching of a new e-medco station

- MEDCO's purpose is to always innovate.
- As part of committing to the environment, MEDCO was the First station in Lebanon to introduce EV chargers in 2018
- By beginning of 2019, MEDCO had already launched 7 stations and was the Title Sponsor of the first e-motorshow in the Middle East
- By end of 2019, MEDCO launched its 8<sup>th</sup> e-medco charging station at Le Charcutier Aoun – Adonis
- Check out the video on this link:  
<https://www.youtube.com/watch?v=G4k9LYB-L10>



# Disinfecting stations at MEDCO & Phoenicia

- To protect the communities on the move, MEDCO opened 9 Disinfecting car stations
- First CAR SANITIZATION STATIONS in Lebanon, to make sure that cars are always clean and reduce the risks of spreading COVID-19 and any other germs!
- The system consists of a full sanitization of the car, inside out: from the handles, to the buttons, steering wheel, gear shifts, car seats, cup holders and back of the car keeping in mind that the personnel cleaning the car is fully equipped and wearing the full adequate personal protective equipment (PPE) for safety purposes



**11** SUSTAINABLE CITIES  
AND COMMUNITIES





# Why SDG 11 ?

Because we care about our communities and sustainable actions for a better world.

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**OPERATION  
HEAT  
HOMES**

# Operation Heat Homes

- In December 2019, MEDCO decided to launch Operation Heat Homes and donate diesel to 500 families in the regions of Bekaa and Jbeil to warm their homes and hearts during the Christmas season



# Diesel Donation Platform

- On January 2020, MEDCO introduced it's Diesel Donation Platform
- As a part of Operation Heat Homes, we wanted to give back to the community and to the needy families and NGOs responsible of them so they stay warm
- Diesel Donation option was built-in in MEDCO's Online delivery platform so that anytime someone orders online they can either
  - Donate 5,000 LBP on his total bill to Operation Heat Homes
  - Donate e-voucher diesel coupons to Beit el Baraka NGO
- This initiative helped 2 NGOs stay warm
  - St.Therese Convent
  - Oum el Nour center

Welcome To MEDCO's  
Online Station

Redeem Coupon | e-voucher donation



# Diesel Donation Platform

**DIESEL  
DONATED  
TO COUVENT  
ST. THERESE**



Thank you for donating diesel within our Operation Heat Homes program when ordering diesel online.



**DIESEL  
DONATED  
TO**

OUM EL NOUR  
أم النور

Thank you for your donations. Your generous contribution of 5000 LBP when ordering Diesel online on my medco app for our "Operation Heat Home" solidarity fund is a huge relief for needy homes and NGOs.



# THE BLUE CULTURE BOOK

# The Blue Culture Book

- This book is about the MEDCO culture and the MEDCOers values
- This book shows the 7 principles that MEDCO follows on a daily basis since 1910
  1. Strategy to drive innovation in our industry
  2. Mission and customer centricity
  3. Objectives and commitment to excellence
  4. Nature/culture
  5. Execution of mission
  6. Ownership of the brand
  7. Culture of high performance and high values

**LOVE  
INTEGRITY**

”

**BE  
PASSIONATE**

”

# The Blue Culture Book

## 1 STRATEGY

To Drive Innovation in our Industry

Decade after decade, we lead the Petroleum Industry with the introduction of new products and services.

We always think outside the box to provide the best solutions for our market, first. Our best solutions often evolve from discussions across different divisions and with our many strategic partners. Our innovations always lead us to anticipate Customers needs. We are all Innovators and are here to share our creative ideas. Because we believe in **"Innovate or Die!"**



## 2 MISSION

Customer Centricity

- From 1910 to 1990, we were advocating "MEDCO at Your Service".
- From 1990-2018, we dedicated ourselves to "MEDCO You First" as always, putting the Customer satisfaction First!
- In 2018, we went far beyond our promise and unveiled our DNA. We now advocate our purpose. Why MEDCO? Because WE MOVE PEOPLE FROM ONE STATION TO ANOTHER IN THEIR LIVES. We move people forward, we take them where they want to be, we serve them and fuel their Life journeys! This is our daily mission and our daily goal. We dedicate our lives to move our customers in their lives from our stations! Thus, our signature evolved to MEDCO, Life is a Station.



## 3 OBJECTIVES

Commitment to EXCELLENCE

We are committed to world-class customer experience and BEST QUALITY PRODUCTS, BEST SERVICES and AFTER-SALES SERVICES. We excel for the mutual business of our customers, colleagues and partners. We are professionals. We are customer-driven and constantly add value to our services whenever it benefits our clients. We are committed to working toward excellence and continuous improvement in everything we do.





# The Blue Culture Book

## 4 NATURE/CULTURE

Family Business & Family Spirit

All MEDCOers are Brothers and Sisters. "Fi Elfeh". We all live in the same House and ride on the same Bus. We have the Best Leader - Driver. We are moving in one Direction, all together. We all want to innovate to swap the Bus and ride a high speed train! We all are in this together. "If I do well, we all do GREAT!"



”

## 5 OWNERSHIP OF THE BRAND

Sense of Brand Ownership and Responsibility towards it.

We all feel we are the Brand. Each one of us is MEDCO!



”

## 6 EXECUTION OF MISSION

We consistently work to meet our Customers' highest expectations through our centennial know-how and full fledged dedication to making the Customer/GUEST/KING HAPPY.



”

# The Blue Culture Book

## **7** CULTURE OF HIGH PERFORMANCE AND HIGH VALUES

MEDCOers ARE KNOWN TO:

- Be Proud to work for the MEDCO Family of Brands
- Be Honest
- Be Loyal. Be protective of your Brands.
- Be yourself and be your best!
- Be Energetic. Remember! You sell energy!
- Be Genuine at heart
- Be Respectful of others as you respect yourself
- Be Responsible of your acts and words with everyone
- Be Bridge-Builders. Help others to perform their best.
- Be experts in your and our field of activity.
- Be references for your customers. Gain their trust.



# INITIATIVES AND EVENTS

# Sober up at the station !

- Safety has always been our core concern and we have worked on many campaigns in the past with NGOs to prevent and minimize the risks of car accidents under the influence of alcohol or fatigue
  - Previous campaigns: creation of “Nap N Go” spots in collaboration with Kunhadi in our stations so people can park and take a nap if they don’t feel like driving
- In December 2019, MEDCO introduced the “Sober up at the station” initiative to prevent car accidents and placed free alcohol tests in 10 service stations

# Creating a safer environment

- Because our customer's safety is our top priority, all measures are being adopted across our c-stores and offices in order to stop the spread of Covid-19 !
- Truck drivers nowadays are required to follow specific safety rules (Picture on the right)
- C-stores changed the traditional way of shopping:  
<https://www.facebook.com/1025441380925135/videos/2580172295428319/>



**17** PARTNERSHIPS  
FOR THE GOALS



# Why SDG 17 ?

Because we believe in partnership for a better world.

Unifying our efforts with Organizations having purposeful goals accelerates success of good causes.

**17** PARTNERSHIPS  
FOR THE GOALS





# Partnerships with NGOs

- MEDCO took part in many initiatives on social media to help NGOs such as Lebanese Autism Society and Hayda Baytak collect funds for their activities





# Partnerships with NGOs



# Donate your jackets

- In December 2019, and in partnership with Auxilia, MEDCO worked on collecting clothes in its offices
- 2 giant Christmas socks were present in which employees donated a big amount of clothes to the families in need



# Anta Akhi X Yala Stop

- During the month of December, donation boxes were placed for Anta Akhi center at all Yala Stop, Medmart and Calmart convenience stores
- 2,000,000 LBP were collected





# Partnerships with NGOs

- Christmas NGO initiative was about inciting the users of mymedco loyalty app to donate their loyalty points to their favorite NGO and in return MEDCO would double the donations to each NGO

**X2 POINTS**

**MEDCO**  
LIFE IS A STATION

**2ID WE7DE  
MA BETZA2EF**

NAZLO  
MY MEDCO  
LOYALTY APP

**X2 POINTS**

**MEDCO**  
LIFE IS A STATION

**EL SADEE2  
WA2ET EL DEE2**

NAZLO  
MY MEDCO  
LOYALTY APP

**X2 POINTS**

**MEDCO**  
LIFE IS A STATION

**YOM ELAK  
W YOM 3LEK**

NAZLO  
MY MEDCO  
LOYALTY APP

# Partnerships with NGOs

- MEDCO supports NGOs all year long through its app
- Mymedco loyalty gives the choice to its users to either collect loyalty points and redeem them for a service at the station or donate them to 60 NGOs MEDCO is partnering with



**DOWNLOAD MYMEDCO APP TODAY AND START GIVING!**

- 1**  
MYMEDCO app
- 2**  
Scan the invoice
- 3**  
Collect your loyalty points
- 4**  
Donate them to your favorite NGO

**SHARING IS CARING!**

MEDCO loves giving back. Thank you for donating JUST by filling Propel Gasoline and propelling your favorite NGO forward in its Humanitarian Mission.

هيك هيك  
عم بتعبي بنزين

Collect Loyalty Points for it & Donate them to your favorite NGO.

medco.com.lb 1295 ext. 413

## NGO'S LOYALTY PROGRAM

MEDCO strongly supports NGOs.

You can now collect points for every cash transaction you make across more than 200 MEDCO & PHOENICIA service stations and donate them to your favorite NGO when registered on the "MEDCO Loyalty App".

[DOWNLOAD APP](#)

**MEDCO**  **U**