



## COMMUNICATION ON PROGRESS From May 28 to December 31 2020

### STATEMENT OF CONTINUED SUPPORT

In 1992, we were 4 Lebanese siblings, bold entrepreneurs, who sought to succeed, by offering something different. In an era where cosmetics were about big claims and synthetic ingredients, our innovative proposition was about developing truthful and safe skin care products of real value. Made with transparency to gain the trust of the consumer, highly concentrated in natural extracts, and clearly effective with the lightest environmental footprint, Beesline products proved to be attractive in their own way.

The Lebanese war, made us value ethics and integrity even more. Embarking on a built-in sustainability journey, we were prepared to fight for our values and beliefs. Taking on board honest people with challenging innovative minds, our modest organization grew organically into a medium sized enterprise. BEESLINE WAS THE LIVING PROOF THAT SUSTAINABLE DEVELOPMENT LEADS TO FINANCIAL SUCCESS.

The hardest challenge was yet to come, with its peak on the 4th of August 2020. The Beirut blast happened in a society that was already fighting political corruption, stolen savings, monetary inflation, poverty and Corona. At no point during our evolutionary path of 28 years, have we felt the urgent need to manage these environmental, economic and social crises, more than this year. We realized that had we not embedded sustainability into our strategy, we would have lost our battle in the marketplace.

This Communication on Progress accounts for Beesline's activities during 2020 to be a sustainable business. Beesline's strategic commitment to corporate sustainability is propelling the company to a leadership position in today's business environment.

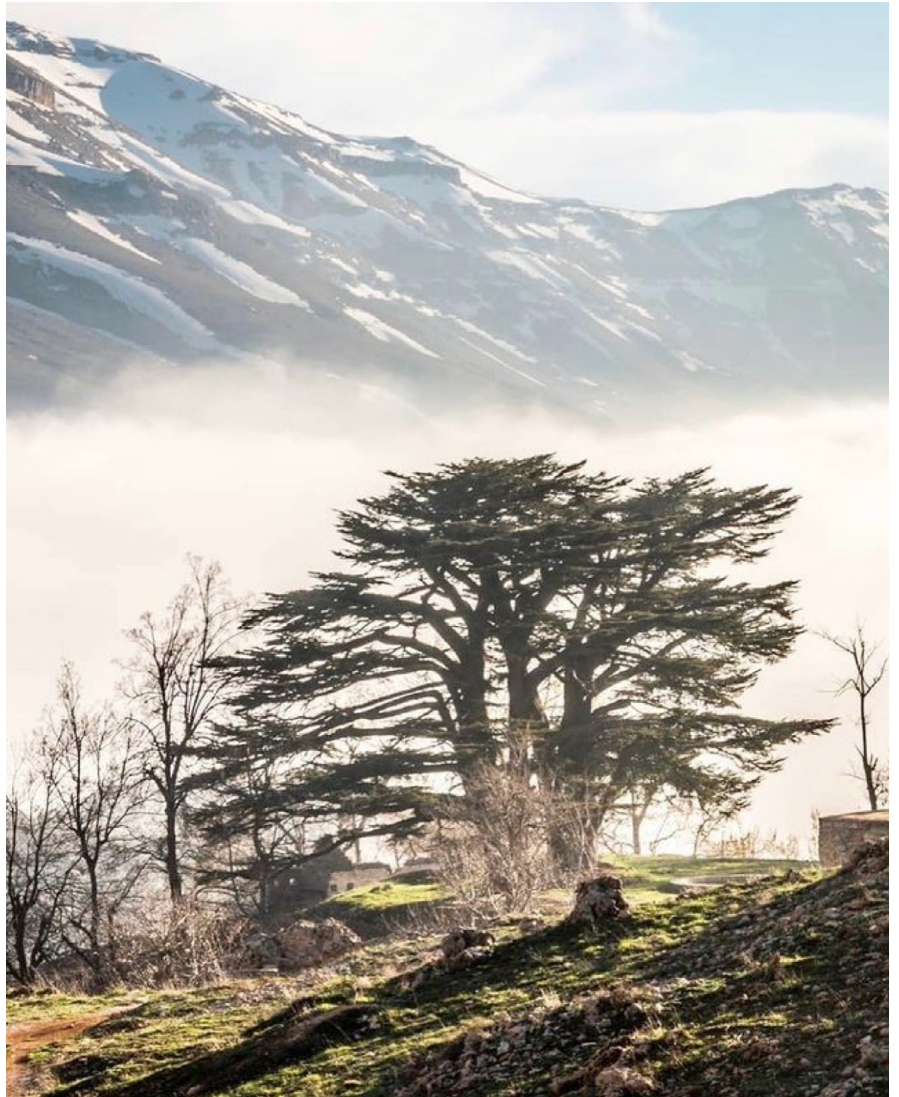
Today, our performance is solely attributable to the efforts of our team; nearly everyone in our organization is passionately helping to drive the change. Having a dedicated workforce and executive leadership with an incredible conviction that doing good to society and the environment is directly rewarding, feels amazing.

For all of the above reasons, and after 7 months of adherence as participant to the UNGC, Beesline reasserts its support to the Ten Principles of the United Nations Global Compact (UNGC) in the fields of Human Rights, Labor Standards, Environment & Anti-Corruption.

We are communicating our Progress through our newsletter. It will be published on our website, as well as shared with our stakeholders (electronically sent to all Beesline team members, suppliers, and distributors).

Sincerely yours,

**Mohamad Arayssi**  
CEO | Co-Founder



### A BEEGAN COMPANY

We are from Lebanon, a land that crossroads between east and west, known for its 3,000-year-old cedar forests. We have been active in the natural cosmetic industry since 1992. Our brand Beesline, a dermo-cosmetic range of products, is based on the concept of Apitherapy. Beesline products are free from any animal ingredients with the exception of cruelty-free sourced bee products. Our mission is to provide natural, safe and effective products that will not irritate sensitive skin. Beesline is committed to the use of 100% safe and natural ingredients, ethically sourced, while preserving the ecosystem biodiversity. We honor fresh extractions and short-term delivery on shelves. We avoid at all costs the use of ingredients we believe could cause us or the planet any harm. We aim to shift completely our use of plastic packaging to recycled/reusable/degradable material. Beesline is thriving to turn its industry into a Carbon Neutral one, by rethinking its portfolio lifecycle. Meanwhile, we are trying to offset the amount of CO2 produced, with several projects, such as the initiation of small Lebanese farmers to cottage beekeeping. Being Beegan is a commitment meant to support beekeepers and safeguard the bee population.



This is our Communication on Progress  
in implementing the principles of the  
United Nations Global Compact.

We welcome feedback on its contents.

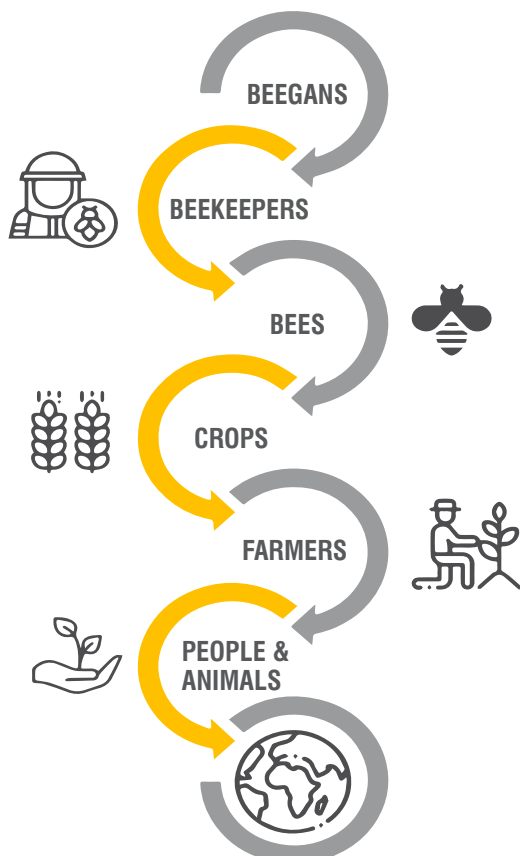


One of the highest impact projects of Beesline is the BEE-CENTRIC PROJECT (led by the “Planet Positive Impact” PPI, a new Division in Beesline). -Developing and supporting local beekeepers and cottage beekeeping, in a sustainable way. -Educating local beekeepers and training them to believe in keeping bees in a more natural way, without antibiotics or sugar feeding, giving them a home that serves them well, letting them take care of themselves the natural way and with minimal intervention. More information in this [PDF](#).

-Spreading awareness about Beeganism which is sustaining bee's life and well-being by consuming only bee products sourced by bee-centric beekeeping.

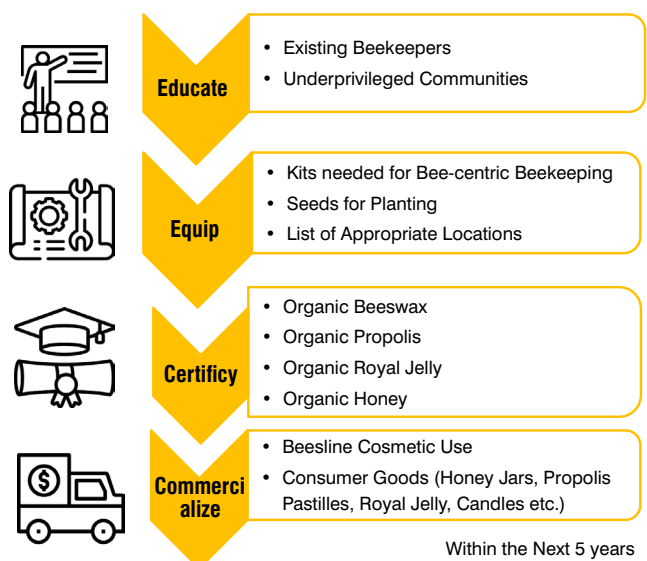
Beeganism is a commitment meant to support the community of beekeepers and their ethical beekeeping practices that play a critical role in the revival of the declining bee population.

## The Bee-Centric Project



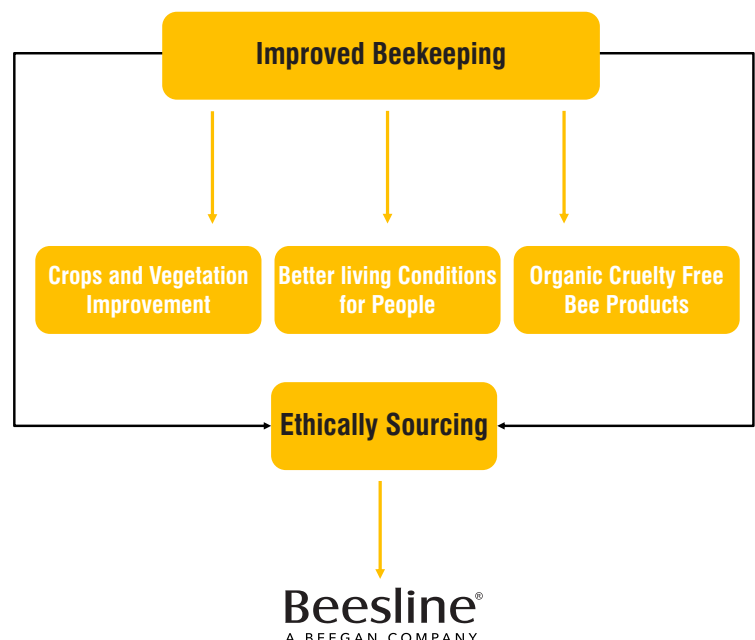
## What direct steps is Beesline taking?

Introducing our Bee-centric Beekeeping Program that creates a circular economy around Bees.

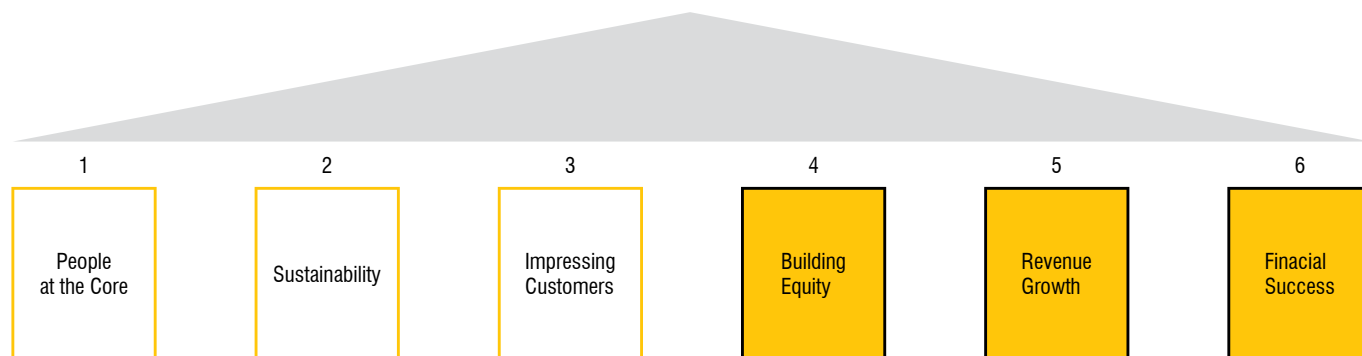


## Which Sustainability Components will be tackled?

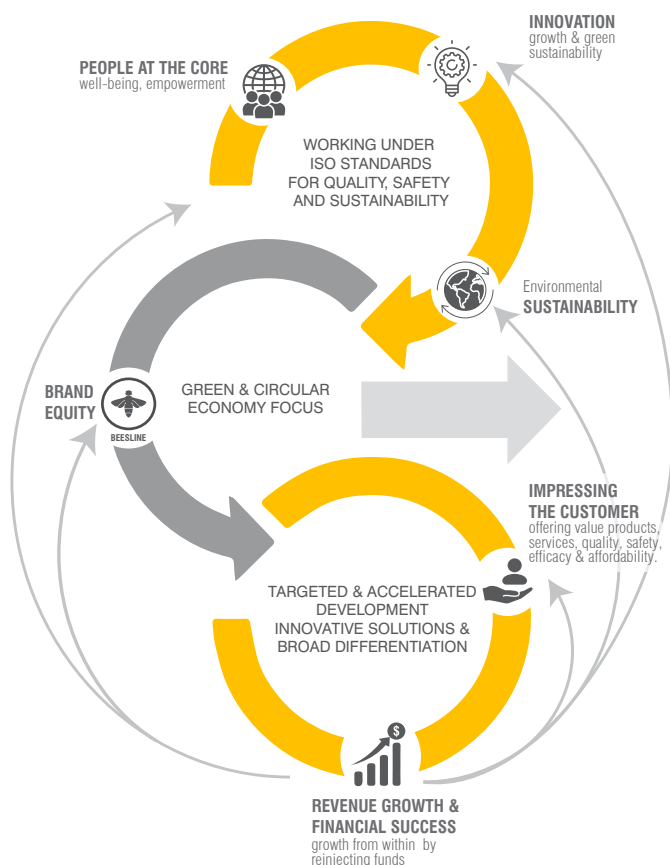
Ethical Sourcing our raw material for Ethical Cosmetics towards a Chemical-Free World.



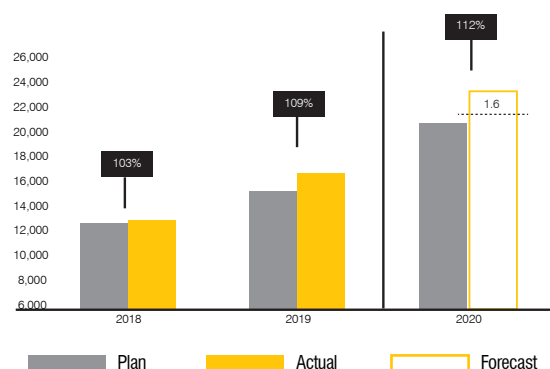
Putting our People & the Environment Sustainability at the center of commitments by incorporating them into our corporate strategy



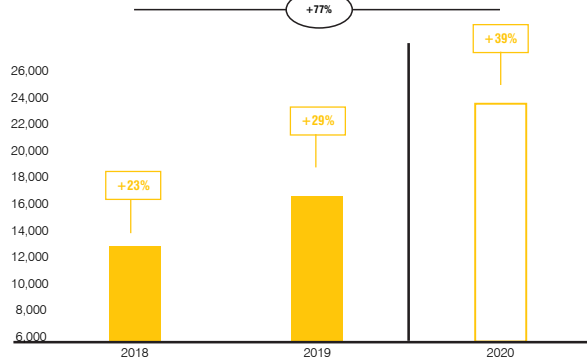
## FOCUSING ON WHAT MATTERS



**Top Line: track record of achievements 2018-2020**



**Top Line: track record of growth 2018-2020**



Figures taken from Beesline Corporate Strategy presentation 2020-2024 (more information available on request)

## Summary of Performance in 2020

### Commercial















- YTD and FY projected above plan Topline performance
- Topline growth with solid double digit for the 3rd year in row
- Topline growth with the majority of operating markets
- Topline growth across all pillar categories
- Topline growth from organic sources
- Topline growth from inorganic sources
- Major breakthrough in the online channel
- On track performance in new markets
- New markets' access
- New channels and accounts' access
- Trade inventory reduction at total corporate level
- Successful sign off of the sun protection innovations

### Financial

- YTD and FY projected above plan BL performance
- Profitability growth with solid double digit for the 3rd year in row
- Both Operating Profit and Net Profit growing faster than sales
- Projected several points' dilatation in OP and NP margins
- Projected 0.5 points improvement in the GP margin compared to the targeted 1 point in 2020
- Key improvements in YTD and FY projected cash position
- Tangible reduction in the Operating Cycle Days
- Overall healthy positions in efficiency markers
- Reduction of obsolete material inventory value – 0.25M US\$ provision
- Marked improvement in plant efficiency markers



By choosing to frame our operations within GLOBALLY RECOGNIZED STANDARDS, we were able to clearly define our performance indicators, progress and targets for the following years. Our actions became better aligned with the sustainability journey we have embarked on.

Certification   Standards Partnerships	Purpose	Date of Certification Certifying Body	References
<b>International Standards &amp; Certifications</b>			
<b>ISO 9001:2015</b>	the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. Some of the main benefits include: Increase in efficiency, productivity and profit - Less wastage. Improved customer retention and acquisition - Consistent outcomes, measured and monitored.	2012 TÜV NORD	
<b>ISO 22716:2007 Good Manufacturing Practices</b>	An international standard of good manufacturing practices (GMP) for the cosmetics manufacturing industry and describes the basic principles of applying GMP in a facility that produces finished cosmetic products. This guideline offers organised and practical advice on the management of human, technical and administrative factors affecting product quality.	2019 TÜV NORD	
<b>ISO 14001:20015 (In Process)</b>	ISO 14001 is an internationally agreed standard that sets out the requirements for an environmental management system. It helps organizations improve their environmental performance through more efficient use of resources and reduction of waste, gaining a competitive advantage and the trust of stakeholders	2020 TÜV NORD	
<b>ISO 45001 (Future Plan)</b>	ISO 45001 is an effective health and safety management system that can provide benefits to our customers and give us a competitive advantage by: Minimising the risks of production delays Providing a safe environment to do business. Demonstrating your commitment to maintain an effective health and safety policy. (migrating from OHAS 18001)	2021 TÜV NORD	
<b>CPNP</b>	The Cosmetics Products Notification Portal is an online system that ensures that all submitted cosmetic products, meet the requirements of the cosmetic product Regulation (EC) No. 1223/2009 that harmonise the rules in the European Economic Area (EEA), and in doing so, safeguard public health, with due regard to the welfare of animals.	2020 OBELIS	
<b>COSMOS ORGANIC</b>	COSMOS adheres to principles such as promoting the use of ingredients from organic farming, using production and manufacturing processes that are environmentally sound and safe for human health and including and expanding the concept of 'green chemicals'. In order for a product to be certified Cosmos Organic, the ingredients used in the products have to be grown and harvested organically. There are strict regulations for a product to be called 'Organic' with minimum 95% of the ingredients having to be grown organically.	2020 ICEA	
<b>Biopreferred (Future Plan)</b>	As consumers consider purchasing options with sustainable attributes, USDA wants to make it easy for consumers to identify biobased products. The USDA Certified Biobased Product label, displayed on a product certified by USDA, is designed to provide useful information to consumers about the biobased content of the product. This label assures a consumer that the product contains a verified amount of renewable biological ingredients (referred to as biobased content). Consumers can trust the label to mean what it says because manufacturer's claims concerning the biobased content are third-party certified and strictly monitored by USDA.	2022	
<b>OTHER STANDARDS</b>	SASO Saudi Arabian standards, GSO Gulf standards for cosmetics & personal care products. SFDA, CFDA, JFDA, and all markets we are present in.	1999 GSO	
<b>SEALS with Endorsement</b>			
<b>PETA</b>	Beesline is LICENSED for the's official cruelty-free bunny logo Cruelty-Free signifies that neither the product nor its ingredient suppliers conduct, commission, or pay for any tests on animals for their ingredients, formulations, or finished products anywhere in the world and won't do so in the future <a href="http://www.peta.org">www.peta.org</a> . People for the Ethical Treatment of Animals	2017 PETA	
<b>ALLERGY UK (Future Plan)</b>	Allergy UK is the leading national charity providing support, advice and information for those living with allergic disease. Allergy UK's Seal of Approval™ is a globally recognised endorsement of products do not contain allergens likely to cause a reaction and have been independently clinically tested and assessed as more suitable for people affected by allergy.	2021 BRITISH ALLERGY FOUNDATION	
<b>Active Partnership with NGOs – Active Networking Partnerships for Development</b>			
<b>ENDEAVOR</b>	Endeavor, the non-profit organization leading the global movement supporting High-Impact Entrepreneurs, helps build sustainable growth models in their home countries. In 2014, Beesline was selected to join its global network. Benefits are: gaining access to comprehensive, strategic, global support services, including introductions to local and international business mentors, investors, and volunteers from Fortune 500 consulting firms who will help address key needs. Kayzen	2014	
<b>UNGC</b>	The United Nations Global Compact is a strategic initiative that supports global companies that are committed to responsible business practices in the areas of human rights, labor, the environment, and corruption. Contributing to the 17 Sustainable Development Goals. With networking access with UN Global Compact participants in all industry sectors. Sharing best practices and emerging solutions for a sustainable living.	2020	
<b>WEP</b>	The WEPs platform offers the private sector a global network of like-minded companies and guidance on advancing gender equality and women's empowerment in the workplace, marketplace and community. Support for the seven Principles has gathered global momentum – thousands of companies worldwide are now WEPs champions – and therewith also contribute to the Sustainable Development Goals.	2020	
<b>CEDRO 5 FUNDED BY THE EU (In Process)</b>	Installation of renewable energy & energy efficiency systems in the Lebanese industrial sector The United Nations Development Programme, in partnership with the Ministry of Energy and Water and the European Union, has initiated the implementation of the CEDRO 5 project, which is funded through the European Union. The CEDRO 5 project is implemented in cooperation with the Association of Lebanese Industrialists (ALI), The Lebanon Green Building Council (LGBC), and the International Renewable Energy Credits (I-REC) Institution.	2021	

## INTORUCING 27 SKUS IN THE EU MARKET

## BEESLINE ORGANIC LIP BALM



Hemp &amp; Mint

THIS PRODUCT IS:



COSMOS ORGANIC

FREE FROM:



SUITABLE FOR:

Extra-Dry &amp; Chapped Lips

EXPECTED RESULTS:

Nourished & smooth lips,  
Relief for sensitive lips

DERMATOLOGICALLY TESTED ON SENSITIVE SKIN



## BEESLINE PRODUCT DISPLAY WALL UNIT

Beesline®  
A BEEGAN COMPANY

FACE



FACE



PERSONAL CARE



BODY

BEEGAN  
noun  
/'bi:.gən/

Aligned with the vegan ethos: free from any animal ingredients with the exception of cruelty-free and sustainably sourced bee by-products (honey, beeswax, propolis & royal jelly). A commitment meant to support the community of beekeepers and their ethical beekeeping practices that play a critical role in the revival of the declining bee population.

GOOD  
FOR YOUGOOD  
FOR  
THE PLANET

SCAN HERE



RECYCLE HERE

GLASS

ALUMINUM

PAPER

PLASTIC

continue the experience on  
[www.beesline.com](http://www.beesline.com)

## 2020 DAILY OPERATIONS OF CONTINUOUS INTEGRATION

## UNGC PRINCIPLES: CONTEXT

While Lebanon has been witnessing seemingly non-ending political fights since 1975, corruption and favoritism have infiltrated all government institutions. The deteriorating situation of human rights in the country is described on the Human Rights Watch [website](#). The impression left by the last report of the current condition of natural resources and environmental management in the country is alarming.

(State of the Environment Report (SOER) with the UNDP- Environmental Governance -MOE/UNDP/ECODIT, 2011).

At Beesline, we act as if we were living in a country where human rights are granted, because they lie at the core of our values. For that reason, we are proud to report our related activities to the UNGC and publish them.

## HUMAN RIGHTS

Related SDGs:



**PRINCIPLE 1:** Businesses should support and respect the protection of internationally proclaimed human rights.

**PRINCIPLE 2:** Make sure that they are not complicit in human rights abuses.

## High-level Commitment and Strategy

The Lebanese government has signed a 6-year National Action Plan for Human Rights with the UN in 2014. The ultimate goal of the plan is to protect and promote human rights in Lebanon, at all levels, including notably fundamental civil, political, economic, social and cultural rights and freedoms. Although the government did not fully comply, nor report the implementation of its commitments, this document helped us at Beesline to find the gap between what is locally applied and how we should actually act, i.e., as is advised in this document. This program is fully endorsed by Beesline's management committee. [https://www.ohchr.org/Documents/Issues/NHRA/Lebanon\\_en.pdf](https://www.ohchr.org/Documents/Issues/NHRA/Lebanon_en.pdf)

## Description of Practical Actions and Results

-At Beesline, we maintain and protect employees' health through different measures. First, through our Occupational Health & Safety policy ([ref.1](#)), and second through different measures adopted before and during the COVID19 pandemic to ensure the wellbeing of the team. We also have a doctor who visits our premises on a weekly basis, and all employees can benefit from a free checkup at work or in his private clinic.



**AFTER THE BEIRUT BLAST, BEESLINE COLLABORATED WITH 4 TRUSTED NGOS AND DONATED 10% OF ITS SALES IN KSA, UAE, QATAR, KUWAIT, JORDAN AND LEBANON.**

-Although Beesline was affected by the Lebanese economic crisis, we stood by the Lebanese consumer by providing natural quality products at affordable prices. Despite the huge inflation, devaluation of currency and market prices increase, Beesline absorbed the inflation rate, zeroing its profits in the Lebanese market for the coming 2 years to keep prices unchanged. We also launched several offers to help during the economic crisis.

-After the Beirut blast, Beesline collaborated with 4 trusted NGOs (Arcenciel, Baytna Baytak, Lebanon Needs, and Nusaned) and donated 10% of its sales in KSA, UAE, Qatar, Kuwait, Jordan and Lebanon for the months of August and September. Beesline built awareness on the importance of being kind, talking about what's happening, supporting and volunteering with trusted NGOs.

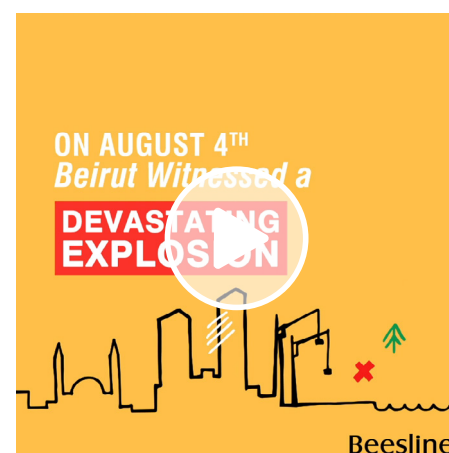
-In April 2020, the Beesline Sharing Team distributed two food donation bins. The food was collected on a weekly basis, put into boxes and distributed to people in need with the purpose of fighting hunger.

-During the COVID19 pandemic, Beesline donated \$ 3,316 to support the Lebanese Red Cross, who was asking for people's support due to lack of equipment.

-Beesline has also been distributing free hand sanitizers (produced by us) to different organizations in Lebanon, including governmental institutions and orphanages, to ensure good hygiene practices and help limit the spread of the disease.

-We have been continuously addressing Lebanese and Arab communities with SM campaigns to raise awareness on Human Rights. In parallel, we actively work on training and educating our own people on the subject, be it through presentations or informative emails.

-At Beesline, we strongly believe that working together to build an economic and social ecosystem can help us all thrive. On that note, we have decided this year to host a series of workshops especially catered for our local pharmacists and focused around Green & Conscious Formulation. By choosing hand sanitizers as the topic of our first workshop, we were able to provide pharmacists with a concrete solution to the shortening of this product at this point in time, while encouraging them to create their own sustainable and on-the-spot refillable brand. The online workshop was comprehensive, covering different aspects: regulations, labeling, active ingredients, efficiencies, formulation and compounding processes. After this first experience and the positive feedback received, we are convinced that by empowering our local community, we can build a better world. [ref.3](#)





## HUMAN RIGHTS

## Description of Practical Actions and Results (cont.)



**80% OF OUR INGREDIENTS' SUPPLIERS SHOW A COMMITMENT TO CONTINUAL IMPROVEMENT THROUGH THE DEVELOPMENT OF GREEN MATERIALS, GREEN CHEMISTRY USING NEW TECHNOLOGIES AND ETHICAL OPERATIONS.**

-In order to be sure that our suppliers comply with laws covering freedom of association, forced and child labor, health and safety, wages and benefits, working hours, and discrimination as well as environmental and business ethics matters, we deal with international companies that have clearly set behavioral codes and policies, such as Croda, BASF, Sensient, Koster Keunen, Sederma, Solabia, Givaudan... or with local producers that we personally audit and monitor. They all provide us with product safety data sheets and have sustainable sources for their raw materials. 80% of our ingredients' suppliers show a commitment to continual

improvement through the development of green materials, green chemistry using new technologies and ethical operations. This allows us to establish a more robust supply chain, contributing to sustainable development, reducing harmful environmental, social and economic impact and helps in managing and reducing risks. Most of these suppliers follow ISO:26000 which 7 principles are: Accountability, Transparency, Ethical behaviour, Respect for stakeholder interests, Respect for the rule of law, Respect for international norms of behaviour, and Respect for human rights.

-Our Supply Chain Team is working on replacing the Chinese packaging by local one. We started with the roll-on bottle, our best selling item, and are planning to shift the remaining packaging as well in order to improve local economic growth and to reduce our carbon footprint.



-Through social media posts, we raised awareness and tackled different topics, such as, "Natural confidence", "Being unapologetically yourself", "Crossing barriers", "Feeling good in your own skin". Links We also educated people on the importance of choosing natural products for their skin, by shedding the light on harmful vs. safe ingredients being used in cosmetics. <https://www.instagram.com/p/B3zPrUNh08E/>



**BEESSLINE "SUMMER HONEY" CAMPAIGN FOR 2020 WAS ABOUT BODY POSITIVITY. THIS CAMPAIGN WAS TO EMPOWER WOMEN TO LIVE PROUDLY AND BE CONFIDENT IN THEIR OWN SKIN.**

-Beesline "Summer Honey" Campaign for 2020 was about Body Positivity. This campaign was to empower women to live proudly and be confident in their own skin: "No matter what your size & color is, feel good about yourself, you are beautiful inside out".

-But empowerment and equality do not end with our marketing campaigns. In our employment process, we give equal opportunities for all: regardless of their gender, religion, color, sexual orientation, or whether they live with a disability or not. Our premises are wheelchair friendly, and we are ready to accommodate for the needs of our employees.

-Beesline is gender blind, all people are the same regardless what gender they identify as. For this reason, Beesline has applied to the Target Gender Equality Program by the UNGC to support and protect women against all types of discrimination, especially at the workplace and when applying to a job at its premises. <https://www.instagram.com/p/CDJleA4hqhq/>

-Beesline also collaborated with ACTED and SIDC (Soins Infirmiers et Developpement Communautaire) by supporting them in their project "Enhancing the inclusivity of the LGBTI community in workplaces in Lebanon". The ACTED and SIDC team conducted a Focus Group Discussions with Beesline employers and employees, and asked us to fill a survey to better understand our views and perceptions towards the LGBTI community and the extent to which we are an inclusive company. [ref.6](#). The aim of this survey is for ACTED and SIDC to be able to open a discussion about the labor law and to suggest at a later stage an activity to make it more inclusive and free from stigma and discrimination and supportive for all people with all their diversities. From our side, Beesline fully respects LGBTI rights and fundamental freedoms on all its levels, and embraces a culture of inclusivity and non-discrimination at its premises. On the level of recruitment, employees are always selected based on their personal and professional skills and merits, regardless of their sexual orientation.

## LABOUR

Related SDGs:



**PRINCIPLE 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

**PRINCIPLE 4:** The elimination of all forms of forced and compulsory labour

**PRINCIPLE 5:** The abolition of child labour

**PRINCIPLE 6:** The elimination of discrimination in respect of employment and occupation

## High-level Commitment and Strategy

Beesline supports and respects the protection of employees' human and labor rights through different policies: being a Lebanese company, we follow Lebanese laws and decrees. The primary instrument that governs employment in the private and mixed sectors in Lebanon is the Labour Law of 1946, and its subsequent updates: The National Social Security Fund (NSSF) put into effect in 1963 and updated many times over the years; the Occupational Health, Safety and Welfare Law, enacted by Decree 2004/11802; the Code of Obligations and Contracts of 1932; the Penal Code enacted by Decree-Law 1943/340. Lebanon has also signed many International Labour Organization conventions. In addition, we have written our own Standard Operating Procedures to regulate labor relations in the company.

All our SOPs take into consideration the eight "fundamental" Conventions of the International Labour Organization [ILO](#) (fundamental principles and rights at work). We will be refining our employee handbook to incorporate the Global Compact sustainable goals in it. In addition, we have implemented and have been renewing the ISO 9001 since 2012. Though we have implemented the GMP ISO 22716 that sets very high requirements to ensure the safety of consumers, it does not cover the occupational health and safety of the employees. That is why we are planning to implement ISO: 45001 in 2021 which specifies requirements for an occupational health and safety (OH&S) management system, and gives guidance for its use, to enable organizations to provide safe and healthy workplaces by preventing work-related injury and ill health, as well as by proactively improving its OH&S performance. Through these different policies, the Beesline HR team supports employees to keep them happy and motivated and to improve their productivity and commitment.

## Description of Practical Actions

### The COVID Case

Beesline acted upon its convictions and lived up to one of its strategic pillars, People at the Core. From day one, we made sure the team is safe and the customers continue to receive the products they love. As early as COVID was declared a pandemic, the company's doctor addressed all employees on the best preventive measures including physical distancing, regular hand-washing, and mask wearing. Beesline went on lockdown until the industrial sector was given permission to operate. The teams working on manufacturing the hand sanitizers to fulfill the local market needs reported back to work while keeping strict safety measures. Upon their return, a new edition of personnel health and safety guidelines including Covid-19 preventive measures had been issued by Quality Assurance [ref.22](#). These new guidelines were also shared with our auditors to declare our responsibility regarding these new measures. All employees were trained on these new guidelines. Employees whose work could effectively be done from home were asked to do so. When the government eased up the restrictions, the teams whose work required presence reported back to work while keeping strict safety measures; then the rest of the teams started gradually coming back to work. To ensure that social distancing is possible at all times, new office seating designs were implemented. Similarly, coffee and lunch break spaces were amended to avoid crowding. In addition, all meetings were held online whenever possible, and employees were asked to wear their masks whenever they were not by themselves. To ensure efficiency, Beesline provides employees with hand sanitizers and cotton masks following the sustainability mindset. Tables and desks, phones and door handles are constantly being cleaned with sanitizers and alcohol. Our motto has been: "Together, for a safe and healthy work environment". Lastly, as a preventative measure and due to the uncertainty of the situation in Lebanon and the world, we have developed a contingency plan to manage different risks that could occur, including Covid-related risks. [ref.23](#).



**WE HAVE ALSO MADE SURE TO HIRE LEBANESE TALENTS, PREVENTING THEM FROM LEAVING THE COUNTRY.**

### Employees Support

At Beesline, we support our employees on all levels; protect their rights and liberties; and respect them. We also encourage an environment of honesty, courage, generosity and respect, so that all our employees feel free to come forward with their questions, ideas, suggestions, complaints, and concerns. We do not tolerate any form of sexual harassment, intimidation, or discrimination.

Our Values, Behaviors, and Competencies [ref.18](#) are regularly shared with the team through training; and set out on PowerPoint presentations that play automatically on screens installed around the premises. All employees are treated the same and are compensated based on their Performance & Development Plan and their defined KPIs. We provide training and development to employees as part of our ongoing commitment to improving their statuses as talents. Beesline Development Center (BDC) conducts in-house training and sends employees out to external training. Moreover, as part of Beesline's strategy, all new employees go through an Induction Program. This program helps the new joiners to know more about the company's different departments, their role and missions.

Fair working conditions and wages are implemented throughout the company. Employees working in the offices follow a flexible Work Schedule. All employees are entitled to medical insurance through the NSSF.

In 2020, while the country was taken by an unprecedented economic crisis coupled with a drastic devaluation of the local currency, Beesline kept paying the same wages in real value: we have helped employees maintain their standards of living and overcome the economic crisis. In addition, regardless of the critical situation in Lebanon, we paid this year's annual bonuses for all our employees without differentiation and based on their yearly Performance & Development Plan; bonuses were also paid in USD. We have also made sure to hire Lebanese talents, preventing them from leaving the country.

-We yearly conduct an Employee Engagement Survey. Results obtained give our organisation valuable feedback on employee satisfaction and issues in the workplace. We always take the results seriously and act on the team's suggestions where possible.



## Description of Practical Actions (cont.)

### Continual Internal & External Audits

As an outcome of the ISO certifications we are applying, we are able to benefit from consistent activities with globally recognized standards, increase of efficiency, and continuous improvement while monitoring and measuring consistent results.

### Child Labor

"In 2016, UNICEF found that 6% of Lebanese children, compared to 6.7% of Syrian children, and around 5% of Palestinian and Palestinian refugees from Syria were engaged in child labor. This translates to about 100,000 children". The economic crisis and COVID-19 pandemic in Lebanon have led to the rise of child labor in recent years, largely in the hazardous agricultural sector, which in turn has led those children to miss out on education. Beesline is aware of the situation and fights this issue by refusing to deal with local suppliers that hire children. Moreover, our main suppliers which are international have clear behavioral codes and policies.

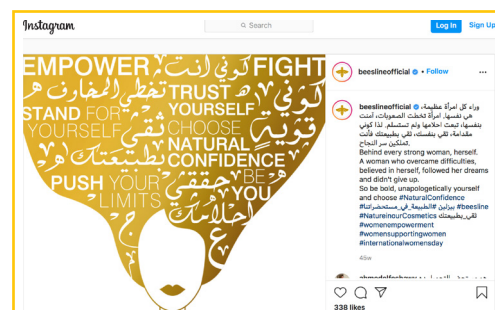
### Culture & Diversity

For Beesline, the cultural diversity in Lebanon is a source of enrichment. In order to cultivate an inclusive environment, we encourage our teams to celebrate their differences. We give equal opportunity to candidates regardless of race, gender, culture, religion, sexual orientation, physical disability, and age.

**50% OF OUR MANAGERIAL POSITIONS ARE OCCUPIED BY WOMEN.**

### Women Empowerment

Beesline signed the CEO statement of support for Women's Empowerment Principles and became a WEPs signatory. We have shown how our culture and values align with WEP's mission through the high score we got on the "WEPs Gender Gap Analysis Tool". It was a first step in a long and mutually beneficial cooperation with the UN Global Compact. We neither look at the sex nor gender of our employees. 50% of our managerial positions are occupied by women; our Supply Chain, Plant, Product Development, Quality Assurance, Accounting and Graphic Design managers are all women. Beesline supports paid maternity leaves, and nursing mothers who return to work are provided with paid time off for pumping. In fact, we have a private, clean & comfortable lactation room with locked door to protect, promote and support breastfeeding for nursing moms. Beesline's main topic for its March 2020 quarterly newsletter was Women Empowerment; its aim being to deliver relevant and interesting news about the women's achievements at Beesline and to raise awareness on the important role of women in our society.



## Results & Outcomes

**DUE TO THE INFLATION AND BECAUSE BEESLINE KEPT ITS SALARIES IN THEIR REAL OLD VALUE, ENTRY LEVEL EMPLOYEES NOW RECEIVE SALARIES 600% HIGHER THAN THE OFFICIAL MINIMUM WAGE.**

- We believe in gender equality, and currently have 50% women in the workforce, 50% women holding senior management and executive positions.
- We give 100% equal remuneration to women and men
- We have a 100% compliance on approved working contracts.
- We have a major decrease in work-related injuries, and that is due to the strict safety measures in the plant and offices; and to having a physician on premises.
- Ratios of standard entry level wage compared to local minimum wage:

As Lebanon has descended into a likely recession this year according to the World Bank, studies by Lebanese research company InfoPro have estimated that around 220,000 people lost their jobs between October 2019 and the end of January, while half of the companies surveyed reported salary cuts of over 40%. We, at Beesline, know the importance of supporting the financial wellbeing of our employees so they can be the best at work & home. In fact, in this economic crisis, we paid employees' salaries in USD, which helped in highly improving employees' wages and let them bare better the country's economic crisis. Due to the inflation and because Beesline kept its salaries in their real old value, entry level employees now receive salaries 600% higher than the official minimum wage.

- Beesline employees can benefit from a Gift Voucher from Beesline and a 40% discount on all our products.

**THE BEESLINE DEVELOPMENT CENTER (BDC) CONDUCTS IN-HOUSE TRAINING.**

- Beesline Development Center (BDC) conducts in-house training and sends employees out to external training.
- In the year 2020, the total number of training hours was 3627, divided into 25 hrs/office employee and 27 hrs/ plant employee.

### Gender Make up at Beesline

HR - The People Function			
Total			
Female		Male	
Status	Number	Status	Number
Functional Heads	5	Functional Heads	5
Managers	3	Managers	4
Teams	68	Teams	55
Total	76	Total	64
Headquarters			
Female		Male	
Status	Number	Status	Number
Functional Heads	2	Functional Heads	5
Managers	3	Managers	2
Teams	12	Teams	10
Total	19	Total	20
Plant			
Female		Male	
Status	Number	Status	Number
Functional Heads	3	Functional Heads	0
Managers	0	Managers	2
Teams	56	Teams	45
Total	59	Total	47

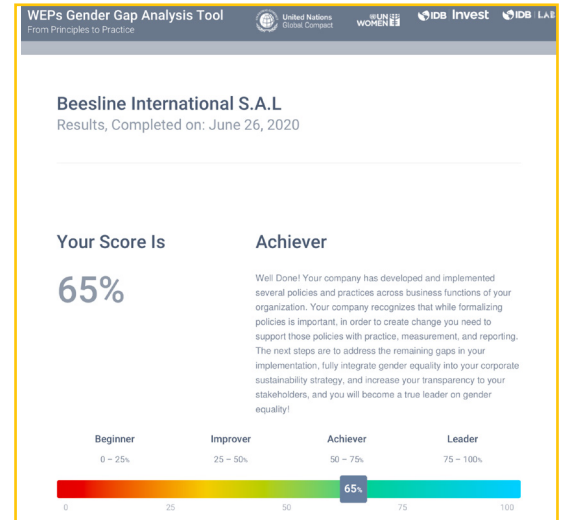
## Results & Outcomes (cont.)

- Percentage of employees receiving regular performance and career development reviews is: 45% receive detailed Performance Management and Development Program
- 53% (Manufacturing, Maintenance, and Warehouse workers) are given a Basic Performance Management Program.
- Total number of incidents of discrimination and corrective actions taken is 0 for this year
- This year, the annual bonuses for all our employees without differentiation and based on their yearly Performance & Development Plan; bonuses were also paid in USD.
- This year, the total number new employee hires was 14/150 - Employee turnover was 10/150
- Return to work and retention rates after parental leave is 100%

### Women Empowerment

Beesline signed the CEO statement of support for Women's Empowerment Principles and became a WEPS signatory. Link Beesline has shown how its culture and values align with WEPS' mission through the high score we got on the "WEPS Gender Gap Analysis Tool". It was a first step in a long and mutually beneficial cooperation with the UN Global Compact.

-50% of Beesline employees are women and 50% are men. This means that we are gender blind, we don't look at the sex and gender of our employees. Also 50% of our managerial positions are occupied by women; our Supply Chain, Plant, Product Development, Quality Assurance, Accounting and Graphic Design managers are women! See newsletters.



## ENVIRONMENT SUSTAINABILITY

Related SDGs:



**PRINCIPLE 7:** Businesses should support a precautionary approach to environmental challenges

**PRINCIPLE 8:** Undertake initiatives to promote greater environmental responsibility

**PRINCIPLE 9:** Encourage the development and diffusion of environmentally friendly technologies

## High-level Commitment and Strategy



Complying with the Lebanese laws while moving to new premises in 2016, Beesline received an Initial Environmental Assessment for the commissioning and operation of its cosmetics factory. Prepared by Sustainable Environmental Solutions (SES), this assessment allowed us to acquire consent from the Lebanese Ministry of Environment for the operation of our factory ([ref.33](#)). This document's aim is to predict and assess potential environmental and social risks, and highlights the management system that should be endorsed to ensure the sustainability of our operations and to comply with the requirements of relevant Lebanese legislation. In it, you can find the Decree 8018 of 12 June 2002 that describes the licensing procedure for industries; The license is issued by the Ministry of Industry upon the agreement of all concerned bodies. It is to be noted that there are no Lebanese laws targeting the cosmetics industry specifically.

### Our commitments

At Beesline, we understand the urgency of environmental thinking and behavior while conducting business, especially that as a consumer goods industry, packaging is an essential element in our products: 1. It holds, protects and preserves the ingredients, 2. Helps in the dispensing 3. Has an essential role in impressing the consumer.

We assume our environmental responsibility, and are constantly working to develop more sustainable and responsible products, while ensuring that our employees, suppliers and clients understand the importance of incorporating these considerations into their daily business activities.

## Description of Practical Actions



**A NEW DIVISION WAS CREATED TO COORDINATE AND MANAGE THE SUSTAINABLE PROJECTS.**



In response to the increasing requirement for uninterrupted focus on the area of sustainability, Beesline took several actions this past year 2020:

- By adding THE "ENVIRONMENTAL SUSTAINABILITY PILLAR" to Beesline's corporate strategic pillars, the management took a clear approach in operating and managing business in an environmentally responsible manner.
- A new division was created in Beesline (with its own Logo featuring the planet earth), which core activity was to coordinate and manage the sustainable projects: Planet Positive Impact (or PPI) is run by the Sustainability Coordinator, whose task is to create and organize cross-functional committees to follow-up on sustainability projects, as well as to create the needed awareness by educating and training the different teams at Beesline on specific sustainability goals and objectives.

## Description of Practical Actions (cont.)

- The PPI's first objective was for Beesline to become a participant in the UNGC Lebanese Network and to commit to endorsing the 10 principles on Human Rights, Labor, Environment and Anti-Corruption, and to take actions that advance societal goals (the UN 17 Sustainable Development Goals).
- We also began the implementation of the ISO 14001 EMS (Environmental Management System) in our organization with the help of DCA Commercial (Dynamic Consulting Applications). This environmental certification includes verified evidence of reduction of emissions, hazardous materials and pollutants, details of product stewardship and end-of-life, and ensures social, legal and environmental compliance for Beesline.
- We renewed our cosmetic GMP (ISO 22716) good manufacturing practices, which standards include environmental management.
- We accomplished the registration of 27 products in Europe: (ref.34) these products went through a 2-year development phase following the Product Life Cycle development. Throughout our supply chain we researched and developed sustainable products with sustainable formulas (we innovated in clean, green, waterless & conscious formulation), lighter and zero waste packaging and sustainable design. We measured and calculated improvement and performance within this first exercise and are proud to report on our progress.

## WE HAVE BEEN GRANTED AN ECO LABEL ACCREDITATION: THE COSMOS ORGANIC SEAL BY ICEA FOR 9 FORMULAS/11 SKUS.



- We are currently developing a line of organic, vegan products with the BIOPREFERRED seal (proven absence of C14: from fossils)
- We have also been granted an Eco Label accreditation: the COSMOS ORGANIC SEAL by ICEA for 9 formulas/11 SKUs.
- We continue to work closely with our suppliers and distributors, both locally and internationally, to grow our SDG activities.
- Also, to note that part of our wastewater is being filtered and re-used again for watering outdoor garden.
- We are also working on reducing our energy consumption on premises for the coming years. In fact, all lighting in our offices and plant are LED in order to improve energy saving. Beesline also applied to a partnership with the UNDP on 2 projects funded by the European Union, related to energy efficiency: the first one is RESTART (Renewable Energy and Energy Efficiency for Sustainable Energy Transition and Reinforced Trust between SMEs and ESCOs), this was a step to green our business through the adoption of energy efficiency and renewable energy initiatives. The second project is CEDRO: a call for potential beneficiaries for the installation of renewable energy and energy efficiency systems in the Lebanese industrial sector.
- In order to reduce our carbon footprint, we have been working on replacing our imported raw material by local ones. We began this exercise with our best seller item "Beesline Roll-On" and were able to find Lebanese manufacturers that could replace the Chinese supplier. We will not stop here; we will continue until we find replacement to most of our imported raw material.
- In 2020, we focused on the Waste Management project (following the ISO 14001 standards), and have developed a new plan for our waste (ref.26). This plan covers all types of wastes coming from each department/section and specifies the stream of each component.
- We collaborated with a new recycling company that upcycles or recycle our waste: Recycle bins are now in all our offices and in plant sections. In addition, large bins are now located outside the company for final sorting. In parallel, employees were trained to gain awareness on waste pollution and garbage sorting. While we still have many steps to do related to the waste management project, our goal is to achieve zero waste to landfill in the coming years.
- CREATIVITY IN FINDING SOLUTIONS FOR WASTE ENVIRONMENTAL ISSUES:  
The issue: For protection purposes, some of our packaging is separated with polystyrene layers which is not locally recycled.  
The creative idea: We asked a local upholsterer to fill pillows made of rest of leftovers fabric with these polystyrene foam, to be used as leg rests. see pics. We distributed these pillows in our offices, and the remaining pillows will be sold on our e-commerce website. In parallel, we are trying to find a replacement for the polystyrene as separator.



## OUR GOAL IS TO GROW TOWARDS A CIRCULAR ECONOMY PRACTICE, BY LOOKING AT THE PRODUCT'S LIFE CYCLE.

- We are studying the possibility of using the PCR plastic, (post-consumer recycled plastic), that would allow us to clean plastic from oceans and landfills, reuse it, while making these new packages refillable.

- Our goal is to grow towards a circular economy practice, by looking at the product's life cycle from a cradle-to-gate and soon from cradle-to-cradle angle. (see back of newsletter issue no.6)

BEFORE CHOOSING THE NEW PACKAGE  
WE WENT THROUGH THE FOLLOWING EXERCISE





## Description of Practical Actions (cont.)

In the IT department, we have 2 big projects:

ERP: We are moving from NAV 2017 to Dynamics 365. This new solution will provide better functionality for our teams, especially in the production section, as all the company's processes will be mapped in the system to enhance the speed of delivery and the quality. Moreover, we will be able to forecast our sales and purchase orders through the ERP. Finally, the new system will be hosted on the cloud (vs. local servers), which will reduce the usage of electricity, air conditioning and maintenance.

BI: Our aim is to become a data aware company that bases all its decisions on accurate data and information analysis. This will allow us to spot trends, monitor our KPIs and project deliveries, and lastly create an enterprise balanced scorecard. We have been campaigning for the environment on social media (GOOD FOR U GOOD FOR THE PLANET CAMPAIGN video) and in our Newsletters.

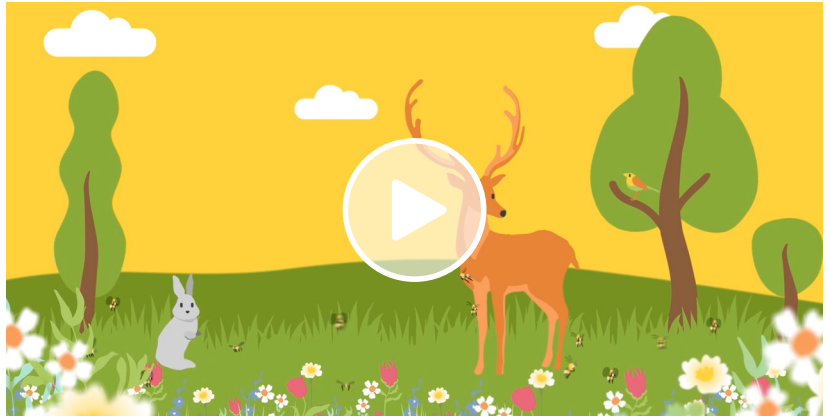
- In 2021, our first sustainability campaign will be about "moving more and consuming less, engaging your body in all sorts of activities, using your body energy instead of the machine's, leaving the powered tools for real needs or needing people".

- The PPI works on a daily basis on sustainability awareness, by sharing information on different topics related to the environment with daily tips, actions, and commitments, and demonstrating how money can be saved by protecting the environment.

- One of the highest impact projects of the PPI is the BEE-CENTRIC BEEKEEPING PROJECT, developing and supporting local beekeepers and cottage beekeeping. The first step taken was with a local beekeeper working sustainably close to a bio-reserve; we supported him by designing his brand labels, website, and social media content, and our R&D worked on preparing COA & MSDS for the raw material he was supplying us with (i.e., the propolis).

- Our HR team coordinates all recruitment needs with the community's municipalities and mayors, providing job opportunities to men and women living in the vicinity of the factory.

- In 2020, we were proud to join the UNGC. In 2021, we will continue on this path by participating in 2 UNGC initiatives: "SDG Ambition Accelerator Initiative" and "Young SDG Innovators Program". Our main goal is to train our team on the UN 17 Sustainable Development Goals and to encourage them to come up with new ideas and projects, hoping it will help accelerate the integration of these sustainable goals into the core of our business.



## Results & Outcomes

**OUT OF OUR NEW 27 SKUS, 17 ARE PACKED IN PLASTIC-FREE CONTAINERS.**

- Number of trainings done by the PPI [ref.30](#)

- We now recycle approx. 60% of our material waste.

- Beesline is currently increasing focus on waste reduction: Our production team first began by eliminating the cellophane from products that do not need extra protection. They also replaced the usage of plastic bags for machine calibration by reusable boxes (we saved 60 kg of plastic bags per year). Another achievement was the elimination of labels used on the inner shipping boxes, which saved \$8,900 in 2020 and will approximately save \$10,000 by 2021.

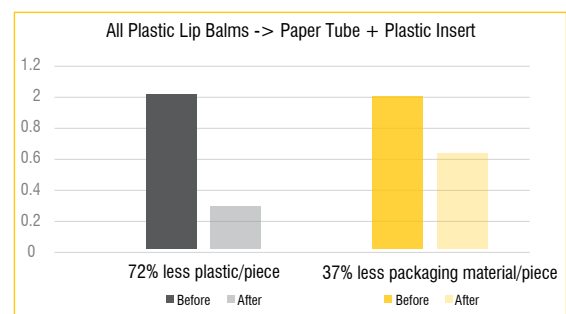
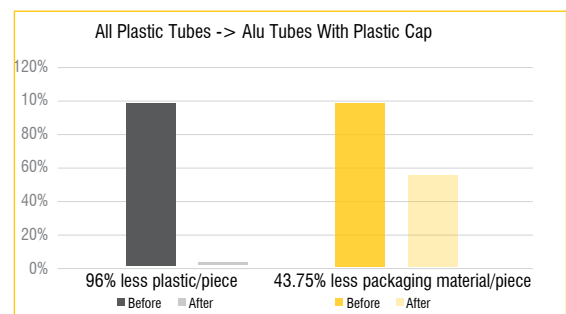
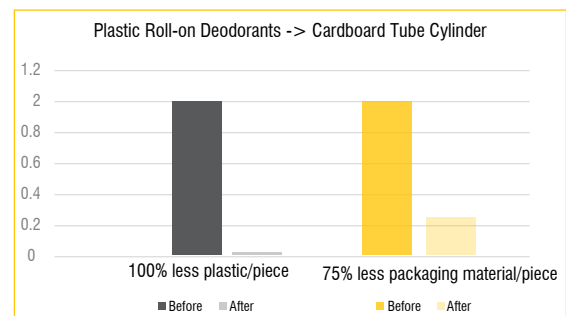
**OUR R&D LATEST INNOVATION IS WATERLESS FORMULATION.**

- Beesline R&D laboratories' latest innovation is waterless formulation: (Cosmoprof published article [ref.32](#)) Condensed formulas with no added water, filled in compact packages, to last more and take less space. For example: one shipment of our Beesline Condensed Shampoo (100 g), is equivalent to 16 shipments of a conventional Shampoo (400 g). Less shampoo is used, water is added while showering and rinsed off easily and quickly. This applied innovation (see newsletter issue no.6) allows us to lower water footprint and carbon footprint.

- We also worked on reducing the packaging of our products; out of our new 27 SKUs, 17 are packed in plastic-free containers, and the remaining 10 have 72% less plastic than before. Our whole Europe portfolio is now 37% lighter in packaging. By making these changes, we were able to reduce CO2 emissions during transportation by approximately 30 times!

(see back of newsletter issue no.6)

### Present Vs Upcoming Portfolio's Packaging Enviromental Impact



## Results &amp; Outcomes (cont.)

## Quantity Sold in Europe in 2019

Description	QTY
Beeswax Cold Cream	13,497
Beeswax Lip Balm	78,625
Beeswax Skin Balm	21,498
Beeswax Foot & Heel Cream	14,071

**2T of Plastic  
WILL BE SAVED**

if only the same  
quantity is sold in  
Europe in 2021 with  
the new packaging

**Less Packaging Materials -----> Less to Landfill  
Better Material -----> Less Harm, Better Recycling**

## Recyclable Abilities

- To date, **aluminum** is the most recycled material in the world
- 55% of **aluminum** cans are recycled in comparison to just 34% for glass containers.
- Both are inert in landfills, meaning they won't leach **harmful** chemicals like **plastics**

## ANTI-CORRUPTION

Related SDGs:



**PRINCIPLE 10:** Businesses should work against corruption in all its forms, including extortion and bribery

## High-level Commitment and Strategy

At Beesline, we have a zero-tolerance approach when it comes to bribery and corruption. Bribery and corruption are not accepted in any form for any purpose. We do not pay bribes nor accept improper inducements. We expect the same from our business partners and parties that deliver business on our behalf. -At Beesline, Transparency and Integrity are important values and essential conditions for Trust Building.

"Conflict of Interest Policy" (ref 28)

Trust can be compromised when an employee's personal interest contradicts with the company. Such conflict might have negative implications on the employee's focus, hard work, and results achieved. It might also affect the employee's loyalty, which in turn, might harm the company. -The Company is committed to preserve the interest, growth, and benefit of its employees. In return, it expects all its employees to safeguard its interest and never jeopardize it for any possible personal gain. For this reason, the HR team created a new "Conflict of Interest Policy" which aim was to set the scope of Company interest, mention key areas of Conflict of Interest, secure commitment from all to not cause any conflict of interest, and finally to give the chance to any employee to declare any areas that might cause conflict of interest.

The Policy covers but is not limited to the below Conflict of Interest areas:

- Employees' use of position to personal advantage of any kind including profit-making.
- Employees' use of position to a relative's advantage of any kind including profit-making.
- Employees' use of position to competitor's advantage of any kind including profit-making.
- Employees' use of connections made through Beesline to personal advantage of any kind.
- Employees' use of connections made through Beesline to another business' advantage.
- Employees' use of Beesline equipment and premises to support another business.
- Employees' actions that may compromise Beesline image, including taking or giving bribes.
- Employees giving suppliers and/or distributors advantage including profit-making due to personal connections with them.
- Personally, or a relative owning a company that competes with, or related to, Beesline's type of work.

## Description of Practical Actions

This policy has been circulated to the team, everyone has signed on it, and it is part of the Induction Program where every new joiner reads, understands, and signs it. The signed copy is kept in the employee's Personnel Folder.

Our books and accounts are subjected to external audit annually, additionally legalized by the court and presented to Lebanon Commercial Register of which we are members. We are also quarterly audited for our VAT declaration. All these audits are used as one of the methods of identifying any suspicious act of bribery or corrupt behavior.

## Results &amp; Outcomes

Attestation of financial statements from Crowe Horwath Professional Auditors [ref. 29](#) (Complete financial report is available upon request)  
Beesline Int. has not been involved in any legal cases, related to corruption and bribery this past year. [ref.31](#)

## FINAL NOTE

To all medium-sized enterprises and start-ups, during your growth, let your beating heart grow bigger but keep your footprint small and light.

Sustainable thinking is your best choice. Breathe, think and reflect sustainability. Face the fierce competitive environment of big companies with kindness and altruism. Learn how to share everything you value with pleasure. Cultivate reduction of energy use and abstinence from excess.

Lebanese people demonstrated a strong will of living after the Beirut blast. Furthermore, as much as it seems devastating, the Lebanese economic crisis could help Lebanon flourish economically in a sustainable way. It is awakening Lebanese people who are beginning to seriously recycle, make their own products, buy locally, cultivate their lands or gardens and manage their own resources by innovating to survive. If we learn to live with integrity and sustainable values, to appreciate and respect our diversity, freedom, fresh air, clear water and sun, that are still abundant on this planet, we would want nothing more.

We hope that you have enjoyed reading the report

Thank you



This report has been prepared and submitted to the UNGC by the PPI division at Beesline with the help & support of the CEO, COO, the BOARD, the PRODUCTION, HR, IT, QUALITY ASSURANCE, MARKETING, PRODUCT DEVELOPMENT, COMMERCIAL, FINANCE, & DESIGN DEPTs.

## BEESLINE'S GLOBAL REACH



### EXISTING MARKETS

Ksa, Iraq, Uae, Qatar, Bahrain, Oman, Lebanon, Syria, Jordan



### NEW MARKETS SINCE 2018

China, Usa, Ecuador, Poland, Lithuania, Estonia, Latvia, Spain, Hungary, Kuwait, Egypt



### NEW UPCOMING MARKETS

Tunisia, Libya, Sudan, USA, Russia



Participant of the  
UN Global Compact



