

# MEDCO SAL Sustainable Development Goals Report 2020-2021



# MEDCO works towards

**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**17** PARTNERSHIPS FOR THE GOALS



**2** ZERO  
HUNGER



# Why SDG 2?

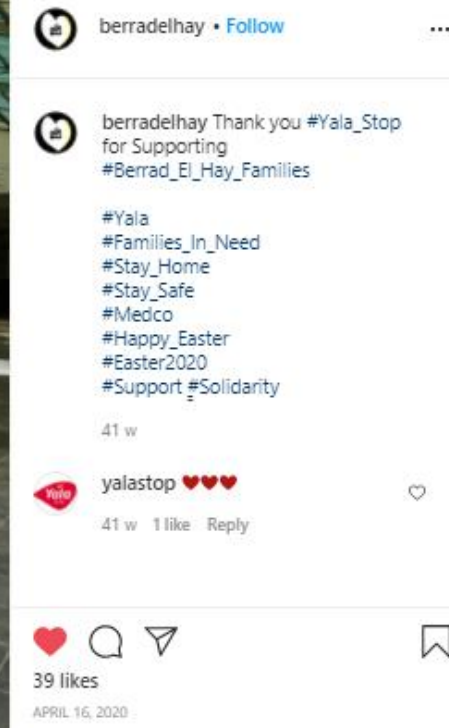
Because we commit to do our best to make sure that malnourished people have sufficient amount of food to be able to live a healthy life.

**2** ZERO  
HUNGER



# The “mouneh” mission

In April 2020, Yala Stop launched the “mouneh” mission in collaboration with Lebanese Food Bank and Berrad el hay in which 48 families of 5 were provided mouneh for a month.



# Sandwich for a Cause

- During December 2020, Yala Stop, in collaboration with Lebanese Food Bank, launched the “Sandwich for a cause” activation
- An in-store activation launched in all Yala Stop convenience stores in which for each sandwich sold, Yala Stop will be donating 1,000 LBP to Lebanese food bank
- Activation was communicated online and offline



# Yala Stop X Lifebox

In December 2020, Yala Stop placed Lifebox donation boxes in its stores to support their mission in fighting hunger by providing food boxes to people in need



**3** GOOD HEALTH  
AND WELL-BEING





# Why SDG 3?

Because we commit to always make sure that the safety of our employees and customers is our priority.

**3** GOOD HEALTH  
AND WELL-BEING



# 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/>



# Stay Home, We Deliver

During lockdown, MEDCO launched its online campaign to push people to order online while staying home and taking care of their health during the pandemic .



***KHALIK ONLINE,  
MN WASSELLAK!***



# Stay Home, We Deliver

During lockdown, Yala Stop extended its delivery areas so it can reach as many people as possible to serve them and keep them safe.



**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





# e-MEDCO's 9<sup>th</sup> station

- In 2018, MEDCO launched e-MEDCO, the first charger for EV cars
- By beginning of 2019, MEDCO had already launched 8 stations and was the Title Sponsor of the first e-motorshow in the Middle East
- In 2020, MEDCO launched its 9<sup>th</sup> e-MEDCO charging station at Fakra



# MEDCO X Kwikby

- MEDCO is the first petroleum company in Lebanon to introduce an online delivery platform for diesel through its website [www.medco.com.lb](http://www.medco.com.lb) and mobile app My MEDCO
- In 2020, in collaboration with Kwikby, MEDCO launched its online oil platform for easier shopping and car pampering
- You can purchase your Havoline oil on this link:  
<https://www.kwikby.com/products?department=Automotive>

**MEDCO'S OIL CHANGE  
IS ONLINE TOO!**

**NOW AVAILABLE ON kwikby**



**Havoline**

**It's "OIL" you need!**





# e-vouchers by MEDCO

In 2020, MEDCO launched its e-vouchers.

e-vouchers, are a great way to stay eco-friendly and are available for services in all MEDCO & Phoenicia gas stations for the amount of your choice.



**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



# What happened on August 4?

On August 4 2020, at 6:07 pm, a massive explosion took place in the heart of Beirut specifically at Beirut port. The blast, third most powerful explosion in the World after Hiroshima and Nagasaki, destroyed the Port, Quarantina, Saifi, Achrafieh, Tabaris, Gemmayzeh, Mar Mikhael and beyond.

Hundreds of people were killed, thousands injured, many missing and 300,000 people made homeless.

Our Hearts are shattered.

Cleaning up, we cry between sweeps.

Then we get a hold of ourselves and embody our Ancestors, those Super Lebneieh with faith and not tears that always make Beirut rise again.

Together, we will RE-build Beirut for the 8th time.

# Operation Rebuild Beirut

- MEDCO worked on building a donation platform through its website and mobile app to help the communities in the devastated areas and choose Beb w shebbek NGO to support
- Beb w Shebbek is an NGO that works towards helping the families by rebuilding their homes

## How does it work ?

When the user places his diesel order online , he will get a message in which he can choose to donate

Would you like to donate LBP 5,000 to



Yes No



Donate now

LBP 5,000 was added to your payment.

Thank you for donating LBP 5,000  
You're helping Beirut rise again! 🙏



# Operation Rebuild Beirut



**HELP REBUILD HOMES!**

**WHEN ORDERING DIESEL ONLINE,  
DONATE LBP 5,000 TO**



# MEDCO Supporting Hospitals

ENERGETICALLY SUPPORTING



GENERATORS WITH DIESEL OIL



ENERGETICALLY SUPPORTING



GENERATORS WITH DIESEL OIL



ENERGETICALLY SUPPORTING

Hôpital Saint Joseph des Sœurs de la Croix

GENERATORS WITH DIESEL OIL



# MEDCO Supporting NGOs

ENERGETICALLY FUELING



VOLUNTEERS WITH *Propell* GASOLINE



ENERGETICALLY FUELING



VOLUNTEERS WITH *Propell* GASOLINE



ENERGETICALLY FUELING



VOLUNTEERS WITH *Propell* GASOLINE





# CHEVRON Pledges \$1 Million For Lebanese Red Cross

MEDCO is grateful and proud of Chevron's generosity. Chevron is MEDCO's International partner since the 60's.

## Chevron Pledges \$1 Million for Lebanese Red Cross

August 11, 2020 09:00 AM Eastern Daylight Time

SAN RAMON, Calif.--(BUSINESS WIRE)--Chevron Corporation today announced a contribution of \$1 million to the Lebanese Red Cross, in support of relief efforts under way to help those impacted by the devastating explosions that struck the Port of Beirut last week.

"We offer our heartfelt condolences to Lebanon and deepest sympathy to people who have lost loved ones," said Chevron Executive Vice President Joe Geagea. "This donation is intended to support the work of the Lebanese Red Cross in providing much-needed assistance to those affected by this tragic incident."



Chevron has had a presence in the Middle East since the 1930s and remains committed to the region and its people.

The contribution will support humanitarian aid and relief efforts being provided by the Lebanese Red Cross in Beirut.

Chevron Corporation (NYSE: CVX) is one of the world's leading integrated energy companies. Through its subsidiaries that conduct business worldwide, the company is involved in virtually every facet of the energy industry. Chevron explores for, produces and transports crude oil and natural gas; refines, markets and distributes transportation fuels and lubricants; manufactures and sells petrochemicals and additives; generates power; and develops and deploys technologies that enhance business value in every aspect of the company's operations. Chevron is based in San Ramon, Calif. More information about Chevron is available at [www.chevron.com](http://www.chevron.com).



# MEDCO supporting the Lebanese Red Cross

- In its mission in working to helping the communities in the fight against the virus, MEDCO worked on spreading awareness internally and externally by setting safety & sanitization guidelines across its offices, stations and Yala Stop c-stores.
- This is why, MEDCO is also supporting the Lebanese Red Cross's emergency vehicles by donating gasoline.



# MEDCO supporting the Lebanese Red Cross



# Zeit el 7obb

ZEIT EL 7OBB is about 2 oil promotions that have been launched exclusively for the people living in Beirut devastated areas after August 4th blast

Why Zeit El 7obb ?

“Oil of Love” to stress our commitment to our community which was hurt, injured and lost loved ones during the blast.

A CSR promotion targeting two goals

1. Giving back to devastated areas inhabitants
2. Discounts intended to offer smart savings for families’ devastated houses

Promotions were executed through both online and offline channels

- Online: through kwikby.com
- Offline: through Call 4 Oil delivery service

Both promotions were from September 14 to September 30 and were renewed during October



# The new MEDCO series: MEDTALKS

MEDTALKS is a series of episodes created by MEDCO to celebrate the unbeatable Lebanese Energy worldwide from agriculture, music, sports education.

Each episode is destined to fuel people with an emotional and moral boost so they can move forward.

- Watch all episodes here:  
[https://www.youtube.com/channel/UCrQzOyuNaaBmhjKbh8f7MXg/videos?view\\_as=subscriber](https://www.youtube.com/channel/UCrQzOyuNaaBmhjKbh8f7MXg/videos?view_as=subscriber)



# MEDTALKS special edition

After August 4<sup>th</sup>, we gathered with people that were affected by the blast in a MEDTALKS special edition in which people shared their love for Lebanon and their resilience in staying here no matter what to rebuild what they lost and build a better future.

Watch them here:

- Ralph Haiby, co-founder of Sikasok:
  - <https://www.youtube.com/watch?v=FEOjW51Wlto>
- John Achkar, Founder of Jil el Naylor:
  - <https://www.youtube.com/watch?v=jRz6Z9bww3M>
- Michel Tabet, Barber and owner of Albhamdouni barber shop in Mar Mkhayel:
  - <https://www.youtube.com/watch?v=JKz1eYve5bY>
- Lina Abou Halka, Founder of Coucalina Jewelry:
  - <https://www.instagram.com/tv/CE83CiTjL5y/>
- Charlie Frem, Managing partner at Central Station:
  - <https://www.youtube.com/watch?v=-RCvGCFsU9I>
- Roy Farhat: <https://www.youtube.com/watch?v=9rl71zVX88c&t=2s>



# MEDCO THANKS OUR HEROES

Watch video here:

<https://www.youtube.com/watch?v=u5qQ0IRexhc>

**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



# Monthly activations for NGOs

- In July 2020, Yala Stop partnered with Caritas NGO to support their cause by placing donation boxes in all stores
- In August 2020, Yala Stop partnered with Al Younbouh NGO to support their cause by placing donation boxes in selected stores
- In September 2020, Yala Stop partnered with Beit el Baraka NGO to support their cause by placing donation boxes in selected stores to collect donations of gas cylinders for families
- In October 2020, Yala Stop partnered with Children Cancer Center NGO to support their cause by placing donation boxes in all stores
- In November 2020, Yala Stop partnered with ECIL NGO to support their cause by placing donation boxes in selected stores
- In December 2020, Yala Stop partnered with Lifebox NGO to support their cause by placing donation boxes in selected stores
- In December 2020, MEDCO partnered with Offre Joie NGO to support their cause in an activation launched during the whole month called "hdiye la elak w la eloun" " a gift for you and them" in which 4 daily winners got the chance to split their loyalty points prize with Offre Joie

# Monthly activations for NGOs

**SAY YES TO SOLIDARITY!**

**TBARA30**  
IN OUR C-STORES

Yala STOP medmart calmart

كاريتاس لبنان

MEDCO LIFE IS A STATION

This advertisement features a dark blue background. In the top left, a red box contains the text 'SAY YES TO SOLIDARITY!'. Below it, a yellow circle with a red heart at the top contains the text 'TBARA30 IN OUR C-STORES'. To the right of the circle are the logos for 'Yala STOP', 'medmart', and 'calmart'. At the bottom left, the logo for 'كاريتاس لبنان' (Caritas Lebanon) is displayed. At the bottom center, the MEDCO logo is visible.

**TBARA30**  
IN OUR C-STORES

medmart calmart

البنوع atyounbouh

MEDCO LIFE IS A STATION

This advertisement features a dark blue background. In the center, a yellow circle with a red heart at the top contains the text 'TBARA30 IN OUR C-STORES'. To the right of the circle are the logos for 'medmart' and 'calmart'. At the bottom center, the logo for 'البنوع atyounbouh' is displayed. At the bottom right, the MEDCO logo is visible.

Yala volunteers!

HELP BEIT EL BARAKA COLLECT FUNDS  
TO DONATE GHAS BOTTLES TO FAMILIES

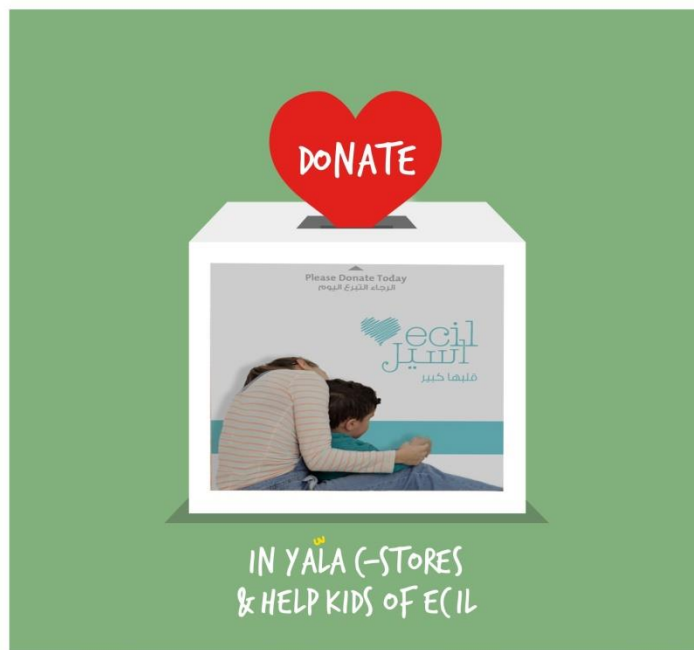
BEIT EL BARAKA

This advertisement features a dark green background. At the top, the text 'Yala volunteers!' is written in white. Below it, there is an illustration of a white donation box with a red heart on top and a red gas cylinder. The text 'HELP BEIT EL BARAKA COLLECT FUNDS TO DONATE GHAS BOTTLES TO FAMILIES' is written in white at the bottom. The logo for 'BEIT EL BARAKA' is visible on the donation box. At the bottom center, the Yala STOP logo is displayed.

# Monthly activations for NGOs



IN YALA (-STORES  
& HELP KIDS OF CHILDREN'S CANCER CENTER LEBANON



IN YALA (-STORES  
& HELP KIDS OF ECIL



LET'S STAND TOGETHER  
& SUPPORT LIFEBOX THIS DECEMBER!



# Monthly activations for NGOs

From December 7th till December 24th

- 1 Download myMEDCO app
- 2 Scan your >10,000LBP invoice
- 3 1st 4 people who scan their receipt will get 50,000 points daily

Half of your prize goes to



Hdiyé  
La elak و La eloun!  
Half of your prize goes to Offre Joie



# Partnerships with NGOs

- In 2020, MEDCO enrolled new NGOs to be part of its loyalty program totaling for 70 NGOs
- My Medco 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 any 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

**هيك هيك عم بتعبي بنزين**

Collect Loyalty Points for it & 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.

medco.com.lb 1295 ext. 613



# Donations to NGOs through My MEDCO App

**100,000,000 LBP**

**Donated to NGOs through My MEDCO APP**



**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**17** PARTNERSHIPS FOR THE GOALS



MEDCO's motto is to move people from one station to another in their lives, and this is only applicable if we commit to these goals for a better tomorrow.

By applying SDG 2,3,9,11,17, MEDCO has been able to give back to the community and partner with big names to be able to reach more people, create awareness on the importance of each and every goal.



**MEDCO**  **U**