

January, 2022

Maala 2021 Communication on Engagement | Main Achievements and Highlights

In 2020-21 Maala continued its work as the main convener, facilitator and standard-setter in ESG in Israel. In spite, and perhaps because of Covid the work of the Israeli ESG community and Maala was enhanced. A major milestone is a new digital platform: Maala VOD offering cutting-edge digital content with the people leading responsible and sustainable business in Israel and globally. The ESG market seems to be expanding towards the mainstream, with a 30% increase in participating companies, new regulatory requirements and growing interest of investors in the field.

1. Maala VOD

Maala launched a new [VOD channel](#) offering cutting-edge digital content with the people leading responsible and sustainable business in Israel and globally. The channel is the first-ever hub for digital content on ESG and corporate responsibility in Israel, comprised of one-on-one conversations and ted talks sharing innovative best practices of businesses in Israel. As the channel continues to gain widespread support and recognition from both the Israeli and international community, more companies strive to share their work on the VOD channel, driving them to increase their work on the various pillars of ESG and responsible business. In light of this trend the VOD channel has evolved into a strategic pillar of Maala's work in continuing to promote and develop responsible business conduct in Israel.

Among companies and organizations featured on the VOD channel are global Israeli companies, such as Netafim, ICL, Strauss and Teva, as well as global ESG/CSR and sustainability organizations such as BSR, CECP, CalPERS and GlobeScan. The channel now features over 130 videos, of which many are in [English](#)/subtitles.

2. Maala annual conference – ESG Bingo

The fifth annual Maala conference was held in December 2021, and, due to Covid, was the first in-person event held by Maala in two years. The event was themed **ESG Bingo**, aimed to record the sessions and conversations for Maala VOD. The videos and podcasts have reached thousands of people on various different platforms, generating broad engagement with new audiences not previously involved with the ESG and responsible business community.

The main stage focused on three main themes: 1. Business solutions and actions to cope with climate change. 2. 'Diversity & Equality' – in the workforce; work environment; employer branding; and marketing and advertising. 3. 'The People Leading ESG' – lessons and insight from the work in progress and the next steps forward.

Maala conference 2021. Photos by: Sharon Eliasi



In addition, a podcast studio was set up simultaneously, recording ESG officers and civil society leaders. The recorded sessions covered several more topics high on the agenda of the Israeli community: Diversity, Inclusion and Multiculturalism; supply chain; How to begin working on ESG; Global companies doing ESG Locally; Diversity & Inclusion in Marketing and Advertising; ESG-related Bonds; COP26 – lessons for Israel.

Recording podcast at Maala conference 2021. Photo by: Netanel Tobias



The event was held at the [Design Terminal](#) in the city of Bat Yam, a non-profit social enterprise offering workspaces for designers and rehabilitation programs for people coping with mental health issues. Participants at the event were offered a variety of workshops and a tour at the venue, learning about the work of the Terminal.

3. Maala ESG Index and corporate membership

During 2020 and 2021 Maala experienced an unprecedented increase in companies engaging in ESG, with over 40 new companies joining the Maala ESG Index and corporate membership network.

In 2021, the Maala ESG Index rated a total of 147 companies – 81 large and 66 mid-size, with over a dozen more companies that have begun the process and are planned to join in 2022.

The annual event for unveiling the results of the Maala ESG Index was [broadcasted live](#) from the Tel Aviv Stock Exchange, virtually hosting several CEOs of rated companies as well as government ministers.

Maala ESG Index results 2021: <https://bit.ly/3I6k0up>

About The Index:

The Maala ESG Index is an assessment tool Benchmarking Israeli Companies on their ESG performance. The index provides large companies with the tools to both manage and implement ESG. It also provides a yearly ranking, along with the ability to map gaps and set goals for improving ESG 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 ESG performance. The Maala ESG Index on the Tel Aviv Stock Exchange represents 40% of the total market cap of companies listed in Israel.

Onward looking: 2022-2023

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

Major goals for 2022 include a new D&I Index; expanding the Israeli ESG community as well as reaching out to Israeli SME's, guiding them through the work on ESG; continue to lead the work on [Israeli business and inclusive growth](#), sharing lessons from Israel; encourage and showcase solutions of Israeli businesses to tackle climate change; continuing to collaborate with leading global ESG organizations and serve as a gateway to the Israeli community.

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

Momo Mahadav, CEO