

Communication
on progress
2021 -2022



Sustainability report
Kasr El.Salam Co.
For Real Estate & Commercial Investment S.A.E





CEO MESSAGE

The world is facing complex economic crises, but our responsibility toward our companies and countries is still the wise leadership to protect the planet in cooperation with United Nations global compact.



Since the beginning of the work towards the sustainable development years ago, when we joined UN Global Compact, we were able to develop our capabilities and concepts on a common ground towards our responsibility towards humanity. This helped us to cross our societies from the challenges of the pandemic.

A new year in the scope of community work by relying on private sector companies towards sustainable development to build a better world.

Zakaria Atallah
CEO





Nature of business & Special awards

Kasr - El Salam for Real Estate & Commercial Investment is a leading company in real estate development and real estate in Alexandria with a capital of four hundred and twenty five million Egyptian pounds.

Kasr- El Salam is An Egyptian joint stock company, founded since 1988.

Our success depends on the clients trust and owing to our leaderships in the field of elegance and high class construction. We have been certified the international quality certificates ISO 9001:2015 as a first company in Egypt.





Nature of business & Special awards

- Kasr-El Salam is the first company in Egypt to be certified (ISO 9001: 2015), this is due to the concord of the company's modern system with the global quality standard, kasr - El Salam applies the latest in scientific research in the fields of development and scientific innovations.
- We have chosen the British standard institute BSI because it's the oldest institution which grants Specification in the world. which started in 1901 it has considerable monitoring activities in the world it has a wide scientific experience in the field of quality as well.

Civil Society Co-operation

Haretna El Masria Foundation linked to the development of society and the company is considered the main partner in all activities of the foundation and the major financier that headed the Board of Trustees of the Foundation, Eng. Ehab Zakaria a member of the Board of Directors of the company.



CONTINENTAL Towers

Luxury



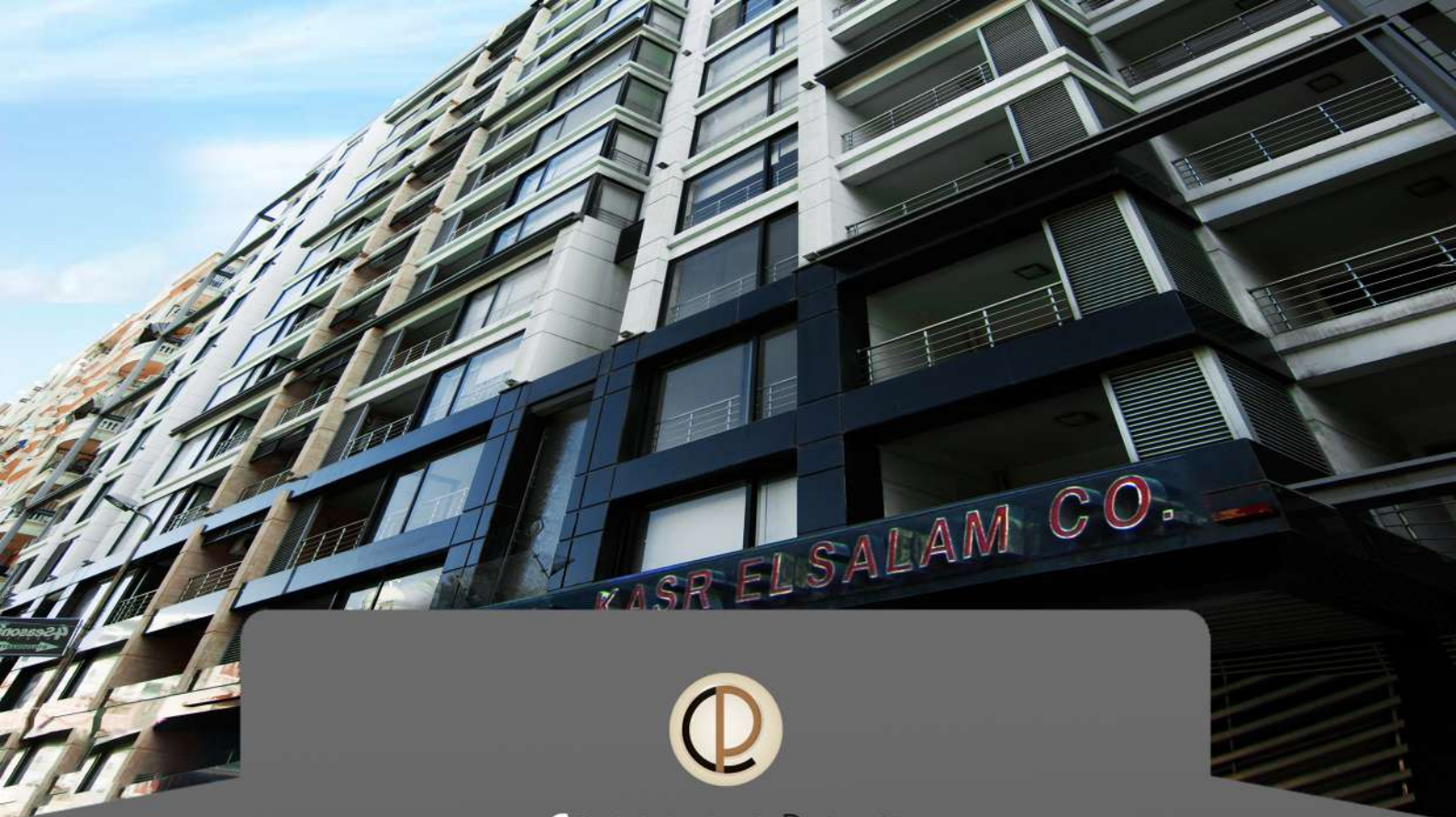
For the lovers of classic design and originality, we have designed (Continental Towers) on the French Baroque style to serve as a museum of classic constructions, Thus (continental towers) deserved (The Most Beautiful Architectural Design) award.



Creativity



- A new modern luxurious project with mixing classic and modern style for first time in Egypt using home automation tech. It designed by international architectures .



CONTINENTAL PALACE
ALEXANDRIA

Minimalism



- A new modern luxurious project with a minimalism style, designed by international architectures.



Life Style



- The iconic compound designed as a green city with a smart solutions.



Global compact 10 principles

- Kasr- El Salam has committed to the principles of Global Compact since 2008, since then the company has implemented the principles internally & externally and also to raise the Global Compact principles and CSR in general awareness and according to this statement it ensures how Kasr- el salam supports & respects the 10 principles of UNGC.

*** Human Rights**

Principle 1

- Business should support & respect the protection of Internationally proclaimed human - rights.

Principle 2

- Business should ensure that they aren't complicit in Human rights abuses.



Global compact 10 principles

- Total description of the relevance of human rights for the company, policies of human rights and company goals on H.R.
- All human rights are fully respected at our company, employee rights are fully respected to have the suitable conditions of work.
- Survey reports are temporary adjusted to raise annual salary according to productivity.
- Recruitment at kasr - El Salam is done under supervision of certain policy where managers of all department must take a role in the recruitment for the company.
- Adequate opportunities for professional women.
- Health care insure and safety insurance are applied.
- Our company is committed not to engage in any business activities that has any link against human rights.
- Our labor management is maintained through several suggestions between employees and headquarters to have a direct link through whole the company.
- Regular meetings are done to discuss any problem and to deal with new ideas or new suggestions.



Global compact 10 principles

Principle 3

- Business should uphold the freedom of association & the Effective recognition of the right to collective bargaining.

Principle 4

- Business should support the elimination of all forms of forced & compulsory labor.

Principle 5

- Business should supports the effective abolition of child labor.

Principle 6

- Business should support the elimination of discrimination in respect of employment and occupation.



Global compact 10 principles

- Description of the relevance of labor rights for the company, labor policies, public commitment & goals on labor rights.
- Written policies that state employee rights & responsibilities & benefits.
- kasr-El Salam respects the freedom of association & the right to collective bargaining.
- Employees are encouraged by top management to join team work.
- The company provides places to host labor gatherings.
- Fighting the phenomena of child labor in Egyptian sector.
- Ratio of basic salary of men to woman is 1 :1.



Enviroment

Principle 7

- Business should support a precautionary approach to Environmental challenges.

Principle 8

- Business should undertake initiative to promote greater Environmental responsibility.

Principle 9

- Business should encourage the development & diffusion of environmentally friendly technology.

Assessment, policy and goals

- Our corporate is care med with matters of cleanliness & hygiene & no smoke in all its offices.
- We stop using any hard material unfriendly to the environment.
- We are caring of green architecture in our buildings.
- Saving energy, materials and water is a policy.

• Coexistence Plan with COVID-19

- Creating a preventive control plan for all the company sites.
- Social distancing applies in all the parts of the company.
- Board meetings hold by interactive technology.
- Adjusting working hours to suit with the governmental curfew time.
- Providing hand sanitizers at the entry and exit points.
- Activate working from home.



Anti - Corruption

Principle 10

- Business should work against corruption in all its forms, including extortion and bribery.

Assessment, policy and goals

- We are working to expand a culture of anti-corruption and bribery of the Local community
- We had certain codes for internal work strategy.
- We have an internal audit camera to submit all work in transparently way.
- About 60% of employees are trained in dealing with corruption.
- In a meeting organized by Alexandria Governorate for the International Anti-Corruption Day, Eng. Ehab Zakaria Atallah, Vice CEO of the company, discussed how to improve anti-corruption indicators and confront destructive ideas





Measurements of outcomes added to our corporate

Human Rights

- Equity in gender ratio.
- Our corporate becomes more leading. And well known in the field of construction due integrating CSR policy.
- Our suppliers are worked under certain condition to proof their co-operation in integrating human rights.
- Back up opinion boxes are available everywhere.

Labor

- Employees got the right to equal pay for equal work.
- Our corporate is 100% free child labor besides a signed form is given to us by all our suppliers in forming their joining is the preventing of child labor.
- Several workshops are done to raise awareness of all employee's for their rights in labor.
- Employees have the rights to work under condition suitable and thus it all comes positivity for our corporate.

Environment

- Kasr - El Salam become more concerned with cleanliness hygiene, no smoke in all its offices.
- Following the recommendations of Green Arch. And using Artificial wood artificial marble instead of natural and use led lighting to save energy.
- Steel pipes for water exchanged to polypropylene pipes.
- Bitumen exchange to a modern isolation material.
- We started the use of solar energy technologies.
- Steel bars in the reinforced concrete exchanged to P.T.S .
- Applies Coexistence Plan with COVID-19 .



Measurements of outcomes added to our corporate

Anti - Corruption

- We had our employers' confidence for our work.
- We prevent all kinds of corruption with all its forms.
- Reduce using papers and exchange to E.docoument .



Implementation of CSR in our business strategy

Vision

- As CSR is deeply integrated in our business strategy, that's will be resulted in reduced cost & greater innovation in or future plans and that must be accompanied by effective steps to achieve proper satisfying result.

Mission

- By the practical application of our vision to hold it in a examples with the direct integration of the CSR. We started to continue what we did last year after the integrating CSR. In our strategy and to open new field to hold the idea in a more professional way.
- Kasr - El Salam policy depends on quality system and constant development owing to our leadership in the field of elegance and high constructions, we have been certified the international certificate ISO 9001: 2015 from the international foundation B S I and we renewed it every year since.
- We are the first to work on the application and the activation of six sigma application is construction field and also we continue of that track since we started it.
- We continue our achievements in the development and renovation of Alexandria.
- We raise the general employees' awareness for their rights and we increase the number of workshops.



Social Activities

Training protocol

- Based on the variables caused by the Covid-19 pandemic, training in Kasr El Salam Company focused on remote training and focusing on tools for digital transformation in the construction sector.
- Training programs focused on 3D printing as it is Crucial for Digital Transformation.
- Transfer training to the E-learning due to COVID-19 pandemic.

Opening «Beshara» Hospital

- Due to COVID-19 pandemic, the company contributed in the development of the Mahmoudiya hub by donating to the Estate by building a hospital and service center with the aim of developing the local community in the areas most in need.





Social Activities

Donation for the development of University Students Hospital

The development and rehabilitation of University Students Hospital by the donation of the Haretna el Masria Foundation to the university.



Organizing Seminars

- Organizing and participating in Cultural and educational conferences, seminars in universities and online To discuss issues of society and economics.





Social Activities

Awareness for low - income people (as an entry for the poor areas)

- By launching a promotional campaign to raise awareness for family planning and reproductive health under the slogan (Your Right to Organize), through a protocol of cooperation between Haretna El-Masria for Sustainable Development Foundation, the Ministry of Health and Population and the Ministry of Social Solidarity.



Medical awareness campaigns

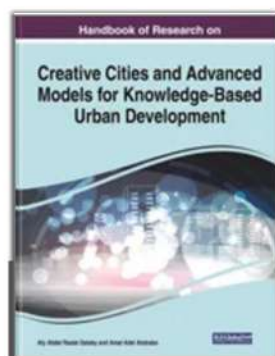
- Awareness posters against the spread of the COVID-19 were distributed at company sites and popular areas to raise awareness of citizens.



Social Activities

New steps toward sustainable development

- Writing scientific references in partnership with several researchers of different nationalities and scientific disciplines to lay the foundations and standards for sustainable development at the international and regional levels:
 - “Creative Cities and Advanced Models for Knowledge-Based Urban Development”.
 - “Research Anthology on Measuring and Achieving Sustainable Development Goals”.



Children awareness campaigns

- By launching campaigns in schools to spread health awareness for children through theatrical creativity and arts, due to our awareness of the importance of spreading awareness and supporting creativity in the Egyptian society and especially among childrens.





Social Activities

Supporting Mothers

- Supporting mothers by participating in several celebrations to honor the ideal mother and presenting gifts to them

Supporting orphans and children with disabilities care

- By making parties to support them and distributing gifts to give support for them to introduce our warm feelings, reproducing safety and happiness for them.



Supporting youth skills

- Contribution in raising youth awareness through seminars and lectures by Vice CEO Eng. Ehab Zakaria at universities to train students on the skills required in multinational companies and global languages to co-op the economic Globalization, not only but also, by honoring the youth participating in the “For Egypt” project for training in crafts and small industries.

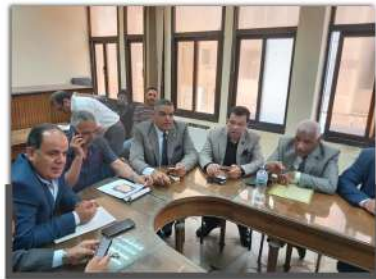




Social Activities

Participation in civil society

- By participating with the executive authorities to develop a plan for asphalted streets and street lighting.



Raising awareness of society and disseminating ideas in the media field

- Raising awareness of society and discussing many issues in different fields by T.V interviews and Publishing a weekly periodical articles in several journals and magazines by Eng. Ehab Zakaria.





Social Activities

Egyptian Senate

- Eng. Ehab Zakaria, Vice CEO of the company, is very interested in discussing laws related to sustainable development through Egypt's Vision 2030.



Honors

Eng. Ehab Zakaria Atallah was honored by several community institutions in their various fields. as he is a socially influential figure and for his social responsibility towards the development of hte Society.





GRI Disclosure

1. Strategy and analysis

1.1 statement from the most senior decision- maker of the organization

2. Organizational profile

- 2.1 name of organization.
- 2.2 projects & agencies.
- 2.3 structure of the organization subsidiaries.
- 2.4 awards received.

3. Report parameters

- 3.1 reporting period.
- 3.2 date of most recent previous report if any.
- 3.3 reporting cycle.
- 3.4 boundary of the report.
- 3.5 table identifying the location of standard disclosure in the report



GRI Performance Indicators (Division, aspects and indicate number)

GRI INDICATOR NUMBER	INDICATOR DESCRIPTION	PAGE
HR1	Percentage & total number of significant investment agreements that include human rights clauses or the underwent human rights screening.	10
HR6	Operation identified as having significant risk for incidents of child labour & measures to contribute to eliminate child labour.	11
LA8	Education , Training , Counseling Prevention & risk - control programs in place to assist work force , members , their families or community members regarding serious diseases.	17,18