



Arab Academy
For Science, Technology and Maritime Transport
Productivity and Quality Institute

COMMUNICATION ON ENGAGEMENT (COE)

The Productivity and Quality Institute
“PQI”

Period covered by this Communication on
Engagement

From: January 2020 To: December 2021

Part I.

Statement of Continued Support by the Chief Executive or Equivalent

August 2022,

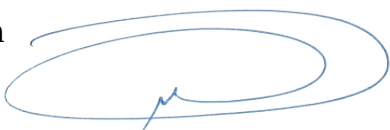
To our stakeholders:

As proud members of the world's largest corporate sustainability initiative: the UN Global Compact, I am pleased to confirm that PQI reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment, and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Prof. Mohamed Abd Rabou
Dean



Part II.

Description of Actions

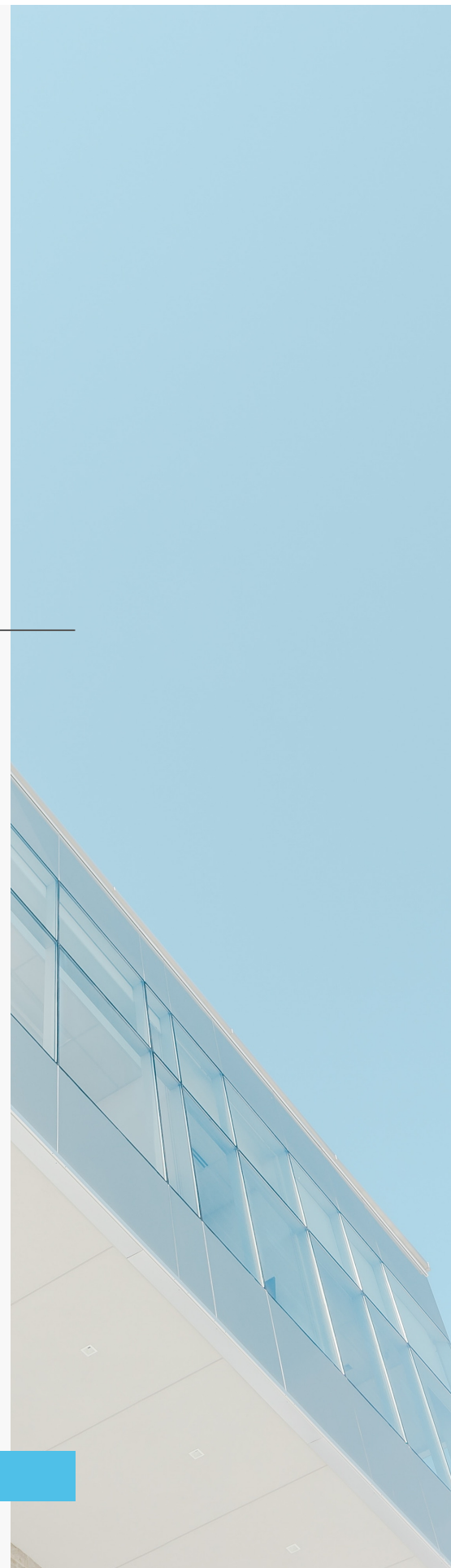
- Since its establishment in 1995, the Productivity and Quality Institute “PQI” was committed to qualify companies and human resources to carry out the activities of control and quality management, which is the cornerstone in achieving the renaissance at the industrial and service levels.
- Being part of a huge educational organization, The Arab Academy for Science, Technology, and Maritime Transport “AASTMT” gave us access to facilities as well as bigger responsibilities of how to make use of those facilities to the benefit of our stakeholders.
- For more than two decades, the Institute has provided high-quality postgraduate studies, as well as advisory and training services to individuals and organizations from all sectors of industry and services.
- The Institute is keen to use the best methods and available tools to reach the most successful ways of transferring information, acquiring effective ideas in the field of education development, and creating better workplaces, which will have the best impact in spreading the concepts and climate of quality in Egypt and the Arab region.
- Upon the UN announcement of the sustainable development goals SDGs in 2015, PQI focused its resources to help disseminate awareness of those goals within the community. The sustainability concept was reflected in our vision, strategy, and goals. We adopted the SDGs in various forms within our broad activities and reached out to our stakeholders to provide them with the skills and knowledge to apply the SDGs and to adopt the sustainable development concepts at large.

Vision

To become the house of expertise in the field of quality and excellence at the regional level, along with using the methods of creativity and entrepreneurship.

Mission

Achieving sustainable development in society through training, advisory and educational services of international standards by investing in qualified individuals while applying the highest standards of quality and governance.



Our values



Teamwork

Work in a team spirit with cooperation and respect for other opinions to grow and succeed.



Self-development

Empowering our people to reach satisfaction, achieve excellence, and exchange scientific and professional skills.



Community

Enriching community knowledge by participating in sustainable development programs.



Responsibility and Commitment

Our commitment to the customer as individuals and as an organization and the determination to achieve success.



Integrity and Credibility

Enhancing our service with ethical and professional standards and a commitment to transparency and clarity in all transactions.



Creativity and Innovation

Continuous improvement of our operations by encouraging creativity and innovation.



Excellence and Sustainability

Professionally striving for exclusivity and excellence in achieving our promises to delight our customers.

Strategic Plan 2021-2026



Strategic Plan Objectives



1. Excellence and leadership in providing educational and training services

1. Expanding the introduction of new educational and training paths.

- 1.1. Introducing new educational paths in the Master of Quality Management program.
- 1.2. Expanding and offering new areas of studies (such as recycling, information security, protection of intellectual property and talent management).

2. Developing the postgraduate programs postgraduate to be based on knowledge management.

- 2.1. Develop a mechanism to receive new and innovative ideas for the development of postgraduate programs.
- 2.2. Reviewing/developing the scientific material for the courses of the postgraduate programs.
- 2.3. Developing mechanisms for evaluating Master of Quality Management courses.
- 2.4. Developing mechanisms for evaluating PhD courses in Quality Management
- 2.5. Empowering learners with the latest knowledge and appropriate skills to keep pace with the requirements of the labor market and opportunities for advancement or career change.

3. Strengthening scientific publishing

- 3.1 Encourage PhD learners to publish research papers.
- 3.2 Establishing direction towards each faculty members at the institute with international publication and to attend international conferences.

4. Providing distinguished and smart educational/training services

- 4.1. Seeking to provide smart educational/training classes (hardware, tools/software).
- 4.2. Includes the programs and the training courses provided by the Institute on the AAST platform.
- 4.3. Review the capacity of the classrooms and maintain the international standards in the spaces designated for learners/trainees.
- 4.4. Develop and implement an E-marketing/Branding mechanism for the institute and the services provided.

2. Provide the necessary support for maritime training and education services to ensure sustainability and compliance with regional and global requirements

1. Development of maritime education and training

- 1.1. Participation in the development of the scientific material for the courses of marine education programs
- 1.2. Providing updated training programs to develop maritime training (Organizational Resilience - Occupational Health & Safety - etc.)

2. Sustaining the international standing of maritime education and training service

- 2.1. Designing an award for institutional excellence in the field of maritime navigation under the sponsorship of the Institute of Productivity and Quality.
- 2.2. Providing advisory services to support maritime education and training services and ensure compliance with regional and global requirements in accordance with the latest approved international standards



3. Strengthening the international presence and influence of the Institute

1. Partnerships with foreign universities

1.1. Establishing a joint venture educational program with a foreign university (Dual Degree)

2. Strengthening the international prestige of the Institute's activities

2.1. Establishing of the Institute's Board of Directors, which is composed representatives of industries, university education, and relevant authorities, to support the Institute's progress at the local and regional levels.

2.2. International partnerships and cooperation agreements with international and regional bodies.

2.3. Hosting the Industry/Academia Forum for trainees/students and inviting businesspersons and relevant authorities to fill the gap between what is taught and what is applied in the labor market and the skills needed to face future challenges.

2.4. Expansion of the Institute's services in new governorates.

2.5. Attracting the largest number of companies to qualify them to obtain certificates in various management systems through the Industrial Modernization Center.

3. Strengthening the spread in the countries of the African continent and the Gulf countries

3.1. Establishing new channels to provide service in African and Arab countries to increase training programs and provide advisory services and graduate studies.

4. Expansion in institutional excellence

4.1. Designing awards in the field of institutional and individual excellence and production quality, under the sponsorship of the Institute of Productivity and Quality where companies and individuals will compete to gain the award.



4. Social Responsibility

1. Developing the capabilities and skills of employees

- 1.1. Attendance of Faculty members to self-development courses.
- 1.2. Developing the capabilities of employees by organizing tailored training programs.
- 1.3. Enrolling employees in external/internal training programs.

2. Building bridges of communication with graduates and sponsors

- 2.1. Increase interaction on the MQM website and update the database.
- 2.2. Inviting graduates and sponsors to the institute's seminars and conferences to study the needs of the labor market.
- 2.3. Preparing a periodical electronic magazine.
- 2.4. Supporting communication with graduates by establishing training agreements – internship recruitment.

3. Developing the role of training and consulting at the institute to fulfill the social responsibility

- 3.1. Introducing seminars and workshops for students, graduates, and workers to raise awareness of the latest programs that are compatible with international standards.
- 3.2. Contribute to providing free consulting services to some government agencies and those with an impact on society.
- 3.3. Training postgraduate students at the Institute on consulting work under the supervision of the advisory team.
- 3.4. Enrolling percentage of students with disabilities and offering them special discounts.
- 3.5. Implementation of field visits and workshops for companies, unions, and institutions to introduce the activities of the Institute.

4. Spreading a culture of environmental sustainability

- 4.1. Encourage a culture for preservation of energy and water consumption through training and awareness campaigns.
- 4.2. Implementation of environmental sustainability initiatives towards transforming the institute into a green facility.

5. Strengthen the identity and belonging to the Institute

- 5.1. Maintain meetings between members of the work team to strengthen ties and relationships to create a positive work environment.
- 5.2. Schedule a date for the staff breakfast of the institute during the month of Ramadan.

Academic programs with sustainable development activities



- PQI provides the postgraduate students with a range of courses that incorporates knowledge with skills addressing the up-to-date global concepts and challenges facing the community. Sustainable development addressed in the UN SDGs is one of those global challenges.
- PQI was ready to prepare its students with the knowledge and skills to take part in facing this global challenge by offering a number of courses that addresses one or more of the SDGs.

Helping organizations towards Sustainability



Training programs towards
Sustainable development



Consultation activities for
Sustainable development

- With respect to our strategy towards raising awareness to the community on sustainable development and related environmental and social issues, PQI worked with organizations to help them establish their Sustainability Reports.
- We also held several training programs that serves to the implementation of sustainability within an organization in the field of environmental management, business continuity and others.

Training programs towards Sustainable Development

- Through 2020 and 2021, PQI training department was able to train governmental utilities, industrial and educational entities.

Course Name	Date	Company Names
Understanding Environmental Management System ISO 14001:2015	February 2020	Alexandria Water Company
ISO 22301:2019 BCMS General Awareness & Internal Audit	July 2020	Arab Academy for Science, Technology and Maritime Transport
ISO 22301:2019 BCMS General Awareness & Internal Audit	October 2020	Al Ezz Dekheila Steel - EZDK
Understanding Environmental Management System ISO 14001:2015	March 2021	Beheira Drinking water and Sanitation Company

Consultation activities for Sustainable Development

- PQI provided consultation activities to a number of organizations to build their Sustainable development system according to ISO 26001 standards for social responsibility addressing societal, environmental issues and assessing the organization commitment to sustainability in its overall performance.

Organization Name	Field of work	Date
Alexandria Water Company	Water company of the city and the governorate of Alexandria, Egypt	2020
Egyptian Projects Operation and Maintenance (EPROM)	Largest operation and maintenance company in Egypt and North Africa in the field of oil	2020-2021
Alexandria Mineral Oils Co SAE (AMOC)	Egypt-based company that operates in the petroleum industry.	2021-2022

Projects addressing the SDGs

- PQI won a tender by the UNDRR (THE UNITED NATIONS Office for Disaster Risk Reduction) for the project of Building Back Better from COVID-19 in the Arab States by Applying the Sendai Framework for Disaster Risk Reduction and Enabling a Prevention-Oriented and Risk-Informed Approach.
- This project responds to SDG 11 for making cities resilient. The project was fulfilled during 2021-2022 to assess resilience of 6 cities in Egypt and Jordan.

Quality Magazine

- PQI has been preparing through 2021 to launch its new e-magazine – "Quality Excellence." It is scheduled to release its first issue in August 2022 with the theme "Sustainability."
- The main aim of the magazine is to provide a platform for sharing knowledge and thoughts on various themes with respect to the concepts, practices and the future of Excellence.

Part III.

Measurement of Outcomes

Master of Quality Management “MQM”

- Out of 48 courses offered in the MQM program, 22 courses address one or more of the SDGs, representing 46% of the courses.

Course Name	SDGs
Competing in Global Environment	8, 9, 17
Quality Management	9, 12, 17
Customer Relationship Management	17
Advanced Topics in Quality Management	9, 17
Business Continuity Management System	8, 9, 11
Supply Chain Management	17
Food Safety Fundamentals and Principles	2, 3, 12
Healthcare Management	3
Certified Professional in Healthcare Quality (CPHQ) Review	3
Energy Management System	7, 12
Occupational Health and Safety Management System	8
Information Security Management System	9, 11
Environmental Management System	13
Healthcare Quality Management Basic Principles	3
Patient Safety and infection control	3
Risk Management in healthcare	3
Healthcare Governance and Excellence	8, 16
Principles of Organizational Excellence	8, 16, 17
European Excellence Model (EFQM)	16
Job Safety Analysis and Safety at Work	3, 8
NEBOSH Awards and OSHA Standards Awareness	3, 8
Food Safety Technologies and Inception	3

Doctorate of Quality Management “DQM”

- The DQM program offers 15 courses, out of which 6 addresses the SDGs representing 40% of the total courses.

Course Name	SDGs
Strategic Organizational Excellence	8, 16, 17
Sustainability and Social Responsibility	11, 16
Strategic Business Management	16
Advanced Applied Economics	8
Corporate Governance and Excellence	8, 16
Knowledge Management	17



Conferences, Seminars and Workshops

- During 2020 and 2021, PQI held 22 events to raise awareness among our students, clients, employees, and different community sectors towards topics affecting the environment, society, and educational capacity building. Those are some of the events and the targeted audience:

Seminar	Audience
Managing the Global Economic Impact of the Coronavirus	Service and industrial sectors as the health care sector.
Impact of the Corona crisis on preventive measures to control food safety	Service and industrial sectors as the health care sector
The Role of Institutional Resilience in the Crisis Management System	Service and industrial sectors
Write the story of your future	Service and industrial sectors AAST Responsibility Centers AAST Undergraduate Students
The role of the Egypt Award for Government Excellence in supporting the higher education system	Service and industrial sectors AAST Responsibility Centers AAST Undergraduate Students
Requirements for accreditation of health facilities	Health Sector
Medical Records Requirement as National and International Standards Accreditation	Service and industrial Health Sector
Lean Six Sigma	Service and industrial sectors
Online Learning: Education's New Normal	Service and industrial sectors Undergraduate Master of Quality Management
Top Trends in Occupational Health and Safety Training - New NEBOSH IG Certificate Syllabus and Examination Systems	Service and industrial sectors
Career Development	Service and industrial sectors
Digital Transformation and Industry 4.0	Service and industrial sectors
Organizational Resilience and Business Continuity Management	Service and industrial sectors Head of departments AAST Bachelor's students
Future Foresight: Approaches and Tools	Service and industrial sectors Head of departments AAST Bachelor's students

Conferences, Seminars and Workshops

Workshops	Audience
Kaizen Applications in Healthcare	Health Sector
Leadership and Strategic Thinking for Entrepreneurs	Service and industrial sectors
World Quality Week	Service and industrial sectors Head of Quality and Safety Sectors at the National Authority for Egyptian Railways Learners and graduates of the Master of Quality Management PhD students in Quality Management



Training sessions	Audience
Ensuring performance and productivity in light of the repercussions of the emerging COVID pandemic	Service and industrial sectors AASTMT employees
Curriculum Design & Development	Educational entities
Risk Based Thinking	Educational sector
Sustainability	Service and industrial sectors

Conferences	Audience
International Conference on Future Studies	PQI Employees Graduates of the Master of Quality Management

Hosting World Environment Day

- PQI organizes the annual celebration of the World Environment Day in collaboration with the United Nations since 2014. Due to the COVID pandemic, the celebration was postponed during 2020 and 2021.

PQI's actions taken to support UN Global Compact Principles

- PQI aims to establish the UN Global compact principles within the community. PQI participates in management of the work force created by the AASTMT to establish the SDGs within all campuses and the surrounding community.
- A work force of 17 officers each responsible of an SDG and aided with a network of students and employees to promote, implement, and advance the 17 UN SDGs across all AASTMT campuses in Alexandria, El Alamien, Cairo, Aswan, and Port-Said.
- The workforce had one main mission, to establish a sustainable educational system within AASTMT. In 2022, we moved up in the (THE) Impact Rank and reached rank 408 out of 1406 worldwide institutes. Moreover, we were ranked 22 worldwide in SDG7 for affordable and clean energy, competing with international institutes. In addition, we were ranked number 1 in Egypt in SDG4 for Quality Education.

PQI continues support of UN GC principles



Environment

- PQI continues adopting the paperless system. Almost 70% our work is paperless with 10% increase than previous two years. Our consumption of paper and printer supplies have simultaneously decreased.
- PQI adopted an initiative of “Turn All Off” encouraging employees to check putting all lighting system and other power sources off before leaving the office.
- PQI encourage employees to walk or cycle to work, especially that 60% of employees are living within short distances from our premises. This of course reduced the gas emissions.
- PQI increased the radius of green area planted at the entrance of the institute to cover to encourage neighbor buildings to do the same



Anti-Corruption

- PQI is establishing anti-corruption policies within the AASTMT, our mother institute as part of the activities of establishing the SDGs within our community.





PQI continues support of UN GC principles



Human Rights

- PQI continues its support of human rights that reflects in our 55% of female employees with equal rights and payments as male employees.
- PQI continues offering discounts to youth learners in our postgraduate programs to encourage to encourage them to join our academic program and enhance their career prospective.



Labor

- PQI is establishing labor policies within the AASTMT as part of the activities of establishing the SDGs within our community. This includes prohibition of child labor in all of its activities, and we make sure that our stakeholders abide by child labor international rules.
- PQI supports equality in all forms that reflects in the equal opportunities provided to employees of all genders at the workplace.



Arab Academy

For Science, Technology and Maritime Transport

Productivity and Quality Institute

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