



# 2021 CSR REPORT

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# 2021 CSR REPORT





#### HUMAN RIGHTS

- 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.

#### LABOUR

- 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 effective abolition of child labour;
- Principle 6: the elimination of discrimination in respect of employment and occupation.

#### ENVIRONMENT

- 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.

#### ANTI-CORRUPTION

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

# LETTER FROM OUR SENIOR VICE PRESIDENT



On the nature preservation front, we continue our support to the Shouf Natural reserve, the largest of Lebanon nature reserves, because we strongly believe in the necessity of preserving our country's nature.

Our Lady of Hope Foundation, the Fattal Foundation for Education, continued to pursue its mission despite the many challenges. Schooling grants to kids of families whose financial means have been compromised continued to be distributed. Education remains a key element for injecting hope amidst our extremely challenging times, because no student should be left behind.

As we release this 2021 CSR Report, we are proud of our impact on society through furthering our Corporate Social Responsibility initiatives despite a very challenging context. Indeed, the world in 2021 navigated a continued pandemic response, which was coupled in Lebanon by surging inflation, collapse of public services, internal political discord, impoverishment of the population and mass brain drain, all creating long-lasting scars on the economy and society. Through it all, the Fattal CSR department continued to carry on more than ever its activities focused on its four pillars: Employees Wellbeing, Environment, Empowerment to Community and Education.

Employees' wellness being at the core of our social responsibility approach, the process of the Fattal community Covid-19 vaccination kicked off in June 2021, thanks to the tremendous efforts of our teams. The Pfizer vaccine was secured free of charge to 1500 employees and their immediate family members, accelerating the herd immunity across

the company and the country.

Enhancing the health safety of our employees during lockdown was also a major concern, which we tackled through wellness activities focusing on physical and mental health.

The scale and scope of Lebanon's depression made our Commitment to Community even more necessary. Food boxes and hygiene kits were distributed to families across various areas in Lebanon. Fundraising initiatives were conducted to help disadvantaged students buy their school supplies, or donate to NGO's feeding the hungry.

Environmental Sustainability is at the core of our CSR engagements, as we look at reducing the impact of our company by coming up with specific targeted initiatives. Amidst all of these crises, we haven't lost sight of our essential role in protecting the environment through our company-wide program of recycling and energy Consumption.

As you read our 2021 CSR Report, I hope you see a thoughtful, mature yet progressive company with a balanced approach to our social and environmental commitments. Close partnerships among our employees, customers, suppliers, community partners and others have made it possible. In spite of trying times, our Commitments & Values have not changed. We remain true to our commitment to the UNGC 10 principles and to the Sustainable Development Goals of Zero Hunger, Good Health & Wellbeing, Quality Education, Climate Action and Partnership for the Goals. We are the same company with the same dedication, always working for a sustainable tomorrow.

**Bertrand Fattal**  
Senior Vice President

# OUR COMPANY

Headquartered in Beirut, our company - Fattal Group - was founded in 1897. We are agents of renowned international, regional and local brands with 120 years of experience in distributing products to the market. Our Group's solid workforce infrastructure and diversified trade network are the recipe of our successful business record. We handle a wide portfolio of products and services encompassing several categories such as food and beverages, home and personal care, pharmaceuticals, medical and office equipment, perfumes and cosmetics, jewelry, electronics and home appliances, to name but a few.

Many of the brands we represent belong to Fortune 500 companies. We are as well, proud recipients of numerous awards from our suppliers and varied other stakeholders. Via our portfolio of quality brands, we thrive to improve the daily lives of 60 million families in the region and directly employ more than 2,800 people in the Arab world out of which 24% are women.

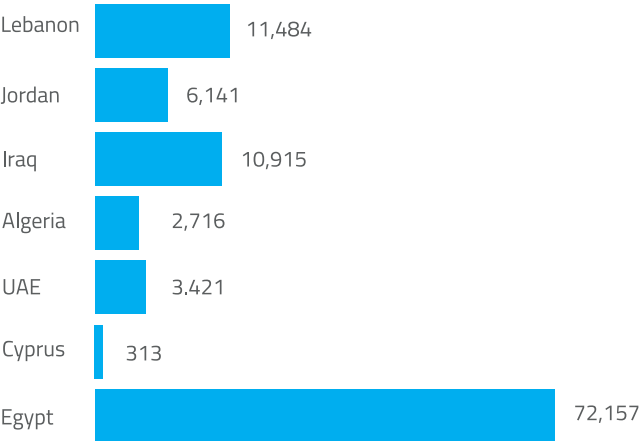
**BEYOND DISTRIBUTION, WE STRATEGICALLY VENTURED IN DIRECT SALES, RETAIL AND LOGISTICS WITH A BLUE CHIP REPUTATION IN LEBANON AND THE MIDDLE EAST. OUR COMPANY HAS A CULTURE OF HUMILITY, RESILIENCE AND SALESMANSHIP AND STANDS ON ITS CORE VALUES OF COURAGE, TRUST, RESPECT AND SHARING.**

# WHERE WE OPERATE

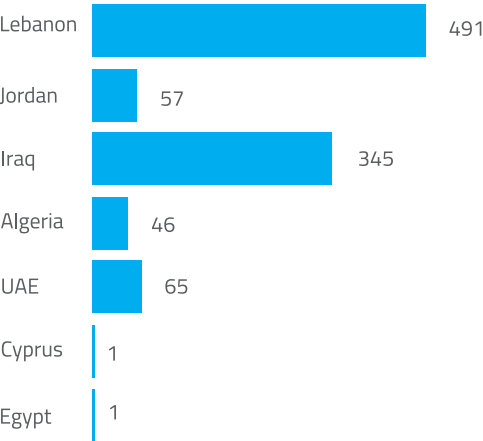
Operating as direct distributors in Lebanon, Jordan, Iraq, UAE, Algeria, Egypt, Cyprus and France and as sub-distributors in Saudi Arabia, Bahrain, Qatar, Oman, South Africa and sub-saharan Africa, Fattal Group is a powerful gateway to reaching millions of consumers in the MENA region. We handle more than 40,000 different SKUs (stock keeping units) across our operations with over 500 trade suppliers and 88,000 customers. More than 50% of our workforce is located in Lebanon.



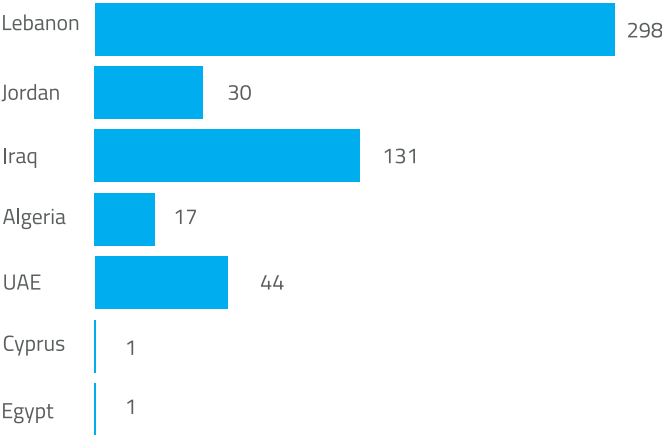
## Number of Customers



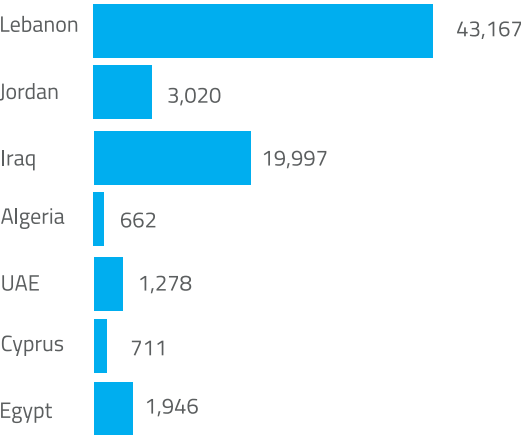
## Number of Brands



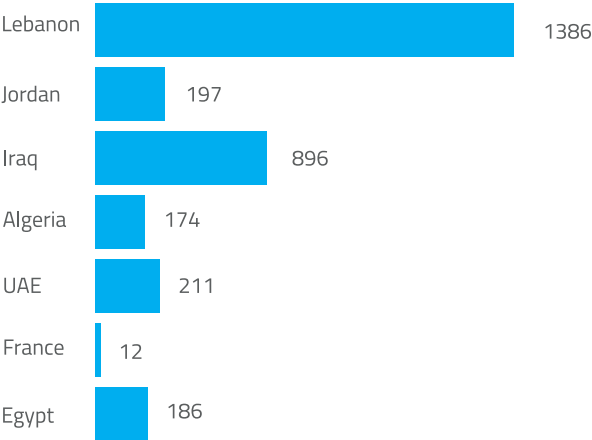
## Number of Suppliers



## Number of SKUs (Stock keeping Units)



## Number of Employees





**OUR  
VISION  
IMPACT  
PEOPLE'S  
LIVES**







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# OUR CSR VISION

Lead positive change in our region and impact 5,000 lives every year through Education, Environment, Community, Services and Employee wellbeing.

# OUR CSR MISSION

Engage at least 10% of Fattal Group staff in Fattal CSR activities to:

- Save the equivalent of 1,000 trees per year through waste management, carbon footprint reduction.
- Optimize our engagement in giving back to community:  
(1) Maintain our current educational commitments and improve quality of our contribution under our Lady of Hope Foundation (2) Empower Entrepreneurs and university students to develop and launch their start-ups by making sure each line of business leverages its industry capabilities to support one new CSR initiative every year, (3) Partner with NGOs and institutions that directly serve our CSR & Corporate vision and mission.
- Strive to safeguard our engagement index at 86% by focusing on employee safety, health, integration, work life balance and recognition.



# EMPLOYEE WELLBEING

HEALTH, SAFETY AND SPORTS



**ZEINA ASSI**  
GROUP HR DIRECTOR

Employees have faced unprecedented personal and professional struggles over 2021. The coronavirus (COVID-19) pandemic has disrupted our way of life and has caused increased stress and anxiety for employees all around the world. In Lebanon, this situation was amplified by the economic crises, the high inflation and by the uncertain political environment. Supporting employees in their personal lives effectively was more important than ever in these harsh times. as employee wellbeing is a key purpose at the heart of our mission.

Despite the many challenges on the economic, political, social and sanitary level, Fattal Group remained keen on employees' rights to Good Health, Wellbeing and Safety. Following up on their mental and financial health, reducing their stress and anxiety, were the highlights of our action plan in 2021.

# HEALTH, SAFETY AND SPORTS

Ensuring health and safety in the workplace has always been a critically important issue, but COVID-19 has forced us to act even more quickly and decisively to keep our employees safe. Slowing the spread of the virus while keeping a supportive and productive work environment was one of our major concerns in 2021.

# FOUR OXYGEN MACHINES FOR THE FATTAL COMMUNITY

In February 2021, in view of the increasing need for home use oxygen concentrators among covid-19 patients, Fattal Management made available 4 oxygen machines (5 liters-dual each) to be used upon need, by the Fattal internal community and their direct relatives: grand-parents, parents, siblings, spouses and kids.

Whenever there was a need for an oxygen machine, employees had to contact the HR department, which coordinated with the Company Doctor for assessment and decided on the way forward on a case by case basis.

The machines were to be retrieved from Fattal premises. Tutorial videos were sent to the concerned employees to explain the mode of use, and three colleagues from Healthcare were available on video calls for additional support on use. In addition, a dedicated Hotline was put in place in case of technical problems. A medical team ensured the proper disinfection of the oxygen machines.



# THE FATTAL COMMUNITY GETS VACCINATED



Unforgettable historical moment on Wednesday June 9, 2021 at Hotel Dieu Hospital: the process of the Fattal community Covid-19 vaccination started! This long-awaited moment was made possible thanks to the tremendous efforts and dedication of the Fattal HR and Healthcare teams who worked day and night, hand in hand, to secure the Pfizer vaccination free of charge to 1500 employees and their immediate family members.

“We feel we helped at the level of the country. Fattal is the only company that offered the vaccine to so many people: not only employees, but their parents, mothers, fathers, spouses and children above 16. Fattal contributed to the acceleration of the herd immunity”, said Zeina Assi, Group HR Director and Lea Feghali, Head of Talent Management.

Elie Hajj, Regional Director of Pharmaceuticals explains: The extra mile the healthcare team did and delivered is linked to the values lived inside our organization. Our people did everything to help and support their “Fattal Family” even though it was not part of their scope of work, deliverables or KPIs. They also made sure that the name of the company would not be harmed.

Hope and eagerness to see the virus spread decrease ensuring business continuity, drove Fattal teams to act outstandingly!





# WELLNESS BREAK

Interview with Ghida Ibrahim, CSR Manager



THE FATTAL CSR DEPARTMENT ORGANIZED IN JULY AND FOR THE SECOND TIME IN 3 YEARS, A FULL MONTH OF ACTIVITIES TO HELP THE FATTAL INTERNAL COMMUNITY FOCUS ON THEIR PERSONAL MENTAL AND PHYSICAL WELLBEING. ACTIVITIES WERE FREE OF CHARGE WITH ALL PRECAUTIONARY MEASURES RESPECTED. GHIDA IBRAHIM, CSR MANAGER, ANSWERED OUR QUESTIONS.

### Why the Wellness Break?

**G.I.:** Amidst the unforeseen circumstances we are going through,

whether due to COVID-19 or the deteriorating eco-social system in Lebanon, not everyone is able anymore to take care of his or her mental and physical health. We are taken too much by worrying about the basic needs of life that we are forgetting to pause and check on our wellness.

### How does the wellness month this year, differ from the one initiated in 2019?

**G.I.:** Employees' wellness being at the core of our social responsibility approach, and because of the critical times prevailing, we were keen on

maintaining our yearly wellness break activities, this year featuring a program that is much more tailored towards mental health and self-care.

### What did the program offer concretely to participants?

**G.I.:** The Fattal community of employees in Lebanon was given the opportunity to participate in various sessions over 2 weeks. The program was actively kicked-off with Sports Mania who helped us organize Basketball Skills and Backgammon competitions on premise. Two colleagues made their way to the



championship: Christian Abi Rached for Basketball and Issa Mrad for Backgammon.

### What about Yoga?

**G.I.:** Yoga lovers participated in one hour of relaxation techniques thanks to our colleague and certified Yoga Instructor Celia Hassan. They also enjoyed a tutorial on how to make detox drinks at home, presented by Carmen Ghantous, our certified dietician and coworker.

### We noticed a lot of importance was given to topics such as Mental Health

### and Mindfulness; Can you tell us more about it?

**G.I.:** Talking Mental Health is not optional anymore. Everyone is responsible to lift the mental health of others. Following the survey we launched earlier this year, we hosted Dr. Mia Atoui from Embrace 'Mental Health Center' who presented an awareness session around this topic discussing the main symptoms to detect a severe depression. Other steps will follow during the course of the year, so that we do not leave behind any colleague struggling with mental health issues.

Mindfulness is the ability to disconnect and focus one's thinking on the moment. Challenging? Yes, but possible. This is what we learnt through the meditation session moderated by Charbel Nasser.

### Staying positive sounds Chinese to many of us these days. Can you talk to us about the session that was dedicated to that?

**G.I.:** I agree it might seem Chinese, but have we tried "Grounded positivity"? This was the core concept behind the emotional session given by the Leadership and Culture Transformation Facilitator, Christine Francis. A 2-hour session of tools and techniques around the change and transition model exploring the grounded positivity wheel.

### How was the wrap up?

**G.I.:** Before talking about the closing activity, I wish to mention that it has been almost 2 years since we did not meet for fun. It was time! Four team-building activities took place at the company Basketball court, promoting values of teamwork, trust, leadership and courage. In terms of wrap up, it was as active as the kick off! Colleagues and their family members enjoyed a beautiful sunset while biking at Beirut Waterfront.

### Would you like to add anything?

**G.I.:** I am grateful for everyone who attended, for believing in self-care and spreading this spirit across at work or in his or her personal environment. Self-care is the way to give back. If you do not care about yourself, you cannot care about others!





# VISION TESTING DAY AT BERNARD FATTAL AUDITORIUM

On Wednesday December 8 and Thursday 9, 140 Fattal Colleagues and their families had their vision tested free of charge at Bernard Fattal Auditorium thanks to the joint initiative between Fattal CSR Department and ACUVUE. In line with the COVID-19 measures taken inside the company, testing was only possible by appointment allowing enough time between each person for proper disinfection of the equipment and the personnel. A special acknowledgement to the Fattal Acuvue team for their involvement and dedication in making out of this yearly initiative a great success!



# CHERRY PICKING ACTIVITY



While most of Fattal community had been vaccinated and becoming immune to Covid-19, there was no better than a cherry picking activity to kick off some outdoor social gatherings among Fattal colleagues. On Friday June 18, a group of CSR volunteers visited a farmer in the beautiful Jwar el Hawz Village, Metn area, where they enjoyed picking up cherries in a fresh and healthy environment. Volunteers bought all the quantities they picked (30 kgs), as part of their support to the community.



# BACK TO SCHOOL COPY BOOKS INITIATIVE

Under the harsh social and economic circumstances prevailing in Lebanon especially during the Back To School period, Fattal CSR carried on successfully and for the second year in a row, the copy books initiative. 600 OPP school and university note books were provided to the Fattal Community at a preferential price helping them to avoid the hassle of driving to bookshops and paying a more expensive price. When it's education, it always matters!





# SENIORITY RECOGNITIONS UNDER THE PANDEMIC

As a core belief in the wellbeing of our employees, recognizing performance is a practice our company has been embracing all from the start.



In 2021 and despite all the challenges, Fattal continued to honor colleagues’ 8,15 and 25 years of seniority. However, and abiding by the strict precautionary measures, all celebrations took place in November and December either outdoors collectively or indoors individually, substituting the traditional lunches with a cake cutting and remittance of appreciation tokens. 63 colleagues celebrated their 8 years of service, 22 colleagues their 15 years of service, and 6 colleagues celebrated their 25 years of service!

We also share with our workforce their moments of happiness and grief throughout a well-designed community news communication scheme with appropriate gestures and tokens of solidarity.



SENIORITY	2021	BENEFITS AND TOKENS
YEARS 8	63 employees	Certificate of recognition, Bronze pin, Purchase Voucher: LBP 3,000,000, 8 months Gym membership
YEARS 15	22 employees	Certificate of recognition, Silver pin, Purchase Voucher: LBP 6,000,000, Crystal Award 15 months Gym membership Celebration / Gathering
YEARS 25	6 employees	Certificate of recognition, Gold pin, Purchase Voucher: LBP 12,000,000, Crystal Award 25 months Gym membership Celebration / Gathering

OCCASION	2021	BENEFITS
WEDDING	33 employees	Purchase Voucher : LBP 3,000,000
BIRTH	58 children	Purchase Voucher : LBP 1,500,000
GRIEF	58 losses*	Payment Voucher : LBP 100,000 (given to Lady of Hope Foundation)

\*Direct member of an employee family



# ENVIRONMENT



**IMAD NASSAR**  
GROUP PROPERTIES MANAGER

Fattal Group chose the road of true commitment to environment and believes that economic growth and environmental protection should go hand in hand. To limit our impacts as much as possible, we have deployed a broad range of measures covering every aspect of our activities. From saving trees through our paper recycling program, to collecting plastic, nylon waste and cardboard boxes, reducing energy consumption and helping preserve the biggest biosphere resort of Lebanon, we chose the road of true commitment to the environment.



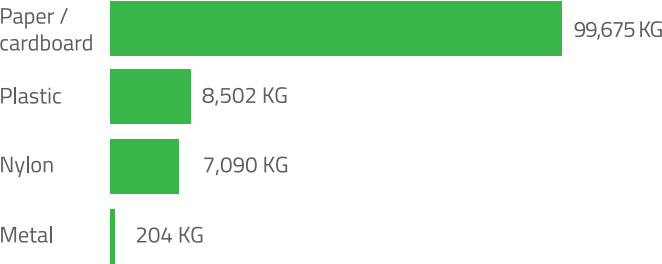


# RECYCLING

Whereas our focus was previously on paper, cardboard and plastic bottle caps, we launched in 2019 a company-wide program consisting in collecting and sorting a comprehensive array of waste. For that, 300 recycling bins were installed all across the company premises (offices, warehouses and outside areas) to collect and sort plastic, metal, organic and paper waste in addition to cardboard, nylon, electronic waste and batteries.

In 2021, we saved the equivalent of 1695 trees via our paper recycling program. We collected and sent for recycling 99,675 Kgs of paper and cardboard waste, 7090 Kgs of Nylon and Plastic waste and 204 Kgs of Metal and Aluminum waste.

## Recycables (TONS)



# ENERGY CONSUMPTION

In 2018 through 2021 we completed the sizable project of shifting to LED technology lightning across our warehouses. Although we planned to replace the company electric generators with environmentally cautious exhaustion engines, the economic collapse hitting Lebanon prevented us from carrying the project towards completion. For the same reason, our plan to install photo-voltaic cells on the roofs of 2 of our major warehouses was postponed.



# NATURE PRESERVATION

## FATTAL CSR COMMITMENT WITH THE SHOUF BIOSPHERE RESERVE

Supporting the Shouf Biosphere Reserve, the largest of Lebanon nature reserves, is at the core of our CSR environmental engagements, because we strongly believe in the necessity of preserving Lebanon's nature. Our collaboration with the Shouf Biosphere reserve started a few years back, engaging in yearly projects in order to answer the needs of this beautiful area.

In 2019 and 2020, we rehabilitated the Maasser Forest by planting trees and providing wood benches along the trail. In 2021, we provided the signage of the Ain Zhalta trails.

Al-Shouf Cedar Nature Reserve is a must see: it stretches from Dahr Al-Baidar in the North to Niha Mountain in the South, blanketed with oak and juniper and forests on its slopes. The reserve's most famous attractions are its three magnificent cedar forests of Maasser Al-Shouf, Barouk and Ain Zhalta – Bmohary.

Our nature, our wealth, our purpose, our future! We are responsible for its preservation!



## GREEN WORK ENVIRONMENT

Our commitment to nature preservation is not new. It dates back to the 80's when we started allocating large green spaces whenever new offices and warehouses were built, often at the expense of parking spots.

Our concern to maintain a high ratio of built versus green areas throughout our past, current and future expansion plans, has become a full-fledged

practice of our sustainable growth culture. At our headquarters in Lebanon, employees and visitors benefit from an outdoor tree shaded area similar to a small park often used for recreational activities and outdoor lunch breaks. Similarly, green areas have been taken into account to a large extent in our warehouses in Nahr Ibrahim (North of Beirut) and in our premises in Erbil - Iraqi Kurdistan.



# EMPOWERMENT TO COMMUNITY



**GHIDA IBRAHIM**  
CSR MANAGER

Empowerment to community is a strong pillar of our commitments. Contributing to the development of society from a social and economic standpoint and working to eradicate poverty is one of our main concerns. This mission is more than ever needed in a Lebanon where currency depreciation and sharp increases in prices, especially for food items, continue to erode the purchasing power. According to the World Bank, 80% to 90% of the population lives under poverty line.

Starting from the basic need for food, lack of awareness about health issues, difficulties in accessing education and other crucial problems, the Group CSR Department was particularly active in planning and implementing projects that answer the community most pressing needs, sensitizing colleagues along with their families and friends to support the advocated causes. Away from philanthropy, Empowerment to Community as seen by Fattal Group is an inclusive process whereby the Fattal workforce itself is engaged in each initiative or event targeting the community at large.



# FATTAL SUPPORTS LIFE PROJECT 4 YOUTH



Fattal CSR department was introduced through the UNGC to LP4Y - Life Project 4 Youth, an international organization specializing in the development of innovative solutions for the professional and social integration of excluded youth living in extreme poverty. Since its creation, LP4Y has attached particular importance to supporting excluded Young Women as they build their life projects. In Lebanon, LP4Y is located in the deprived area of Nabaa. In such a context, Fattal CSR offered to help! 8 girls were selected by the NGO to enroll in a mock interviewing program conducted by a group of Fattal employees meant to help the young ladies prepare to enter the world of work. Some of the girls were very shy if not terrified. The Fattal team helped them overcome their anguish giving them the points on which they should work on and welcomed them again for a second round of interviews. Here are the testimonies of the Fattal team who invested time and energy interviewing the girls helping them open up to the professional world and build self-confidence. Rachel Adaimy (Columbus) "My experience with LP4Y was amazing. The idea of being able to help and support young less fortunate people prepare for their job interview is beautiful. What I appreciated even more is that I had the chance to show them as well the many opportunities

that are available in the corporate world and that they can still grab!" Chirstelle (HR Department) "It was a pleasure working with two young women from LP4Y, on career orientation and preparing them for professional interviews, while providing them with key information to improve, according to their individual difficulties." Joelle Ghattas (Romance) "It's a great personal reward to contribute into this humanitarian cause and support these youth to secure a brighter future" Tania Daher (Accounting Department) For Tania, the experience opened her own eyes on the following: (1) LP4Y humanity and caring system in helping the youth develop and be able to work in big companies. (2) The professionalism of LP4Y coaches in terms of communication and follow up, respecting deadlines religiously And (3) The enthusiasm of LP4Y interviewees to learn and improve their life project. Randa Alamuddine (HR Department) "This project gave the youth the experience on how to present themselves for a job interview. I was impressed with one young lady, 17 years old, who presented herself the first time as a shy person. Thumbs up for the turn around that she did when she came to the second interview. She left a great impact on me. Great initiative, all students should go through this experience."

# FATTAL PITCHES FOR THE 'MY CLINIC' PROJECT



Fattal being a member of the Global Compact Network Lebanon, one of the 68 Networks around the world representing the UN Global Compact (UNGC), the CSR department, took the challenge to enroll in the Network's Young SDG Innovators Program (YSIP). YSIP is an opportunity for companies of the UN Global Compact to identify young talent within their organizations in order to collaborate and accelerate business innovation towards Sustainable Development Goals (SDGs). At Fattal, and under the prevailing circumstances in Lebanon, the CSR team decided to go for the Sustainable Development Goal # 3 addressing Good Health and WellBeing of the Fattal community of employees. On September 3, 2021, the United Nations Global Compact Network Lebanon wrapped up a 9 months journey of continued learning, prototyping and design thinking in 2 hours of inspirational talks and expert commentaries during the YSIP Final Event. Throughout the Young SDG Innovators Program and over the course of 9 months, the GCNL has united Fattal Group along with 6 other leading Lebanese companies equipping them with the needed knowledge and skill-set in sustainability, systems innovation and design thinking in order to enable them identify opportunities in the many challenges the country is facing. The Fattal team composed of Joelle Chahine (KFF Beauty & Fashion), Anis Sahih (IT Department), Sally Accaoui (KFF Food & Beverage) under the mentorship of Fattal CSR Manager Ghida Ibrahim, pitched for 'MY CLINIC', a project on which the team has been working for several months. 'MY CLINIC' consists in an on premise free



of charge clinic that offers preventive routine check-ups and contributes to the health and wellbeing of the Fattal internal community. The pitch took place in presence of Executive Director of Global Compact Network Lebanon Deenah Fakhoury and Mathilda Weibel, Global Operations Coordinator at United Nations Global Compact. The 2 hours inspirational event convened a 1 hour of expert commentaries capitalizing on innovation and intrapreneurship to achieve sustainability goals. The session facilitated by Omar Christidis, Founder and CEO of Arabnet, convened top gurus in the sustainability and innovation field: Yasser Akkaoui; Kconcept Holding Chairman, Carla

Saba; Deputy General Manager of Berytech and Mona Itani; Founder and CEO of Riyada for Social Innovation. The jury provided the young Fattal entrepreneurs with very positive feedback on the design thinking and problem solving strategy tackled and developed. The team will be pitching again to the Fattal HR Department and to Fattal Management at a later stage, hopefully to get the green light on the budget needed to bring 'MY CLINIC' to life. The aim is to have the project up and running with the help and support of Fattal Healthcare Division, by 2023. HEALTHY CULTURE AND PREVENTIVE MEDICINE ARE NOT A PRIVILEGE, THEY'RE A SHARED RESPONSIBILITY!



# A SUCCESSFUL ABTAL AL BI'AA ENVIRONMENT CHAMPIONSHIP E-CAMP



In June 2021, due to the lockdown, the Abtal Al Bi'aa Environment Championship Program was back for a series of online webinars. Launched by Lebanon Mountain Trail (LMTA) and co-sponsored by Fattal and Holdal in 2017, this initiative gives employees' children the chance to take part in an innovative environmental camp based on experiential learning, hands-on and enjoyable activities for a better understanding of the Lebanon eco-system and green habits.

Abtal El Bi'aa is definitely one of the most enriching experiences in the framework of Fattal's social responsibility activities. This initiative has a ripple effect on education, the environment, and the importance of partnerships in achieving the desired societal impact. As we wanted to maintain our commitments while respecting the physical distancing and lockdown measures, we chose to shift to an e-version of the camp.

The Abtal El Bi'aa online sessions were amazing as the children were driven by creativity! The activities were organized by the Lebanon Mountain Trail Association and involved 34 participants over 2 weeks, aged between 9 and 11 years old, showing full excitement and awareness of the best practices for safeguarding our environment.

Participants had the chance to learn about the importance of upcycling and various ways to do it. They have also



been asked to invent upcycled projects with the help of their parents using empty jars, plastic bottles or their lids, aluminum or metal boxes, old clothes, cardboard boxes, empty toilet paper rolls, or whatever items found at home. The projects had to be innovative, useful, and enjoyable, as well as creative and artistic. The participants presented marvelous and inspiring projects, mostly made from re-usable materials, some for decorative purposes and others very useful in our day-to-day lives.

In light of the challenging economic conditions, Fattal and Holdal decided, for the Closing Ceremony of the 2021 edition, which took place on June 16, to award the first three winners with financial support on their school fees for the school year 2021–2022.

The winner of the first prize was offered a full scholarship tuition payment, the second prize half a scholarship tuition payment, and the third prize a 30% scholarship tuition payment.

All participants were given a certificate of participation and an eco-friendly bottle produced locally. We are thankful to still be able to invest in the education of our kids even in the darkest days of our country! They are the future, the beautiful future we wish for our beloved Lebanon!





# UNILEVER DONATES TO SCHOOLS THROUGH OUR LADY OF HOPE FOUNDATION



Unilever Lebanon partnered with Our Lady of Hope Foundation as well as other NGOs to ensure communities in Lebanon have access to Lifebuoy’s personal hygiene products which are currently essential in keeping people safe during the ongoing Covid-d-19 pandemic. A total of 3,598 cases of Lifebuoy Sanitizers and Wipes worth of 93,000\$ were entrusted to Our Lady of Hope Foundation for distribution to pupils in Lebanese schools. 32 schools benefited from the donations in the areas of North Lebanon, South Lebanon, Bekaa, Beirut and Mount Lebanon.

Schools picked up their allocated quantities from Fattal warehouses in Sin El Fil and in NIB, the opportunity to thank Excel Logistics for their valuable help. Thank you Unilever for a generous and impactful donation that was felt nationwide! The list of school that benefited from the Unilever donation as follows:



## NORTH LEBANON

École Saint Simon	Beit Mellat	350 Students
École Mar Doumit	Kobayat	750 Students
Collège St Pierre Orthodox	Amioun	400 Students
École des Sœurs de St Joseph de L’Apparition	Maad	160 Students
École Complementaire de Mar Saba Sœurs du Rosaire	Abdine	345 Students
École des Sœurs de Sainte Thérèse	Hadchit	145 Students

## SOUTH LEBANON

École Notre Dame Du Liban des Sœurs Antonines	Rmeich	550 Students
Collège des Sœurs du Rosaire	Saida Maamrieh	200 Students
Collège Saint Sauveur	Joun El Chouf	235 Students
École des Sœurs Saint Joseph de L’Apparition	Deir El Amar	187 Students
Collège Mar Abda	Deir El Amar	130 Students
Collège Saints Cœurs	Jezzine	440 Students

## BEKAA

Collège St Jean Baptiste	Kherbet Anafar	230 Students
Collège et Orphelinat Nd de L’Assomption des Sœurs Salvatoriennes	Ferzol	491 Students
École des Sœurs des Saints Cœurs	Machghara	386 Students
École Nationale Maronite	Baalbek	567 Students
Sœurs Maronites de la Sainte Famille	Btedee	386 Students
École Episcopale	Jdeideh	550 Students

## MONT LEBANON & BEIRUT

École Le Prince Libanais	Jdeideh	200 Students
École Moderne Mixte St Takla	Bourj Hammoud	200 Students
Tms School Taraki	Bourj Hammoud	210 Students
Collège des Sœurs du Rosaire	Bourj Hammoud	800 Students
Collège des Sœurs du Bon Pasteur	Hammana	186 Students
École Notre Dame de L’Annonciation	Kfarchima	540 Students
École Immaculée de Conception	Achrafieh	230 Students
École Sagesse	Achrafieh	500 Students
École Frères Gemmayze	Achrafieh	700 Students
Collège Notre Dame des Frères	Furn El Chebek	900 Students
Collège de La Jeune Fille Du Liban	Beit Hebbak Jbeil	900 Students
École Notre Dame des Sœurs des Saints-Cœurs	Ain El Kharroube	305 Students

## BOARDING SCHOOLS

Couvent des Sœurs du Bon Pasteur (Ecole Notre Dame du Rocher)	Ajaltoun	40 Students
Orphelinat de Jabboule	Baalbek	101 Students



# BEIT AL ATAA’ MEALS TO FIGHT HUNGER



Our partnership with Beit El Ataa’, an NGO fighting hunger by providing meals to the vulnerable in Fattal’s neighborhood, continued in 2021. Through employee volunteering, we used to serve food to around 100 underprivileged elderly at lunchtime on a weekly basis. In addition, we provided basic food and personal care items to cater for their everyday needs. Due to the constraints of the pandemic, serving meals was substituted by donations drawn by colleagues on their personal savings.

17,250,000 LBP were raised since the start of the year until the end of December 2021.



# FABRIC AID: COLLECTION BINS FOR USED CLOTHS



Through partnering with Fabric Aid ([www.fabricaid.me](http://www.fabricaid.me)), we succeeded in helping establish a socially and environmentally conscious value-chain for the apparel industry by installing collection bins for used cloths in the company premises and the surrounding area. In 2018 through 2021, our collaboration resulted in the collection of circa 2.6 Ton of fabric (used cloths in good condition), which were later reconditioned for sale to underprivileged communities at symbolic prices.





## DECLUTTER YOUR CLOSETS



LOOK FOR THE CLOSEST BIN TO YOUR OFFICE

LOCATION 1:  
NEXT TO BOTELLA  
SHOP

LOCATION 2:  
MAIN ENTRANCE OF  
DOLPHIN BUILDING

You can also drop clothes in any of Fattal FabricAID bins located in Horsh Tabet public garden, Sin El Fil Municipality and next to old Beirut Hall.



# CLARINS FOOD BOX DONATIONS

Clarins donated through Romance, our Beauty division, 200 food boxes for disadvantaged families in Lebanon, each box containing a selection of 13 basic ingredients to cover family needs. On Friday the 7th of May, Clarins team, along with Ghida Ibrahim, the Lebanese Food Bank & Libami (Lebanese NGO), distributed the boxes by visiting the families, listening to their stories and meeting their children. Sanitary measures were respected during the visits. Joy and gratitude filled the houses wherever Romance Clarins team was present.



# HOPE HIVE INITIATIVE: THE CHRISTMAS SPIRIT OF GIVING

Thanks to the Hope Hive internal fundraising initiative, the collected financial donations received from colleagues in Lebanon, ex-colleagues and colleagues from affiliates, allowed us to conduct two initiatives: offer a proper Christmas to the disadvantaged girls from Couvent Bon Pasteur, and distribute hygiene kits to 100 families in need.



## CELEBRATION AND GIFTS TO THE GIRLS OF COUVENT BON PASTEUR.

Fattal annual Christmas visit to the girls hosted at the Couvent Bon Pasteur is always a moment of love and joy! These girls suffering from family traumas are hosted by the convent sisters, and each one of them has a story, more or less dramatic depending on the case. They are all educated in the surrounding schools and receive psychological counseling in addition to their studies. When they leave the convent, the sisters continue to help them to the extent of their means. Upon entering the convent and seeing those beautiful faces, one would never think that such youth and beauty hide deep and indelible wounds.

In 2021 and thanks to the Hope Hive initiative, we were able to provide 33 gifts to the girls, out of which 7 were picked by colleagues who preferred to choose the presents themselves. Romance, our Beauty division, offered 3 gifts and Endurance, our Unilever division, provided basic hygiene products.

We were also able to share the joy of the festivities with the girls, celebrating with music and sharing a heartwarming 'Bûche de Noël'. While a humble amount of 270\$ was also offered in cash to the Convent, a colleague who preferred to remain discrete, supported the Convent with an amount of cash aimed at covering fuel expenses, keeping the girls warm during wintertime.

## HYGIENE KITS DISTRIBUTED TO 100 FAMILIES.

The 2022 Hope Hive included another part: 100 Hygiene Kits were distributed to 100 families across various areas in Lebanon. Armada, our UAE affiliate, supported us to cover the majority of the expenses, while Magnet, our Home and Personal Appliances division, covered the cost of empty boxes. Other financial contributions were used to cover the remaining expenses.

Solidarity and love are values that keep the spirit of giving alive no matter how tough the conditions were!





# EDUCATION



**CAROLINE FATTAL**  
CHAIRPERSON

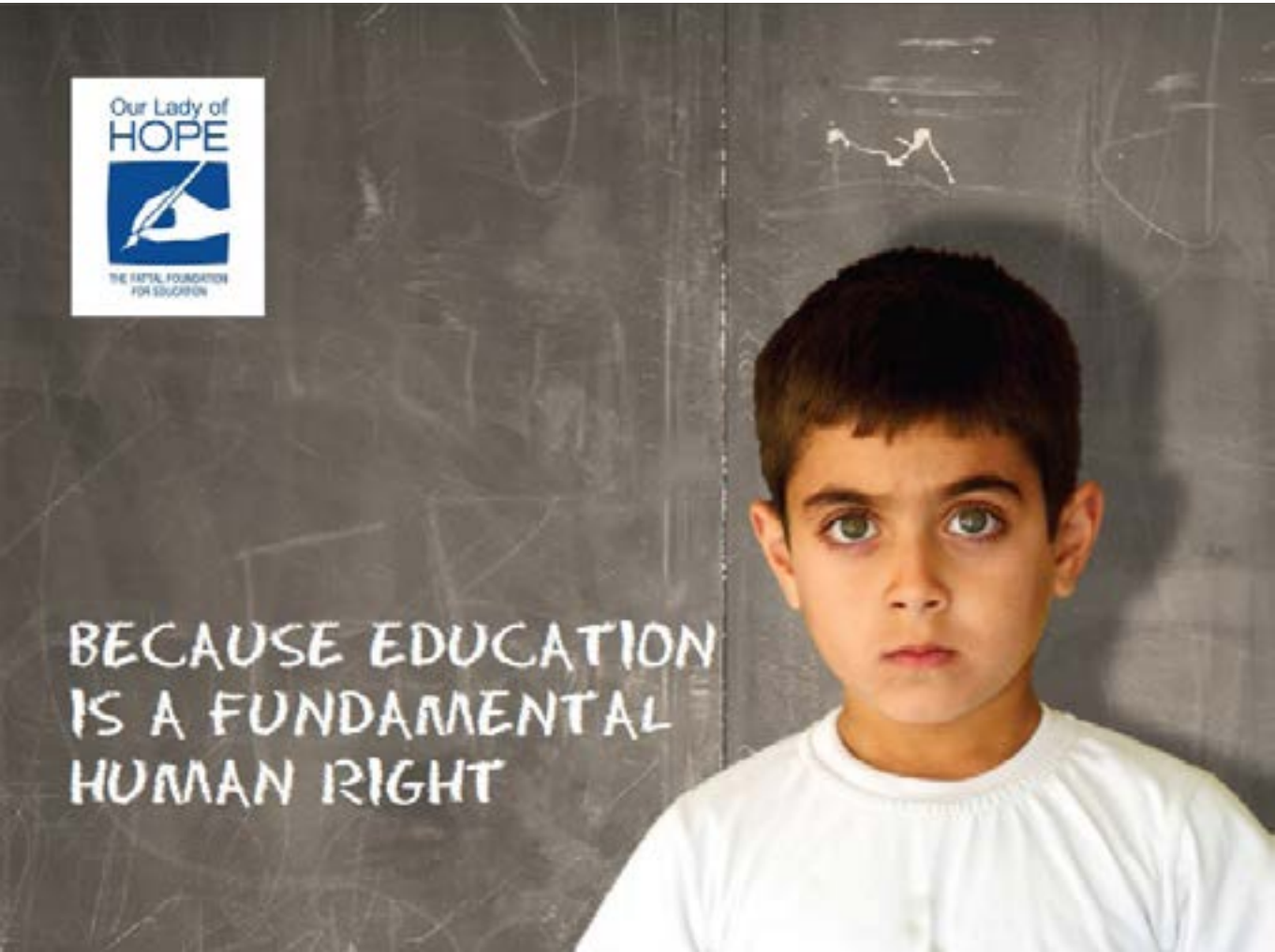
The mission of Our Lady of Hope, the Fattal Foundation for Education, is to allow deprived Lebanese children to have access to schooling. The Fattal Foundation was born in 1987 out of its founders' firm belief that the source of Lebanon's strength and resilience is the education of its children.

In the absence of state reforms to deal with the dramatic economic situation in Lebanon and the alarming falloff of the education sector, our pledge to fight against school dropouts, child labor, and illiteracy is more than ever a moral duty. The battle today is even fiercer than 35 years ago when Our Lady of Hope Foundation for Education was born in response to the consequences of the civil war. We are keeping our promise made to our country and its children, and renewing our commitment to stand for education as a human right.



# OUR LADY OF HOPE, THE FATTAL FOUNDATION FOR EDUCATION

Our impact is not limited to the number of students we are currently supporting nor to the 31,000 students we have reached out to since 1987. In fact, our impact goes beyond numbers, and is best measured by the difference we made in the lives of students, their families, and in the survival of educational institutions especially those located in underprivileged areas. It is all about hope and light we bring to Lebanese families in the absence of any kind of state support.



**31 SCHOOLS HELPED IN 2021**

In 35 years, we worked closely with more than 100 private schools across Lebanon. Our long-lasting history of interacting with school principals helped us assess thoroughly the extent to which they prioritize quality education. We work with schools that have a fair number of students and enough transparency in their budgets to avoid investing while there is a high risk of closure.

Aiming at nurturing longer-term partnerships with schools,

and for the benefit of the students we help, we decided in 2020 to reduce the number of establishments we work with down to 30. The readiness of schools to collaborate in the selection process of potential grantees and the meticulous process of following up on their academic performance is a key element of the success of our mission.

Aiming at reaching out to 1000 students by the school year 2024/25, we have recently added one institution located in an underprivileged area of Lebanon.



CHOUF AND SOUTH LEBANON		
1	École Notre Dame Du Liban des Sœurs Antonines	Rmeich
2	École des Sœurs Saint Joseph de L'Apparition	Deir El Amar
3	Collège des Sœurs du Rosaire	Maamrieh
4	Collège Saint Sauveur	Chouf
5	Collège Mar Abda	Deir El Amar
6	Collège des Sœurs des Saints Cœurs	Jezzine
NORTH LEBANON		
7	École des Sœurs Saint Joseph de L'Apparition	Maad
8	École Saint Simon	Beit Mellat
9	Collège des Sœurs du Rosaire	Abdine
10	Collège des Sœurs de Sainte Thérèse	Hadchit
11	École Mar Doumit des Pères Carmes	Kobayat
12	Lycée Saint Pierre Orthodoxe	Amioun
13	Collège Saint Joseph	Miniyara
BEKAA		
14	Collège et Orphelinat Nd de L'Assomption des Sœurs Salvatoriennes	Ferzol
15	École des Sœurs des Saints Cœurs	Machghara
16	École des Sœurs Maronites de la Sainte Famille	Btedee
17	École Nationale Maronite	Baalbek
18	École Episcopale	Jdeideh
19	Collège St Jean Baptiste	Kherbet Anafar
BEIRUT, MONT LEBANON AND KESERWAN		
20	École Sainte Rita	Dbayeh
21	Couvent des Sœurs du Bon Pasteur	Shaileh
22	École Moderne Mixte Sainte Thècle	Bourj Hammoud
23	École Immaculée de Conception	Achrafieh
24	École Notre Dame de L'Annonciation	Kfarchima
25	Collège Notre Dame des Frères	Furn El Chebek
26	Collège des Sœurs du Rosaire	Bourj Hammoud
27	Tahwita Modern School	Sin El Fil
28	École Qamh El Zaman	Jdeideh
29	Collège de La Jeune Fille Du Liban	Beit Hebbak Jbeil
30	École Notre Dame des Sœurs des Saints-Cœurs	Ain El Kharroube
31	École Notre Dame de la Délivrante	Ghosta



**IN 2021**  
WE COLLABORATED  
WITH 31 SCHOOLS  
ACROSS ALL LEBANON.



**IN 2021**  
WE REACHED OUT TO  
665 LEBANESE STUDENTS  
ACROSS LEBANON.



**IN 2021**  
WE CONTRIBUTED  
TOWARDS TUITION  
FEES 1550 MILLION LBP

**665 STUDENTS HELPED IN 2021**

Early 2020, in response to the very difficult livelihood conditions in Lebanon, our board set the objective of reaching 1000 grantees by 2024/25. The process of doubling the number of students in 3 years started bearing fruits in 2021/22 moving from 450 to 665 students.

Selecting students is a thorough process carried out by our social worker based on criteria that include socio-economic factors topped with a fair academic performance. The process targets students in early elementary classes (Grade6/EB6), providing them with a 4-year financial support scheme extending a sense of security and comfort to the families. Students who successfully pass (Grade9/EB9) are encouraged to continue the secondary cycle in private schools, supported by Our Lady of Hope Foundation, as part of a new program launched early 2022

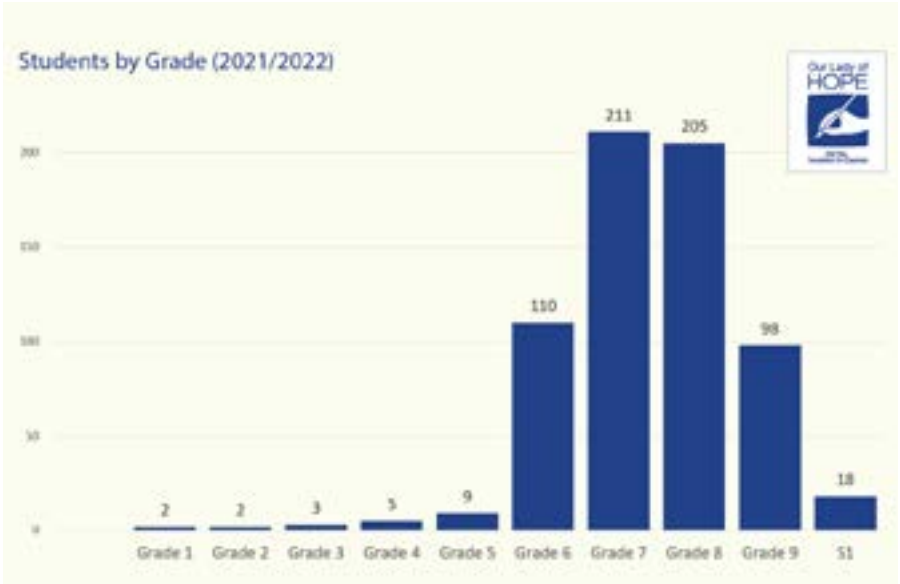
in response to the economic situation in Lebanon.

Just as our mission is to ensure quality education to Lebanese students without any religious or geographic discrimination, we make sure we respect gender equality standards by having a fair distribution of grants between young girls and boys.

**1,550 MILLION LBP TUITION FEES CONTRIBUTION IN 2021**

We believe in the power of collective responsibility. Parents, administrations and funding networks should each take responsibility in securing the future of kids' education. In 2021/22, in response to tuition fees drastic increase and currency devaluation, we adjusted our contribution. We currently cover 50% of yearly schooling fees instead of 750,000 LBP/student flat amount.

Our aim is to double our grants total value in 2024/25 reaching 3 Billion LPB.





# FATTAL COMMUNITY RUNS FOR THE EDUCATION CAUSE



*The Beirut Marathon is an exceptional event: rarely does one activity in Lebanon have the power to bring all people together running for good causes. Our Lady of Hope was proud to be part of it again in 2021 after the lowdown interruption, and the CSR committee turned this participation into a real success once again!*

On Saturday November 13, Fattal joined forces with Beit El Baraka running for the cause of education. Despite the challenging situation in the country, Beirut Marathon was set to be back in 2021 after a 2-year forced pause. Eight NGOs were selected to participate in the 5KM Run-For-a-Cause race representing Lebanon's most urgent causes to support. Recently, Beit el Baraka embarked in helping families afford the schooling of their kids. 50 participants from Fattal wearing Our Lady of Hope Foundation T-Shirts demonstrated how important it is to rally with other NGOs supporting a common cause.

# BACK-TO-SCHOOL FUNDRAISING INITIATIVE



This Back-To-School season and thanks to Fattal employees generosity, Fattal CSR Department was able to raise 23 Million LBP to help 22 students whose families are in difficult financial conditions. The purpose of the fundraising was to reach out directly to students supported annually by Our Lady of Hope Foundation, providing them with an additional amount of 1 Million LBP to cater for the increased costs of copybooks and miscellaneous school supplies. The initiative was launched across the company in September-October, aiming initially at raising 15 million LBP supporting 15 students. The Fattal community amazing sense of solidarity made it possible to help 7 more students!

The selection of students was carefully made through Katia Chalhoub, Our Lady of Hope Foundation social assistant, who delivered a personal letter addressed to each student on behalf of the Fattal Community. This initiative revealed stories of pain and suffering that accompany parents and kids in their journey to acquire proper education. Families with one income, medical cases, social cases, lack of medical coverage, limited income etc. Yet, beyond the donated money, the emotional bond created between Fattal Group and the beneficiaries reflected a true message of hope, the essence behind the establishment of the Fattal Foundation in 1987.



A big thank you to our community of volunteers who are the assets and the drive behind our CSR.

This report has been conceived by the Fattal CSR department, together with the Corporate Communications and the HR departments.



