



February – March 2021

“Turning a Setback into a Comeback”

CCC's Corporate Volunteering Program Goes Global

by Rosie Nasser

Isolation. Quarantine. Social Distancing. Masks. Lockdown. These are the words that we heard and had to work with during the COVID-19 pandemic. On the positive side, the pandemic also meant responsibility, togetherness, adaptation and opportunity.

With the outbreak of the Covid-19 pandemic and the numerous lockdowns, we all faced challenges on how to adapt to working remotely; similarly CCC's Corporate Volunteering Program faced some setbacks and many planned volunteering activities were cancelled. However, this led CSR to think outside the box, and obliged us to look into alternative ways of achieving our mission, of engaging staff to make a positive impact

on our communities, while at the same time safeguarding and protecting them. In other words, we realized the immensity of the issue at hand, accepted it as a hindrance to progress, and turned this obstacle and challenge into limitless opportunities.

CCC's Volunteering Program has shifted into on-line volunteering which in turn resulted in expanding CCC's employees' engagement on a global level. As an example, on-line volunteering has opened the opportunity for a volunteer in Qatar or the UAE to provide assistance to a charity serving the educational needs of refugee youths in Greece. The needs of nonprofits and charities for volunteer assistance continue during the pandemic, and for many have increased tremendously. The blessing of COVID-19 is that one can sit on Zoom and give tremendous value to organizations that are trying to survive through difficult challenges. CSR has been reaching out to various NGOs and connecting CCC volunteers from various countries of operation to NGOs to provide them with their professional expertise. Some examples of e-volunteering include on-line training, webinars, mentoring, translation, research, writing and editing, social media management, campaign coordination and graphic design.

Today I am happy to say that we turned the difficulties and challenges to limitless opportunities, and special gratitude goes out to all of the volunteers for their selfless acts of kindness.

“
Each Obstacle
We Face is an
Opportunity to Take
Ourselves to
Another Level
”

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Join Our Online Volunteering Initiatives Today!

Volunteering from the comfort of your office or home is a great way to spend your time purposefully. No matter what your skillsets and passions are, there are various online volunteering opportunities to choose from:

- **Student Mentoring** with Social Hackers Academy (SHA).
- **Graphic Design and Digital Marketing** with Doctors of the World.
- **Coordinating and Designing Climate Change Campaign** with Doctors of the World.

Together We can Make A Difference - For Participation Contact CSR at CSR@ccc.net

Education for All: CCC Signs a CSR Project Agreement for the Empowerment of Vulnerable Women



In March, CCC in Kazakhstan signed a project agreement with Zhurekten Zhurekke Fund to provide professional training and career development for underprivileged women in the city of Atyrau. Entitled: “Education for all; Empowerment of Vulnerable Women”, the project is divided in two phases: phase one will train women in various trades, and phase two will focus on their employability. The six-month project will begin in April, and aims to improve the standard of living of socially vulnerable unemployed women, single mothers and those who come from low income families.

A Wish Come True for Angeliki

In March, two volunteers worked with *Make a Wish* Foundation to create a bedroom design for one of their wish kids. Mrs. Bassama Al Hussein, Design Project Coordinator, and Ms. Nathalie Rayya, Mr. Hani Rayya’s daughter created and presented two 3D design options for 11-year old Angeliki whose only wish is to redesign her bedroom.

The Foundation’s mission is to create life changing wishes for children with critical illnesses, and the volunteers’ talent and time effort helped in bringing hope and strength for Angeliki.



Career Development, Innovation, and Social Entrepreneurship - Uzbekistan

On March 22, with the assistance of CCC, a workshop to encourage youth innovation and entrepreneurship was organized by the Youth Affairs Agency and United Nations Development Program (UNDP) and held at the Youth Council of Andigan region of Uzbekistan. CCC’s Architect, Mr. Ramzi Abunemreh, was invited as a speaker to address a group of 100 participants ranging from 16 year old youth to 30-year-old experienced professionals. With focus on career development, innovation, and social entrepreneurship, Abunemreh’s presentation aimed to enrich and encourage the contribution of youth to the emerging global challenges through developing an analytical problem-solving approach.



CCC’s organizational assistance and contribution to the workshop, falls under one of CCC’s CSR priorities of innovation, science and technology, and Abunemreh’s participation in the workshop is a first step of CCC’s planned involvement in employing and contributing to innovative approaches to elevate human potential in the region. Regional Managing Director of Kazakhstan and CIS Region, Mr. Hisham Kawash, stated: “as a leading global contractor, CCC aspires to enrich individuals, support in recognizing the nation’s potential, and build a brighter future for generations to come.”

Sustainability Challenged; Best Regional Practices Forum

On January 23rd, CCC's CSR Consultant, Rosie Nasser represented CCC in the CSR Forum 2021 Entitled: "Sustainability Challenged – Best Regional Practices 2020-2021". The forum was organized by the CSR Division of Al Ahli Holding in partnership with the University of Sharjah, Balamand University and Zayed University and with the support of Bank Audi, Aramex, Alturki Holding, Schneider Electric and CCC Group.

The aim of the forum was to give a global overview on the main trends of CSR activities in challenging time such as the present one and bring CSR practitioners from several countries to discuss strategies, policies and actions that they are undertaking in times of the Covid-19 pandemic that can support business transformation and spur innovation globally.

Due to Covid-19 restrictions, the forum was hosted online allowing the participation of over 100 people from local universities, companies, NGOs and governmental agencies. The online format, although being challenging, was a great opportunity to extend the scope of the Forum well outside the border of the UAE, making it an outstanding regional event with speakers and audience from the Emirates, Lebanon, Jordan, Egypt, Saudi Arabia, among others.



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Nasser participated in the Sustainability Regional Best Practices 2020-2021 panel where she delivered a talk about CCC's commitment to CSR, the application of its strategy on 4 levels: good governance, protection of the environment, the wellbeing of employees, and social investment in communities. In addition, Nasser talked about CCC's response to Covid-19 crisis with focus on the wellbeing of employees, the clients, and the communities at large. In response to the challenges faced during 2020, Nasser talked about the evolvement of CCC's volunteering program, the re-thinking of its procedures to adapt to the global challenges while giving examples of CSR activities that address these challenges.

As showed in the insights shared during the event, corporations are taking the lead in the transformation of the labor system moving from fixed working hours to a KPI management style, they are leading in terms of community engagement and empowerment of the unprivileged, they are transforming their daily operations in order to preserve natural resources and use them in a wiser way and in promoting a culture of volunteering among their employees.

Furthermore, the advocated responsible behaviors and the interactions between the public and private sector are even more important in emergency times that require fast and committed actions to provide relief for employees and the communities. All the speakers in the Forum presented how all their companies adapted to the new reality due to the Covid-19 pandemic and how they all played a role in emergency relief.

“One man's trash is another man's treasure”; CCC Recycles Furniture for a Good Cause

In cooperation with the Services and Relations Department at MOA, the CSR department in Athens found a new home for 37 cabinets, 23 drawers, 23 desks and 49 chairs. The furniture was donated to Faros Elpidas (Lighthouse of Hope) which is a charitable organization founded in 2003 to support and provide food, medicines, clothing and other goods to 9,000 beneficiaries every month. They have 16 operational branches and shelters in Attica, 6 grocery stores, 5 social pharmacies and a soup kitchen.

The furniture donation came at a time when Faros Elpidas is moving into new offices and the donation was much needed. Recycling of furniture means fewer raw materials are required for the production of new furniture, preventing unnecessary pollution, saving energy, and reducing the amount of waste being sent to landfill or incineration, making CCC's contribution to climate change just a bit smaller.

This activity feeds into CCC's Sustainability Policy which maintains that CCC will reduce environmental impact whenever possible, and minimize waste and implement recycling initiatives whenever feasible.



CCC Volunteers Build and Reinforce Dams in the District of Zhylyoy



From March 1st to the 19th, CCC employees volunteered to build dams on two banks of the Emba River to avoid flooding in Zhylyoy district, in Atyrau. In addition, CCC allocated a cargo dump truck and a loader to strengthen the dams of Zhylyoy's settlements. With the dense melting of snow and the absence of a reservoir in the upper reaches of the river, the settlements of the Zhylyoy district located in the lower reaches of the Emba River were endangered from over flooding.

CCC Assists Low-Income Families in Kazakhstan

To mark Thanksgiving Day in Kazakhstan, CCC on March 1, provided more than 100 low income families with vouchers to help them in their daily sustenance. CCC in coordination with the Department of Employment and Social Programs, the Department of Internal Policy, and the municipal district of Zhylyoi, selected 100 poor families from Zhylyoi, and 15 families from Atyrau to receive vouchers worth of 10,000 Tenge. With the vouchers families will be able to buy groceries in one of the city's supermarkets. This is not the first charity event organized by CCC, and will not be the last as CCC will continue to support and cater to the needs of support low-income segments of the population.



CSR ANNOUNCEMENTS

Welcome Aboard New CSR Area Coordinators!

Although being a CSR Coordinator is a voluntary position, the Coordinator's passion for social responsibility and sustainability is what drives them to be members of the CSR team. They provide support and insight on the social needs of the communities and ensure that CCC has a positive impact on local communities. In brief they are the drive and vitality behind doing good.

CCC is pleased to announce the newly delegated CSR Coordinators in various areas of operation:

- Saif Al Shadfan - **Qatar**
- Sihem Tamani - **Algeria**
- Ralph El Chater - **Kuwait**
- Muneerah Al Humaili - **Saudi Arabia**
- Rodrigues Savanguane - **Mozambique**
- Nancy Ammar - **Egypt**
- Doa'e Maoued - **UAE**

Employees Continue to Volunteer with Boroume's Farmers Market Program



CCC Volunteer, Abdallah Yamin

NEWS

CCC's Corporate Volunteering Program has moved to Algeria!

Get involved! Register your name with CSR Coordination in Algeria
Ms. Sihem Tamani - stamani@ccc.dz

GO GREEN
KEEP IT ON THE SCREEN!