

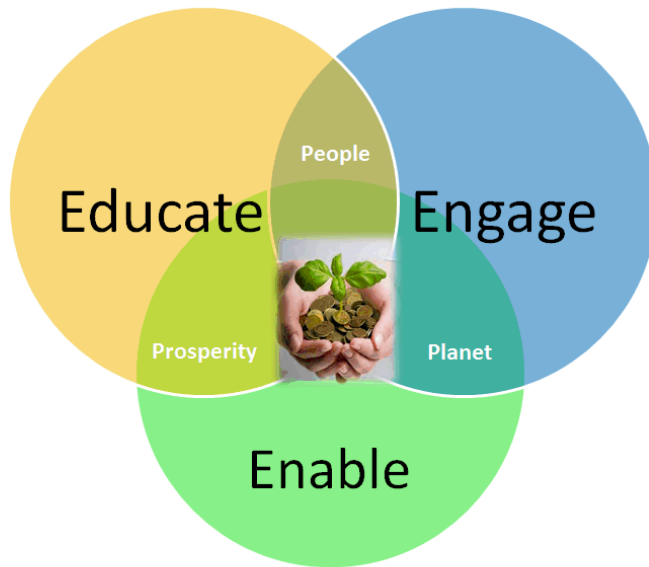


*Where dreams come alive...*

# Apparel Group CSR

Annual Report 2015

## Educate Engage Enable



## About This Report

Welcome to the Apparel Group CSR Annual Report 2015. This report is an update on our CSR performance for the year 2015. The various initiatives undertaken give an insight into our strategy and direction as we move forward.

As per Apparel Group CSR Preamble **Educate Engage Enable**, the report sets out our approach, objectives, and progress on each of the three core impact areas for CSR : Education, Employees Engagement and Environment for People, Prosperity and Planet.

In our CSR Strategy Framework, to make a sustainable and substantial impact, we have made all attempts to match societal needs with Apparel Group core competency and capabilities.

The year 2015 has been a year of achievements. We signed MOU for two long term projects. One of the projects is "Raise Awareness and Funds to Beat Breast Cancer" signed by our Brand Nine West with Charitable organization, Friends of Cancer Patients. Another project is towards "Zero Waste to Landfill" signed by Apparel Group with leading waste management company in Sharjah, Beeah.

As a part of our long term inclusive and sustainable growth strategy, our Food and Beverages Brand, Tim Hortons recruited 10 Hearing Challenged Candidates for store operations.

We are also glad to share with you that Bahrain and Kuwait Regions have also started their active involvement in Group CSR.

In 2015 Apparel Group was conferred with many prestigious Certifications, Honours and Awards. Apparel Group has been presented Princess Haya Award 2015 for Corporate Social Responsibility in recognition of its exemplary contribution for the education of Special Needs Children. Apparel Group also won International Business Excellence Award 2015 in the category of Corporate Social Responsibility. We also received ALDO special recognition for community involvement. Apparel Group was also presented with Dubai Chamber CSR Label 2015 for the 3<sup>rd</sup> consecutive year.

Apparel Group also became the first few companies in UAE to sign an agreement with United Nations Global Compact to strengthen our commitment towards protection of Human and Labour Rights, Anti-Corruption and Environment Protection.

The main components of the report includes a brief on CSR Preamble, various initiatives taken for stakeholders engagement (Employees, Brands, Customers, Suppliers and Vendors), environment, relationship building and communication of CSR commitment and practice to external stakeholders. The report also has tried to provide data on tangible indicators to measure our CSR performance.

We encourage feedback from our stakeholders invite you to provide us with comments and reviews on this report and our CSR performance through the following channel:

email: [apparelcsr@appareluae.com](mailto:apparelcsr@appareluae.com)

## CSR Preamble: Educate Engage Enable

Apparel Group CSR Preamble is **Educate Engage Enable**. These words introduce and express the purpose and underlying philosophy behind our CSR. Though the preamble is self-explanatory, it encompasses a broad meaning as follows:

**Educate:** Educate people (internal and external stakeholders) and create awareness on key social issues through knowledge sharing and communication.

**Engage:** Engage people in various social activities and encourage them to take productive and responsible actions towards society.

**Enable:** Enable people by providing empowering and healthy environment to be independent and support community around us.

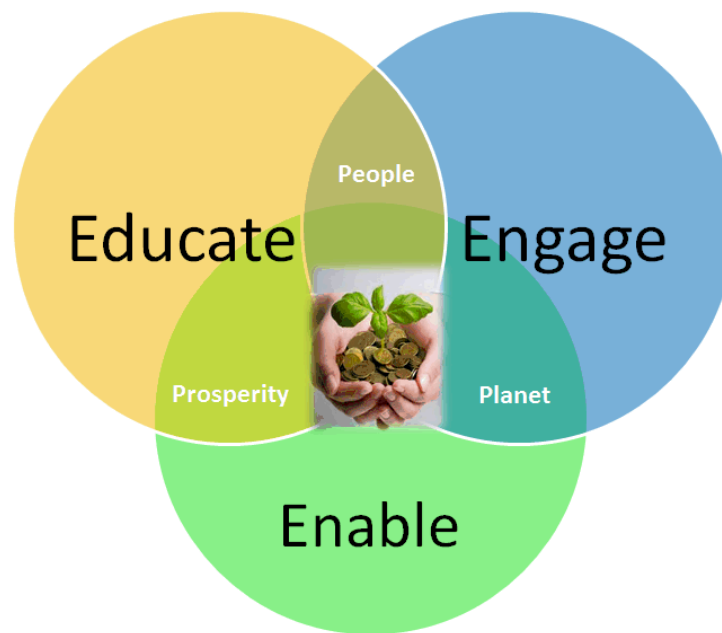


Illustration 1: Apparel Group CSR Preamble

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## Major Impact

Employees Engaged- 2384



Man Hours Contributed-8850



Beneficiaries - 21768



Customers Engaged - 7214



Community Projects-27



Charity Partners-29



Products Donated - 58128 Units



In kind Donation - AED 3,430,950



Donation Made - AED 10, 535,816



Funds Raised at stores - AED 178,465



Plastic Recycled - 7.09 tons



Cartons Recycled - 264.76 Tons



## Education & Engagement

### A. Employee's Engagement for Education and Awareness

#### Rebuild Palestine, Start with Education

As Apparel Group has chosen education to be one of our impact areas in CSR, 20 of our employees volunteered to pack 50,000 school kits for the children of Gaza as part of "Rebuild Palestine in association with charitable organization, Dubai Cares on 10th and 11th of January 2015. This was to address the shortage in basic educational supplies in Gaza amidst the aftermath of the latest round of violence.

Volunteers had the opportunity to assist in assembling school kits that provided the conflict-affected children the basic educational supplies required for school. The contents of the kit, were in accordance with UNRWA guidelines, include a backpack, notebooks, sketch books, geometry kit, calculator, pencil case for stationery including pens, pencils, erasers, sharpeners, crayons, rulers etc. The school kits were given to 50,000 children currently studying in UNRWA schools.



Illustration 2: Employees participation in packing school bags

## Walk the Distance, Make a Difference, Walk for Education

A good walk can help you stay fit, it can help clear your mind, and a good walk can also help provide education to children in need. As per our preamble Educate Engage Enable, 54 Apparel Group employees participated in The Dubai Cares annual Walk for Education on 6th February at Dubai Creek Park and walked 3 kms in solidarity with the millions of children in developing countries that walk long distances on a daily basis to go to school. It was also a symbolic walk to highlight the fact that millions of children have limited or no access to quality primary education and we must support these.



Illustration 3: Walk for education

## Faculty of the Day - University of Dubai

As Education is one of our impact areas, it is our responsibility to prepare students to ensure that our future graduates perform as leaders, self-learners, and problem-solvers in the real world.

Upholding our preamble Educate, Engage Enable, two of our General Managers, Mr. Anshuman Anand, Skechers and Mr. Jaspreet Pal Singh, Shoe Studio volunteered to share their knowledge and practical experience through lectures on Advertising and Promotion Management and Professional selling. The lectures were organized in College of Business

Administration, University of Dubai for senior students of BBA. The main purpose was to promote our management to bridge the gap between academia and the retail industry experts, and to facilitate dialogue between the two. Both the lectures were very well received and appreciated by students and well as professors.



**Illustration 4: Mr. Anshuman Anand, GM Skechers and Mr. Jaspreet Pal Singh, GM Shoe Studio giving lecture on Advertising and Promotion Management and Professional selling**

## English Education and Personality Development

To support education and personality development for our colleagues in Distribution center, we introduced a English speaking program in association with a nonprofit organization SmartLife Foundation that works with and for the blue collared workers in the UAE. The program is approved by Community Development Authority – Dubai. First an assessment test was conducted to judge the level of candidate post which they were enrolled according to their level. The English prog. is developed to benefit employees in the most dynamic way possible, to provide all around development, to hoist them to a more level playing field, to encourage them to accomplish all that they have ever dreamed of.



The main objective is to make them communicate effectively in English and raise their status, self-worth and confidence and also to engage them positively. It's a win win for employees and for company. Over 25 employees are regularly attending classes every Friday and are learning free of cost.



**Illustration 5: English Classes through SmartLife Foundation volunteers**

### **Internship Opportunity for Students from University of Dubai**

To provide the students actual, hands on learning related to their major field of studies, we provided internship opportunity to two final year graduation students from The University of Dubai. These students were placed with ALDO and Inglot marketing teams to facilitate their integrated learning. This is to ensure that we add value to the student and support them in developing a better understanding and appreciation of the subject matter for their future career.



**Illustration 6: Students from University of Dubai with Inglot team**

### **Educating Nomi Technical Services's team on Customer Care.**

Tim Hortons is recognized for its brand "Welcome Home." By providing a consistent and comforting atmosphere, sustained levels of service and product quality, Tim Hortons has capitalized on a generation addicted to coffee and convenience. Acknowledging and appreciating this fact about Tim Hortons. Dubai Government (Dubai Statistics Center) recommended their catering vendor Nomi Technical Services to get their 4 employees trained

for one day through Tim Hortons on customer service and hospitality. Tim Hortons training team extended their warm welcome and trained them as per the training curriculum.



Illustration 7: Tim Hortons imparting training on customer service and hospitality

### Educating Special Needs Children: Give & Gain Day

Give & Gain Day is a global initiative for employees volunteering, started first in UK by Business in the Community's, under the guidance of HRH The Prince of Wales. 15th May 2015 was its seventh year and for the first time, Apparel Group joined the global movement as a celebration of the incredible power of employee volunteering by successfully engaging 23 employees with two charitable organizations - **Manzil**, School for Special Needs Children and **SmartLife Foundation**, working for labour camps.

Some of the employees were involved in craft making with special needs children. Others were engaged in packaging gifts for underprivileged children. Both the activities revolved around championing the employee's talent, skill and energy in bringing smile on the children's face.



Illustration 8: Children enjoying painting and craft making with the help of employees

### Walk for Autism to Raise Awareness and Education

The Emirates Walk for Autism was organized on 18th April 2015 by Government of Dubai, Dubai Municipality and Emirates Red Crescent. The event raises awareness among public about the condition of children with Autism. To uphold our CSR Preamble Educate Engage Enable, 64 employees from Apparel Group actively participated in creating awareness for the cause by walking an extra mile especially as April is an Autism Awareness Month. The walk also helps in raising funds for research on Autism and education of these children.



Illustration 9: Employees taking active steps to raise awareness and funds for Autism

### Training and Education on Road Safety

Apparel Group Commercial Drivers and Supervisors took active part in the Road Safety Campaign “Be Responsible – Drive Safe”, organized by Dubai Chamber on 20th Oct 2015. The training workshop was designed by RoSPA (Royal Society for Prevention of Accidents), a UK-based organization with around 100 years of experience in managing road safety worldwide. The trainer was a Road Safety Expert from Tristar Transport trained by RoSPA to deliver this workshop.



Illustration 10: Training on Road Safety

## Education of Mentally Challenged Children- Apparel Bahrain

Apparel group sponsored a musical concert in 21st November 2015, the proceeds of which were donated to Sneha School for special needs, a charitable organization working towards education of mentally challenged children through recreation. The major objective of this organization is to teach basic skills to children to make them self-reliant in their daily routines. Sneha Foundation is managed by the Indian Ladies Association in Bahrain.

## Star Volunteer Touching Lives through Education

Working as a volunteer can be extremely satisfying and rewarding as it gives back a feeling of doing the greatest thing to mankind and humanity. It fosters a spirit of unity and care within you. By contributing time and effort you have a real opportunity to touch lives while uplifting yourself with a sense of fulfillment.

Meet our Star Volunteer Ms. Anchal Laungani, Business Analyst, Apparel Group. She has been associated with SmartLife Foundation as a volunteer since September 2014. SmartLife Foundation is a charitable organization that works to uplift the under privileged community in Dubai through various initiatives, one of them being teaching English to the blue collared workers. Even Apparel Group Distribution Center employees are learning English with them for last few months.

Accordingly to Ms. Anchal Laungani, it is one of the most beautiful & memorable experiences of her life. It gives her immense satisfaction spending 2 hours at the camps every Friday. It's incredible how this small effort makes a big difference in the lives of those she teaches English, helping them grow in their jobs and become happier, motivated individuals. She has contributed in teaching 2 batches, more than 100 workers, creating great success stories for many.



Illustration 11: Ms. Anchal Laungani, Business Analyst, Apparel Group as Star Volunteer

## Educate and Raise Health Awareness on International Yoga Day

June 21, was declared as the International Day of Yoga by the United Nations General Assembly to raise awareness, increase its practice and spread the benefit of yoga to the entire world. Apparel Group joined the global movement on the occasion of International Yoga Day, 21st June 2015, creating awareness and highlighting Yoga as an ancient method of healing, both for the mental and physical well-being. More than 16,000 people from over 50 nationalities gathered in Al Wasl Sports Club for International Yoga Day. Involvement of our 60 employees reflected our commitment to support the international efforts which aim at “promoting holistic approach to health and well-being”.



**Illustration 12: Employees actively practicing yoga on International Yoga Day**

## Education of Special Needs Youth

To support education of youth with special needs, Tim Hortons and Cold Stone Creamery took part in Annual Fun Fair on 20th November, 2015 at Dubai International Marine Club, organized by The Special Needs Future Development Center. Presence of these two Food & Beverages stalls helped in attracting maximum number of participants supported in creating awareness as well as raising funds for the special needs youth. More than 4000 people attended the fair for the cause of young adults with special needs.



**Illustration 13: Tim Hortons and Cold Stone Creamery participating in Special Needs Foundation Fun Fair**

## B. Enable and Empower for Inclusive and Sustainable Growth

### Truly Transforming Lives

Despite progress in society, disabled people are underrepresented in the workplace. But Apparel Group has its own story to tell, the most ideal situation where Tim Hortons, has taken ownership of transforming the lives for the differently abled people and embracing them wholeheartedly.

They have recruited 10 hearing challenged persons who are now onboard and are working as any other employee. Induction and training were provided to them at the same level as they would for any new employee. The right level of advice and support through a specialized trainer is also provided to assist them in starting things off smoothly.

Besides these , Apparel Bahrain management has also taken on board differently abled person Ms. Hala Abdul Aziz Ahmed Hussain from Disabled Services Centre, Ministry of Social Development, Bahrain.



**Illustration 14: Differently Abled and Special colleagues in Tim Hortons**

### Orphan Children as Master Chefs

As guests of the Tim Hortons, children from the various communities participated in a 4-day cooking session at Deira City Center. In addition to the simple fun and excitement of such an experience, this opportunity helps children build leadership skills, self-confidence and self-esteem - qualities that will benefit them in the future.



**Illustration 15: Tim Hortons hosting children for cooking donuts**

Great Sustainability layer to the campaign was added by hosting the orphans' children supervised by Red Crescent to the cooking class on 16th February. Tim Hortons and Cold Stone supported the initiative also by providing Cold Stone ice cream scoop vouchers or Tim Hortons donuts/bagels.

### **Empowering Women - Empowering Humanity- International Women's Day**

Apparel Group celebrated women's day as this is the time to uphold women's achievements, recognize challenges, and focus greater attention on women's rights and gender equality to mobilize all people to do their part. Having quite a good population of women employees in the company, in support of International Women's Day, CSR department in coordination with Community Cinema invited Apparel employees to a truly inspiring story of a woman who not only stands for herself, but an entire nation. THE LADY, the story of the peaceful quest of Aung San Suu Kyi who is at the core of Burma's movement. Aung San Suu Kyi is an opposition leader in her home country of Myanmar and the winner of the 1991 Nobel Prize for Peace.



**Illustration 16: Screening of the movie The Lady at thejamjar**

## Seeing is Believing – Empowering the visually challenged

Around 39 million people in the world today are blind. In eight out of ten cases, blindness can be prevented or treated with timely and effective interventions. Seeing is Believing is a great initiative to prevent, treat and cure individuals with avoidable blindness and is done in association with International Agency for Prevention of Blindness (IAPB).

Seeing is Believing session was organized for employees to get motivated and inspired by the real life powerful stories from the Global Ambassadors of Seeing is Believing, Henry Wanyoike (Blind Runner) and Joseph Kibunja (Runner's Guide).

These stories encouraged employees on team building, trust, relationship building among employees. These set an example to them on strong sense of determination; will power and hard work. They also embody many valuable qualities such as perseverance and courageousness. These also encourage a positive and healthy lifestyle.

The ambassadors through their marathons raise funds for people who can be treated to help eliminate avoidable blindness and our employees also contributed voluntarily. Listening to the Ambassadors was truly an inspirational and enriching experience for all more than 45 employees who attended.



**Illustration 17: Global Ambassadors of Seeing is Believing, Henry Wanyoike (Blind Runner) and Joseph Kibunja (Runner's Guide)**



## C. Educate and Engage to Beat Breast Cancer

### Nine West signs MOU with Friends of Cancer Patients to Beat Breast Cancer

Nine West has pledged for its long term commitment towards raising funds and awareness to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services. In this regard, on 1st July 2015, Nine West has signed a MOU with Friends of Cancer Patients (under the royal patronage of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, United Arab Emirates (UAE)). Through this MOU, Nine West will be supporting Friends of Cancer Patients in different ways like giving Gift Vouchers to motivate women for early screening for prevention or early treatment, educating and engaging customers at stores to raise funds and awareness and also by organizing corporate wellness day for clinical checkups and early screening.



Illustration 18: Nine West and Friends of Cancer Patients signing long term MOU

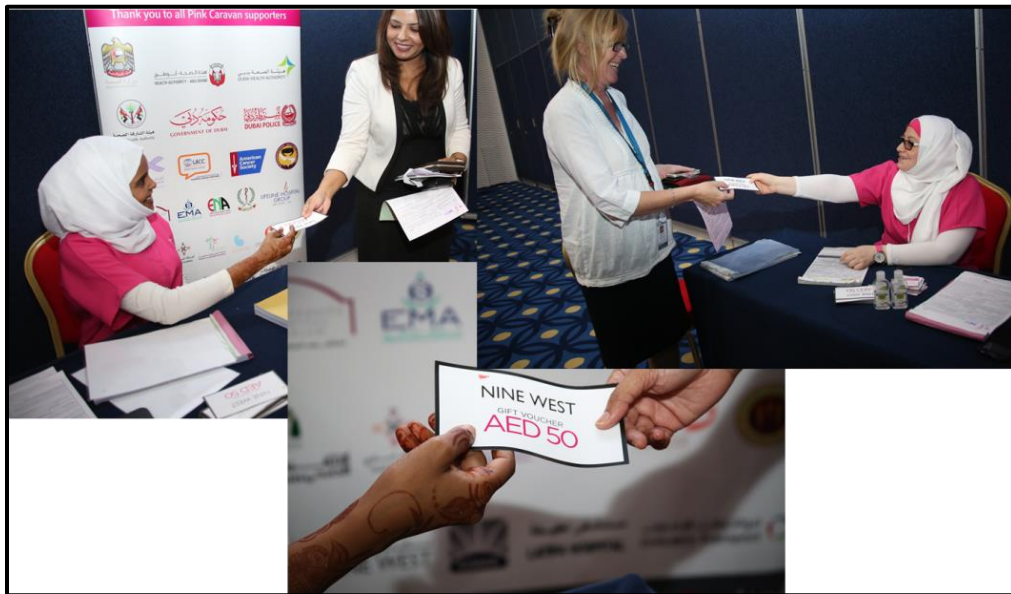


Illustration 19: His Highness Sheikh Dr Sultan Bin Mohammed Al Qasimi-Ruler of Sharjah,Royal Patron of the Pink Caravan giving inaugural speech, Her Excellency Ameera Binkaram-President of Friends of Cancer Patients and chairperson of Pink Caravan Higher Steering Committee, Delegates from American Cancer Society ( New Jersey).

FOCP is a United Arab Emirates registered charity established since Fall 1999 in accordance with the directives and under the royal patronage of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, United Arab Emirates (UAE), International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC and Founder and Royal Patron of the Friends of Cancer Patients Charity.

**Nine West donated Gift vouchers to encourage early screening of breast cancer**

Early screening exams for breast cancer is to find cancer before it start to cause symptoms and early detection save thousands of lives each year, and many more lives could be saved if more women take advantage of these tests. To encourage more women to come forward and to raise awareness, Nine West has given 7250 Gift Vouchers worth AED 50/- each for those who will undergo early screening. These gift vouchers were given to women by Pink Caravan medical team which organizes clinical examination camps at various corporate offices for early detection and timely cure during breast cancer awareness month.



**Illustration 20: Nine West participation in screening camps**

**Nine West educating and engaging customers to fight against breast cancer**

Nine West believes that greater knowledge will lead to early detection of breast cancer, which is associated with higher long-term survival rates, and that money raised for breast cancer will produce a reliable, permanent cure for those in need. Brining this belief into practice, Nine West through all its stores in UAE, is making significant efforts to raise awareness and funds and

reduce the stigma of breast cancer by continuously educating and engaging its customers. This method of reaching out to women has proved out to be very effective and successful and is showing great results.



**Illustration 21: Educating & Engaging customers to raise awareness & funds for Breast Cancer**

The customers are engaged, educated and empowered while selling Pink Caravan pins to raise funds. The customers not only get an opportunity to help raise funds but also a chance to ventilate their own feelings by sharing their own experiences if any with the store staff. Hearing the experiences of some of the customers further sensitizes store team and encourages them to spread awareness and share with other customers to support early detection and thus cure. Thus it has become a social movement. **In 2015 we managed to reach out to 6121 customers and raised AED 122,400/- for treatment of breast cancer patients.**

The main objective behind selling Pins is to create awareness among customers on Breast Cancer and to raise funds for the cause as 100% of the sale proceeds of the Pins will go towards large-scale prevention, treatment and care programs for patients.



**Illustration 22: Pink Caravan Pins Box for creating awareness and raising funds**

This is recorded highest ever customer engagement in such a short span of time. The beauty of this initiative is that it supports and demonstrates a very measurable and effective result oriented impact or a tangible impact as per the objectives of the project.

Name of the Brand	<b>Nine West</b>
Name of the Charity Partner	<b>Friends of Cancer Patients</b>
No. of stores participating	<b>34</b>
Project Age till now	<b>6 months ( June to December 2015)</b>
Total Customers Educated & Engaged successfully	<b>6121</b>
Pink Caravan Pins Sold for fund raising	<b>6121</b>
Total Funds Raised for Breast Cancer Treatment ( AED)	<b>122,400</b>

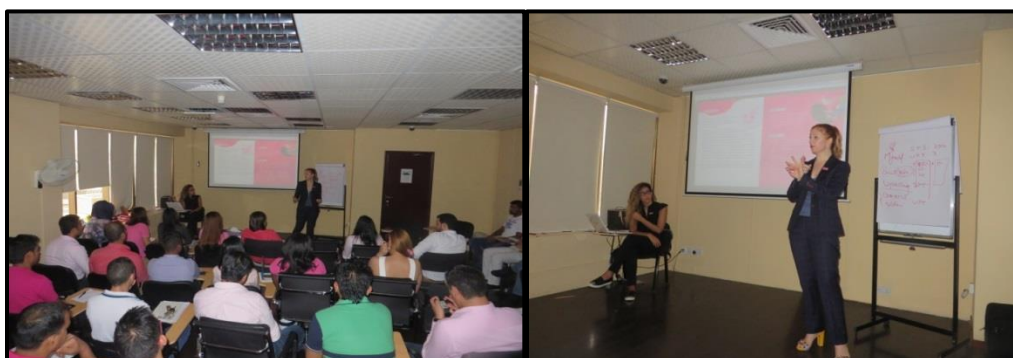
**Table 1: Details of the Project Milestones**



**Illustration 23: Nine West Customers supporting Breast Cancer Awareness**

**Nine West educating Store Managers on Pink Caravan to be a catalyst for hope**

For effective implementation of customer’s engagement program, it’s important for Store Managers to acquire complete knowledge on Pink Caravan so that they can satisfy the queries raised by customers. For this we organized one day training of all Nine West UAE Store Managers and Area Managers on the FOCP and Pink Caravan initiative. Trainers were invited from FOCP.



**Illustration 24: Training Nine West Store Managers on Pink Caravan**

On this occasion, store managers also shared their experiences at stores with customers and how the training has equipped them better for educating their customers. They also shared their own personal experiences to tell others about how awareness is a tool to fight against Breast Cancer.



**Illustration 25: Rewarding Best performing Store Managers**

We also felicitated those store managers who have engaged highest number of customers for raising awareness and funds for Breast Cancer and thus proved out to be extra passionate in supporting the cause.



**Illustration 26: Nine West Team trained on Pink Caravan**

## Awarding the top supporters of Breast Cancer Awareness and Fundraising

To publicly recognize the achievements and accomplishments of Nine West team members for their immense support towards raising awareness and funds for Breast Cancer, awarding ceremony was organized in association with Friends of Cancer Patients.

Presenting awards to the top ten performers at a special ceremony on 23rd December 2015, was a good way to honor them for showing outstanding commitment and accomplished big numbers in terms of customers' engagement and education and also fund raising. Awards were given both by Apparel Group as well as Friends of Cancer Patients as a token of appreciation for the great work done. An awards ceremony made team members felt that their work is valued and made them feel motivated. The top ten performers also shared their experiences to encourage all other team members. Given below is the list of top 10 Nine West store staff that has been instrumental in raising awareness and funds for Breast Cancer awareness and treatment programme.

S. NO	Staff Name	Pink Caravan Pins Sold/ Customers Engaged	Funds Raised ( AED)	Current Store	Name of the Emirate
1	JANAK RAJ NATH	299	5980	NW FOTOUH AL KHAIR	ABU DHABI
2	ROMMEL	145	2900	NW DEIRA CITY CENTRE	DUBAI
3	SHEILA MARIE INOCIAAN UBERA	145	2900	NW DEIRA CITY CENTRE	DUBAI
4	MOHAMMED	115	2300	NW BAWABAT AL SHARQ MALL	ABU DHABI
5	MEHWISH JAVED	103	2060	NW SHARJAH CITY CENTER	SHARJAH
6	RONALD DELA TORRE FABELLA	100	2000	NW MIRDIF CITY CENTRE	DUBAI
7	MOHAMMED AZIM	96	1920	NW NAEEM MALL	RAK
8	CATHERINE WAITHERA	93	1860	NW BAWABAT AL SHARQ MALL	ABU DHABI
9	RAJAT GULATI	88	1760	NW ARABIAN PLAZA	DUBAI
10	ASHA MAHARJAN	88	1760	NW DEERFIELDS TOWN SQUARE	ABU DHABI

**Table 2: Details of the top 10 Nine West Store Managers for supporting Pink Caravan**



**Illustration 27: Awarding the top performers and supporters of Pink Caravan**

## Corporate Wellness Day – Breast Cancer Awareness Drive-Think Pink

October is Breast Cancer Awareness Month, which is an annual campaign to increase awareness of the disease. Promoting our Preamble **Educate Engage Enable**, Breast Cancer awareness was created among female employees by organizing Corporate Wellness Day on 12th October 2015. Held in collaboration with Pink Caravan, an exclusive initiative by Charitable Organization- Friends of Cancer Patients, the aim was to educate women about breast cancer and the importance of regular screening for early detection, cure and survival.

Total 68 women employees took part in educational session through physician and were engaged in clinical examination with the help of medical team. Nine West being an active supporter of the campaign, presented Gift vouchers to encourage women who came forward for screening. Besides this, we also arranged for nail spa and hair color to paint pink and show our solidarity for the cause.



Illustration 28: Breast Cancer Awareness Drive

## Selling limited edition shoes to raise funds & awareness on breast cancer

As we all know October is Breast Cancer Awareness Month, which is an annual campaign to increase awareness of the disease. While most people are aware of breast cancer, many forget to take the steps to have a plan to detect the disease in its early stages and encourage others to do the same. Charles and Keith took active steps and a week before the Breast Cancer Awareness Month, started its awareness and fund raising campaign by selling its “limited edition” shoes to raise funds and awareness on breast cancer. This was in partnership with charitable organization, Friends of Cancer Patients and 10 percent of the sale proceeds were donated towards cure of cancer. To maximize the impact of the initiative, it was started in the last week of September and was continued till December. In this period around 114 pair of shoes was sold to support the cause.



**Illustration 29: Charles and Keith creating Breast Cancer Awareness**

## Pink Polo to Raise Awareness on Breast Cancer

ADCB Pink Polo; organized by Ghantoot Racing & Polo Club; is an event dedicated to raising awareness about breast cancer in the UAE. On 6th November, **La Vie en Rose** took active part in the event to support for the cause. The team made visits to ADCB Office, Ahalia Hospital, and Department of Transport, in Abu Dhabi, to create awareness on the importance of wearing the right bra and size to prevent Breast Cancer and how their brand products can help those who have had a mastectomy (Muse collection). The team also distributed flyers and gift vouchers to the women they visited. Nearly 100 women were addressed to create awareness.



Besides creating awareness through talks, **La Vie en Rose** also encouraged people to take pictures with photo wall and an Instagram frame and donated 5 AED for every picture that is posted using the #LaVieEnRosePinkPolo to Charity organization: Friends of Cancer Patients towards treatment of breast cancer.



**Illustration 30 : People posting picture on Instagram , raising awareness and funds for breast cancer**

### Shop for a cause and raise funds for breast cancer patients

To support breast cancer awareness and treatment, Charming Charlie organized shop for a cause for employees. 100% of the sale proceeds were donated to charitable organization, Friends of Cancer Patients to support treatment of breast cancer patients. Employees also participated for the cause with great enthusiasm.



**Illustration 31: Employees supporting the cause by purchasing Charming Charlie products**

## Support Breast Cancer Awareness Drive

Beverly Hills Polo Club partnered with Ghantoot Racing and Polo Club for the 6th annual Pink Polo Championship on 6th November, 2015. This event focused on breast cancer awareness that explain the details of breast cancer and the need for early detection and treatments and also free medical examinations.

This partnership was in line with the brand's philosophy of promoting the Nobel cause of breast cancer awareness & encouraging the iconic sport of Polo. Beverly Hills Polo Club supported this event by setting up a fun photo booth for the crowd, sponsoring polo t-shirts to the team players & Ghantoot staff, giving away gift vouchers to walk-ins at the BHPC kiosk and voucher worth 1000/-AED for the best dressed man at the event. The winner was picked up from the general public.

## Breast Cancer Campaign- Say Goodbye to Breast Cancer- Apparel Kuwait

To create awareness on Breast Cancer, Apparel Kuwait in the month of October launched its Breast Cancer Campaign under the title **"Say Goodbye to Breast Cancer"**. Apparel Kuwait Team made an educational presentation on Breast Cancer Awareness: the disease, the causes, the risks, the protective tools, and the world statistics for all employees. Employees also created awareness among each other and among customers by wearing Pink Badge. Nearly 410 employees participated in the campaign across different brands.



Illustration 32: Apparel Kuwait Team Bidding Goodbye to Breast Cancer

## Pink Pledge Carnival

To support breast cancer awareness in the month of October, The Children's Place support Pink Pledge & Carnival evening in two schools Pristine Pvt. School, Dubai and Indian School, Ajman. Nearly 1800 Children & around 500 families attended the event. The charitable organization supported was Friends of Cancer Patients, UAE.



Illustration 33: Children participating in Pink Pledge to raise awareness on Breast Cancer

## D. Sustainability of People, Planet and Prosperity

### Sustainability Reporting Workshop

Sustainability is at the top of global agenda and we at Apparel Group are also taking numerous initiatives in working towards a sustainable business. The need is to report these in the form of sustainability report every year. It helps in measuring and monitoring Social, Economic and Environment performance on the basis of key indicators to measure performance. It helps in streamlining systems and processes through data gathering, data analysis and reporting. Above all it helps in continuous progress. It acts as a tool for strategic planning. Sustainability reporting will support achievement of company's vision as it boosts our accountability/credibility and reputation to stakeholders.

With support from Ernst & Young, sustainability reporting workshop was organized for employees at all levels and the purpose of bringing all together was to make a beginning together and to open a way to promote participative and integrated decision-making on what should be reported and what not.

It was very encouraging to have 35 participants together from different levels in an organization who attended and got actively engaged in the group activity of Materiality Assessment (Key social, economic and environment issues that are of concern to our internal and external stakeholders in current and long term perspective) and in final discussion for drawing the materiality matrix for our business. The first step of reporting is stakeholder's engagement for materiality assessment is successfully completed through workshop. We also have the materiality matrix report with us on the basis of which the sustainability reporting will be developed.



Illustration 34: Sustainability Reporting Workshop

## Driving sustainability for all our tomorrows

Canadian University Dubai (CUD) organized the Sustainability Day on 19th April 2015 in partnership with the Environmental Center for Arab Towns (ECAT), supported by several organizations including ICBA, DEWA, Provectus and the Supreme Council of Energy. The event involved three parallel activities – an exhibition, a conference, and a high school debate competition – all centered around the sustainability and smart city theme. Apparel group was invited to the event as Retail partner showcasing sustainability in business through two of its brands TOMS and Tim Hortons.

Eng. Abdullah Mohammed Rafi, Assistant Director General, Planning and Engineering, Dubai Municipality, was the Chief Guest for the sustainability day.

By taking part in the exhibition TOMS and Tim Hortons got the opportunity to interact and exchange ideas with not only the representatives from a range of sectors that contribute to the sustainability but also with students from Canadian University Dubai (CUD) and high school students from various colleges in UAE. It gave chance to TOMS to explain about its One for One story and Tim Hortons to speak about its relationship with farmers to have sustainability in business. The efforts of both the brands were highly appreciated by one and all.



**Illustration 35:** Left: Eng. Mohamed Al Noori, Director of the Partnership Department at Dubai Municipality, Middle: Eng. Abdullah Mohammed Rafi, Assistant Director General, Planning and Engineering, Dubai Municipality, Right: Mr Buti Saeed Al Ghandi, Chairman of Dubai Education LLC and Chancellor of the Canadian University of Dubai.

## Participation in Sustainability Fair

Dubai Chamber as a part of its 50th Anniversary celebration organized the Sustainability Fair at Dubai Garden Centre on Friday, 23rd of October 2015. The objective behind Sustainability Fair was to bring together various corporate social responsibility (CSR) and sustainability initiatives that are currently running in the UAE and present it to the larger audience. TOMS and Tim Hortons were invited as participants in the fair to set up stall and showcase the sustainability journey of the two brands.

Tim Hortons shared its story of working with coffee growers for sustainable source of coffee and also on recruiting hearing challenged people at work for transforming lives and inclusive growth. TOMS at the same time presented its one for one campaign (a pair of shoes is donated for each pair of shoes sold) which signifies our company's philosophy of **"Give as we Grow"**.

The sustainability fair was attended by over 700 people, appreciating the efforts of the companies working towards a sustainable future.



**Illustration 36: Dr. Belaid Rettab, Senior Director, Economic Research & Sustainable Business, Dubai Chamber, speaking to TOMS Team. Differently Abled team members of Tim Hortons showcasing true example of Inclusive Growth for Sustainable Development.**

## Together for a Better Future for Sustainable Business

As part of the Dubai Chamber of Commerce and Industry's Sustainability Week celebration, Tim Hortons took an active part in supporting various sustainability causes.

Tim Hortons partnered with Dubai Chamber in organizing "Together for a Better Future" campaign on 19th October, 2015 which was employee's engagement programme for the labours. The main objective of the campaign was to foster a culture of engaged and happy workforce that will spur productivity and make the work environment a happy place to contribute actively to the growth of the company as well as the country.

Event was organized to announce results from the various activities conducted including No Tobacco campaign, Financial Literacy Sessions and Talent Search Competitions to recognize workers. In this Tim Hortons provided refreshment to more than 650 labors and guests to contribute towards the sustainability efforts.



Illustration 37: Tim Hortons supporting Blue Collar workers to show their talent

## Enabling Environment

### A. Reduce, Reuse and Recycle Waste

#### Reduce and Recycle Paper, Cartons and Plastic

In 2015 Apparel Group has successfully recycled **6.4 tons** of plastic and **55.6 tons** of cardboard. Besides this we also continued our efforts for recycling water and its usage for irrigation.

#### Waste Management Campaign 'ACT TO SUSTAIN'

As a part of Dubai Chamber Sustainability Week, Waste Management Campaign was held entitled 'ACT TO SUSTAIN' on 22nd and 23rd October.

This campaign was organized by the members of the Dubai Chamber Sustainability Network Waste Management and Resource Efficiency Task Group, led by Al Ghurair and Apparel Group. The campaign focused on educating and raising awareness on the importance of waste management especially the 3 R's of reduce, reuse and recycle. The campaign included Consumer touch points at malls and retail outlets.

Seven of our Brands in Al Ghurair mall participated and engaged more than 466 customers in raising awareness to Reduce, Reuse and Recycle waste and carry cotton bags for shopping. According to store managers, customers appreciated this campaign and many of them took pledge that they will replace plastic bag with cotton bags provided for shopping.

Dubai Chamber Sustainability Week- Waste management campaign 22nd and 23rd October 2015				
S. No.	Name of the Brand	Store Manager	No. of Bags given	No. of customers Engaged during Campaign
1	R&B	Mr. Krishna	200	150
2	Naturalizer	Mr. Marcopolo	50	30
3	Austin Reed	Mr. Saujan	50	10
4	Pretty fit	Ms. Rudy	50	12
5	Qup Accessories	Ms. Alona	50	19
6	Shoe Studio	Mr. Kevin	100	95
7	Aeropostale	Mr. Mike	150	150
<b>Total</b>			<b>650</b>	<b>466</b>



Table 3: Details of Brands participation



Illustration 38 : Brands participating in Reduce, Reuse and Recycle waste campaign

### Apparel Group signed MOU with Beeah to be a Zero waste to landfill company

As a part of our sustainability initiatives, Apparel Group has set a goal of zero waste to landfill by 2016. The zero waste to landfill will be achieved through 100 percent recycling of all our waste from office, stores as well as warehouses. For this Apparel Group has signed an MOU with Beeah , Leading Environment Change Company to recycle all our waste at their recycling facility in Sharjah. This Initiative will not only contribute towards healthy environment but will also provide economic benefits through improved recovery and recycling of paper, paperboard, plastic and metals and will reduced overall disposal costs.

## B. Reduce Global Warming

### Earth Hour

To raise awareness and highlight the need to combat climate change and embrace sustainability, Apparel Group joined the global movement for Earth Hour 2015.

As per DEWA report, the joint effort of Dubai residents to switch off the lights during Earth Hour 2015 resulted in energy savings of 305 MWh of electricity – enough to power an average home for the next 15 years and at the same time achieved an impressive reduction of 183 tonnes of carbon dioxide emissions. Involvement of our 52 employees in Earth Hour -Walk in the dark as

well as at home, reflected our commitment to support the international efforts which aim at “promoting energy and water efficiency, minimizing carbon emissions and preserving natural resources for generations to come”.



Illustration 39: Employees participation in Earth Hour 2015

### Green Gratitude

To promote 5 Rs – Recycle, Reuse, Reduce, Renew and Respect, one of the Apparel Group’s Brand for children – The Children’s Place supported “Green Gratitude”, a event to pledge towards environment. It was organized to create awareness amongst children to be grateful to the environment and find ways and means to help preserve and sustain the same.

Nearly 2000 students participated in “I Pledged Green Gratitude from Delhi Private School Dubai to Exercise the Pledge of creating a generation to build a sustainable environment for 3 days ending on 22nd June 2015. Children were also encouraged to donate used newspaper for recycling and in return receive a certificate for green gratitude.



Illustration 40: Children pledge to protect and conserve environment

## Go Green Live Green Month – Apparel Bahrain

As a part of our Preamble **Educate Engage Enable**, Bahrain team very proactively organized “Go Green Live Green Month” from 01st August to 31st August, 2015. The major objective of this campaign was to **engage** employees and **educate** them about the benefits of keeping our environment green thus providing **enabling** surroundings to one and all. Around 224 employees participated and showed their commitment towards environment.

Various activities organized on the occasion to build awareness were **No Plastic Day**- nearly 9000 cups and 2000 plastic plates were saved from going to the landfill as most of the employees used their ceramic cups and plates and personalized glass water bottles. Reusable bags and canvas totes were used instead of plastic bag wherever possible. **Save Paper Day**- saved approximately 29,000 (58 Reams) of paper worth BD 500 and BD 100 on cartridge/toner. **Car Pool Day**- employees came together and used public transport and **Save Energy Day**- Scheduled A/C & LCD system to be powered On/Off, switched off the office lights when not in use and used natural light. Employees were also rewarded for sharing their experiences after every activity.



Illustration 41: “Go Green Live Green Month” organized by Bahrain Team



Illustration 42: Employees taking pledge to Go Green and Live Green

## C. Education & Environment

### Environmental & Animal Education -Quiz Night- Apparel Kuwait

As per Apparel Group CSR Preamble **Educate Engage Enable**, Apparel Kuwait team organized Quiz Night Event on 9<sup>th</sup> October at Australian College of Kuwait (ACK) to educate and engage people towards an enabling environment and animal protection. This was done in association with a charitable organization K'S PATH. It is a Kuwait Society for the Protection of Animals and their Habitat.

The event was a huge success with 106 people attending and 19 teams competing with each other on various subjects like Entertainment, Environment, and Science, Animals, History & Geography. Apparel Kuwait also sponsored team with "Best Team Name".

### Kuwait's First Kids Fun day-World Animal Day- Apparel Kuwait

World Animal Day is an international day of action for animal rights and welfare. To celebrate World Animal Day, Apparel Kuwait team participated in "Kuwait's first-ever Kids Funday" on 17th October 2015 at the Discovery Centre Live Theater. The main objective of the activity was to create awareness among the community on protecting the environment and animals. There was a fancy dress competition in which kids up to 13 years of age were invited to dress up as their favorite animal or character to win exciting prizes. Nearly 100 children with their families participated in the activity. Apparel Group representative was also one of the esteemed judges for the competition and we also sponsored prizes for the families.



Illustration 43 : Apparel Kuwait team celebrating , World Animal Day with children

## Give as we Grow

As per Apparel Group CSR Philosophy: **Make People Grow** , we are continuously trying to make community/ society/ people in need, grow/ get/ fulfill their needs along with Company's/ Brand's growth- Growth all along, especially for those in need. Objective is to be a Socially Responsible Company/ Brand. This comes from the principle of giving back and giving or sharing a part of what you have more/ additional. This includes:

- New fashion on the floor, donating the traditional
- Donating you don't need but their' s most wanted
- Your old is someone's new
- Share a part of your profit ( you have more through new store or increased no. of stores or increased sales)
- Token of thanks for those who supported in our growth.

### Giving Thanks to Distribution Team as we grow

Customer satisfaction is the key to Apparel's success. This is achieved when the quality product is delivered to stores on time, efficiently and we provide our customers "value for money". Though this is made possible through the tremendous efforts of each and every member of Apparel Group Family, there are some who often go above and beyond what is expected of them. Its Apparel Group's Supply Chain Team, our backbone, our most valuable asset.

As a token of appreciation for their great contribution "Thanks Giving Lunch" was organized for them on Thursday 9th April, 2015, to acknowledge and applaud supply chain team and to let them know, their work is valued and recognized. Nearly 650 employees were engaged on this day.



Illustration 44: Thanking and appreciating Supply Chain Team

## Clothes Collection Campaign: Care for people in Nepal

To provide immediate relief and support towards thousands of individuals and families that were affected by the devastating earthquakes in Nepal, we organized Clothes Collection Campaign in association with UAE Red Crescent from 30th April to 7th May 2015. More than 95 employees showed an overwhelming response and made a generous contribution both of new as well as old clothes including winter collection and blankets. This campaign truly embodies the spirit of giving. It was in line with Apparel Group's long and rich history in contributing to the society through its business and brands, and increasing its positive social impact by improving people's lives. The clothes were sent to Nepal through UAE Red Crescent Society.



**Illustration 45: Employee's celebrating art of giving**

## Packaging Feast - Ramadan Food Packets

Ramadan is the time for generosity. Respecting the cultural integrity, Apparel group employees took active part in volunteering their time and efforts in charity initiative on 24th June 2015. The activity involved packaging of food items like Rice, Flour, Sugar, Oil, Pasta, Pulses, Sauce, Tea, Meat etc which will be distributed to people in need by Charitable organization- Tarahum Foundation. The core of the initiative was to provide support for the families and labour workers by supplying essential foods for Ramadan and showing gratitude to them. The most heart touching part of this activity was that 50% of the employees, who participated, were on Fasting.



**Illustration 46: Packaging food items for people in need**

### **Aldo, Aldo Accessories and Call It Spring: Care for people in Nepal**

According to UN Data, eight million people have been affected by the massive earthquake in Nepal - more than a quarter of the country's population. When this devastating earthquake uprooted Nepal, killing thousands and affecting millions, the Aldo, Aldo Accessories and Call It Spring employees went into action – raising funds and donating products most required to ensure we care those in desperate need. Nearly 138 employees from stores as well as support office collected funds and donated essential products like Dal, sugar, rice, cooking oil, soap, mosquito net, salt tea box to nearly 130 families. Besides this, they also donated water purifier, Jeevan Jal, blankets and clothes in good condition.



**Illustration 47: Essential products donated to villagers in Nepal**

Apart from providing an immediate relief to people, Aldo and Call It Spring donated 6636 pair of shoes worth AED 875,149 and Aldo Accessories have contributed 1575 units of woolen items worth AED 80,531 to further support people. This was done in association with UAE Red Crescent.

### Aldo & Call It Spring: Sharing shoes with those in needs

In alignment with the spirit of Ramadan, Aldo & Call It Spring together made a generous donation and shared shoes for people in need. Total 9401 pair of shoes worth AED 1,115,500 was donated to Beit Al Khair, Dar Al Ber, Dubai Charity Association and Tarahum Charity Foundation to be further distributed to underprivileged people in UAE.



**Illustration 48: Shoes donation made to Beit Al Khair society**

### La Vie en Rose, Bench, Garage, Kenneth Cole & Shoe Studio: Care for people in Nepal

In Nepal earthquakes, houses which normally provide their occupants with warmth, comfort, safety and security, become instruments of destruction. Even those whose homes are still standing were sleeping in the streets because they were terrified by regular aftershocks. In such conditions, it was urgent to provide emergency shelter, food, clean water, clothes, shoes and blankets. Four of our Brands, La Vie en Rose, Bench, Garage & Kenneth Cole came forward and donated 1870 Units of clothes worth AED 82832 and Shoe Brand Shoe Studio donated 576 pair of shoes worth AED 32,000 to Emirates Red Crescent which played instrumental role in reaching out to people in Nepal for relief services.



**Illustration 49: Clothes and Shoes donated to Emirates Red Crescent for Nepal**



## Tim Hortons – Relief moments for people from Nepal

In times like Nepal destructive earthquake, everything appears dark; it is then that people from Nepal need encouragement, inspiration and message about their future hope. To provide psychological relief to people from Nepal, an event Nepal Dil Se, was organized by Shukran Workers, in collaboration with the Non-Resident Nepali Association (NRNA-NCC) on 15th May 2015. Tim Hortons acted as Food & Beverages donation partner for the cause and provided coffee, donuts and cookies. Chief Guests were: H.E Dhananjay Jha, Nepal Ambassador to the UAE & Mohammed Alhaj, General Manager at UAE Red Crescent. Nearly 200 people attend the event and the get together provided emotional support, psychological relief and financial advice to those affected by the earthquake.



Illustration 50: Get Together of UAE residents from Nepal

## Tim Hortons - International Yoga Day -Cup of Happiness

On the occasion of International Yoga Day, Tim Hortons donated nearly 500 cups of coffee and cookies to encourage people's participation.



Illustration 51: Tim Hortons serving coffee on International Yoga Day

## Tim Hortons: Cup of Happiness

Tim Hortons, in association with charitable organization UAE Red Crescent, came forward for generous contribution by offering coffee during Iftar to fasting people and guests of Ramadan tents held by UAE Red Crescent in the Emirate of Dubai. This initiative started on 2nd Day of Ramadan. The coffee stalls were set up at two major locations, namely, Al Warga and Nal Al Sheba to cater to around 1200 people every day. Nearly 20,000 cups of coffee were served at these locations. Through a cup of happiness initiative, Tim Hortons wanted to bring positive energy to people and ensure that they remain active and happy all throughout. **Mr. Mohammed Abdullah Alhaj Al Zarooni, Manager UAE Red Crescent, Dubai branch**, said that “this initiative on behalf of Tim Hortons, reflects the spirit of volunteerism and humanitarian work towards society and ensures social responsibility and cooperation for the happiness of others and drawing a smile on their faces”.



**Illustration 52: Mr. Mohammed Abdullah Alhaj Al Zarooni, Manager UAE Red Crescent giving token of Appreciation to Tim Hortons Team for sharing cup of happiness.**

## Tim Hortons – Shared snacks with Domestic workers

Students from American University of Dubai organized a charity event for domestic workers under the banner of Shukran workers on 10th April 2015. In this, they screened an Indian film. On this occasion, Tim Hortons coffee and timbits were served to domestic workers as token of thanks for their tireless work. The objective of the event was to give back to domestic workers and spread smiles in their lives.



**Illustration 53: Domestic workers enjoying Tim Hortons Coffee**

## Cold Stone: Dubai Autism Center's Staff Development programme

Teaching or educating children with Autism can be inspiring but its highly challenging and at the same time tedious and draining. Teachers continuously need a bit of motivation to prevent burnout and encourage excitement in the classroom. Happy teachers encourage each other to smile and maintain a positive attitude at all times. Teachers further praise and uplift special needs children, greet them with smiles and warmth, and create an overall learning environment for children.

As a part of Apparel Group CSR Preamble **Educate, Engage, Enable**, ColdStone Creamery is committed towards education of children with Autism and thus actively support staff development program for special educators. This comes with a belief that happy teachers means effective education for the children. ColdStone with their gift of cake celebrated the Birthdays of staff every month to acknowledge, appreciate and applaud the efforts of the teachers in teaching special needs children.



Illustration 54: Dubai Autism Center Special Educators enjoying Cold Stone Cake

## Charming Charlie: Dubai Autism Center's Staff Development Programme

Public recognition of hard work and accomplishments goes a long way in motivating special educators of Dubai Autism Center to keep up the hard work. By complimenting them all, gifting them with small presents for their year round labour of love in teaching children help teachers gain a feeling of appreciation and gratitude. Charming Charlie as a part of staff development programme, came forward to reward and recognizes the efforts of these teachers and on the occasion of their monthly birthday celebrations, joined staff club and gifted them with Charming Charlie accessories. Total 70 teachers were felicitated.



Illustration 55 : Charming Charlie accessories gifted to all Dubai Autism Center Teachers

## New Yorker: Smart Suits for Smart Idol

As a part of Apparel Group's CSR program "Give as we Grow", New Yorker made a generous donation of Blazers to selected coordinators from Labour Camp for their Smart Idol event organized on 22nd May 2015. SmartIDOL are blue collar performers chosen through several weeks of auditions in various labour camps and in public places such as malls for singing & dancing competition held annually in Dubai. For the contestants, the event allows a release of energy, pent-up over days of wearisome work. For many of the competitors, SmartIDOL represents a chance to exist as an individual who can separate himself for one moment from his peers and command a stage with his talent. The jury is composed of professional singers and dancers.



Illustration 56: Smart Idol Finale

## The Children's Place: Gift to children on Give & Gain Day

To be a part of international Give & Gain Day, The Children's place gifted shoes to children of people in labour camps. This is to support the less privilege children and deliver a message of being cared. Total 452 pair of shoes was gifted to nearly 87 children with the help of SmartLife Foundation, a charitable organization working for people in labor camps.



Illustration 57: Gift distribution for children of people in Labor Camp

### The Children’s Place: Gift to special needs children on Ramadan

Another great gesture shown by the brand was during Ramadan by donating Gift vouchers to 50 Special needs children of Al Noor Training Canter, a charitable organization, as their gift for Ramadan.



Illustration 58: Ramadan celebration with Special Needs Children

### La Vie en Rose: For people in need

Every donation people receive, new or not, is an equivalent of great happiness to them, and the great thing about it is that it also brings the feeling of accomplishment in our hearts for giving something that made a person smile. La Vie en Rose donated 759 units of clothes to Beit Al Khair Society for people in need across UAE.



Illustration 59 : Clothes donated to Beit Al Khair Society for people in need

## Aldo, Aldo Accessories and Call It Spring: To fight winter crises in Yemen

For many Yemen families, this winter will be bringing further misery as they are already struggling to survive in incredibly harsh conditions, with many lacking basic winter household items. Aldo and Call It Spring donated 6765 pair of shoes worth 699,422 AED to help keep people warm and safe this winter. Besides this, Aldo Accessories also donated 566 units of accessories worth 21,945 AED.

These brands spare no effort to provide relief to people in Yemen, stand by them, and help them overcome their plight in these difficult circumstances.

With this kind of donation made to UAE Red Crescent, people in Yemen receive the life-saving relief and support they desperately need.



Illustration 60: Product donation to safeguard Yemen people from winters

## TOMS: Shop for a cause - one for one in UAE

TOMS' giving philosophy is to make an impact on health, education, relief and empowerment programs for the underprivileged people through every pair of shoes or any other product sold. This initiative is called **One for One**, in which with every product purchased, TOMS helps a person in need. Through this programme, TOMS has been donating shoes, eye glasses etc to people in need globally in partnership with various charitable organizations. Now having its prominent presence in UAE, TOMS has started making a contribution to UAE Charity as well and donated 1080 pair of shoes for people in need in UAE through UAE Red Crescent.

## Toms- Leave your Footprints

Taking ahead the Brands philosophy that it's not a shoe company, it's a giving company and in alignment with the Apparel Group's program "Give as we Grow", TOMS with the grand opening of the TOMS store at The Dubai Mall adopted a social cause with the launch on 29th April. Prior to the store launch, TOMS set up booth in University of Dubai and Canadian University of Dubai to create awareness on the "**Art of Giving**" among students and also invited them to store for the activity "**walking bare feet**" for a social cause to for people to know, how it feels without a pair of shoes and so with every pair of shoes sold, TOMS donate a pair to child in need . The objective of the activity was to **Educate and Engage** students towards giving.



Illustration 61: students gathering for walking bare feet

## Toms - One Day without Shoes

In the month of May TOMS organized a global Corporate Social Responsibility campaign called "One Day without Shoes" from 10th May to 21st May 2015. It was a simple yet powerful initiative where TOMS motivated people to take a picture of their bare feet and share it on Instagram. With each picture shared, a pair of shoes will be donated to child in need. We conducted this campaign on a small scale with the help of Dubai Chamber Dubai Engage program and encouraged the member companies to participate. We got an overwhelming response from some of the companies which took this as employee's engagement activity for a social cause. Besides many other, an organization -Goumbook dedicated part of the Global Give & Gain Day event on 14th May to "One Day without Shoes" campaign to support children in need and 43 volunteers had their pictures without wearing shoes.





**Illustration 62: volunteers had their pictures without wearing shoes**

### **Big Heart Foundation – New partner for raising funds in Ajman and Sharjah**

We are in process of selecting and bringing on board, only one exclusive and formal charity partner for fund raising through donation boxes in each Emirate. This is to maximize their reach to all our stores in one Emirate and get substantial fundraising support. This will not only increase our impact on the charities supported and but we will also know, how much funds have been raised through our stores for each of the organization and for overall charity purpose.

Our formal charity partner for fund raising through donation boxes in **Dubai is Dubai Autism Center**. We have now chosen **Big Heart Foundation** as formal charity partner for our stores in **Sharjah and Ajman**.

Big Heart Foundation provide education to war victimized children and is directly governed by Her Highness Sheikha Jawaher Bint Mohammed Al Qassimi, Chairperson of the Supreme Council for Family Affairs and Wife of the Ruler of Sharjah and Supreme Council Member His Highness Dr Sheikh Sultan bin Mohammed Al Qassimi.



**Illustration 63: Big Heart Foundation**

## Engagement with External Stakeholders

### A. Representing Commitment in CSR Forums

#### UN Global Compact Roundtable on Sustainable Business in the MENA Region

The United Nations Global Compact is a global strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

UNGC has conducted its first roundtable discussion on sustainable business in Dubai on 15th April. Mr. Walid Nagi, Head, Local Networks, United Nations Global Compact was the chief guest of the event.

Apparel Group actively took part in discussion on companies' approach in the region to integrate sustainability into daily operations and the challenges and opportunities businesses encounter throughout their journey.



**Illustration 64:** Left: Roundtable discussion on Sustainable Business, Right: Mr. Walid Nagi, Head, Local Networks, United Nations Global Compact, giving key note speech.

### **Sustainability Day organized by Canadian University of Dubai**

Canadian University Dubai (CUD) organized the Sustainability Day on 19th April 2015 in partnership with the Environmental Center for Arab Towns (ECAT), supported by several organizations including ICBA, DEWA, Provectus and the Supreme Council of Energy.

**Eng. Abdullah Mohammed Rafi, Assistant Director General, Planning and Engineering, Dubai Municipality, was the Chief Guest for the sustainability day.**

Besides exhibiting their sustainability journey by two of our Brands TOMS and Tim Hortons, Apparel Group also made a presentation on “Driving sustainability for all our tomorrows”. The main message given through the presentation was on how we in retail business take care of sustainability. It was a unique event which brought a wide range of stakeholders – Government, business, education, as well as high school and university students – to one platform, to debate the sustainability agenda, with particular reference to the challenges in Dubai and the UAE.

### **DED, Business Excellence Department- Benchmarking in CSR:**

DED, Business Excellence Department had organized a session on benchmarking and best practice sharing in CSR for which they had invited Apparel Group to present on their best practices and approaches in CSR for other companies to learn & strive for continual improvement.



**Illustration 65: DED- Benchmarking and Best Practice sharing in CSR**

## B. Media Coverage

1. <https://www.wam.ae/en/news/emirates/1395281050365.html>
2. <http://www.khaleejtimes.com/business/local/16-firms-honoured-for-csr>
3. <http://www.thenational.ae/uae/education/coffee-shop-chiefs-mission-to-recruit-people-with-special-needs>
4. [https://www.zawya.com/story/Three out of the 16 companies presented Dubai Chamber CSR Label for the 5th time running in five years-ZAWYA20150928090811/](https://www.zawya.com/story/Three%20out%20of%20the%2016%20companies%20presented%20Dubai%20Chamber%20CSR%20Label%20for%20the%205th%20time%20running%20in%20five%20years-ZAWYA20150928090811/)
5. <http://www.khaleejtimes.com/business/local/16-firms-honoured-for-csr>
6. <http://www.businesstoday.me/breaking-news/dubai-chamber-awards-16-csr-labels/>
7. <https://www.wam.ae/en/news/emirates/1395286287196.html>
8. [https://www.zawya.com/story/Dubai Chamber hosted sustainability fair-ZAWYA20151025093410/](https://www.zawya.com/story/Dubai%20Chamber%20hosted%20sustainability%20fair-ZAWYA20151025093410/)
9. <http://www.albawaba.com/business/pr/dubai-chamber-organises-together-better-future-campaign-workers-758110>
10. <http://www.imagesretailme.com/Images-RetailME-Articles.aspx?ArticleId=1739>
11. <http://www.albawaba.com/business/pr/dubai-chamber-organises-together-better-future-campaign-workers-758110>
12. [https://www.zawya.com/story/700 sustainability enthusiasts attend Dubai Chamber Sustainability Fair-ZAWYA20151025093410/](https://www.zawya.com/story/700%20sustainability%20enthusiasts%20attend%20Dubai%20Chamber%20Sustainability%20Fair-ZAWYA20151025093410/)
13. <http://gulftoday.ae/portal/43376ad2-12aa-4339-8a79-5e835669561b.aspx>
14. <http://ameinfo.com/finance-and-economy/economy/healthcare/pink-caravan-organises-over-50-events-during-breast-cancer-awareness-month/>
15. <http://www.dubaichamber.com/en/news/dubai-chamber-organises-together-for-a-better-future-campaign-for-workers>
16. <http://www.dubaichamber.com/en/news/700-sustainability-enthusiasts-attend-dubai-chamber-sustainability-fair>
17. <http://lead-green-life.blogspot.com/2015/10/dubais-sustainability-fair.html>
18. [unlavish - TOMS joins the Sustainability Fair! :D I love...](#)
19. [unlavish - Collaborating with Tim Hortons Cafe and Bake...](#)
20. [First meeting with deaf workers in Dubai – YouTube](#)

## Awards and Accolades

### Aldo Recognized for Community Initiatives

Brand ALDO is well-known for its commitment to society. The Aldo UAE team was recognized by the Principal ALDO Group International for their contribution to giving back to society and corporate social responsibility project “Extreme Makeover” which was taken up for repainting, refurbishing and redecorating the staff rooms of Al Noor Training center for children with special needs.



Illustration 66: Aldo awarded for CSR

### Apparel Group Signed an Agreement with United Nations Global Compact

We are very proud to announce Apparel Group membership to the United Nations Global Compact (UNGC). Being 1 of only 207 companies in the Middle East, we are delighted to be among the first few leading companies globally who have taken a bold step and have shown their commitment towards sustainable future. Through this membership, we commit to aligning our strategies and operations with the ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

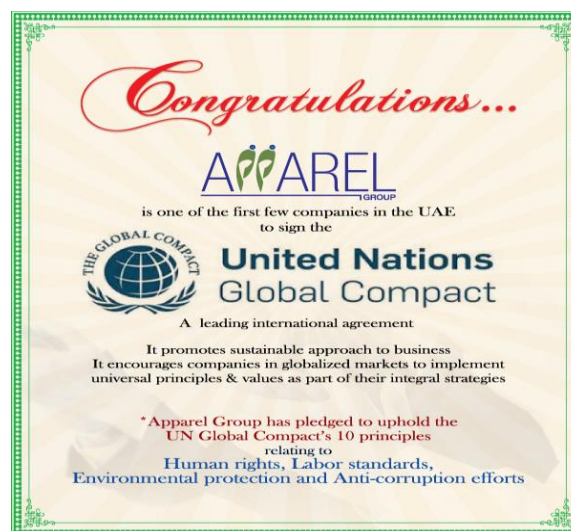


Illustration 67: Apparel Group membership with UNGC

## Princess Haya Award 2015 for Corporate Social Responsibility

Princess Haya Award for Special Education (PHASE) was established by Princess Haya Bint Al Hussain, wife of His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The award aims to honor excellence in the role of supporters of special needs education. PHASE in its fifth cycle received a total of 191 nominations in the UAE and Arab countries. Apparel Group was awarded as winner for the category of Corporate Social Responsibility on 23rd April 2015.



**Illustration 68: Hussain Ebrahim Al Hammadi, Minister of Education giving award to Mr. Nilesh Ved, Chairman, Apparel Group**

## International Business Excellence Award 2015- Corporate Social Responsibility

The International Business Excellence Awards recognize business excellence from across the world. On 21st May 2015, **H.H Sheikh Mansoor bin Mohammed bin Rashed Al Maktoum** awarded Apparel Group as a winner in the category of Corporate Social Responsibility for our outstanding achievements of Employees Engagement in CSR initiatives to increase workplace productivity and Company's Brand Image as important business and society requirements .



**Illustration 69: International Business Excellence Award 2015- Corporate Social Responsibility**

### **Dubai Chamber CSR Label 2015**

Apparel Group, has been awarded the prestigious Dubai Chamber Corporate Social Responsibility Label for 2015. The Label was presented in recognition of company's efforts to integrate socially responsible business practices into its operations in all four spheres workplace, marketplace, community and environment. The award was received from H.E. Hamad Buamim, President and CEO of Dubai Chamber of Commerce and Industry at a ceremony held at the head office of the Chamber on 28 September 2015.



**Illustration 70: Dubai Chamber CSR Label Award 2015**

### **Pink Caravan presented Certificate of Appreciation to Nine West**

Pink Caravan campaign run by Friends of Cancer Patients, aims to raise awareness around breast cancer early detection and screening methods and raise funds to support treatment of breast cancer. Launched in 2011, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah is the Founder and Royal Patron of the Friends of Cancer Patients Society (FoCP). Recognizing the efforts of Nine West as a partner and for supporting the campaign in raising awareness and funds through customers' education and engagement at all its stores, Friends of Cancer Patients has felicitated Nine West by presenting Certificate of Appreciation



**Illustration 71: Certificate of Appreciation from Pink Caravan**

## Tangible Achievements

	Activities	Unit of measurement	Since Inception 2014	Q1 (Jan-March)	Q2 (April - June)	Q3 (July - Sept)	Q4 (Oct-Dec)	Total Till 2015
<b>A</b>	<b>Internal and external Communication</b>							
1	<i>Creating Companies Brand in CSR Initiatives</i>	No. of events attended/organized for Apparel group representation	22	5	7	2	9	45
2	<i>Media Coverage on CSR</i>	No. of news coverage	19		1	5	14	39
<b>B</b>	<b>Employee's engagement</b>							
1	<i>Activities conducted</i>	No. of activities	25	12	20	9	24	90
2	<i>Employees engaged</i>	No. of employees	2030	144	1250	311	679	4414
3	<i>Man hours contributed</i>	No. of Man hours	7427	695	3639	2125	2391	16277
<b>C</b>	<b>Brands Specific CSR</b>							
1	<i>Brands involved in CSR</i>	No. of brands	14	3	14	4	19	28
2	<i>Product donation/GV</i>	No. of units	15546	5283	41542	2001	9302	73674
3	<i>Retail value of products donated</i>	AED	1480464	263850	2,287,899	100300	778,901	4911414
4	<i>Funds donated</i>	AED	1128500	100,000	10,000,000	300,000	135,816	11664316
<b>D</b>	<b>Customer's engagement</b>							
1	<i>Funds donated / raised</i>	AED	157062		12540	63500	102,425	335527
2	<i>Customers Engaged</i>	No.	53		627	3175	3412	7267
<b>E</b>	<b>Suppliers and vendors engagement</b>							
1	<i>Staff Engaged</i>	No. of staff	42					42
<b>F</b>	<b>Environment</b>							
1	<i>Plastic Bales recycled</i>	Tons	3	6.4	0.33	0.18	0.18	10.09
2	<i>Carton Bales Recycled</i>	Tons	126.67	55.6	43.8	75.9	89.46	391.43