



Social Responsibility
2015

Our Responsibility..
is to Serve Our Community



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Bank of Palestine continued to provide social contributions and support towards developmental projects within various sectors in Palestine and abroad, in line with the Bank's values to support sustainable social responsibility programs. Due to the increasing needs of the society and the Bank's desire to support more developmental projects in Palestine, the Bank increased its contributions towards social responsibility programs by 1% for the year 2015 making it reach 6% of the Bank's total annual profit, and this will continue to be the tradition for the upcoming years.

The Bank focuses its contributions on various sectors, including education, youth and innovation, sports, health and environment, arts and culture, development, economic affairs and diaspora relations, humanitarian endeavors and women empowerment. The Bank also encourages its employees to engage in voluntary work, through the developmental projects and humanitarian initiatives led by the Bank and its partners.



Education, Youth and Innovation



The education, youth and innovation sector is a key pillar to the development of countries and the promotion of their sophisticated presence around the world. Accordingly, Bank of Palestine expressed evident interest in education in addition to supporting the youth and their innovations. This sector received the largest shares of the Bank's contributions. The Bank supported youth creativity and encouraged them to pursue the concepts of innovation, development, leadership, in addition to gaining knowledge by providing them with information and encouraging them to innovate and think, as well as keeping them up to date with the modern developments around the world.

The Bank's contribution had evident impact on opening new horizons, and promoting the educational process between Palestinian youths at all levels, so they would become active members able to take the responsibility of advancing our communities in the economic, social, cultural and art fields.

The most important educational projects sponsored by the Bank during 2015 include:

Further implementation of the "Zamala" Program

"Zamala" Program was launched by the Bank to advance education and human resources within Palestinian universities in all disciplines. The program sends the universities' faculty members to professional and training visits abroad, in order to enhance their performance and achieve practical orientation for students so as to engage them in the labor market and meet the requirements of qualified human resources. During the past year, 46 professors and lecturers from various universities in the country benefited from this project, within various disciplines, including humanities, economics, literature and many others.

Other sponsorships in the field of education include

- Providing support to "NAJH" program for enhancing the innovation and ideas of students in Jerusalem secondary schools.
- Providing donations to President Mahmoud Abbas Foundation, which provides academic scholarships for outstanding high school students in Lebanon.





Sports

Sports, as a common language, significantly contributes towards reflecting a civilized image of the Palestinian society to various countries around the world. Accordingly, the Bank provided its support and sponsorships to this sector, including sports clubs and championships, international matches for our Palestinian teams, and many other events.

The most important sports projects sponsored by the Bank during 2015 include:

Bank of Palestine's Sponsorship to Womens' Sports

During the past year, the Bank supported womens' sports, including the sponsorship of the General Women League, which is the main championship for womens' football in Palestine, with the participation of women sports' clubs. This initiative is in line with the Bank's policy to strengthen the participation of Palestinian women and support them in various fields.

Other sponsorships in the sports field include

- Sponsorship of the national team during their participation in the AFC Asian Cup.
- The Bank's sponsorship of the Palestinian Cup primary match between Ahli Al-Khalil Club and Shijaia Football Club, and provided financial support to both clubs.



Health and Environment

During 2015, the Bank continued to provide great contributions towards supporting the health sector and the preservation of the environment, as they both constitute an essential and sustainable part of peoples' lives. Moreover, the Bank committed to contributing to this sector voluntarily due to its enormous and national long-term benefits.

The most important health projects sponsored by the Bank during 2015 include:

"I Want to Hear" Campaign

A campaign launched by the Bank in partnership with the Palestine Red Crescent Society to support people with hearing impairments through the collection of 1000 hearing aids. The Bank also committed to donating USD 100 thousand, in addition to covering the promotional campaign expenses so as to encourage people to donate.

Other sponsorships in the fields of health and environment

- Providing financial support to Al-Makassed Hospital to strengthen its resilience and also the distinctive health services in the heart of Jerusalem.



Arts And Culture

Culture plays the largest role in the advancement and development of communities and the growth in various scientific, intellectual and literary fields. Culture constitutes one of the main components of the Palestinian identity and is a part of our ancestors' legacy that we are responsible to preserve. Accordingly, the Bank promoted and supported cultural activities in Palestine, through various sponsorships of cultural events, festivals, and exhibitions that reflect our identity and enlighten our memory. This is in addition to honoring our innovators and poets.

The most important health projects sponsored by the Bank during 2015 include:

Continued partnership agreement with "Riwaq" Cultural Center

The Bank proceeded with its agreement with "Riwaq" Center for Architectural Heritage, which works on renovating distinctive historical buildings in Palestine, to contribute to their preservation and promote their existence as historical and cultural Palestinian sites, through projects that document the architectural heritage sites so as to revive them throughout Palestine. The Bank also sponsored a charity dinner at the center which included performances by Le Trio Jubran, in order to collect donations to renovate heritage sites within 150 Palestinian villages.

Other sponsorships in the field of Arts and Culture

- Milan Expo 2015 for Global Culture, with the participation of Palestine, which was organized by the Palestine Trade Center (PaTrade).
- Continued support of Edward Said National Conservatory of Music, who established a national orchestra group for youth.
- Sponsorship of a range of cultural festivals that promote the Palestinian identity and revive the history and nobility of the Palestinian people.



Development, Economic Affairs and Diaspora Relations

The developmental aspects in Palestine diverge to form plans for projects that promote growth and alleviate unemployment. As for abroad, the Bank provided support to events that attract Palestinians in the diaspora and investors within the Arab world, in order to make a quantum leap in terms of the development of the economy and other projects.

The most important projects sponsored by the Bank within this sector during 2015 include:

“Al-Bayyara Parks” Project

The Bank continued with the implementation of “Al-Bayyara Parks” project to establish safe and healthy recreational spaces for childrens’ entertainment, with contributions by partner organizations inside the country and abroad, including the Welfare Association, Muna and Bashem Hishmeh, and George and Rowanda Salem. Among parks established this year include a children’s park in Al-Tireh neighborhood in Ramallah, and another park in Qatanna village in Jerusalem. Other parks were established in Jericho, Qabatiya (Jenin) and Birzeit.

Other sponsorships in the field of Development, Economic Affairs and Diaspora Relations

- Providing support to the maintenance of governmental schools in the Gaza Strip, through the United Nations Development Programme (UNDP) for a period of three years.
- Sponsorship of a project to develop the professional capabilities of fishermen in the fields of construction and maintenance of fishing boats, in order to help the fishermen in Gaza Strip living under difficult circumstances.



Humanitarian Endeavors

The Bank continued to provide humanitarian contributions inside the country and abroad by adopting a group of programs, projects, and partnerships with charitable associations and community organizations that support orphans and children with special needs in addition to providing assistance for social cases.

The most important projects sponsored by the Bank within this sector during 2015 include:

Sponsorship of “Wajd” Project to support war orphans in Gaza

The Bank provided its sponsorship to “Wajd” program that aims to support orphans as a result of the war on Gaza in 2014, by providing comprehensive and sustainable sponsorships to around 2,128 orphans who lost one of their parents or their entire families due to the war. The project covers various fields, such as education, health, training, rehabilitation and others. The Welfare Association implements the project with support from Qatar Charitable Fund, Bank of Palestine, and Hajj Hashim Atta Shawa Fund.

Other sponsorships in the humanitarian endeavors field include

- A group of Ramadan If tars for orphans in various cities in the West Bank and the Gaza Strip, with the participation of more than 3000 orphans.
- Continued partnership with Give Palestine Association that provides humanitarian services to people under poverty in various governorates of the country.





Women Empowerment

The Bank greatly focuses on Palestinian women through its activities that aim to encourage their active participation in the various sectors of the social and economic life. This is in addition to launching banking and financial programs to support Palestinian women to participate in various sectors within the economy. The Bank also conducted awareness campaigns to raise women's awareness in various fields, including culture, health, social issues, as well as other fields, which was positively reflected within the sectors of the society. The Bank believes that the advancement of the society is achieved through the empowerment of women, by providing a greater role for women to participate in the various aspects of the social and economic life.

The most important projects sponsored by the Bank within this sector during 2015 include:

Launch of October campaign for early detection of breast cancer

For the fourth consecutive year, the Bank launched, in collaboration with both Dunya Women's Cancer Center, a subsidiary of Health Work Committees in Ramallah, and the Aid and Hope Program for Cancer Patient Care Association in Gaza, a campaign entitled "Because we care about you, and your life is valuable to us: October campaign for early detection of breast cancer". The campaign is launched under the framework of the international campaign to fight and diminish this disease.

Other sponsorships in the field of Women Empowerment

- Providing support to the Business Women Forum to contribute to enhancing the role of Palestinian women within the economy.
- The Bank's sponsorship for the contestant Noor Daod in Formula 2 races, in which she represented Palestine in many international forums.



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