

# CORPORATE SOCIAL RESPONSIBILITY REPORT 2013-2014



INVESTING IN A SUSTAINABLE FUTURE

# CORPORATE SOCIAL RESPONSIBILITY

*“Every organisation has a responsibility to give back to society and each one of us must do our utmost to build a better today and a brighter tomorrow.”*

*Micky and Renuka Jagtiani*





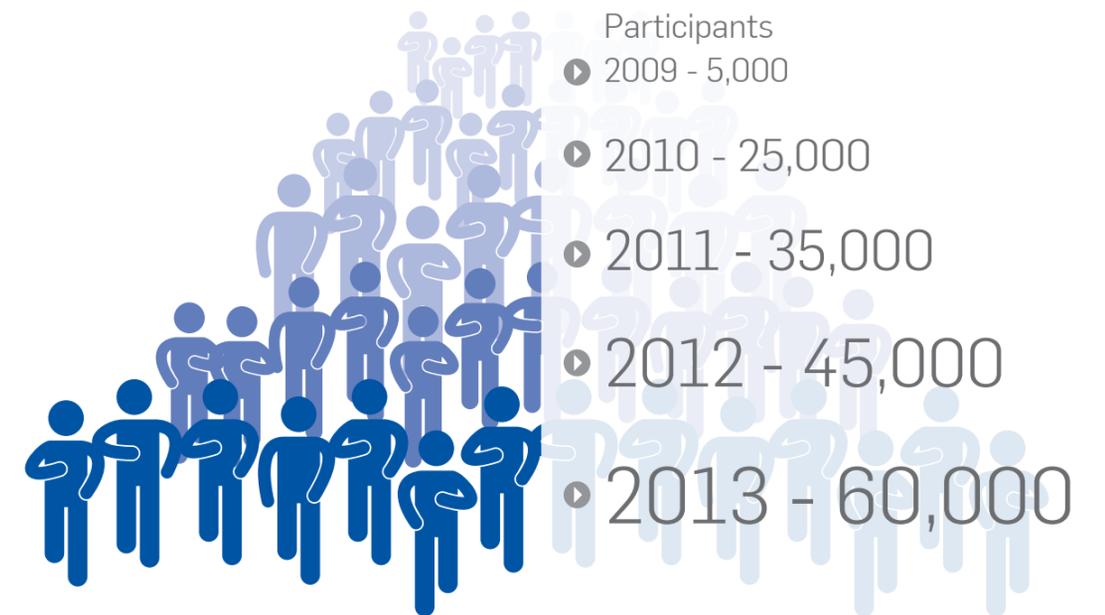
**BEAT DIABETES**

Worldwide, diabetes is recognised as a growing epidemic. An estimated 382 million, representing 5.4% of the global population is living with diabetes. Closer to home, in the MENA region the numbers are even more alarming. Six Middle East North Africa (MENA) region countries – Bahrain, Egypt, Kuwait, Oman, Saudi Arabia, and the United Arab Emirates (UAE) - are amongst the top 10 countries worldwide with the highest prevalence of diabetes and impaired glucose tolerance. The greatest cause of concern is the lack of awareness about the condition, which can be easily managed through simple lifestyle changes.

The Group realised that through its vast network of stores and the millions of customers that visit them every single day, they had a unique opportunity to make a difference. With the aim of creating awareness about the prevention and management of diabetes the Beat Diabetes Programme was launched in 2009 in the UAE.

Over the last 5 years, the initiative has expanded to Oman, Bahrain, Kuwait, KSA, Qatar and India. Beat Diabetes has touched the lives of millions of people through year-round community engagement programmes like the Annual Walk, Testing Camps, Healthy Cookbook, Fund Raising Initiatives and other activities.

## COMMUNITY ENGAGEMENT



Beat Diabetes Annual Walk Figures

**AED 3.8 MILLION**  
MEDIA SUPPORT

**22,000 PARTICIPANTS**  
UAE WALK

**80,000**  
PEOPLE TOOK THE BLOOD GLUCOSE TEST

**AED 800,000**  
RECEIVED FOR LIFE FOR A CHILD

**19 MILLION**  
PEOPLE WERE REACHED THROUGH THE AWARENESS PROGRAM



In UAE in particular, the walk participation increased by over 60% taking the numbers to 22,000 (PY 13,000). The new venue, Zabeel Park played an important role in expanding the walk offering. The park's large amphitheatre was converted into a Sports Zone with activities like – Basketball, Football, Yoga, Zumba etc. Healthy food stalls and fun activities for the entire family made it a perfect morning out.

The programme's success can also be measured with the enormous support the Group received from media partners in spreading the message. During the months of October to December the programme reached over 19 million people and garnered media support of over AED 3.8 million.

Diabetes awareness was also amplified through free blood glucose testing, and over 80,000 people were tested year-round. This number saw a 10% increase over last year's figures.

The Group also witnessed strong support for its diabetes fundraising efforts in March. Over AED 800,000 was raised for the International Diabetes Federation's Life for a Child Programme, through the Group's UAE stores. This much-needed aid supports over 14,000 children living with Type 1 diabetes in developing countries with insulin, education material and other medical supplies.

“The Group's annual Beat Diabetes awareness walk continued to grow in strength with over 60,000 people joining the walk across seven countries – GCC and India in 2013.”

In the last year, the programme added three new countries to its reach - Malawi, Cambodia and St. Lucia, thus taking the total number of assisted countries to 46. The fund also supports research on early detection and diabetes prevention.

The Group's Facebook page also witnessed a strong following with fan numbers doubling over the year and engagement figures increasing over 5 times. One of the most popular features of our online awareness programme was the Ramadan Cookbook, which featured a host of healthy international recipes. The aim of the cookbook was to encourage people to try and eat healthy during the Holy Month and it received tremendous response from our followers.

Encouraged by the overwhelming support received from the community, the Landmark Group intends to further strengthen the Beat Diabetes Programme by launching special outreach activities targeting companies and schools across UAE. The programme will also work towards reaching a wider audience by building its online presence on Social Media platforms like Instagram, Twitter etc. It will also support diabetes research by raising funds to support new studies within the region. Our aim is to work with the community till we find a way to curb this growing epidemic, by encouraging everyone to take 3 simple steps – Eat Healthy, Get Active, Take the Test.

#### FUND RAISING

Around the world, many underprivileged communities have no access to basic necessities like food, clothing, education, medicine and other essential supplies. To support these humanitarian causes, the Group and its brands worked hand-in-hand with the community to raise over AED 2 million for important causes across the globe.

#### AED 667,500

Our stores in the UAE raised money for Dubai Cares during the Holy Month of Ramadan. The charity focuses its efforts on educating children in underdeveloped countries and 2013 marked the 5th year of our partnership.

#### AED 489,669

Our KSA Territory raised money and essential supplies for various worthy causes through our network in the Kingdom.

#### AED 58,000

Fitness First raised money for 'Senses' - a residential and day care centre for special needs children, through an innovative challenge called 'Around the UAE in 30 days'. The challenge involved Fitness First members using different pieces of gym equipment - Treadmill, rower, weights, cross trainer and bike to cover a distance of 746 kms. Each participant donated AED 50 to Senses and it raised funds to refurbish the home.

#### AED 548,800

Our brands in India, Lifestyle Department Stores and Max, ran the 'Donate Rupee 1 for LIFE' campaign. The campaign supports the Life Trust (Landmark International Foundation for Empowerment) that focuses on empowering and enabling underprivileged children in India through education and vocational training programmes.

#### AED 100,000

Our India Employee Teams also raised money for Life Trust by participating in popular events - Standard Chartered Marathon (Lifestyle Staff) and TCS Care Champions Marathon (Max Staff). All money raised during these marathons went towards supporting Life's 'School Chalo' programme that supports over 45 schools educating over 50,000 children.

### COLLECTION DRIVES

Our brands also collaborated with our customers to collectively gather and donate over 1 tonne of essential supplies for under-privileged communities.

Oasis Centre collaborated with Max Fashions, Babyshop and Emax to run a campaign inviting people to donate clothes across the UAE. The initiative helped collect 13 tonnes of wearable clothes which were sent to the Red Crescent Society (RCA) to aid displaced Syrians living in refugee camps in Jordan.

Lifestyle Department Stores and Max also participated in the JGW Festival held each year across India. During the festival employees came forward to donate material to the NGO, Goonj in support of the Orissa flood victims.

Max stores in Delhi NCR organised a campaign to help make Diwali a little brighter for the under-privileged children of Janadhar NGO. Customers were invited to donate clothes for the cause, which were then distributed to the beneficiaries.

Shoe Mart organised their annual 'Joy of Giving' initiative in the UAE across Shoe Mart and Centrepoint stores. Customers donated a total of 2016 pairs of shoes during this initiative, which were then distributed to the Dar Al Ber Society.

Emax donated 40 laptops to Dubai-based 'Educate a Child Build a Nation' - an initiative by Information City and Ministry of Education.

### EMPLOYEE ENGAGEMENT

The Group also encourages employees to dedicate time and volunteer with charitable organisations in addition to supporting and managing fundraising activities.

Our brand teams - Babyshop, Emax and Home Centre in the UAE worked closely with special needs and under privileged children at the Al Noor Centre, Al Ihsan Orphanage and Manzil foundation and conducted year round interactive learning sessions to encourage, teach and motivate children.

In India, employees also gave in their time to motivate young adults of the LIFE programme by volunteering to advise them on relevant careers options and vocational training.

### COMMUNITY ENGAGEMENT

While working with prominent causes has been at the forefront of our brands and territory community outreach, the Group has also created some popular awareness programmes that have grown from strength to strength over the years.



### CHILD SAFETY CAMPAIGN

Babyshop's Child Safety Campaign, now in its 10th year, continues to strongly advocate awareness about child safety both at home and in vehicles. Through the year, the brand conducted numerous safety programmes across various government and corporate institutions such as Tawam Hospital, NMC Specialty Clinic and Wartsila Corporation in the UAE, to name a few. Babyshop also gave away free safety accessories with the purchase of every car seat at their stores.

### ART OLYMPIAD

In Kuwait, the Landmark Group organised, the seventh edition of the annual Art Olympiad 2014. Over the years, the initiative that aims to support local art talent in Kuwait has garnered tremendous response. This year, 13 schools participated and 8 talented artists were awarded in the competition.



## ENVIRONMENT

As responsible corporate citizens, Landmark Group realises the impact of its business operations on the environment. Understanding this impact the Group has made several long-term investments in its processes, functions and operations, towards becoming more environmentally friendly year on year. These initiatives can be measured through resource savings and qualitatively from the impact, seen through advocacy.

## RESOURCE CONSERVATION

The Group's largest logistic warehousing facilities located at Jebel Ali Free Zone (JAFZA), Dubai, has been awarded its global standards certification of ISO 9001, 14001 and OHSAS 18001 for the 7th year in a row. QHSE guidelines help monitor the effective use of water, electricity, consumption of paper and plastic.

The Group has also started ensuring that sustainable wood is used for pallets. A total of 81,946 of these pallets were used last year, which has helped in reducing Green House Gas emission by 5%, solid waste by 50%, energy consumption by 19%, as against the same number of white wood pallets used during the previous year.

In addition, the logistics team in collaboration with CHEP (Commonwealth Handling Equipment Pool) also recycles old damaged pallets, which were previously trashed, resulting in wastage. The pallet-recycling programme is now run in four countries including UAE, Saudi Arabia, Kuwait and Oman.

The Landmark Group has also adopted the VERTECO Waterless Urinal system, which eliminates water usage in urinals and saves energy that is otherwise used up through operating flush controls. By adopting this initiative in 2012, the Group saved approximately 465,000 litres of water in 2013-14.

The Group also recycles the water disposed by air filtration and cooling units, another unique initiative adopted to stop wastage and encourage reuse of water. Excess cooling water is collected in small tanks in strategic points within the Group's offices and then reused for maintenance facilities such as gardening and mopping. This initiative has helped the Group save over 60,386 litres of water, which is double the amount in comparison to last year.

## ENCOURAGING GREEN PRACTICES AMONGST EMPLOYEES

In the year 2013 - 14, employees in the UAE recycled around 1,980 Metric Tonnes of paper, which is equivalent to saving 33,660 trees. Our UAE staff also participated in a toner recycling initiative and recycled 450 used toners and cartridges. This number has increased by over 45% in comparison to last year's figure of 297.

During the occasion of 'Earth Day', Landmark Group employees in the GCC and India came forward and adopted a desk plant. In addition, the Group also conducted a tree planting drive. Over 3,500 trees were planted and over 4,000 plants were adopted as a part of this drive.

Building a sustainable business is the need of the hour and Landmark Group actively works towards reducing its carbon footprint by taking operational measures and engaging employees.

## WAY FORWARD

In the coming year, the Group's core focus will continue to be Beat Diabetes. While much has been achieved on the awareness front, we still have a long way to go in actively ensuring that people make necessary lifestyle changes. We will also stay committed towards working with the community to raise awareness and funds for noteworthy causes. We are keen to work together with all our stakeholders to support and give back to the society. Emphasis will also be placed on adopting green practices across our functions to ensure we build a sustainable business.

Our vision for the years ahead is to create a strong corporate responsibility strategy that will support our business, our communities and our planet; thus contributing to create a better tomorrow for all the lives we touch.

