

Corporate Social Responsibility (CSR)

Environment:

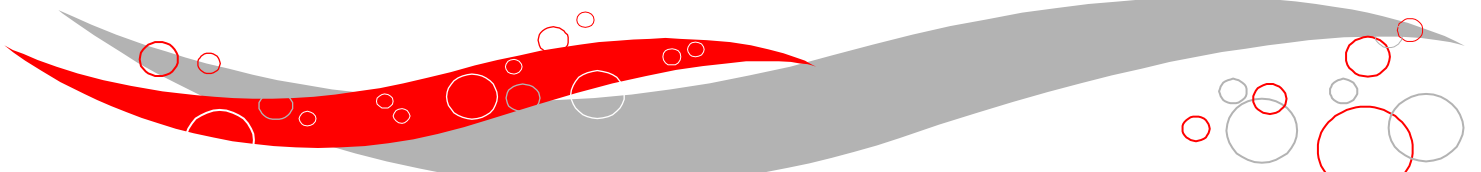
NBC is committed to integrating principles of sustainable environmental standards and sustainable development into its business decisions and processes, and it believed in shouldering the burden of the responsibility:

- NBC has introduced an environmental management system which helps to eliminate the industrial waste in environmentally friendly ways.
- NBC plant tour program teaches the importance of environmental protection measures to Palestinian Children visiting the plant. They see for themselves the high quality standards used and are very proud that our international brands are produced by Palestinian hands.

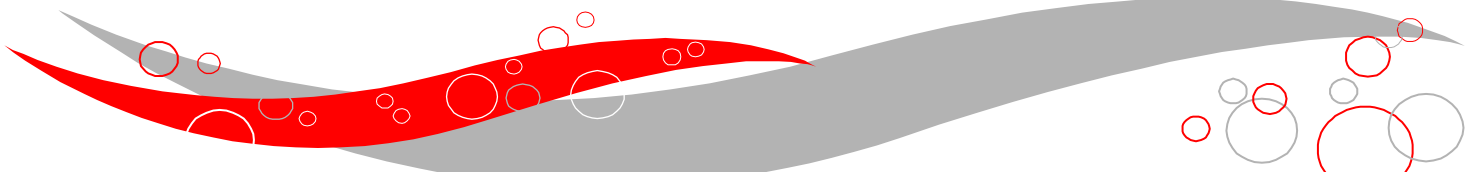
Community:

NBC contributes by investing its time, expertise and resources to help develop sustainable communities and to improve the quality of life everywhere NBC does business. NBC is supporting many community projects that have had deep impact in effecting the required mind sit changes to empower the community. NBC programs are based on:

- **Education**
 - NBC support back – to – school initiative and campaigns in both West bank and the Gaza by offering school related materials
 - NBC works in cooperation with Non-Governmental Organization in Gaza and west Bank, and creativity initiative such as Injaz Palestine, where some employees from NBC volunteer to visit schools and deliver different communication classes to students.
 - “A Step Forward” designed for last year university students aiming at exposing students to the real life of business world and assisting them in their post-graduate careers



- “Lana Alghad” NBC came out with this campaign after the international “school.com” campaign, in associations with the Palestinian Ministry of Education. This campaign aimed to computerize the schools in rural areas.
- “Kuluna Kaderoon” (We are All Able) in cooperation with the Arab Bank, and Siniora Food Industries, NBC lunched “We are All Able” campaign, this campaign covers the fees, annually, for three master’s students in local universities who specialize in business administration, this program was implemented in Gaza and West Bank.
- In cooperation with Coca - Cola Foundation, INJAZ Palestine has launched a program that provides scholarships for one academic year at the University of Bilkent and University of Ankara in Turkey, where about 10-12 students from national universities will benefit from the scholarship program.
- **Social Involvement in life line sectors:**
 - The first initiative of its kind and co-sponsored by the Palestinian Ministry of Health and the Public Hospitals, NBC has inaugurated seven children’s libraries; six of them inside hospital throughout the West Bank and Gaza in an effort to raise the morals of sick children.
 - NBC is involved in events with orphanages and various societies for the disadvantaged
- **Sport:**
 - To motivate female athletes, and in cooperation with the Palestinian Ministry of Youth and Sport, NBC has established a female football school in the Bethlehem district in addition to the first female ping pong school in the Nablus district.
 - In cooperation with the Palestinian Basketball Federation; NBC, under the umbrella of Sprite and Diet Sprite, has sponsored the first basketball championship in 23 years.



- In cooperation of Palestine Association for Children's Encouragement of Sports PACES, NBC committed to provide water for sport clubs that included 81 clubs, this program covers 7,560 child in Gaza and West Bank
- NBC, under the umbrella of Sprite
 - Has sponsored the first basketball school for the young children
 - Has sponsored De La Salle basketball for three successive years.
- NBC, under the umbrella of Coca – Cola
 - has sponsored First Ramallah Group Women Football Team
 - has sponsored Coca – Cola Cup with cooperation With Ministry of Education and Higher education