



Volunteer

Creativity

Youth

Responsibility

Sustainability

Impact

Partnership

Education

Environment

Values

Development

Corporate Social Responsibility  
2020





## Corporate Social Responsibility:

2020 was the year Bank of Palestine redirected a bulk of its CSR budget towards combating the health and socio-economic impact of Covid 19 on Palestine.

Bank of Palestine Group unleashed a multi-faceted; multi-stakeholder strategy and approach in supporting the Palestinian Government to combat the spread of COVID-19 with an ILS 7 million (approx. USD\$ 2 million) donation. The group deployed at the national effort; its financial resources, its media channels, its digital channels, its diaspora networks and in kind donations.

On the health awareness front, the bank engaged all the relevant stakeholders working with the Prime Minister's office, Ministry of Health –MOH, World Health Organization-WHO, UNCIEF, and the Palestinian International Cooperation Agency-PICA. The awareness campaign aimed to support the government's health and emergency instructions using influencer videos from local celebrities and Arab celebrities. The strategy then moved to include in kind donations, rallying up the diaspora network for donations, direct financial contributions to the government via redirecting existing commitments in sponsorship and CSR programs towards the COVID-19 emergency needs. We also created digital platforms for donation utilizing the bank's digital services and channels both to raise awareness for the stay home campaign providing incentives to customers to use the mobile banking application. In return for using the mobile app while staying at home customers get a daily prize of ILS 1000 (approx.: USD\$ 280) and in turn the bank donates one ILS towards the government's and national efforts to combat the virus. Our staff as well also decided to chip into our effort and donated a day's salary"

Below is a recap of the different interventions the bank unleashed in the face of the Coronavirus crisis:

## Health Awareness campaign:

A multitier awareness campaign was launched in partnership with the Palestinian Ministry of Health, WHO, UNICEF, Palestinian International Cooperation Agency-PICA with the theme and message of following the instructions of the Palestinian Ministry of health.

- The campaign led with a 25 video series with over 25 influencers from art, music, religious leaders, security officers, ambulance officers, laborers, & social media activists.
- The video campaign was aired on Palestine TV and broadcasted on radio stations and is sponsored on social media platforms and you tube channels of all the partners
- The video campaign was followed up by an information campaign with health content, tips and advice on the virus and how to combat it prepared by WHO, UNICE and MOH that is beamed in social media and digital media
- This campaign was deployed through the media channels of the bank: ATM Machines, Billboards, Digital News sites, Radios, TV channels and social media platforms with unlimited sponsorship budget.

The Palestinian government received praise from the World Health organization for its quick actions imposing lock down and social distancing and public health awareness campaigns in partnership with the private sector.

## In-Kind Donations:

- Bank of Palestine donated 1,400 N95 masks to the ministry of health for use by frontline medical staff
- Bank of Palestine donated 500 N95 masks to the emergency committee of the Ramallah Governorate to be used by police and frontline officers in the district.

## Contributions via Digital Channels:

Leveraging the Bank's Mobile Application to raise donations towards the government effort. The bank has launched a campaign whereby every time customers use the mobile banking application "Banke" one ILS is donated by the bank towards the government's efforts to combat the pandemic. To encourage customers to use the App a daily prize is given to customers to stay home and use the app and avoid going out.

Redirecting parts of the Sponsorship and CSR budget towards Direct Financial Contributions:

The bank has redirected budget items already allocated to certain sponsorship commitments and CSR commitments in 2020 to contribute directly from its financial resources to the government's effort to combat the virus and sustain the socio-economic fallout because of the crisis through direct donations to ministries of Health, Labor, and Social Development.

Group Companies: Arab Islamic Bank-AIB and the group's Electronic Payments Fintech Company PalPay contributed additional financial contributions to the public effort as part of the Bank of Palestine Group's commitment. Palpay is already working with International humanitarian agencies on issuing cash cards for food handouts from supermarkets and cash for work using the digital platform of the company.

## Group Staff Donation:

Bank of Palestine Group Staff of 2,500 employees donated one day of their salary providing their own contribution to our institutional donation with a USD\$140,000 donation of their own.

Contribution via the Palestinian Banking Association:

Bank of Palestine donated financially as well through contributing its share in the collective donation of USD\$500,000 by the Association of Banks in Palestine to the Ministry of Health.

## Leveraging the Diaspora Networks of the Bank:

### Chile:

Key business leaders from Chile have been approached by the Bank and as such have expressed readiness to donate a significant amount towards the effort and stipulated their donations to go to support hospitals in East Jerusalem and Gaza with key equipment i.e. PPEs and Ventilators. This effort was coordinated with the Tawoon Organization. Additional efforts with Palestinian diaspora in other countries will continue, as the crisis remains a national priority.

Non-Corona Health Awareness: An Awareness campaign to combat Diabetes was launched last year in partnership with local and international partners. Diabetes infects 10% of the Palestinian population and the bank is keen to be partner in national efforts to help create awareness to prevent the prevalence of Diabetes inside the bank and the larger community. These awareness campaigns benefit from the media channels of the bank and do spread the work to help prevent the spread of these non-communicable diseases.

Bank of Palestine continues to lead on creating awareness to support early detection and early testing to combat breast cancer. The bank converts all its media and communications channels towards this campaign during the month of October of every year.

## Saving Lives: Pink Mobile Clinic

The Pink mobile continued to operate after its inauguration in 2018 year. The clinic goes to remote villages where women are deprived of the early detection examination and equipment. It is reported that chances of cure is 89% because of early detection.

