

Lafarge Egypt CSR newswire

June 2013



So Much to Celebrate!!!

Literacy Project

Thirty days of parched throats in the sweltering summer heat during Ramadan, along with the political situation and feelings of uncertainty throughout Egypt lately, were more than enough to dampen anyone's spirits. Yet I'm happy to share that despite the slight drop in attendance in our literacy classes due to these circumstances, Lafarge's efforts to restore attendance levels have been met with great success.

The participant's skills continue to be measured frequently and recognition is consistent. Every month, the top scoring students on the monthly test are rewarded with prizes.

And it doesn't stop there. We have taken steps to further entice students by putting dedicated and quick learners on a fast track to completing their Literacy classes and celebrating an early graduation.

In coordination with the 'Adult Education Authority' we were able to arrange for the high-flyers to take tests that are scheduled earlier than the regular Authority's preliminary and final tests. This way they will be able to complete their literacy classes and receive their certification sooner.



Teacher at literacy class



Women's at literacy class

Last June, 21 out of 33 learners have passed what is known as a 'Preliminary immediate test'. These 21 women will be taking the 'Immediate final test' initially scheduled for September. Their success so far has inspired more students to work harder and keep themselves motivated towards achieving their goals.

From the start of the Literacy project Lafarge has been committed to not only maintaining high standards for the program but consistently improving and growing the initiative. And the training & development of the classroom instructors has always been part of the plan to do so. Recently, all facilitators have

attended a 'Communication and Classroom Management Skills' training course, provided by partner NGO, 'ADEW' (The Association for the Development and Enhancement of Women) to enhance their classroom management abilities and help them communicate more effectively with learners. Certainly, the facilitators will be thrilled as they realize just how much more can be accomplished in the classroom once they start applying their new found skills.

continuing success of the life skills classes, recently adding soap, shampoo and jam making to its list of activities. Not only are the students enjoying

seeing the product of their hard work materialize right before their eyes but are also feeling proud to take these products home to their families.



Testimonials from the Literacy Project

Sh. A., 32, wife and mother of 3

"My daughter is in school and always does her studying by herself because I have never been able to help her. I started attending the classes about a month ago; not even knowing the letters of the alphabet, but the instructor had persuaded me to join. Now, I know the entire alphabet and I can write my full name. My husband always had some harsh things to say about the fact that I was illiterate and I used to feel like I wasn't really living.

So, as soon as I learned the alphabet and how to write my name I told my husband and it made me feel so proud. God willing, when my daughter returns to school in September, I will try to help her study so she knows that her mom is not illiterate."

S. A., 50 years, wife and mother of 6

"I really want to be able to read the Quran and learn about my religion. That's why when the instructor passed by and told me there was a literacy class nearby, I insisted on joining. I want to be able to teach my grandchildren. I feel so ashamed when one of them asks me about something and my answer is 'I don't know how to read'.

I have now learned the alphabet and how to write my name. I can even spell out some of the signs I see when I'm walking down the street and I feel great!"

A., 43 years, wife and mother of 8

"I want to learn so I can read the Quran and also so that I don't have to ask someone on the bus to tell me when I arrive at my stop because I can't read the sign myself. I also want to learn because 'knowledge is power' and I feel blind when I walk in the street because I can't read or write. When I could finally read my name and I learned the alphabet I felt so happy and God willing I will take the test and graduate so that I will no longer be illiterate. "



The Sewing Center Welcomes New Hires

We are constantly seeking further development and opportunity for the sewing center project with the help of our partnering NGOs. 'Kafalet Al Khair' has recently initiated a mutually beneficial relationship with the sewing center of the 'APE' (Association for the Protection of the Environment) in Mansheyet Nasser. The NGO's manager paid a visit to the 'APE' sewing center to propose the exchange of knowledge and expertise, discuss areas of opportunity for the 'Lafarge sewing center' and gain some perspective on new product ideas and marketing techniques.

Since its establishment in 2012, Lafarge sewing center has successfully graduated 123 trainees and manufactured 1830 items including jeans, trousers for kids, t-shirts and even mattresses and bed sheets. And that number is about to grow with the latest order received from a school in



'Sharkiya' for 350 trousers.

part of their clothing line is an exciting new challenge for the women at the sewing center.

A retail store selling veiled women's clothes is the latest addition to the sewing center's customer list, and manufacturing sweatshirts as



Saving lives and taking names!

In a bold effort to provide healthcare services for those with limited incomes, who otherwise would not be able to access these services, Lafarge has joined forces with 'Kafalet Al Kheir' NGO, its local partner in the sewing center project, as well as 'Resala' association, organizing a medical convoy visit to Ezbet and Arab El Walda.

'Kafelat Al Khier' was responsible for selecting 32 critical medical cases in need of surgery to be examined by the doctors at the medical convoy. Based on the level of income, 20 cases were selected to receive fully funded surgical treatment. Some of the procedures that required urgent care included tumor resection, kidney stone fragmentation, eye surgery, and hernia repair surgery.

This much needed medical attention will undoubtedly make a tremendous difference in the lives of these patients and their families. We wish them all a quick recovery and continued health.



مشروع
التدريب الحرفي
و التوظيف



alshahaneh ya bilady



Water we doing wrong? Time to get water smart!

This quarter we took it upon ourselves to do our part in spreading awareness about the very crucial issue of conserving our fresh water supply.

Lafarge conducted a seminar titled: **'The importance of rationalizing water consumption'**

on July 30th at the sewing centre. A total of 30 women from the literacy classes and sewing center trainees and workers attended. The seminar was able to shed some light on topics these women probably never considered in their daily lives, answering questions and educating them on the value of the water they use every day and its' source. This is a list of the points discussed:

- The nature of the water cycle.
- Water distribution on earth (salt water vs. fresh water).
- Management of water resources.
- Egypt's share of Nile water.
- Why Egypt is under the water poverty line despite the excess Nile water.
- How to rationalize water consumption in our daily life.
- Wrong habits that waste water and ways to correct them.

Sharing this information was meant to create a real connection between these women and their water source and hopefully it has given them a new sense of responsibility towards conserving water and passing on the knowledge.





Health and Safety Month at Lafarge



This June, Health and Safety month became one of the most anticipated dates of the entire year for the Lafarge teams.

Equipped with XBox, interactive videos and plenty of competitions, it was the kind of learning you don't want to miss!

Lafarge employees are always encouraged to take ownership of their own safety as well as that of others every single day. It's the Lafarge way and a major part of our company culture. We've even dedicated an entire month to it. This June was 'Health and Safety' month at Lafarge and was spent promoting the principles of health and safety not only to our employees but also to their families and our community partners, under the theme of

**'At home, at work...
Make the link'.**



Over 1350 Lafarge employees participated in the Health and Safety training program where they received training from their own colleagues who were nominated from each department based on their areas of expertise and training skills. The training topics included inspection, housekeeping, phone and road, ergonomics and risk management.

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Keeping the audience's attention long enough to make a lasting impression and convey the powerful messages on personal health and safety, was definitely a concern when planning the Health and Safety training. However, we were able to keep everyone engaged by abandoning the lengthy presentations and conference rooms for a far more interesting approach.

Instructors were given free rein on creativity and once the Xbox made its' first appearance, the rest was history. Other training activities included animated short films educating employees on health and safety issues as well as employees sharing their own personal safety-related incidents that they and/or their family members had experienced in either their per-

sonal or professional lives. Not to mention all the interactive games and competitions.

The instructors of the nine departmental teams participated in the "Safety Crash" competition, where not only was their safety knowledge put to the test but their creativity and instincts when reacting to risk. Each team certainly enjoyed flexing their safety muscles and showing off their health and safety skills. The Operations department ultimately took home the gold with the Mechanical Maintenance team coming in second and the Methods team third. Another fun competition called "Lafarge Idol" was held between two nominated teams from Lafarge Cement and Lafarge Bags, where Lafarge Cement came out on top.



Health and Safety

During 'Health and Safety' month, Lafarge also launched a health and safety awareness road show in two Sports clubs in Cairo, El Nasr Club and Wadi Degla Club as well as 'Master' Rest-house on the Cairo-Alex desert road under the title 'Lafarge Safety Academy is Reaching Out'. The purpose of the road show was to raise awareness about road and home safety by sharing valuable safety tips and even giving a demonstration on how to use a fire extinguisher. Educational material including CDs, stickers, and coloring books were

distributed to the public, and the driving safety tips and stickers were particularly appreciated by the people at 'Master' Rest-house about to take to the road.

Lafarge's health and safety month this year was a huge success on so many levels. Employees enjoyed the activities and events as well as how the information was delivered in an interactive and dynamic manner.

Eng. Ahmed Yehia, from the Packing Department, ex-

pressed his appreciation by saying "I would like to thank all the members of the Communications team for the amazing efforts and outstanding performance in organizing the Health and Safety month this year. In addition to the perfect arrangements and excellent management of logistics, the employees' competitions, this year were exceptional. Through these competitions, we learned how to appreciate and value each piece of information about health and safety in the work environment and in our own lives outside.

The competitions also succeeded in inducing a great amount of energy within participants, organizers and even those who cheering on the teams. The different activities of the month were able to get us all out of the intense mood that we have been experiencing due to the challenging political situation in Egypt in addition to the work stress. They have also succeeded in making us put health and safety as one of our top priorities."



Lafarge Road Trips for Better Health

Since the start of the year, Lafarge has organized 29 medical campaigns throughout Egypt, educating and treating underprivileged communities in addition to funding major surgeries. It was our personal road trip for better health!



During the first half of 2013, Lafarge launched 29 medical campaigns in remote underprivileged areas in both Delta and Giza as part of their agreement with El Kasr El Ainy, Cairo University.

10 campaigns in Dakahlia, Monofia, Gharbia and Sharkia governorates educated nurses on topics such as infection control, basic life support and cardio pulmonary resuscitation.

Healthy eating and basic nutrition were on the agenda for 19 other awareness campaigns in areas such as Gezert El Dahab, El Saf and Kom Bakar in Giza, targeting school children in these areas. The students also received valuable oral hygiene instructions and information on how to prevent tooth decay.

Medical checkups, basic laboratory tests, medicine provision

and one-day surgeries were also part of the 29 campaigns.

The second phase of the medical campaigns, launched during the second quarter of 2013, has funded 44 surgeries for patients in need, including orthopedic and eye surgeries. We are proud to report that, to date, the total number of beneficiaries of the 29 campaigns is 13,483.





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so you can live in more beautiful cities

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