

بنك الاردن
Bank of Jordan

A photograph of several hands of different skin tones reaching up from the bottom and sides to form a heart shape in the center of the page. The background is a soft, light-colored gradient.

Corporate Social Responsibility in Action in 2019

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Bank of Jordan - Background



With a paid-up capital of JD 200 million, Bank of Jordan is considered one of the major financial institutions in Jordan. Ever since its establishment back in 1960, the Bank has displayed an unwavering commitment to performance improvement across all activities and operations. It has also continued to digitalize and embrace disruption in the Banking world.

Over the last six decades, the Bank has extended support to investment projects and contributed to economic development in the countries where it operates. This was made possible through offering comprehensive Banking solutions that meet the various needs of retail and

corporate clients. Additionally, it has contributed largely to financing national development projects and the private sector.

With a solid track record of success, the Bank has earned the trust of local, Arab, and international Banking, financial, and investment institutions. Today, Bank of Jordan Group includes Bank of Jordan – Jordan, and its branches in Palestine, a Wholesale Branch in Bahrain, and Bank of Jordan – Syria. It also owns Excel for Financial Investments Company, and Jordan Leasing Company.



Introduction

This report seeks to highlight Bank of Jordan's leading role in serving the local community and its corporate social responsibility initiatives in 2019 – already incorporated in the Bank's CSR plan for the year.

These activities, implemented in cooperation with various charities and civil society organizations (CSOs), saw wide employee participation which contributed to the success of the different forms of assistance delivered.

Seeing itself as part of the larger society, the Bank has been keen to identify solutions to challenges facing the society and contribute to socio-economic development; lending invaluable support where needed.



Education and Scientific Research Initiatives

Education and Scientific Research

Investing in educational activities remains a top priority for Bank of Jordan, which believes in the positive outcomes of education, including higher economic growth, improved well-being, and increased political engagement.

In 2019, the Bank implemented the final phase of a four-year scholarship program in cooperation with the UNRWA. Under the scheme, which kicked off in 2016, the Bank helped pay for the education of 10 students enrolled in the faculty.

This is in addition to offering two undergraduate scholarships offered through Elia Nuqul Foundation.

Within Bank of Jordan family, the Bank runs the Children of Staff Scholarship Program which provides four undergraduate scholarships annually to children of BOJ employees. The scheme seeks to enable young men and women pursue education in public universities, earn a degree, and become self-independent.

At school level, the Bank funded two scholarships for distinguished students at King's Academy who were selected by the academy but were unable to pay for the high tuition fees.





Furthermore, the Bank continued to support the implementation of the National Project for Promoting Financial Literacy, launched by the Central Bank of Jordan in cooperation with the Ministry of Education and "INJAZ" Organization.

Under the 2015-2021 program, "Financial Literacy" was introduced to 7th-12th graders to teach them about financial literacy and empower them to take sound financial decisions now and in the future.

As part of employee engagement in the CSR plan, a team of BOJ staff took part in the awareness-raising campaign "Towards a Financially Literate Youth (2)", which targets university students aged 18-25. Under the program, the team visited several universities across Jordanian governorates including Mutah University, Al-Zaytoonah University, and Al-Balqa' Applied University, to enhance student financial literacy.

And for the tenth consecutive year, Bank of Jordan renewed its partnership with the Children's Museum - Jordan in support of "The Open Day" initiative. Tens of thousands of children have been given the opportunity to visit the hands-on facility free of charge on the first Saturday of each month. Under the popular initiative, children can play and explore more than 180 interactive indoor and outdoor exhibits on display. The facility also boasts an art studio and a library.



Bank of Jordan, in cooperation with the Museum, also organized several educational activities and competitions and handed prizes to winners during open days. It also helped fund the renovation of the art studio as a "Creative Partner", a move seen as an extension to the long-standing partnership between the two sides. The renovated section aims to expand children's horizons through innovative experiments.

Furthermore, BOJ co-sponsored "The International Conference on Creativity, Innovation and Entrepreneurship in Business Environment: Opportunities, Tools and Challenges" organized by Al-Balqa' Applied University. The Bank also supported the Royal Institute for Inter-faith Studies, since it is considered a center for multi-disciplinary research on issues related to interfaith and cultural dialogue.





Health Initiatives

Health



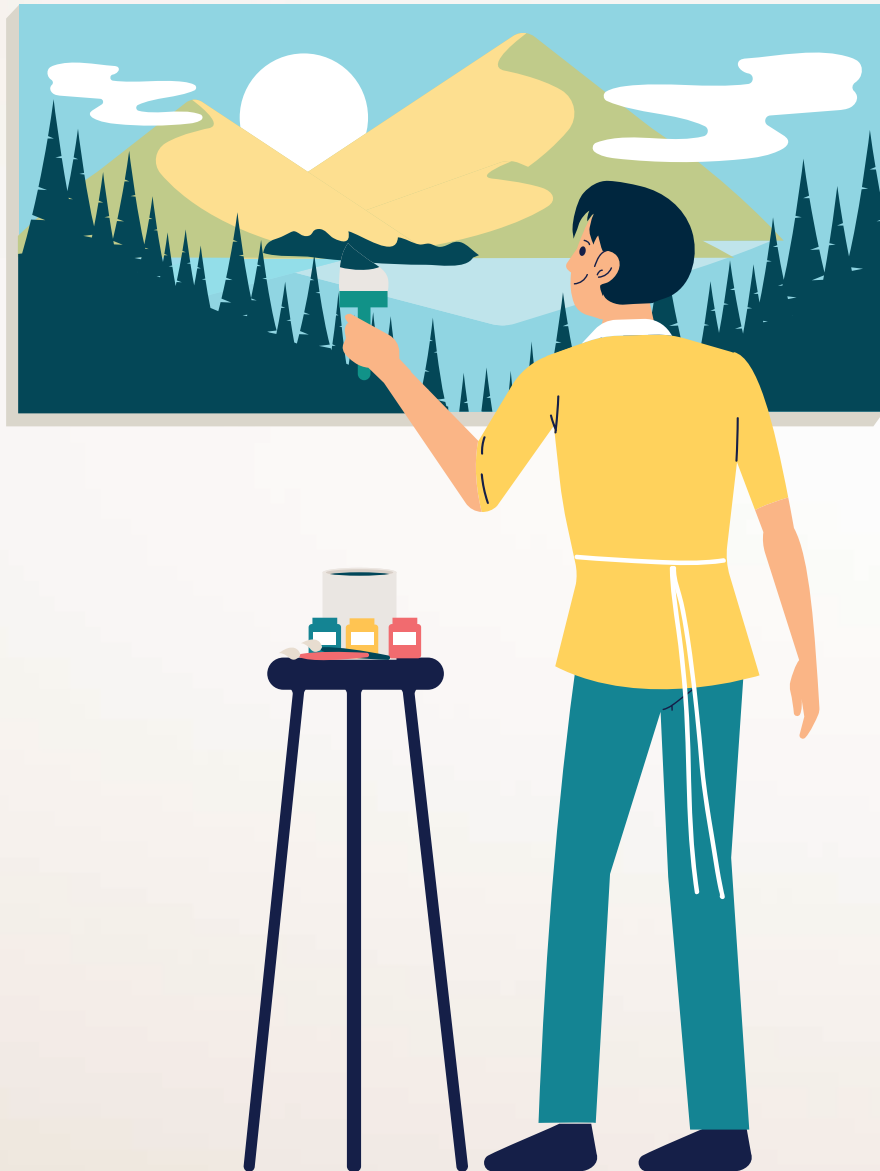
Committed to alleviating the financial burden and psychological distress of patients and their families, Bank of Jordan continued to extend financial support to health establishments to help them fill unmet yet vital healthcare needs.

Supporting cancer patients in their journey to recovery has been a key component of the Bank's health initiatives. BOJ's support for the King Hussein Cancer Center (KHCC) in 2019 included:

- Participating as a silver sponsor for KHCC annual fundraiser event held under the patronage of His Majesty King Abdullah II and Her Majesty Queen Rania Al Abdullah.
- Sponsoring two students from The International School of Choueifat under "The Seven Mountains" initiative, which was launched by the school in 2018 in cooperation with the KHCC. The seven-year initiative aims to raise funds for the center to support underprivileged cancer patients specifically, and to promote the center's vision.

The Bank also supported the media campaign of the Medical Aid for Palestinians (MAP), aimed at raising funds to help the society provide healthcare services free of charge through its centers located in Palestinian refugee camps. Another beneficiary was the Society for the Care of Gifted Autistic Children, where the Bank's financial support was channeled to help offer behavioral, functional, and speech therapy for autistic children whose families cannot afford the costly treatment.





Arts & Culture Initiatives

Arts & Culture

In parallel with investing in education and scientific research, the Bank was keen to support cultural and art activities that complement the learning process and can help discover children's natural talents and abilities. Thus, it supported the "Haya Theater Festival - 2019" which hosted local and international performances over a three-week period, bringing joy to 3,050 children, families, and students benefiting from charities. The festival was organized by Haya Cultural Center.

In efforts to engage Jordanian youth in non-academic but meaningful programs, the Bank extended support to El-Hassan Youth Award, which attracts youth and gives them the confidence they need to contribute to community development.

To help foster cooperation between BOJ and other community organizations, the Bank renewed its annual membership in the board of trustees of "INJAZ" for another year. This comes in recognition of the latter's efforts in investing in Jordanian youth.

Also in 2019, the Bank started a reading club for employees to enhance the exchange of knowledge and ideas among them. Sessions were organized for members to discuss the selected book and think of how to put knowledge into practice to grow the Bank's business.





Environmental Protection Initiatives

Environmental Protection



Environmental protection remains a key area of concern for Bank of Jordan, featuring high on its CSR strategy.

For the sixth consecutive year, BOJ supported the ongoing Green Caravan Program organized by the Arab Group for the Protection of Nature, which involved planting 500 trees in several areas – with participation from BOJ team. The scheme is meant to achieve food security, increase green space in the Kingdom, and provide a source of income for impoverished farmers and their families.

The Bank also sponsored the drawing competition "Water Harvesting as a Solution for Solving the Water Crisis" launched by the Friends of Environment Society for students in private and state-run schools. The event seeks to encourage creativity and cultivate environmental awareness among school students.



Amid efforts to go green, the Bank has put in place an energy efficiency policy aimed at producing enough clean electricity to supply the needs of BOJ headquarters and its branches spread across the Kingdom. In due course, photovoltaic power stations were installed in Madaba, Mafrq and Aqaba yielding 4,170.5 kWp, in a step meant to provide a clean energy solution that helps reduce greenhouse emissions.





Sports Initiatives

Sports

Believing that sports is an important enabler of sustainable development, Bank of Jordan continued to focus on investing in youth talents. In November 2019, it sponsored a team of eight Jordanian elite and youth boxers to compete in the "King of the Ring" boxing tournament held in Sweden. It also contributed to the "Rise for Good Sports Fund" aimed at discovering talented young athletes in Jordan and the Arab world.



Giving space to the physically challenged to unleash their potential, the Bank sponsored the Jordanian runner Nabil Maqableh to help the athlete participate in various local and international competitions and training camps. This is in addition to supporting Paralympian Abd-Al-Kareem Khattab through the Jordan Paralympic Committee to help him participate in the Summer Paralympic Games in Tokyo/2020.



To promote a healthy lifestyle, the Bank also sponsored three teams that competed in the Amman Baccalaureate School Marathon.



Aside from that, several sports activities were organized throughout 2019 by the Bank's social committee for staff including football, basketball, bowling and table tennis tournaments. Also during the year, the Bank sponsored and supported various sports events and clubs such as Al-Baq'a and That Ras clubs.





Charities and Civil Society Organizations (CSOs) Initiatives

Charities and Civil Society Organizations (CSOs)

In support of charity and humanitarian work, the Bank extended financial assistance to 45 charities and CSOs in 2019, helping them keep their activities going and reach out to the largest number of beneficiaries. Services offered by these organizations target the poor, orphans, the elderly as well as people with disabilities.

Moreover, the Bank was keen to support youth institutions and forums including the National Forum for Awareness and Development which launched several initiatives, mainly the "Pioneers of Safe Driving Network". The initiative aims to reduce car accidents through promoting the concept of "The Idol Driver" among the youth. "Excel for the Future" was another

initiative implemented in several public and private universities – also supported by the Bank.

The Bank also sponsored an awards ceremony for youth pioneers who completed the first phase of training as coordinators of youth activities in universities, governorates and districts – also part of the forum's programs.

Additionally, the Bank helped furnish a training facility run by the Princess Taghrid Institute for Development and Training in Ghor Fifa. The institute provides women in the local community with training and job opportunities and enables them to generate income for their families.



In honor of military and security personnel who died in the line of duty, the Bank continued to support the Martyr's Family Fund for the third year in a row. The fund, which was established under the directives of His Majesty King Abdullah II in 2017, helps ensure a decent living for the families of martyrs and secure a better future for their dependents.



Additionally, the Bank was a platinum sponsor for the 11th Annual Warrior Competition, which was held at King Abdullah II Special Operations Training Center (KASOTC).

For senior citizens, BOJ continued its support for the White Beds Society – Muntada Alrewad Alkebar, which provides a home for elderly women and men who have limited income. Residents can also join as members in the association and take part in its various cultural and fun activities.



And for the third consecutive year, the Bank sponsored a house at the SOS Children's Villages - Irbid, covering the house's running expenses for a year. A team of BOJ employees paid regular visits to the house to establish a bond with the children and ensure their wellbeing.

During the month of giving, Ramadan, Bank of Jordan distributed food packages to impoverished families and sponsored Iftar banquets for children who benefit from welfare services. Fun activities and games were organized during these events that were held amid a joyous and lively atmosphere, and gifts were handed to children. These initiatives were carried out in cooperation with Steps Society, Al-Nukhba Club for the Visually Impaired, the Jordanian Association for Development and Social Productivity, Tkiyet Um Ali, and the Royal Jordanian Air force Women's Club among others.

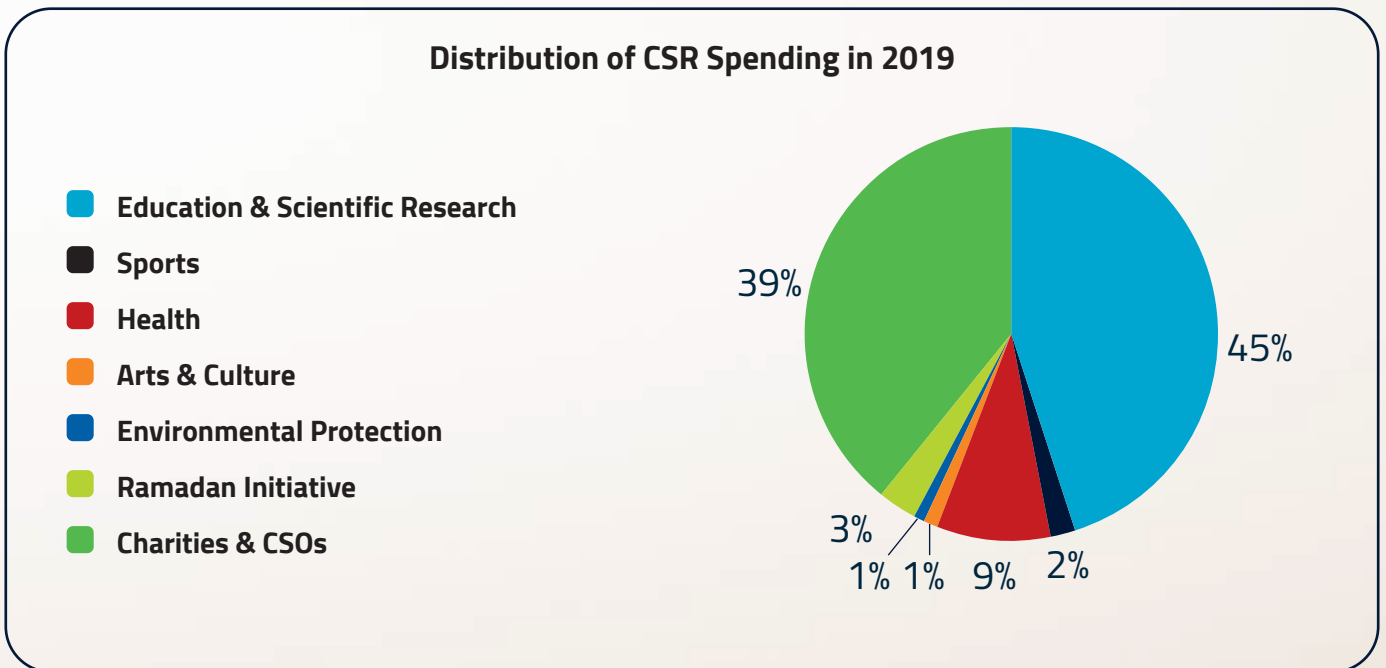


Other beneficiaries during the year included the Islamic Cemetery Affairs Association, Give Palestine Association, Palestine International Institute, Qassem Boulad Charity Association, Amman Circassians Divan, People of Kafr 'Ana Association, and the Jordanian Parliamentarians Club. Petra National Trust, Alown Humanitarian Club, Al-Tafayleh Residents Association, the Jordanian Club for the Deaf, Jerusalem Protection Society, and the Circassian Charity Association were also among the recipients.

It is worth noting that some of the Bank's funding goes to empower these organizations to launch productive and income-generating projects that help improve living standards of those in need.

As part of its CSR strategy for 2020, the Bank seeks to reach a larger number of beneficiaries through the services and programs planned for the year, which will be carried out in cooperation with charities and CSOs.

The following chart shows the distribution of the Bank's CSR spending in 2019:



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