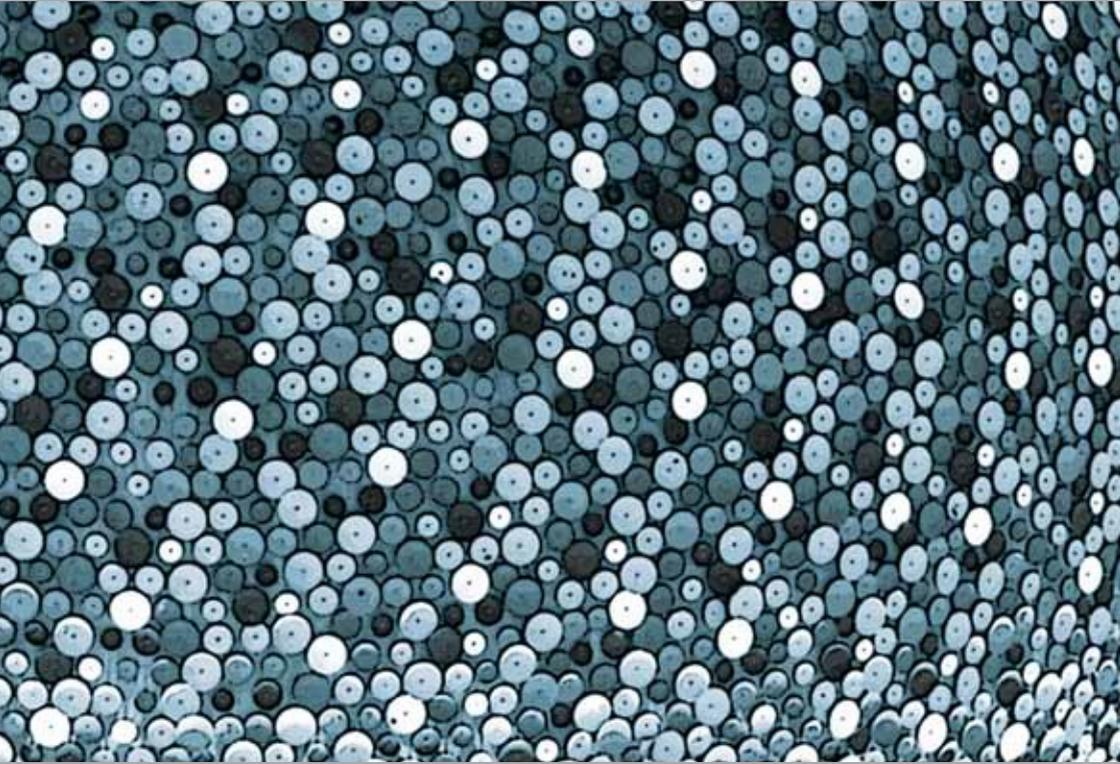


Commercial Bank of Kuwait

# 2011

Social Responsibility Report



**Al-Tijari**



His Highness Sheikh  
**Sabah Al-Ahmad Al-Jaber Al-Sabah**  
Amir of the State of Kuwait



His Highness Sheikh  
**Nawaf Al-Ahmad Al-Jaber Al-Sabah**  
Crown Prince



**Sheikha Nouf Salem Al Ali Al Sabah**  
Head of Advertising & Public Relations Department

Commercial Bank of Kuwait

## Social Responsibility ... An Integral Part of our Business Approach

In Commercial Bank of Kuwait, social outreaches and contributions to the philanthropic, social and humanitarian initiatives are of paramount importance. Longtime back the bank realized the importance of corporate social responsibility in boosting the State's social drive. This is clearly manifested in the considerable and diverse contributions offered by the bank in support and sponsorship of the various social events. The social mission assumed by companies and institutions in the society is a mainstay for advancement of society and enhances the spirits of intimacy and cooperation between individuals and those institutions, in view of the tangible positive impacts felt by those individuals and the bank has always been a main player in this area. Commercial bank of Kuwait is a socially responsible bank and it has always been present in the heart of all cultural, sport, health, environmental, and other societal activities.

The bank has always been the forerunner to consolidate its social responsibility in Kuwait. This is evidenced in its contributions to a number of social events in Kuwait. Despite the global financial crisis which hit many financial and economic institutions and led them to cut down their social responsibility contributions, Commercial Bank of Kuwait continued its marked dedication and impressive contributions to the various society segments in general and the physically challenged segment in particular.

This booklet highlights in brief the bank's major social programs and activities along with its contributions and sponsorship of the various society related activities.

**Nouf Salem Al Ali Al Sabah**  
Head of Advertising & PR Department



## Al-Tijari..... Social Outreaches in Several Fronts

Commercial Bank of Kuwait continues its contributions to the Kuwaiti society as cited in the social outreaches extended by the bank to several institutions in Kuwait. Within its social and institutional mission, being the second oldest banking institution in Kuwait, the bank dedicates a great deal of financial supports and assistance to educational, health, cultural and entertainment activities organized by civil service parties in Kuwait. As a socially responsible bank, we firmly believe in the magnitude of the mission the bank assumes in support of the development and advancement of Kuwait. The success of this mission can be materialized only if these social outreaches are directed to all individuals and institutions, signified in the various sponsorships and social supports extended by the Commercial Bank to civil society institutions.



Visit of Police Stations



Spotlight Exhibition



Firefighting Department Visit the Bank in an Appreciation for the Contribution

**Commercial Bank of Kuwait in the Heart of Social Activities**

To confirm its social responsibility towards several institutions which serve citizens, such as police stations and firefighting departments, and in recognition of the services they provide to the society, the bank arranged visits to a number of police stations in Sharq, Salhiya, Fahaheel and Jahra, where the bank decorated them with portraits selected from the bank calendars that reflect old Kuwaiti heritage. In appreciation of the firemen's efforts in serving the society, citizens and expatriates, the bank extended financial contributions to supply four firefighting stations at the Firefighting Department with electronic and sporting devices. Yet, the bank continues its support to the advancement drive in Kuwait, as demonstrated in the bank sponsorship of "Spotlight" Exhibition which was organized to support youth segment who run small business and seek to establish their own businesses.

**THE SOCIETY**

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*Celebrating the National Holidays at Al Raja'a School for Girls*



*Celebration of Eid Al Adha at the Kuwait Autism Center*



*Providing Advanced Equipment to Al Raja'a School for Boys*

**Physically Challenged Segment is the Bank's Top Priority**

The physically challenged and disabled segments have been always a prime focus in the bank's social and sponsorship programs with a view to help them integrate in the society. This can be reflected by the sponsorships the bank offers to the societal activities that serve this segment. In this context, the bank continued its contributions as can be illustrated by the educational electronic devices and equipment the bank provides to schools affiliated to the Private Education Department that will help these schools and the teaching staff run their day-to-day and office functions,

such as Al Wafa'a School for Girls and Al Raja'a School for Boys. Moreover, the bank provided a number of computers to Paradise Private Institute to be used by the physically challenged students, to enhance their talents and develop their educational capabilities. The bank shared as well Al Raja'a School for Girls (Elementary, Preparatory and Secondary) their celebrations of the national events. These contributions stress the bank's belief in its responsibility towards several events in the Kuwaiti society



*Gergean celebration with the Care Home's Residents*

and its continued support to the physically challenged segments. Furthermore, the bank arranged a special program for the care home's residents on the occasion of the "Gergean Event", a Kuwaiti old tradition of which the Kuwaiti society is proud to celebrate in the holy month of Ramadan. The program included several contests, Ramadan songs, cartoon characters, along with other entertainment activities where "Gergean" gifts, were presented to the attendees to bring happiness to them and draw a smile on their faces on this Ramadan auspicious occasion.

In the framework of these events, Advertising & Public Relations Department held an entertainment party for the Kuwait Autism Center children, in their celebrations of Eid Al Adha, including a number of activities and contests that brought happiness to their hearts and drew a smile on their faces on such a joyful occasion.

### Lending Support to Diverse Societal Activities

The bank participated in and sponsored the honoring parties for the distinguished-performing students, such as the honoring party for the the distinguished-performing female students of Fahaheel National School. To help disseminate awareness in the society through purposeful art and to communicate with all several groups of children, the bank sponsored also the annual 16<sup>th</sup> drawing competition organized by Radisson Blu Hotel, where a great number of the private school students took



*Honoring the Winners of the Drawing Competition Held by Radisson Blu Hotel*



*The Kuwait Scouts Society Honors the Bank for its Contribution for the Omra Trip*

part in this competition, along with a group of the physically challenged students, to demonstrate their artistic talents and develop their skills, potentials and take advantage of these social occasions. Moreover, within its contributions to support diverse activities and its engagement in a number of humanitarian and social events, the bank offered financial contributions to a number of co-op societies and the Kuwaiti Blind Association to perform the Omra to the Holy Lands in Mecca. The bank offered also a financial contribution to support the Omra trip organized by the Kuwait Scouts Society for eight administration staff and fourteen students from different educational areas in Kuwait.



## HEALTH & ENVIRONMENT

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### Supporting Awareness Campaign and Health Programs

The bank assumes momentous missions in support of the awareness campaigns which serve all society segments. In this context, the bank extended its contributions in support of the Traffic Department's efforts at the Ministry of Interior and Al Abd



Sponsoring the Summer Camp Organized by "Bayt Lothan

Al Ghani Health Center at the Ministry of Health for publishing printed awareness materials, to help raise health and traffic awareness among the society members, and raise the traffic awareness for road users and the means of protection against potential accidents as well as to acquaint citizens and expatriates with the best ways of protection against diseases. Moreover, to confirm its social role in serving the social and cultural activities, the bank sponsored a weight-loss competition organized by Hadiya Family Medical Center affiliated to the Ministry of Health. The bank sponsored also the summer camp arranged by "Bayt Lothan" for children from 4 to 12 years old.



*Planting an olive tree next to a signboard that carried the Bank's name*

### **Contributions to Environment Preservation Activities**

For the purpose of getting children at their tender age educated about the importance of preserving the environment and public cleanness, the bank took part with the female students of Rayhana Bent Zaid Primary School in the voluntary Campaign to preserve Kuwait beaches against pollution. The bank shared also the Arab Towns Organization in celebrating its incorporation anniversary, through an extensive campaign for planting trees in Kuwait under the slogan "Disseminating Greenery and Planting Trees ... Social Responsibility". The bank planted an olive tree next to a sign board that carried the bank's name in the Friendship and Peace Garden (Al Sadaqa & Al Salam) in Shuwaikh. In this regard, the bank endeavors as well to preserve



*Sponsoring the voluntary campaign of Rayhana Bent Zaid Primary School*

the environment by urging its customers to keep the environment clean as to avoid printing their account statements and to browse their contents online. The bank also lends support to the efforts aimed at saving energy by familiarizing its employees with the importance of rationalizing energy at offices and homes.



## CULTURE

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Reviving the Kuwaiti Heritage and the Old Kuwaiti Customs 18-19



The Bank dedicates a copy of its Advertisement to H. H. the Amir

### Cultural & Heritage Activities

Kuwait's Celebrations of the National Day in 2011 gained outstanding importance, as they marked the 50<sup>th</sup> independence anniversary, the 20<sup>th</sup> liberation day and the 5<sup>th</sup> anniversary of H.H. the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah accession to Power. On this occasion, the bank produced a commercial advertisement bearing the slogan "Kuwait is My Choice".



*Al-Rababah Painting from Al-Tijari Calendar*

### **Reviving the Kuwaiti Heritage and the Old Kuwaiti Traditions**

Over the past years, the bank continued to issue its annual calendar that usually contains hand-painted images which authenticate, narrate scenes from the Kuwaiti old heritage and depict true pictures of this dignified heritage. Al-Tijari Calendar for 2012 comprised paintings that demonstrated images from Kuwait heritage with the celebrations of Kuwait independence, liberation anniversary and H. H. the Amir accession to Power. These celebrations on these old historical events gained importance owing to the considerable positive impacts they echo in the hearts of Kuwaitis.



*Al-Sernai Painting from Al-Tijari Calendar*



*Mahmal Al-Khair Painting from Al-Tijari Calendar*

On occasion of its 50<sup>th</sup> anniversary, the bank issued a set of memorial stamps which feature a significant landmark in the bank's course of business that is replete with excellence and innovation over the past years. Five stamps (50 fils denomination) were issued reflecting the architectural development of the bank and one stamp bearing a slogan of the bank's celebration of its 50<sup>th</sup> anniversary and another stamp bearing an image of Kuwait's Towers.



*The Hobbyist Exhibition for the Year 2011*

## SOCIAL COMMUNICATIONS

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Commercial Bank of Kuwait

### Communicating with Staff as One Family

The bank endeavors to have continued communication with its staff members through several channels. One of these channels is the in-house quarterly newsletter "Al-Tijari News" published to its staff to familiarize them with the most important events and social activities undertaken by the bank. Moreover, the bank organizes its annual "Al-Tijari Hobbyist" Exhibition which is a distinctive occasion for the bank staff to meet away from work environment to display their artistic talents and communicate with the Exhibition's visitors in cordial feelings as a one family. The bank launched also its Facebook and YouTube pages on the web to expand its means of communication with customers through the social communication networks which proved to be one of the most successful communication channels among increasing segments of the society.



*A Tour in the Exhibition*



*Photos of Participants*



*Honoring the Bank for its Sponsorship of the Bossaball Championship*



*Sponsoring the Soccer Championship Organized by the Union of Kuwait Shipping & Agents*

## THE SPORTS

Supporting and Sponsoring Sporting Activities 23-25

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### Supporting and Sponsoring Sporting Activities

Commercial Bank of Kuwait efforts and endeavors continue to support and sponsor sport activities in Kuwait, whereas the bank patronized the soccer championship organized by the Union of Kuwait Shipping Companies and Agents, in which several teams of ladies, children and men participated in the tournament. Furthermore, the bank sponsored the 1<sup>st</sup> Ramadan Bossaball Championship which brought together a group of fans of this sport, and the Ramadan Soccer Tournament organized by Kuwait Dental Association. The bank offered also sponsorship to the World Kung Fu



The Bossaball Team



Honoring the Staff Ms. Abrar Al Fahd

Championship organized by the Kuwait Kung Fu Committee. In this context, the bank honored the female staff Ms. Abrar Al Fahd on occasion of her winning the Taekwondo Bronze Medal and the third position in the Taekwondo Competition for Ladies in the Arab Games held recently in Doha – Qatar. This move is meant to honor the bank staff Ms. Abrar Al Fahd for this outstanding achievement and evidences the social responsibility mission undertaken by the bank towards its employees and its aids to sport events in general.





*Sponsoring the 3<sup>rd</sup> Kuwait Financial Forum*



*The National Union of Kuwait Student – USA Honors the Bank*

### **Sponsoring Diversified Conferences, Forums and Employment Fairs**

Within its ongoing endeavors to support the economic events and activities that contribute to addressing and discussing a number of significant economic and financial issues at the domestic, regional and international arenas, the bank co-sponsored for the third time in row in the 3<sup>rd</sup> Kuwait Financial Forum in which elites of officials and executives from Kuwaiti, Arab, Regional and International banks participated. Moreover, the bank patronized the 28<sup>th</sup> annual conference for the National Union of Kuwait Students – USA. In this context, the bank sponsored the 3<sup>rd</sup> Forum for the Basic Education Faculty organized by the Public Authority for

## CONFERENCES

Sponsoring Diversified Conferences, Forums and Employment Fairs 27-29

Applied Education and Training under the caption "Education between Challenges and Contemporary Variables". In view of the cross-border outreaches extended by the bank to accentuate the image of Kuwait on the domestic and external levels and support the cultural activities of Kuwaiti nationals on local and external scenes, the bank contributed in patronizing "Aziza Ya Kuwait" Exhibition held in the Kingdom of Saudi Arabia in which the cultural and heritage activities of Kuwait were displayed.





Inauguration of the Computer Laboratory in the College of Social Sciences

## EDUCATION

Science, Scientific Research, Training and National Labor Support 31-32



Organizing a Workshop for the Bank's Staff and Managers

### Science, Scientific Research, Training and National Labor Support

The bank attaches great attention to education in Kuwait by supporting various scientific and educational programs and activities in a number of specialized institutions. Such support is clearly manifested in the bank's annual contribution to the activities of the Kuwait Foundation for Advancement of Science, to stress its commitment in support of the education process for Kuwaitis in Kuwait and abroad. Moreover, the bank endeavors to enhance its presence in the job fairs to support and qualify Kuwaiti fresh graduates to work in the banking sector. The bank continues its



*Training Program for the Employees Children and Relatives*

social message in support of the education through the social outreaches it extended to the college of Social Sciences for establishing computer laboratory, which was named "Al-Tijari Laboratory", equipped with the necessary devices and instruments required for the satisfaction of students needs.

The bank also exerts utmost efforts to maintain high professional performance standards of its staff members, by means of their continued training, developing and motivating. In this context, the bank organized a workshop on credit cards for the regional managers and branch managers. The bank celebrated also the graduation of a new group of its employees who passed with success and outstanding performance the professional programs organized in collaboration with the Institute of Banking Studies. These endeavors fall within the bank dedication to localize its manpower and raise the number of Kuwaiti staff in the bank.

*Al-Tijari... My Choice*

[www.cbk.com](http://www.cbk.com)

