

**CIMENTERIE  
NATIONALE®**  
PRODUCER OF  
اسمنت السبع  
AL SABEH CEMENT



## CSR INITIATIVES

ENGAGE WITH THE COMMUNITY • PRESERVE THE ENVIRONMENT • COMMIT TO TRANSPARENCY



## **The Company at a Glance**

Founded in 1953 by the Doumet and Asselly families, Cimenterie Nationale S.A.L. (CN) is a leading cement producer in the region, producing more than 2.6 million tons per year. CN is a joint stock company with a capital of LL156 billion (\$100 million). It currently employs more than 550 team members and provides opportunities for indirect employment to more than 1,000 people working in transport, distribution, maintenance and in different other fields.

### **Mission:**

We strive to consistently build the trust of current and potential customers, employees and communities in which we operate locally, nationally and regionally.

### **Values:**

We provide product solutions of the highest quality for our customers nationally and regionally.

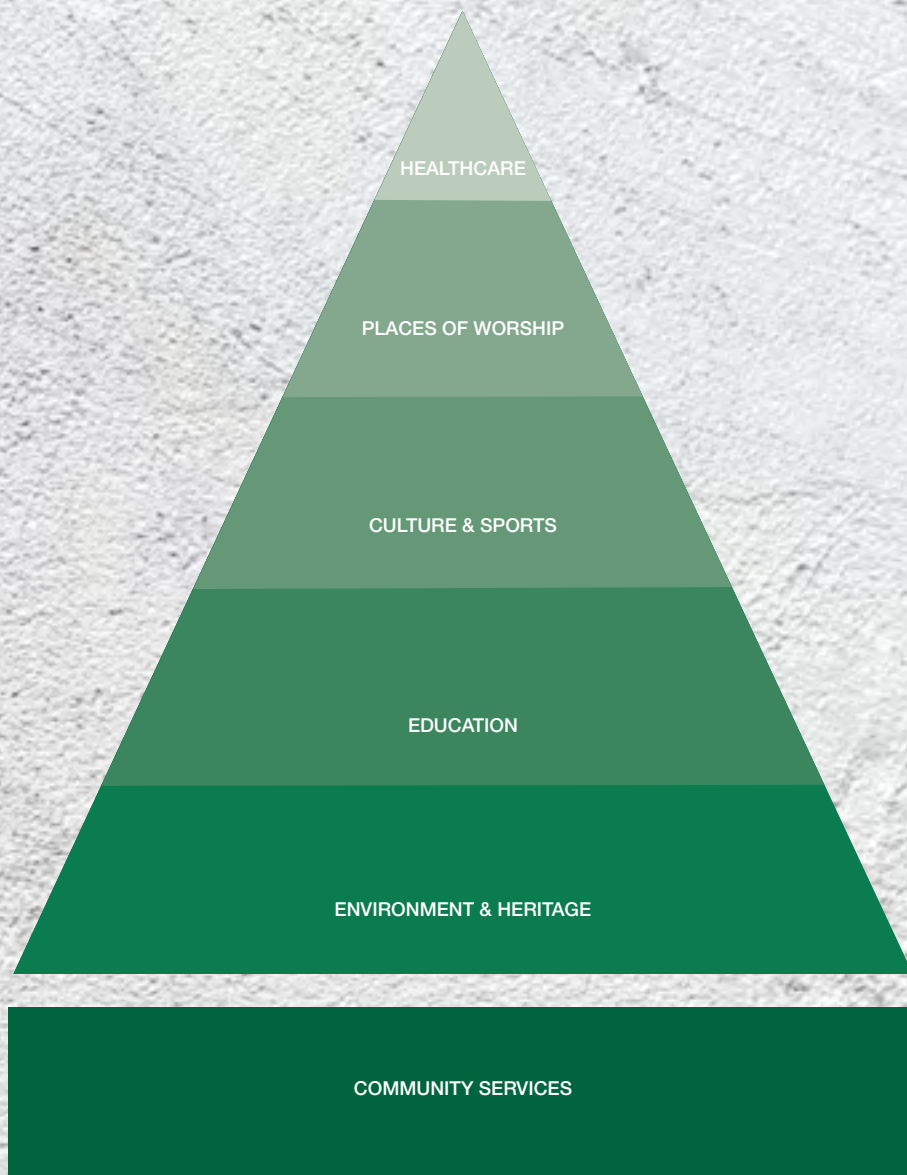
We promote a culture of trust and respect among our team members and provide a healthy and stimulating work environment that enhances personal development.

We achieve our common goals and business objectives through teamwork.

We conduct our business with integrity, care for the environment and social responsibility for the communities in which we operate.

## Corporate Social Responsibility Initiatives

CN's Corporate Social Responsibility (CSR) initiatives are primarily aimed at assisting the people of our communities and preserving the environment. The following highlights our support of various events and sponsorships that have helped us give back to the community we value and appreciate.





*"I extend my gratitude to Cimenterie Nationale for their ongoing support, and I would like to highlight the importance of private institutions' role in Lebanon's advancement."*

**Mrs. Rosy Boulos**  
Head of the EMS unit,  
Lebanese Red Cross

## RED CROSS

### CN supports First Aid volunteers at Lebanese Red Cross - Beirut District

For years, CN has supported the Lebanese Red Cross to secure an additional Emergency Medical Services (EMS) unit, which serves Beirut district.

The Red Cross are also supported by CN for their continuous services in the North as well as in other regions.





يقول الفيلسوف Descartes الشهير  
”اني أفكر إذاً أنا موجود“ و أنا مع  
الرب يسوع أقول: ”اني أحب إذاً  
أنا موجود. هذا معنى وهدف كل  
الحياة، وهو ما تجلى من خلال  
دعمكم لدير سيدة الناطور - أنفه.“

صاحب السيادة المتروبوليت  
افرام كريكوس  
مطران طرابلس، الكورة و نوابجها للروم  
الأرثوذكس

## AL NATOUR MONASTERY: CN 60 YEAR ANNIVERSARY

Celebrating its 60 year anniversary, CN was honored to participate in the renovation of Al Natour, the iconic Enfeh monastery that was built by the Crusaders on Byzantine ruins over 900 years ago.

The renovations were all carried out in keeping with the integrity of the original architectural style. It gave us great pleasure to breathe new life into Al Natour Monastery.





التربية هي مسؤولية، مسؤولية لا  
تقتصر على عاتق وزارة التربية والتعليم  
العالي فقط، بل على التعاون مع  
المجتمع المحلي والتشارك مع المجتمع  
الأهلي.

تبين الحس بالمسؤولية الإجتماعية لدى  
شركة التراب الوطنية من خلال المبادرة  
التي أصبحت تقليداً سنوياً يتظهر  
بإقامة مخيم صيفي لجميع الطلاب في  
شكا وأنفه بالإضافة إلى تجهيز عدد من  
المدارس الرسمية بالحاسوب.

سعادة المدير العام للتربية  
الأستاذ فادي يرق

## CIMENTERIE NATIONALE SUMMER CLUB (CNCS)

Every year, CN organizes the CNCS (also known as Al Sabeh Summer Club) for the children of Chekka and Enfeh. For around two months in the summer, hundreds of students are able to enjoy a wide array of activities designed to develop their skills in a multitude of areas, including education, sports and the arts. With the assistance of qualified professionals and social animators from Chekka community, the young participants engage in inspiring programs aimed at enriching their scholastic aspirations and instilling in them the common values espoused by CN and the community. The summer club is a means to invest in the future and empower our youth with the right tools to succeed.





”الرياضة تربية للنفوس قبل أن تكون  
إحرازاً للكؤوس“  
الشكر لشركة الترابية الوطنية على توفير  
إطار يجمع شبان شكا في أكاديمية  
السبع الرياضية بما يعود بالفائدة على  
الرياضة بشكل كفيل بخلق إشعاع نأمل  
انتشاره على مساحة الوطن.

معالي الوزير فيصل عمر كرامة  
وزير الشباب و الرياضة

## SABEH SPORTS ACADEMY

CN established the Sabeh Sports Academy in 2011 in partnership with Chekka Sports Club. Aside from providing the residents of Chekka with entertainment, the Sports Academy instills in children the love of sports – especially football – and allows them to maintain physical activity.

Professional coaches train more than 130 participating players over two months every summer, where they are able to test their skills in tournaments against other teams in North Lebanon.





## PRESERVING LEBANON'S PROUD PAST - BSOUS SILK MUSEUM

CN aims to safeguard Lebanon's cultural wealth through its CSR initiatives, which is why the company supports the Association for Memory and Development (AMED), an organization that seeks to preserve the country's natural heritage.

AMED's primary project is the Bsous Silk Museum, that educates visitors about silk production. Silk-making was once the most important resource for Lebanon, and the Museum keeps this tradition alive.

*"An NGO "Mémoire et Développement" was created to manage the events with the help of our Donors, Friends and Sponsors such as Cimenterie Nationale S.A.L; whose support has been very important and made it possible to sustain the popular exhibitions organized every year, which give the people the desire to learn more about this important Lebanese Heritage."*

**Mr. George Asseily**  
*Chairman of the "Association Memory and Development" / Owner of the Silk Museum, Bsous*



Taken by Canvas





*“Cimenterie Nationale’s sponsorship has been instrumental in allowing the continuation of this excavation and the British / Lebanese team is most grateful for this extended and generous support throughout the years.”*

**Dr. Claude Doumet Serhal**  
*Special Assistant at the British Museum /  
Directorate General of Antiquities of  
Lebanon excavations in Sidon.*

## BREATHING LIFE INTO HISTORY - SIDON ARCHEOLOGICAL DIG

In addition to our community service, we are also dedicated to CSR projects on a national level. The ongoing British Museum / Department of Antiquities of Lebanon Excavation in Sidon has been in operation since 1998. The city’s stratigraphical sequence encountered and the continuity of occupation from the end of the 4th Millennium B.C. to the medieval period is exceptional. This will undoubtedly lay the foundations for a chronological dating sequence for Lebanon as a whole that has not yet been established.





## ENVIRONMENT & HERITAGE DAY

CN continuously welcomes more than 150 school children from the villages surrounding its Chekka Plant, all the way to the villages in the Koura region. The children have many discussions about the

environment, how to be eco-friendly and the heritage of the Enfeh region. CN also presents its ideas to safeguard the environment.





*“It is to be noted that the Green Belt project of the Cimenterie Nationale carried out by Eco-Med was recently selected by the French Ministry of Environment as a key pilot project for presenting international success in ecological engineering undertaken by French companies”*

**Eco-Med, France**

## GREEN BELT PROJECT

In 2014, CN implemented the first quarry integration project in Lebanon.

The Green Belt consists of a non-exploited green field area that surrounds the quarry. Its advantages extend from the ecological and agricultural to the social and economic levels.

This project was studied by Eco-Med France and implemented according to international norms, biodiversity and conservation procedures after discussing the community's expectation.

Students from different universities were attracted to this innovative project and wrote their theses on it.





## SUMMER FESTIVALS: CHEKKA, ENFEH, BATROUN

For many years, CN sponsored the annual Chekka Summer Festival, that is organized by the Chekka Development Council. Hundreds of participants of all ages attended the festival to enjoy the many cultural, entertainment and sports activities. Medals and cups were awarded to the winners of football and volleyball tournaments, as well as races and marathons. Comedy shows, painting symposium, cultural, entertainment, sports activities and many other animations are held during the annual summer festivals organized in Enfeh, Chekka, Batroun and Kelhat. Hundreds of citizens from

the surrounding villages and from all ages attend these festivals to enjoy their time.

CN, under its CSR programs, supports these festivals where many of its employees attend with their families and enjoy their time with the citizens of the village.





*L'équipe de la Cimenterie Nationale est devenue un compagnon attendu et apprécié de nos activités: A Noël, les sweatshirts bleus sont autant de points de repère parmi les volontaires. Sans compter que leur participation financière substantielle est une bouffée d'oxygène pour notre association. Elle nous permet d'assurer tout au long de l'année nos diverses activités. Puisse cette Cimenterie perdurer dans tous ses projets et réalisations et puisse - t - elle jouir d'une excellente continuation tout en gardant sa réputation d'excellence et de bonnes oeuvres!*

**Mr. Joe Tawtal**  
Rifaq EL Darb Association

## RIFAQ EL DARB

For the 8<sup>th</sup> consecutive year, CN supported the Rifaq El Darb Association and participated in the Christmas lunch they organize every year for over 1000 elderly individuals in need, in the hopes of lifting their spirits and enlivening their festive season. Guests from across Lebanon gathered to join in the festivities that included singing, dancing and distributing gifts.

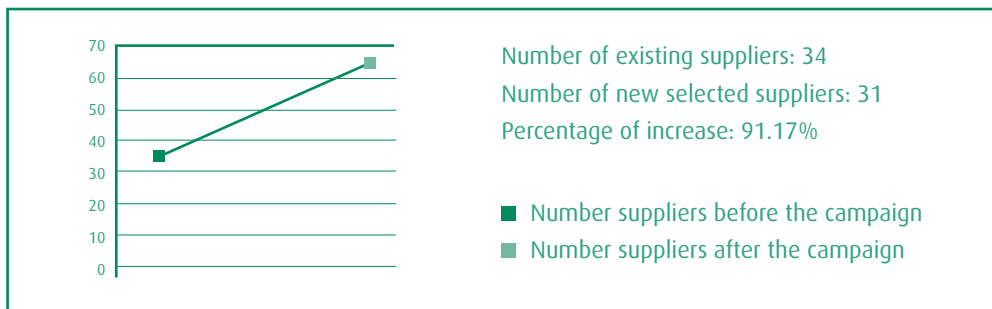




## MAAN NOHAKIK CAMPAIGN

Under its CSR strategy, and in partnership with Chekka Municipality, the Maan Nohakik campaign was launched in Chekka to improve a socio-economic link between the company and local suppliers.

CN has identified and increased the local suppliers to cooperate with. This will be reflected in the turnover and contribute to the growth of the local community's economy.





صيادي الأسماك في أنفه يشكرون  
حضرتكم على لفتتكم الكريمة التي  
ساهمت بدعم الصياد وتشجيعه على  
الإستمرار والبقاء على هذه الحرفة التراثية  
المتوارثة منذ الفينيقيين في أنفه، كما نشكر  
كل من ساهم بإنجاح حفل الغداء الذي  
سمح لنا بالتعرف على شركتكم الموقرة  
و الذي عبّر عن شراكة حقيقية بين ترابه  
السبع والمجتمع الأنفاوي.

السيد إسماعيل عكرة  
رئيس نقابة صيادي الأسماك في الشمال

السيد اميل الخباز  
رئيس الجمعية التعاونية لصيادي الأسماك في أنفه

## FISHERMEN: CHEKKA AND ENFEH

CN has been supporting the Fisherman Committees in both Chekka and Enfeh in order to preserve our cultural heritage and traditional fishing techniques from one generation to the next.

Fishermen are vital to the region's local economy, and they ensure that no one carries out abusive fishing methods that destroy fisheries and the marine environment.



Speedball  
Chekka ▶



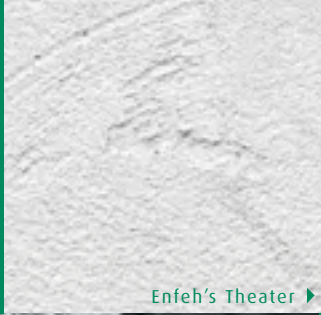
Municipality Halls  
Enfeh and Afesdik ▶



Public schools  
Chekka and Enfeh ▶



Scout du Liban  
Chekka



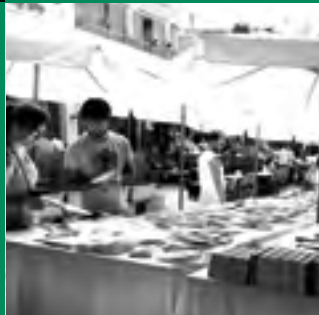
Enfeh's Theater ▶



The students of the Lebanese  
School for Blind and Deaf  
raising snails



▶ Chekka Development Council  
(balad yakra2 balad ya3ish)



◀ Ehdn Bookfair



Playground  
Chekka ▶

The Green Project Award in  
Partnership with the Northern  
Lebanese Engineers Syndicate ▶

