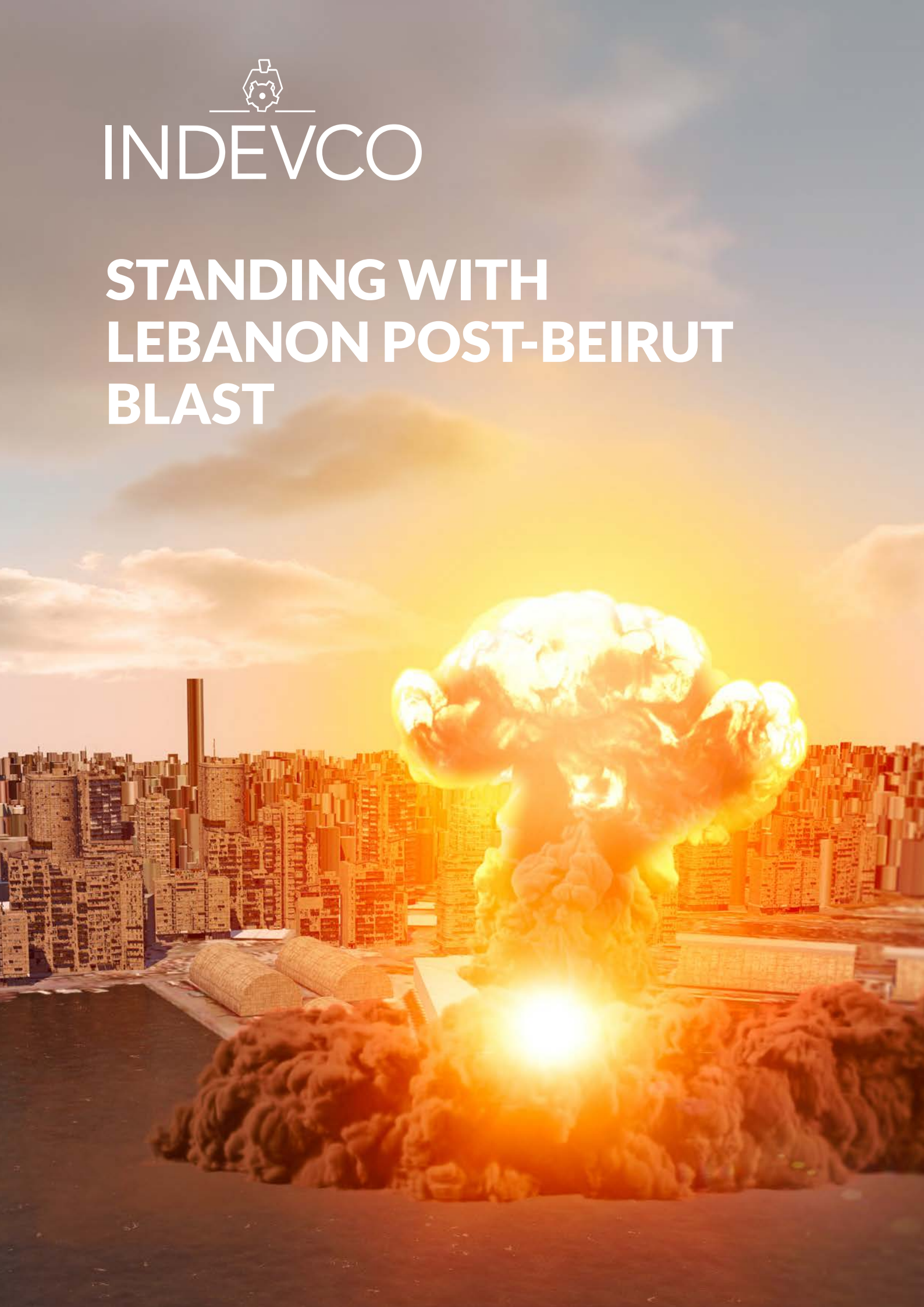




INDEVCO

**STANDING WITH
LEBANON POST-BEIRUT
BLAST**



Standing with Lebanon Post-Beirut Blast

Our commitment is to serve as a pillar of support for the people during crisis in the countries in which we operate.

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How we manage this topic

INDEVCO and its member companies have stood by the local communities of the countries in which they operate throughout crises, whether during the Lebanese civil war, or the uprisings in Egypt, or the economic crisis in Saudi Arabia post fuel price drop.

INDEVCO is headquartered in Lebanon. When the tragedy took place in August 2020, its companies and employees felt the devastation alongside every Lebanese worldwide. Its consumer products company launched multiple initiatives to support families impacted by the blast, catering to their basic needs.

Over the decades, INDEVCO's employees have played an active role in serving the community.


Living the company's philosophy and moved by the catastrophe, INDEVCO employees from operations across the group in Lebanon joined together to volunteer, as well as contribute what they can to support vulnerable people hit hardest by the explosion.


UN Sustainable Development Goals




IMPACT

Donated:

 Boxes & bags of home care products to ~300 households

 120,000 baby diapers

 4,800 medical isolation gowns

COUNTRIES



Why this topic matters

On 4 August 2020, COVID19 took a back seat to the tragedy that shook the Earth beneath Lebanon's capital, Beirut. Improperly stored ammonium nitrate at the country's port in Beirut detonated taking with it most of the city. The blast took the lives of hundreds, injured thousands, left hundreds of thousands homeless, and severely damaged the healthcare sector [2]. The explosion was compared to Hiroshima of Japan, among the largest explosions recorded in human history, equated at around one-twentieth the size of the atomic bomb [3].

The explosion took place in a time where the healthcare infrastructure was suffering from the pandemic, the economic collapse, and the loss of doctors, and other healthcare professionals leaving the country. According to the World Health Organization (WHO), four hospitals and 20 healthcare facilities were damaged or destroyed leaving an already weakened healthcare infrastructure at the brink of collapse [4].

Hospitals across the country faced an influx of hundreds of patients and were forced to utilize their already precarious medical supplies, leaving them even further depleted from essential medications and supplies. Some injured persons were rushed from hospital to hospital across country never getting the treatment they needed.

OUTCOMES

As community care and family spirit are part of INDEVCO Group's DNA, INDEVCO organized employee-led initiatives to help send aid and supplies to those impacted in Beirut.



INDEVCO Consumer Products Companies Support Families Affected by Beirut Explosion

Sanita launched relief efforts under the slogan 'Together, United, Stronger'. Sanita mobilized efforts to prepare box donations containing essential household hygiene products, from tissue to hand sanitizer wipes. On 12 August, Sanita volunteers distributed boxes to 250 households in the most affected areas of Beirut, including Gemmayze, Mar Mikhael, Karantina, Geitawi, Rmeil, and Karem El Zaytoun. Sanita also distributed 120,000 baby diapers to impacted families, as well as to support NGOs, including Caritas, St. Joseph Association, Armenian Relief Cross of Lebanon, St. Michel Church, Beirut Hope, and Broumana High School Student Council.



On 14 August, members of Sanita Persona team visited homes on Fouad Boutros Street in Mar Mikhael, one of the areas in Beirut hit hardest by the blast. The Lebanese consumer products manufacturing company supported families by distributing bags with an array of household care products including floor detergents, liquid soaps, sanitizer sprays, baby wet wipes, dish wash bottles, and wet wipes.

In addition to company efforts, Sanita employees launched an internal food drive initiative throughout the month of August 2020 to help families, affected by the blast in Mar Mikhael Street, meet their basic nutritional needs.

See full articles at <https://news.indevcogroup.com/consumer-brands/sanita-hpc-supports-beirut-explosion-victims/>

<https://news.indevcogroup.com/corporate/sanita-persona-assists-families-affected-by-beirut-explosion/>



INDEVCO Employees Step Up to Support Vulnerable Lebanese Families in Beirut

INDEVCO employees stood in solidarity to give back to the Lebanese community and assist families most in need in Beirut.

INDEVCO member companies HQ Ajaltoun & Zouk, Masterpak, Phoenix Group, Unipak, Interstate Inks, Prepak, and Mediapak, launched an employee-led donation initiative from 18 August till 4 September. INDEVCO allocated rooms to collect donations from employees that wish to help at key locations across INDEVCO operations in Lebanon.

INDEVCO collected multiple bags of clothes, footwear, and other garments for all sizes and genders. Employees also donated food items including canned food and milk, homeware items including blankets, pillows, furniture, appliances, and baby items including diapers, baby powder, creams, and others. Some employees even opted to provide anonymous cash contributions.

INDEVCO handed the donations to Loubnan Al-Afdal (also known as Project Better Lebanon), a trusted NGO who aims to bring growth and wellbeing to underprivileged Lebanese citizens, to use in their Beirut support cause.



INDEVCO North America Donates Isolation Gowns to Hospitals Impacted by the Blast

In January 2021, INDEVCO North America worked with the NGO Direct Relief to donate and deliver to Lebanon 4,800 Medical Isolation Gowns in support of the hospitals that were negatively impacted by the blast. The company contributed the gowns to the NGO Project Better Lebanon which was working on identifying community needs post-Beirut blast. Better Lebanon was heavily involved in Beirut relief efforts and is also strategically partnered with NGOs to maximize impact on ground.



INDEVCO Chairman CEO Sheds Light on Private Sector Role in Building Beirut Back

In September 2020, INDEVCO Chairman CEO, Neemat G. Frem, spoke during the Global Impact Forum Building Beirut Back Better: How the Private Sector Can Support Response and Recovery. During the forum, Frem highlighted how the private sector has played a major role in supporting the local community where public services and policies are lacking. He shed light on the crisis in Lebanon and emphasized the even greater pressure and role this sector has in supporting the local community given the numerous hits over 2019 and 2020. The forum was part of UN Global Compact's Uniting Business Live events series organized to mark the opening of the 75th session of the UN General Assembly.



References

- [1] World Health Organization WHO. 2020. Lebanon emergency appeal 2020. <https://www.who.int/emergencies/funding/appeals/lebanon-explosion-2020>
- [2] BBC News. 2020. Beirut blast was 'historically' powerful. <https://www.bbc.com/news/science-environment-54420033>
- [3] Reliefweb. 2020. The Beirut Blast Left Lebanon's Health System Badly Shaken. <https://reliefweb.int/report/lebanon/beirut-blast-left-lebanon-s-health-system-badly-shaken#:~:text=More%20>



INDEVCO

2019-2022 Global
GRI-Referenced Sustainability Report

published in 2023