



SUSTAINABILITY FOCUS AREAS

Since our first Sustainability Report of 2006, we have maintained a consistent framework for the planning, execution, monitoring, reporting and ongoing improvement of our efforts towards sustainability. This framework serves as a platform for our partnership model and helps us maintain consistent engagement across broad range of issues.

Our Sustainability Focus areas include:

- Education & Youth Empowerment
- Entrepreneurship
- Community Development
- Emergency Relief
- Sports
- Environment

At the forefront of Aramex's efforts towards community development has been its co-founding and long-standing support of [Ruwwad](#), a regional initiative led by the private sector that empowers disadvantaged communities to overcome marginalization through youth activism, civic engagement, and education.

2010 saw the transition of Ruwwad into a self-sustaining organization, geared towards the long-term empowerment of its community stakeholders. To this end, Aramex worked closely with Ruwwad in the development of its internal organizational systems, particularly in the departments of Finance, Marketing, Auditing, Human Resources and Information Technology.

Ruwwad's broader goals for 2011 include advances in communications with stakeholders; the implementation of robust monitoring and evaluation systems for the various programs and activities; building accountability across all operations; deepening community participation and engagement and further enrichment of the youth program. Furthermore, Ruwwad intends on extending its efforts towards community development through the empowerment of women.

This effort is expected to focus on the provision of educational programming that would encourage the propagation of healthy lifestyles, while providing the necessary skills for income generation through entrepreneurial activity.

This section is designed to highlight the various challenges and successes, as pertaining to the individual Sustainability Pillars.

EDUCATION & YOUTH EMPOWERMENT

Aramex firmly believes that the ability for a society to prosper and to sustain itself is founded in the appropriate education and empowerment of its youth. To that end, we continuously participate in initiatives that support education and empower youth to seek development opportunities and allow them to engage with, and contribute towards, their local communities.

We are happy to report that 2010 was a successful year for our educational and youth empowerment initiatives across the Middle East and South-East Asia.

India

Aramex has established a grassroots partnership with [Nareshwadi Learning Center](#)¹ (NLC) to help facilitate projects under [LeapForWord](#)², a non-profit initiative geared towards developing a skilled pool of teachers. This model has proved successful with the appointment of a former LeapForWord rural youth student as a teacher who is now delivering Level 1-3 programs to 100 students across two residential hostels. Furthermore, our

partnership with NLC has supported the following initiatives:

- **Train the Teacher Project** that facilitated the training of 17 teachers to deliver LeapForWord's Level 1 programming on the 'Ability to Read & Spell'. The training of the teachers from five Bombay Municipal Corporation (BMC) schools and two residential schools impacts a total of 575 school students.
- **LeapForWord Teacher Project** that trained BMC school teachers in the delivery of Level 2 programming on 'Elementary Vocabulary Building & Comprehension of W/H Questions'. This initiative impacted a total of 340 students across 6 schools.
- **English Language Program** that functioned as an educational outreach initiative impacting 800 students across 18 schools, through the engagement of two local non-profit organizations.
- **Urban Youth Project** that supported 22 youths studying at a night college that aims to groom students who are seeking better job opportunities to match their existing education and English skills.

Egypt

Aramex continued its support of youth through the sponsored enrolment of 52 students. The initiative has broadened the participants' horizons and bridged the gaps between education and industry, by exposing students to the corporate world via knowledge transfer from committed Aramex volunteers.

1 www.nareshwadi.org

2 www.leapforword.org