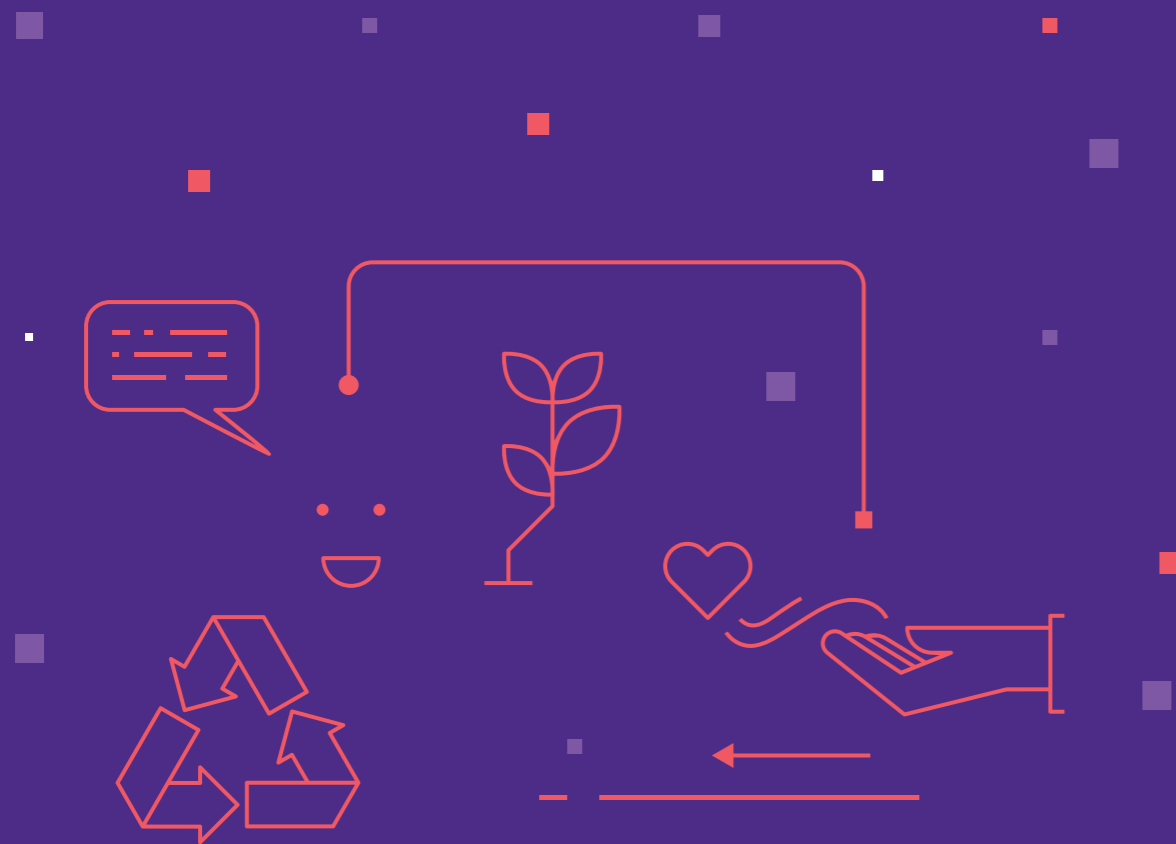


Corporate social responsibility



stc ramped its CSR initiatives in 2021 to create a positive impact in the community

In 2021 **stc** scaled its CSR program to diversely contribute towards various causes, including the key areas of health, education, entrepreneurship, and the environment.

Looking back on the year, through its will to spread a positive impact in the community, **stc** successfully facilitated, managed, sponsored, and participated in various initiatives that aimed to support and empower the Kuwaiti society. These initiatives were carried out in collaboration with the Kuwaiti Government, established enterprises, SMEs, specialized service providers, and members of the community to effectively implement cause-related concepts in line with **stc**'s social responsibility framework.

stc CSR campaigns and initiatives 2021



Sanitizer stands

stc took a step forward to place sanitizer stands in the Ministry of Interior, Central Blood Bank as well as **stc** headquarters and branches to ensure the safety of everyone during the peak of the COVID-19 crisis.



stc what's up

stc kicked off this initiative which consists of a series of social media episodes focusing on different topics showcased by social media influencers; whereby, they have each elaborated on their field of expertise, with an aim to educate and entertain the public.

Subiyya cleanup

stc participated in the largest desert cleanup in Kuwait in collaboration with Tarahom voluntary team, as part of preserving the environment initiative.



Cycling community

stc participated in the Cycling Community series of events that took place for four weeks in cooperation with Extreme sports. The aim was to raise awareness of the importance of maintaining health and physical fitness among all ages. As part of the engagement activities, different challenges among participants were planned to encourage exercise, competitions were organized for guests who visited **stc**'s booth, and gifts and beverages were distributed to everyone.



Mother's day campaign

On the occasion of Mother's Day, a full campaign under #my_mom_is_special was created to express the role of the mother in our lives.

weyak

An initiative, which focuses on enabling the digital transformation journey and supporting small, medium enterprises and local start-ups. The aim is to provide business exposure to their services to help lift them up after falling during the challenges faced in the market due to the pandemic.



Ramadan

To raise awareness on the importance of acting today for a better tomorrow, **stc** kicked off #today_we_can campaign utilizing various media platforms to spread its message in hopes of reaching the largest number of followers. The concept behind this initiative focused on giving back to the community and empowering the Kuwaiti society.

Tabeeby

stc collaborates with Tabeeby App to educate people and increase health awareness of the diseases' risks. This initiative also serves to showcase what the medical world has reached via a large pool of specialized doctors who provide medical advice in order to promote a healthy lifestyle in the community.



Omniya

stc sponsors the 2021 Omniya plastic recycling project internally in its headquarters and externally to engage the public, as an initiative to preserve the environment and start the change.



Vaccination drive

stc invited Ministry of Health to its headquarters to provide employees and their families the first and second dose of the COVID-19 vaccine.



International day for blood donation

stc held an event to encourage employees, citizens and residents to donate. In addition, **stc** also published awareness and encouragement videos on **stc's** social media.



Honoring top performing high school students

stc honored the top performing high school students who received the highest achievements in the Arts and Science curriculums. **stc** strongly believes in the importance of driving and encouraging the local youth and highlighting their hard work and the dedication they have placed to spread a positive impact in the community.

Safe Education

In cooperation with the ministries of the state of Kuwait, **stc** sponsored the national campaign for 'Safe Education' on the occasion of returning to school after the pandemic. The sponsorship included a visit to schools and presenting gifts to students.



Taking care of Kuwait's children by celebrating all abilities

On the occasion of Kuwait's national holidays, **stc** organized a special event for students with learning difficulties, in the Beauty of Colors studio where they shared their talents via drawing and coloring. **stc** also hosted an event at 312 café, a cafe with special need employees where free coffee was distributed for **stc** customers.



Breast cancer awareness campaign

stc posted and created awareness videos throughout the month to raise awareness on this health issue. In collaboration with Alia International Hospital, **stc** hosted a section at its headquarters to educate staff on methods to self-examine. A sports event was also held at REBEL gym for **stc** female employees to promote health and safety. Furthermore, awareness gifts were also distributed to **stc** female customers in the main **stc** branches.



Kuwait Football Association

While supporting exercise and sports to promote a healthy lifestyle, **stc** enters its 8th year in sponsoring the Kuwait Football Association and participates in the activities of the H.H. the Crown Prince Cup and H.H. Amir Cup.



Movember awareness campaign

stc posted and created awareness videos throughout the month to raise awareness on this health issue. In collaboration with fitness lifestyle trainer Ali Hussain, owner of Troop Gym, **stc** supported to create awareness via social media content to promote men's health. Hussain also joined **stc**'s staff event to motivate **stc** employees to join the gym by giving them discounts and free memberships.

Promoting healthy lifestyle

We at **stc** believe that physical activity and body awareness are essential attributes in maintaining a well-balanced and healthy lifestyle that lead to higher productivity levels. **stc** continues to set an example for the younger generation by sponsoring major sports events taking place in the country, where **stc** was the main sponsor this year of the 'Battle of the East', the 'BeInspired Obstacle Run', Kuwait Triathlon Club duathlon race and Kuwait Triathlon club triathlon race. By participating in such events, **stc** continues to support and empower the Kuwaiti society by embracing an active culture through various platforms.

