Family fun with Al Noor

On February 24th, the Al Noor Training Center for Children with Disabilities held its Annual Family Fun Fair at their Barsha facility. The day was filled with fun activities, games stalls, dances and performances, prize distributions and so much more. 47 hardworking Emirates NBD Exchangers volunteered during the course of day helping out with sales, registrations, the football tournament, promoting games stalls, and so much more.

In addition to assisting during the actual Fun Fair, 5 Exchangers volunteered on the 23rd, helping Al Noor to set up for the fair the following day.

To a fitter 2017

This January, 180 Emirates NBD employees vowed to achieve their New Year’s fitness and weight loss resolutions by joining the Emirates NBD Fitness Challenge. The challenge not would only benefit each of the participants health-wise, but would also see a cash donation to Al Jalila Foundation. For every kilo lost by the group, Dhs 200 per kilo would be donated to the Foundation to aid obesity research and initiatives! A wonderful added incentive for all the participants. The Challenge ends in April, so we’re looking forward to some great results!

Swimming around the Burj

On March 31st, 13 Exchangers took to the sea in a quest to end obesity. The Dubai Holding Burj Al Arab Swim challenged swimmers to battle the waves, covering 800 meters of Jumeirah shoreline, swimming around the Burj al Arab. Those that preferred to stay on dry land helped by serving as marshals, distributing medals, offering support in first aid, etc. 19 Exchangers volunteered in the event which started at 6 am. The event helped raise money for the Al Jalila Foundation to support obesity research.
A day without cars

On February 5th, Emirates NBD participated in Dubai’s 8th annual Car Free Day. To help support the City’s efforts to reduce their carbon footprint and encourage our employees to adopt sustainable transportation practices, we asked employees to tell us how they commuted on the day. Mohammed Rehan Shaikh from our Beyond Customer Care team cycled all the way to Meydan from Al Taawun in Sharjah. Congratulations to Mohammed and all those that participated!

Supporting Social Enterprise

This February, Emirates NBD supported the Enable Fair, the UAE’s first social enterprise organized by the Desert Group, to empower people with cognitive disabilities to create their own start-ups. The Fair, which promoted SME Inclusion for the Disabled, was held on February 18th at the Dubai Garden Center. The pop-up market included artisan goods and handicrafts, music, food, live cooking and lots of entertainment. Around 300 products made exclusively by students with disabilities were put on display for sale at the full-day event. 12 Exchangers helped to manage event logistics and pop-up market set-up. The event supported approximately 45 students from 5 centers from across the UAE.

Crazy Canvases with Al Noor

On February 19th, Group Finance volunteered to assist the children from Al Noor Training Center for Children with Disabilities for a fun day at the JamJar. A total of 21 volunteers were paired with 20 students to create masterpieces of their own.

Our 1st Careers Network Meetup

On February 28th, Emirates NBD held its first Careers Network meetup, encouraging potential employers to network with people with cognitive disabilities looking for employment, employees that have found employment though the Careers Network placement programme, and current employers of people with disabilities. Companies present at the event included Ipsos, Pullman, Emirates NBD, Tanfeeth, and Jumeirah Creekside Hotel. Upcoming Meetups have already been planned in Dubai on April 18th and in Sharjah on May 16th.

Are you hiring in your team and interested in the Careers Network? The Careers Network assists employers in hiring people with cognitive disabilities through onboarding, job coaching, and training. Email us at GroupCSR@EmiratesNBD.com for more information about the Careers Network and to join us at the Meetup.
The oldest run in the city

As the sun rose early on March 17th, 53 of our most enthusiastic and committed Exchangers gathered at the Dubai Autodrome to help set-up for the oldest road race in Dubai. Taking place annually since 1991, the Desert Road Runners offered 3 km and 10 km runs for people of all abilities. Exchangers helped with registrations and race number allocations, working water stations, distributing medals and event photography. Congratulations to all of our employees who also participated in the run.

An underwater adventure

On March 11th, 15 of our Emirates NBD Exchangers accompanied 30 young adults with disabilities from the Al Noor Social Club to Dubai Aquarium and Underwater Zoo. Each of the Exchangers were paired with 2 youths to embark on an underwater adventure, learning about native and foreign marine species.

Taking home the Emerald

The Brand Management & CSR team thanks you for helping us win the Emirates NBD GEM Emerald Award for Service and Operational Excellence in the Support Unit category, and for awarding us, as part of the Group Marketing and Customer Experience team with the honour of receiving the GEM Diamond Award recognizing the unit’s exceptional performance delivered and exemplary behavior demonstrated throughout the year in the Support Unit category.

Launching Green Auto Loan

This January, Emirates NBD became the first bank in the region to launch a Green Auto Loan. Announcement of the offering coincided with the Emirates NBD sponsored Emirates Vehicle Road Trip (EVRT), a journey by a team of electric vehicle drivers across the 7 Emirates to showcase different electric vehicle brands and models. Encouraging our employees to reduce their own ecological footprint Emirates NBD has partnered with Al Futtaim Motors to offer a staff exclusive for the Toyota Prius Hybrid and Lexus Hybrid.

Integreat Spring Fair

On March 11th, 11 Emirates NBD Exchangers volunteered in the first ever event at the Integreat Center, the Integreat Spring Fair. Our dedicated Exchangers helped in setting up stalls, taking charge of the game stalls, providing food to the attendees and much more. The Integreat Center is Dubai’s first holistic center for young adults with disabilities, helping to develop life skills and provide vocational training for youth with disabilities between the ages of 16-25 years.
**Using technology for inclusive banking**

This March, Emirates NBD, became the first bank worldwide to implement ‘KinTrans,’ a technology that enables easy two-way communication between people using sign language and spoken language. The technology will enable customers with hearing or speech disabilities to communicate via sign language, which is instantly converted into text displayed on a screen for service ambassadors to read. The speech response from the service ambassador is also displayed in text mode on screen, to complete the two-way communication. The innovative technology enables branch representatives to understand, communicate, and service customer needs far more efficiently. Currently soft-launched at our Jumeirah Emirates Towers branch, it will be rolled-out across the country.

**Books for smiles**

Over the course of 2 days in February, 11 Emirates NBD Exchangers participated in the Annual Operation Smile Book Sale where they helped raise AED 50,000. Proceeds from the sale went to support Operation Smile, an international charity organization that offers free surgeries to children born with facial defects, particularly cleft lips or cleft palates. By providing free treatment and care to those afflicted, they strive to save lives and bring smiles to children’s faces. Not only did the Book Sale raise money to fund corrective surgeries, but it also provided the public with access to affordable books.

**POLO**

During the months of February & March, 42 Emirates NBD Exchangers came together to bring smiles to the faces of the 39 women temporarily residing at the Philippines Overseas Labour Office. The vast majority of these women have been victims of domestic abuse and are waiting for clearance to return home to the Philippines. Our Exchangers put on a show for these strong and brave women, and provided them with a scrumptious lunch and a care package with some basic essentials, as many of these women had to flee, leaving many of their belongings behind. This programme takes place at POLO on a monthly basis. If you would like to organize a similar event with your consulate or embassy, please contact GroupCSR@EmiratesNBD.com.

**Learning to be #moneywise**

This February, we launched our first #moneywise e-module exploring the differences between needs and wants. This e-module was the first in a mini-series aimed at helping staff to develop and maintain a balanced budget and understand how to anticipate irregular and unplanned expenses. Coming soon will be e-modules focused on saving, credit and debt management. If you haven’t yet completed the e-module, log onto Empower today.
Ramping up local efforts

On February 11th, 10 Emirates NBD Exchangers joined the local division of an international NGO called Wings of Angelz to approach restaurants and cafes in JLT, to advise them to make their facilities more accessible through the addition of ramps outside their facilities. Over the span of 3 hours, our volunteers were able to approach and advise 32 organizations in total, helping to make our city more disability friendly.

Climbing to the stars

On March 3rd, 45 Emirates NBD employees met at the base of the iconic Jumeirah Emirates Towers for the vertical challenge that is the Dubai Holding Sky Run. Of the group, 28 accepted the challenge and completed this charitable run. Each participant successfully climbed a grueling 52 floors (1,334 steps) to raise funds for obesity research in the UAE, through the Al Jalila Foundation.

Those that didn’t do the climb arrived in the very early hours of the morning to help with setup, distribution of race packs, manning water stations, and of course, to cheer on the Emirates NBD team.

Bringing smiles to sick kids

Every Wednesday throughout the months of February and March, 37 volunteers visited the pediatric ward at Latifa Hospital to spend time with the hospital’s young patients. Volunteers engaged the kids in arts and crafts, puzzle making, Lego building and much more. Smile in Motion has become one of our most popular Exchanger activities and is now part of our regular programming.

Protecting the eyes of UAE labourers

This March, the Sunglasses for Labourers campaign returned for the 3rd year, to select Emirates NBD offices across the UAE. The initiative, aimed at protecting the eyes of UAE labourers from the harmful effects of sun exposure will run until June 1st. Throughout this time, employees are encouraged to donate their used sunglasses in exchange for a discount voucher for the purchase of new shades from our initiative partner, La Moda Sunglasses. Donated sunglasses will be repaired, sanitized and repackaged before distribution.
Poetic Heart is an annual event which aims to connect the local community with people with disabilities through poetry. Through performance, students demonstrate how they share the community’s core values of peace, culture and universal harmony. Students from schools for children with disabilities recited poetry, played the drums and guitar and sold handcrafted items made by them. Over a span of 2 days, 11 Exchangers assisted the event, helping with registrations, first aid, parking, and serving as ushers.

The Poetic Heart returns

Supporting the UAE’s athletes

On March 4th, 41 of our athletically inclined Exchangers spent 16 long hours volunteering at the ITU World Triathlon in Abu Dhabi. The Olympic distance triathlon included a grueling 1,500 metre swim, 80 km bike ride and 20 km run. These hard working volunteers staffed the aid stations, transition areas and the finish line.

Think Globally, Clean Locally

This January, 17 Exchangers joined Think Globally, Clean Locally, a new Exchanger activity aimed at cleaning up our natural environment. Our dedicated Exchangers met, gloves and bags in hand, to collect discarded rubbish from Mamzar Beach and the Emirates NBD Meydan office parking lot. Over the span of 2 days, our Exchangers collected over 71 bags of garbage, helping to prevent plastic waste from blowing into our marine and desert ecosystems. While we commend our Exchangers for their efforts in keeping our environment clean, we all need to do our part and put rubbish where it belongs – in a bin and not on the ground.

A walk for education

Over 14,500 individuals from all over the UAE joined together on February 17th to participate in the 8th annual Walk for Education, organized by Dubai Cares. The walk aimed at raising funds and heightening awareness about the plight of millions of children who walk an average of 3 km every day to go to and from school in developing countries.

A total of 200 Emirates NBD staff participated in the 3 km walk, while 14 Exchangers helped to make sure that things ran smoothly at the start and finish lines, baggage drop, and the T-shirt distribution and water stations. This was one of the first events where staff was encouraged to bring their friends and family to attend, with many more events to come.
Supporting the SNF Annual Concert

On March 18th, 12 Exchangers attended SNF’s Annual Concert hosted this year at the Indian Consulate. Exchangers assisted teachers in setting up props for the performance and ensuring the students were ready for their big debut. The concert was an absolute hit!

Walk & Roll

The Walk & Roll is a year-long programme where in Exchangers visit the Stray Dogs Center in Umm al Quwain to assist the center by taking the dogs on walks or jogs, and assisting in bathing and grooming the dogs and providing medical assistance. 29 Exchangers attended during the months of February and March along with their family members. This programme will continue every Friday and Saturday throughout the year with family members and friends encouraged to volunteer as well.

The Stray Dogs Center in Umm al Quwain is bursting at the seams with close to 150 dogs and other animals for adoption. To learn more about providing a foster or forever home, please visit their page on Facebook or send an email to emirates.dogs@hotmail.com

Dancing for a cause

To raise money for the Al Jalila Foundation for obesity research, 69 Emirates NBD employees put their best foot forward, participating in a Zumba dance off. Participants spent 1 hour dancing to retro and pop beats following the sequence outline by their professional Zumba instructor. 23 Exchangers helped with event set up and to ensure things ran smoothly. Along with the physical benefits from participation, Exchangers were able to raise a total of AED 2,175 for donation.

Upcoming Events in April

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<tr>
<td>Autism Awareness Festival</td>
<td>PwD</td>
<td>15</td>
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<tr>
<td>Bead A Dream</td>
<td>PwD</td>
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<tr>
<td>Classroom Assistance</td>
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<td>Crafty Ceramics</td>
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<tr>
<td>Crazy Canvases</td>
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<tr>
<td>Dubai Aquarium</td>
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<td>Financial Bootcamp with Manzil</td>
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<td>Smile in Motion</td>
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<tr>
<td>Story Time</td>
<td>PwD</td>
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<tr>
<td>Walk &amp; Roll</td>
<td>Community</td>
<td>All weekends</td>
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6, 13, 20, 27
15
2, 9, 16, 23, 30
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12, 19, 26
19
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5, 12, 19, 26
3, 10, 17, 24
All weekends