Exchangers are raising the bar

Since the launch in July 2015, the Emirates NBD Exchanger Programme has been a huge success. The volunteering programme offers employees the opportunity to give back to society, by exchanging their time for social good. This year, our Exchanger Programme expanded by including family, friends and partners to volunteer. The Exchanger programme also launched the new Exchanger Junior Programme, aimed at getting the young members of society more engaged in community service and spirit.

This year, we held 318 activities, in addition to registering over 1,100 new Exchangers who worked to achieve over 26,000 hours of volunteering, almost triple last year’s efforts.

It’s never too late to make a difference, why not become an Exchanger today!

Careers Network places 35 new hires in the UAE

The Emirates NBD #TogetherLimitless programme successfully placed 35 people with cognitive disabilities into long-term positions in companies across the UAE. Companies included: Chalhoub Group, Clyde and Co, Cummins, Dubai Chamber, Ella’s Creamery, Eros Group, Hilton Resorts, HSBC, Interserve, Khansahab, Oriental Insurance, Pullman Hotel, RAPP, Siemens, Tanfeeth.

There are currently 12 hires in Emirates NBD Group from the programme. This year, we hosted 4 Careers Network Meet Ups as an informal networking event for interested companies to meet with potential candidates.

If you are a company or a department within Emirates NBD Group interested in hiring a person with cognitive disabilities, please email us at info@careersnetwork.ae

2017 at a Glance:

- Involved 57 Branches
- Initiated 318 Exchanger Activities
- Raised over 3 million AED Through Our Online Banking Channel & Other Donations
- Exchanged 26,367 Hours
- Impacted 43,066 Beneficiaries
- Registered 1,124 Emirates NBD Exchangers Since 2017
- Engaged 4,447 Emirates NBD Exchangers

Our Social Agenda
Issue - 12
October - December, 2017

WELCOME

This edition of Connect: Our Social Agenda highlights the exciting impact we have made in our community this quarter and in 2017.

Emirates NBD Exchangers went above and beyond this year, clocking up over 26,000 hours of volunteering, in more than 300 activities. The largest event saw 289 Exchanger’s spreading color and joy at the Happiest 5K on the Planet.

The Disability Friendly Branch network continued to grow and advance technologically. The new hearing loop, Braille printing and Braille currency were implemented to better serve our customers with hearing and visual impairments.

The first of its kind Sign Language automation system, KinTrans, is also being beta-tested and will aid customers with hearing and speech impairments. This year, Emirates NBD updated 18 branches to Disability Friendly Branches.

Lastly, #moneywise held numerous workshops aiding employees and partners in Financial Literacy. Workshops focused on the upcoming Value Added Tax (VAT) and Training the Trainer workshops for personal financial budgeting.

Connect
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Emirates NBD

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Celebrating our extraordinary Exchangers

On the 5th October, Emirates NBD celebrated its third Exchanger Summit with an entertaining and rewarding evening celebrating our extraordinary Exchangers. The event was held at Raffles Hotel, Wafi City to celebrate all Exchangers and their efforts in 2017, reflected in over 300 activities and over 26,000 hours of volunteering! The night was filled with speeches, awards, team building and networking. There were more than 300 Exchangers and partners in attendance.

#moneywise VAT Essentials for Non-Profits

To help our community partners and non-profits learn more about the implications of Value Added Tax (VAT) that will be introduced in 2018, #moneywise and Price Waterhouse Cooper presented a Value Added Tax workshop on November 21st at the Steigenberger Hotel. This highly interactive workshop covered the specific impact of VAT on non-profit organizations, education, health-care and the government sector.

“[The VAT workshop] was extremely helpful and illuminating. On a scale of 1-10, I went from a level 2 understanding of the upcoming VAT regime to an 8, and I feel much more confident embarking on this VAT journey in the UAE. I previously had no idea where to start and what to expect. I know I speak on behalf of many of us who attended this session in expressing how beneficial this has been.”

-Adela Acevedo Sarna, Promise of a Generation

e7 Basic Banking Workshop

During the e7 daughters of the Emirates programme, Emirates NBD Exchanger, Dana Dabbenigno and Sarah Ahmed lead two basic banking Financial Literacy workshops for the participants.

Emirates NBD's goal “is to ensure we are financially inclusive in our services and products” meaning expanding our number of Disability Friendly Branches (DFB) in the UAE and catering to all our customers with physical, speech, hearing and visual impairments. Currently we have 28 DFBs, with 18 branches compliant with phase one, 7 being trained in phase one accessibility and 3 have moved on to phase two.

To find the DFB closest to you, please check out our website. All DFBs can be easily located on our branch map.

What’s new in our Disability Friendly Branches?
Funding Young Women’s Community Impact Initiatives

At an exciting pitch event, Emirates NBD provided AED 100,000 in funding for seven community projects being completed as part of the Emirates NBD e7

Daughters of the Emirates initiative. e7 brings together, trains and equips young women aged 18 to 25 with the resources to positively impact their communities. Through a series of workshops and guidance from dedicated mentors, participants work in teams to design, fund and execute community projects over the course of a year.

Since September, the Emirates NBD e7 Daughters of the Emirates participants have been hard at work preparing a pitch for their projects that included their vision, project plans and budgets. On November 25th, the seven teams pitched their community project ideas to 4 judges, including Elena Cruz, Vice President, Head of Brand & Corporate Responsibility and Michele Wong, Associate Vice President Corporate Social Responsibility at Emirates NBD, Christine Harb, Regional Head of Marketing, MENA & Pakistan, Facebook, and Mudassar Hamza, Marketing Manager, Careem. After deliberation amongst the judges, the teams were awarded funding for their projects, amounting to AED 100,000.

Projects include “A Day in the Life of..” a community project aimed at enhancing career awareness among high school students in the UAE, CyberSWIFT aimed at helping teenagers deal with negativity on social media, Nabh Zayed an app for tourists to learn more about the UAE, Unspoken Smiles, spreading awareness about child abuse, Catch-a-heart is helping blue collar workers reduce daily expenses, Lubdub spreads awareness about heart conditions and prevention and lastly Healthy Emarat, which aims to provide solutions to UAE residents in availing healthcare services.

e7 participants for receiving funds, #moneywise presented a workshop on basic banking. The young women were given the tools needed to successfully manage their team’s bank accounts as they complete their community projects.

Raising Hope and awareness for health

The Hope Campaign aims to raise money and awareness for men and women’s health during the months of October and November. Emirates NBD successfully raised AED 70,240 for Breast Cancer Awareness and Movember. The Hope Campaign featured numerous fun events, bake sales, hope tree’s and health checks. There were over 40 sessions and 8 activities. The events helped highlight the importance of early checkups in saving lives.
‘Not all those who wander are lost’ – Over 500 employees trek through Dubai’s desert

Back again and bigger than ever, the Emirates NBD Desert Walk, raised funds and awareness to help the EWS-WWF protect our diverse wildlife and environment! For every participant who completed the walk, AED 100 was put toward protecting our environment!

Did you know 1 recycled plastic bottle would save enough energy to power a light bulb for 3 hours?

The Desert Walkers chose between a 5 Km or 10 Km trail through the Dubai Desert Conservation Reserve in the early hours of 8 December 2017. 36 Exchangers were up and ready to go at 5am, volunteering with packing kits, registration and manning the water stations.

Emirates NBD, it is time to take the challenge!

This quarter, Emirates NBD challenged their staff to take part in the Dubai 30x30 Fitness Challenge, which encouraged people to commit to 30 minutes of exercise for 30 days.

The closing ceremony of the Dubai Fitness Challenge also saw 9 Exchangers assisting in the set-up, kiosk management and crowd control at the DFC promenade.

Brest Friends Festival

Best Friends, Brest Friends, in light of October being Breast Cancer Awareness Month, Brest Friends hosted a Breast Cancer Awareness festival at the Barsha Pond Park on the 27 October 2017. The Brest Friend Festival was a fun filled community event, entertaining guests with a range of wellness activities, food stations and markets. 84 Exchangers assisted in the set-up, entertainment and much more to raise awareness for millions of women worldwide suffering from Breast Cancer.

The Happiest 5k on the Planet!

The Happiest 5k on the Planet and one of the most anticipated Exchanger calendar events of the year, is The Color Run! 289 Exchangers volunteered, making it the largest Exchanger event this year! Exchangers from Emirates NBD, DHL, EROS and their families were charged and ready to go at 4 am, assisting in start/finish, water and information stations and painting participants in a rainbow of colors.
Disability Friendly Branch Technology Updates

This quarter, we have been using a range of new technology to upgrade our branches, making them more accessible to all our customers. We have conducted 13 branch Disability Etiquette (DET) workshops across the UAE and 3 Workplace Inclusion Workshops (WIW) to aid in renovating our branches to be more disability friendly. These workshops are the first step to transforming our mindset and branches to be more easily accessible to our customers who are hearing, visual or mobility impaired. A disability etiquette e-learning module has also been developed in collaboration with Global Teams and L&D, and is set to be launched for all branch staff in December 2017.

Hearing

Emirates NBD are helping pilot the hearing loop in select Disability Friendly Branches in Dubai. The hearing loop is aimed at customers using a hearing aid for communication. The hearing loop, also known as an audio induction loop is installed into the ceiling or floor in select areas and is designed to amplify sound and reduce background noise for those wearing select hearing aids. We have launched this at our Jumeirah Beach road branch.

Supporting our customers with hearing and speech impairments, Emirates NBD is in the process of testing the first of its kind Sign Language automation system, KinTrans, which converts sign and voice language into text for easy communication. The Jumeirah Emirates Towers branch was the first to beta-test KinTrans.

Emirates NBD also hosted a 2 day Sign Language workshop in partnership with Pomegranate Institute, for 18 Branch Managers. Sign language kits will be distributed to all Branch Managers to share what they have learnt, making banking easier for our hearing and speech impaired customers.

Visual

We are also excited to announce the launch of a Braille printer at our Jumeirah Beach Road Branch in collaboration with GOPS team, Group Compliance, Retail distribution, Procurement and CSR, printing Account opening forms. In addition to this, we have introduced Braille currency which is distributed by the Central bank of the UAE to allow customers with visual impairments to be more independent in their banking needs.

Crafty Ceramics

This quarter, Emirates NBD also held 3 of the annual Crafty Ceramic Sessions at Café Ceramic, where 46 Exchangers were paired up with students from SNF and PACE and together created ceramic masterpieces.

Superheroes from across the nation gather for Walkathon

As part of the Dubai Fitness Challenge, thousands of superheroes assembled for the Superhero Walkathon on the lawns of Skydive Dubai. 39 Exchangers volunteered their time and super powers to this fantastic community event.
The elderly and our Exchangers explore the best of the Dubai Miracle Gardens

Emirates NBD in partnership with 4-get-me-not, hosted Flower Power, an event where 14 Exchangers accompanied elderly individuals from the 4-get-me-not community for a fun filled morning amongst the flora and fauna in the Dubai Miracle Garden.

Journey back to the Wonders of the Tropical Rainforest

This quarter, 29 Exchangers returned to The Green Planet in Citywalk for the Wonders of the Tropical Rainforest Programme. It was a day filled with education and excitement as Exchangers were paired with children from SNF to journey through rope bridges and talking Toucans in The Green Planet.

Work and Play at KidZania

In November, 60 children from the Emirates Red Crescent accompanied by 33 Exchangers, explored the wondrous world of KidZania in The Dubai Mall. The day was filled with fun and games whilst the children and Exchangers were immersed in work, play and pretend.

Exchanger help members of the Integreat Development Program to integrate into society

During this quarter, Emirates NBD Exchangers assisted in the Integreat Development Program, designed to instill independence in special needs adults aged 16-25 to enable them to integrate into the workforce and society. It teaches them; how to handle money, make purchases, use public transport and much more. Four sessions took place over two months with six Exchanger volunteers. This is scheduled to continue through 2018.

Little Chefs

Following the summer launch of Little Chefs, 24 Exchangers returned to Crumbs Elysee with students from SNF for more food fun. The event was held over 2 days, and taught students how to make and bake their own pizzas as well as some some artistic cupcake decorating.
Serving Those Who Serve Us

On 27 October 2017, the monthly session of Serving Those Who Serve Us took place at the Sheraton Hotel in Sharjah with the male security and office assistants. The day was full of entertainment, awards and a special lunch, 24 Exchangers helped to make this day a success by assisting in games, entertainment and organizing the take-away goody bags.

Exchangers are exchanging books, to help children suffering from cleft palate to get new smiles

The second edition of the Operation Smile Book Sale was an enormous success, raising over AED 72,000 for children suffering from cleft palate, for the Operation Smile Mission. 12 Emirates NBD Exchangers helped by selling books and creating smiles.

Building relationships, building ramps

Ramp day is a recurring Exchanger event in partnership with the Wings of Angels Organization, which encourages businesses to be more disability friendly. In October, 13 Exchangers traveled around the country to numerous organizations and restaurants to encourage them to implement disability friendly features and be more disability aware.

Move it, Move It

A specialized dance class for the elderly aimed at loosening up their muscles, and reintroducing movement into their lives. Exchangers got to move it, move it, with the elderly from the 4-get-me-not community in the Dubai Media City Dance Studio.

28 Exchangers explore Wadi Showka with EWS-WWF

On 3 November 2017, 28 of our Emirates NBD Exchangers ventured out to Wadi Showka with EWS-WWF to learn about the UAE’s natural heritage. Exchangers were taken on a trek around the Wadi to observe and learn about the UAE’s flourishing biodiversity in addition to some interesting survival tips. The Exchangers also undertook a think global, act local, clean up activity.
Exchanger teams up with Exchanger Junior to clean up Dubai

This quarter, 28 of our Exchangers teamed up with our Exchanger Juniors, to raise efforts to keep Dubai clean. The Exchangers took part in 3 Team up, Cleanup activities in Umm Suqeim Beach, Sufouh Open Beach and Mamzar Open Beach.

The Emirates NBD Unity Run

108 Exchangers volunteered in the early hours of 24 November 2017, for the Emirates NBD Unity Run, which is a 3 or 10 km community run for people of all abilities, celebrating the UAE’s inclusiveness. The Exchangers were working hard in participant registration, parking, serving as marshals along the route, manning the water stations and encouraging the crowd throughout the run.

Exchangers and students from Manzil School were transported to the gaming world of Hub Zero

The first Hub Zero Exchanger event took place this year on 12 December 2017. Hub Zero is an indoor interactive gaming experience which transports guests to a world of action and adventure. 8 Exchangers accompanied 12 students from Manzil School for a morning of amusement.
16 Exchangers help out with Books 2 Benefit sale

Books 2 Benefit project is a book sale aimed at raising funds and awareness to support deserving local charities. The event also aims to encourage people of all ages to read regularly. This year’s event supported Emirates Red Crescent, a humanitarian organization that supports the underprivileged and in need. 16 Exchangers volunteered to assist in the sale of these books.

Tough Mudder is back and more challenging than ever!

On 9 December 2017, Emirates NBD co-hosted Tough Mudder, which is a muddy obstacle course though the desert, testing participant’s strength and determination. 31 Exchangers volunteered their time, lending a hand in registration, water stations and cheering on the masses!

Cricket for all!

Smart Cup is an annual cricket tournament that brings together white and blue-collared workers from across the country to play together. This year, there were two teams made up of blue-collar workers from QBG and Exchangers, that battled it out on the cricket field in an adrenaline filled tournament. Additional Exchangers helped with refreshments and cheering on the teams.

Cancer never sleeps and for one night neither did our Exchangers

A 24 hour event took place signifying that cancer never sleeps, and so for one night neither did our Exchangers.

Relay for Life, is a team fundraising event, where team members take turns walking for 24 hours, and it is mandatory for each team to have a team member walking at all times. Cancer patients don’t stop because they are tired and so to raise awareness and funds, 23 Exchangers spent 13 hours volunteering at this fantastic event.

Join us in February

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td>Al Ain Cycle Race</td>
<td>2</td>
<td>5:30 AM - 12 PM</td>
</tr>
<tr>
<td>Al Ain Zoo Run</td>
<td>3</td>
<td>5:30 AM - 11:30 AM</td>
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<tr>
<td>Poetic Heart</td>
<td>4</td>
<td>9:30:00 AM - 6 PM</td>
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<tr>
<td>Café Ceramique</td>
<td>8</td>
<td>10 AM - 12 PM</td>
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<tr>
<td>Hub Zero</td>
<td>8</td>
<td>10:30 AM - 1:30 PM</td>
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<tr>
<td>Fire Station Visit</td>
<td>12</td>
<td>9AM - 12PM</td>
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<tr>
<td>Dementia Friends Cinema Part 2</td>
<td>21</td>
<td>5:30 PM - 8:30 PM</td>
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<tr>
<td>Dubai Police Visit</td>
<td>4-7 (TBC)</td>
<td>9AM - 12:30PM</td>
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