

CORPORATE SOCIAL RESPONSIBILITY

United Nations Global Compact:
Communication on Progress (COP), 2015

dhiraagu.com.mv





STATEMENT BY THE CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR

On behalf of Dhiraagu, it is my pleasure to submit the fourth Communication on Progress Report for the year 2015 to the United Nations Global Compact (UNGC).

We are committed to the ten principles of the Global Compact in the areas of Human Rights, Labour, Environment and Anti- Corruption. Through this report, we hope to communicate about the progress we have made in implementing our CSR programmes with respect to the Global Compact principles.

This report will be available on our website dhiraagu.com.mv

Thank you for taking the time to read the report and we welcome your feedback.

Sincerely,

Ismail Rasheed
Chief Executive Officer & Managing Director

INTRODUCTION

DHIRAAGU became a signatory to the United Nations Global Compact in December 2012 and this report is the fourth Communication on Progress (COP) Report issued by the company. The reporting period is for the year 2015, from January – December.

THE REPORT IS DIVIDED INTO TWO PARTS;

- SECTION 1** provides an overview about the company and our approach to corporate social responsibility
- SECTION 2** describes our policies, implementation and outcomes in relation to the specific Global Compact Principles.

This report was reviewed and approved **BY DHIRAAGU CSR COMMITTEE**

SECTION 1

ABOUT DHIRAAGU



VISION

ENRICH LIVES THROUGH DIGITAL SERVICES.



MISSION

TO LEAD THE MARKET THROUGH EXCELLENCE IN QUALITY, VALUE AND CUSTOMER SERVICE.

Dhiraagu is the leading telecommunications operator in the Maldives with the widest coverage in the country. Our business is based on a commitment to providing innovative products and services and a philosophy that places high value on customer experience.

Employing over 99% trained qualified Maldivians and present in 10 strategically located operating centres across the country, we remain the largest telecommunications provider in the Maldives.

We overcome geographic barriers and stay close to customers through the nation's largest retail and distribution network of 40 exclusive partners, 40 distributors, 120 agents and over 3,000 retailers across the country.

We provide the widest coverage in Maldives, which includes all of the country's inhabited islands, all resort islands and all major industrial islands.

We are the only operator to have linked the Maldives from North to South through a 1,200km long fibre optic submarine cable network which supports the nation's largest 3G and 4G LTE and fixed broadband network.

We continue to lead the market with over 28 years of excellence and a proven record of success.

CORPORATE SOCIAL RESPONSIBILITY AT DHIRAAGU

Corporate Social Responsibility (CSR) is a top priority for us. Our approach to CSR is based on the idea that CSR is more than philanthropy. It is about responsibly grounded business decision-making that considers the broad impact of corporate actions on our people, our community and our environment. It is an integrated part of our core business processes including Human Resources, Marketing, Procurement and Administration etc.

We undertake sustainable business practices that positively make a difference to our people, our community and our environment. Our CSR activities are administered under our CSR strategy and the strategic direction of our CSR activities are overseen by Dhiraagu CSR Committee. The Committee is chaired by the Chief Executive Officer & Managing Director and is represented by senior management from cross functional departments.

The three pillars in our CSR Strategy



Under the 3 pillars in our CSR Strategy, key focus areas for community support are as follows ;



CARING FOR OUR COMMUNITY CARE FOR CHILDREN

We undertook the following initiatives to support and help protect children.

- Collaborated with the NGO, ARC and launched “Surf Smart”, an online child protection campaign to promote safe internet use amongst children. The programme includes an awareness campaign with informative TV clips, radio clips and brochures for schools on topics related to online child safety.
- Established an Indoor Play Area at the Maldives Autism Association on World Autism Awareness Day.
- Renewed our commitment to sponsor teachers at the Kuda Kudhinge Hiya orphanage, on Children’s Day.
- Contributed teaching and developmental resources to Care Society to support children with disabilities.
- Donated over MVR 180,000 to 8 local NGOs endorsed in Dhiraagu Maldives Road Race. With 3000 participants, the event was a platform for NGOs to raise awareness to help protect children.
- Contributed teaching and developmental resources to Care Society to support children with disabilities.

- Contributed over MVR 100,000 worth of developmental resources to Al-Noor, Special Education Needs class in Sharafuddheen School, S. Hithadhoo, to support children with disabilities.
- 200 children participated in Dhiraagu Special Sports Festival, an annual event organized and driven by Dhiraagu in association with various NGOs and institutions. The event provides opportunities for children with various disabilities to participate in sports activities and creates a platform for collaboration.
- Contributed MVR 50,000 to SHE, to enable the NGO to conduct a Child Protection Programme.
- As a holiday treat for the children of Kuda Kudhinge Hiya orphanage, we took the children on a submarine trip for them to have a fun experience and explore the underwater beauty of Maldives.
- Continued to support the Child Helpline 1412. The service provides assistance to all children across the country in need of protection to access help via a toll free number.
- Renewed our membership of the GSMA Mobile Alliance Against Child Sexual Abuse Content to block Child Sexual Abuse content on Dhiraagu internet. Dhiraagu was the first and the only operator from Maldives to have joined this alliance along with other leading telecom operators from around the world.





EMPOWERING YOUTH

We carried out the following initiatives to help empower youth.

- Contributed “Dhiraagu Smart Teaching Solution” to Maldives National University, a system which connects all MNU campuses across the country, providing access to live and archived lectures for students regardless of their location.
- Partnered with Ghiyasuddin International School, to help the school run a pilot project and implement a Build Your Own Device (BYOD) programme for the first time in Maldives, which is targeted to integrate and widen technology based learning in Maldives.
- Enrolled 26 new apprentices in the Dhiraagu Apprenticeship Programme, an educational and training programme targeted for youth to enhance work skills development.
- Dhiraagu volunteers participated in the walk to help raise awareness in the National Tobacco Free Youth Campaign to promote a tobacco-free life for youth.

DISASTER RELIEF

We carried out the following initiatives to support disaster relief.

- Contributed MVR 100,000 to the Nepal Relief Fund to support the Maldives Red Crescent and enabled free calls to Nepal during the Nepal earthquake crisis.
- With the tragic stampede in Mina and the crane collapse in Mecca that resulted in the death of many, we offered free calls throughout the day to Saudi Arabia to help families of Hajj pilgrims get in touch with loved ones.
- Dhiraagu volunteers participated in the national door to door Dengue Awareness campaign, as part of the national level response following the dengue outbreak across the Maldives.

Information under “Caring for our People” and “Caring for our Environment” is detailed under Section 2 of the report under the respective Global Compact Principles.



SECTION 2

GLOBAL COMPACT PRINCIPLES

UNITED NATIONS GLOBAL COMPACT - HUMAN RIGHTS PRINCIPLES



PRINCIPLE 1
Businesses should support and respect
the protection of internationally
proclaimed human rights and;



PRINCIPLE 2
Make sure that they are not complicit in
human rights abuses, Assessment,
Policy and Goals

CARING FOR OUR PEOPLE

We respect the culture, values and human rights throughout our operations. We believe in the conduct of our affairs in a fair and transparent manner by adopting the highest standards of professionalism, honesty, integrity and ethical behavior. The Maldives is a signatory to the Universal Declaration of Human Rights and we remain committed to comply with all local laws and regulations pertaining to it.

GRIEVANCE POLICY AND PROCEDURE

As part of taking concrete actions to enhance labour policies and procedures, a Grievance Policy and Procedure was issued during the year. The policy formalizes a mechanism for employees to raise any concerns regarding any work related matters.

WHISTLE BLOWING AND FRAUD REPORTING

Our “Whistle blowing and Fraud Reporting Policy” protects our employees who wish to raise concerns about irregularities within the company and to provide a mechanism for employees and other stakeholders to report any concerns.

MEDICAL CARE

We have an in-house medical benefits scheme that offers more benefits and is more comprehensive than a basic health insurance scheme. The medical benefits scheme applies to all staff and to their dependents under age of 18.

RETIREMENT CARE

We continue to contribute 10% to the employee pension fund, which is beyond the 7% required by law. We have a Retirement and Redundancy Policy and a voluntary retirement benefit scheme in place, even before the establishment of the national pension scheme in 2009.



CODE OF CONDUCT AND ETHICS POLICY

Our code of conduct and Ethics Policy sets the ground rule in the ethical standards of behavior of all employees in their interactions with each other and among other stakeholders. Dhiraagu's achievements have always been founded upon a commitment to sound business conduct and a fair and ethical relationship with all our stakeholders- shareholders, employees, customers, business partners, suppliers, regulator- and, more broadly, the community and society in which we operate. We ensure our Ethics policy is in line with the current trend in business environment.

The company targets all employees to become familiar with the Ethics Policy and Code of Conduct.

KEEPING SAFE AT THE WORKPLACE

We care about our people and we are committed to ensuring the health and safety of all our staff. Apart from complying with local legislations, we work towards achieving international best practices in relevant areas relating to our industry and specific work environments.

We have the following targets:

- To ensure that work activities are not harmful to the health of employees or to the general public and are as safe as is reasonably practicable

- To provide and to maintain adequate measures to control health and safety risks arising from work activities in order to prevent accidents and cases or work- related ill health
- To provide staff with relevant information, instruction, training and supervision to ensure health and safety at work
- To ensure that a conducive work environment is established for our staff



IMPLEMENTATION

COMMITTEE TO PREVENT SEXUAL HARASSMENT AT WORKPLACE

We established a Committee to prevent Sexual Harassment at the workplace. The Committee is primarily responsible for increasing awareness to prevent sexual harassment, conduct investigations regarding any complaints and take necessary actions against any persons who is proved to have carried out an act of sexual harassment.

EMPLOYEE INDUCTION PROGRAMME

As part of the Employee Induction Programme at Dhiraagu, our Ethics Policy together with the code of conduct is briefed and communicated with all new employees. The policy is also accessible from the online employee portal for further reference.

HEALTH AND SAFETY IMPLEMENTATION

Our Health and Safety Policy is applicable to all Dhiraagu employees and contractors. All senior managers are responsible to ensure that the Safety policy is implemented in their respective functions. As part of the Induction Programme, all staff are briefed with regard to safety procedures including fire and first aid procedures.

A Safety Committee with representatives from all departments and regional centres is in place and a Safety Management Review is organised once a month in order to monitor and review the programme.

- ✚ Ensure that safe systems of work are implemented and reviewed.
- ✚ Ensure that all personnel are given information, instruction, training and supervision as appropriate in order to carry out their work safely.
- ✚ Carry out assessments of risk to the health and safety of persons involved in or affected by the operations of their departments
- ✚ Arrange induction safety training for all new employees.
- ✚ Ensure that all fire- fighting equipment is regularly inspected and serviced.

MEASUREMENT OF OUTCOMES

- ✚ There were no major accidents that resulted in lost-time.
- ✚ An Induction Programme was conducted for ALL new staff and the ethics policy, code of conduct and safety procedures were briefed to ensure that employees are familiar with the policies from the very beginning.
- ✚ In 2015, a team of staff were trained as industrial fire squad for our Head Office. Basic fire awareness trainings were conducted in all regional centres with fire drills conducted at Dhiraagu Head Office and all regional centres.
- ✚ 37 staff were provided with Health and Safety related awareness training
- ✚ 10 apprentices were given training on Basic Fire Safety
- ✚ 10 apprentices were given training on Basic First Aid





UNITED NATIONS GLOBAL COMPACT- LABOUR PRINCIPLES



PRINCIPLE 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;



PRINCIPLE 4

The elimination of all forms of forced and compulsory labor;



PRINCIPLE 5

The effective abolition of child labor; and



PRINCIPLE 6

The elimination of discrimination in respect of employment and occupation.

We ensure to comply with local employment laws in the Maldives. We do not engage or employ child and forced labour in any of our operations. We also ensure to eliminate discrimination with respect to employment in all our operations.

IMPLEMENTATION

We believe in open, transparent dialogue with regard to labour related issues within the organization.

We adhere to the Maldives Employment Act to ensure the elimination of all forms of forced and compulsory labour, the effective abolition of child labour, and the elimination of discrimination in respect of employment and occupation.

STAFF DEVELOPMENT

Dhiraagu Human Resources Development Strategy includes a proactive Training and Development Framework where a range of developmental opportunities are provided to support our staff in achieving organizational and personal goals along with business objectives.

As part of our commitment for capacity building of our staff, we have conducted various training experience and learning programmes to enhance leadership and technical skills. These programs were conducted in-house as well overseas. Programs were mainly delivered by international well known training providers.

STAFF ENGAGEMENT

We have a well-rounded, structured programme to motivate and engage staff. A wide array of events were organized over the past year, which gave the opportunity for all staff and families to participate.

HRD BOARD

To periodically review human resource development plans, policies and procedures and recommend strategic directions, a Human Resources Board (HRD Board) is established and the committee convenes regularly.

LEGAL REVIEWS

Dhiraagu's General Counsel regularly gives legal advice on employment issues to deal within the bounds of the Employment law and company procedures.

MEASUREMENT OF OUTCOMES

There have been no major employment issues in the reported period.

By the end of 2015 we conducted 65 Training Programmes where 406 staff were trained in technical and non-technical areas. These included academic programs at masters and undergraduate level. 37 staff also completed professional certification programmes.





UNITED NATIONS GLOBALCOMPACT- ENVIRONMENT PRINCIPLES



PRINCIPLE 7

Business should support a precautionary approach to environmental challenges;



PRINCIPLE 8

Business should undertake initiatives to promote greater environmental responsibility; and



PRINCIPLE 9

Business should encourage the development and diffusion of environmentally friendly technologies

IMPLEMENTATION

The company targets to reduce the environmental impacts from the footprints of our activities and to undertake initiatives that promote environmental sustainability.

SUPPORTING THE MARINE RESEARCH CENTRE

We contributed MVR 154,200 to support the Marine Research Centre in their conservation efforts in Maldives. The contribution will help to conduct awareness and outreach activities on the need for conservation of endangered and protected marine species.

SUPPORTING THE SIXTH REGIONAL 3R FORUM IN ASIA

We were a partner of the 'Sixth Regional 3R Forum in Asia and the Pacific, a platform for sharing best practices in 3R areas including new and emerging issues of concern in waste management.

USE OF RENEWABLE ENERGY

- Since 1988, Dhiraagu has been one of the highest users of renewable energy in the Maldives. Dhiraagu uses renewable energy as the secondary source of power in some of its equipment sites.

ENERGY EFFICIENCY AT DHIRAAGU HEAD OFFICE

The sustainable green design features incorporated in Dhiraagu Head Office leads to significant energy consumption efficiency.

- All the lights used in the building, including emergency lights are 99% LED lights
- Motion detectors/sensors are used to switch off the lights in common areas of the building such as corridors, staircases, toilet areas etc, to ensure lights are switched off when not in use.
- High heat reflective glass is used in building facade to minimise heat entering into the building
- Ozone friendly refrigerant R410A is used in the VRV AC units installed in the building.
- Air conditioning is set at a minimum 25 degree Celsius in all main office areas. The office adopts central AC control, where air-conditioning is centrally turned off at pre-set times and is limited to official working hours.



Ministry of Environment and Energy
Ministry of Tourism
Government of Maldives



Sixth Regional 3R Forum in Asia and the Pacific

R as an Economic Industry - Next Generation 3R for a Resource Efficient Society and Sustainable Tourism Development



MEASUREMENT OF OUTCOMES

- There are 58 islands where Dhiragu has installed solar power systems, covering an area of more than 1,462 sqm solar across the country and producing 228,476KWh of renewable energy per year.
- The energy saving features incorporated in Dhiragu Head Office results in an annual reduction of approximately 390,228.00 kwh of electricity, which is also equivalent to 276 metric tonnes of Carbon Dioxide or 636 barrels of oil.

ANTI-CORRUPTION PRINCIPLES

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- PRINCIPLE 10:**
Business should work against corruption in all its forms, including extortion and bribery

POLICY AND GOALS

Dhiraagu's Anti-Bribery Policy comprehensively addresses in detail with regard to the following;

- We do not tolerate bribery, and do not offer , give or receive bribes or improper payments or participate in any kind of corrupt activity, either directly or through a third party.
- We do not make facilitation payments and we do not allow others who work for us to make them either.
- Any gifts or hospitality or promotional expenditure we receive or give in connection with our business should always be proportionate and reasonable in terms of value and frequency. Gifts and hospitality should never be offered or accepted if it may be perceived as improperly influencing a business decision about or by us or impair independence or judgment about us.
- We do not make political contributions either directly or indirectly to political parties, causes or individuals
- We are committed to ensure that those who act on our behalf as representatives, agents, consultants and other providers of services do not bribe on our behalf.

IMPLEMENTATION SUPPLIER CODE OF CONDUCT

From 2013 onwards, it was made mandatory for all our suppliers to sign the Supplier Code of conduct when entering into a contract with us. This code of conduct addresses the commitment to comply with applicable laws and regulations concerning bribery, corruption, fraud, and any other prohibited business practices.

MEASUREMENT OF OUTCOMES

- ALL suppliers entering into a contract with Dhiraagu signed the Supplier Code of Conduct.



