

RAK Ceramics CSR Report

2010-2011

CORPORATE SOCIAL RESPONSIBILITY REPORT



Design and Issued by MARCOM Department





RAK CERAMICS CORPORATE SOCIAL RESPONSIBILITY REPORT 2010-2011

RAK Ceramics fosters an internal culture of volunteerism and contributes to the socio - economic development of the communities it operates in, through financial and other assistance to various causes and organizations. RAK Ceramics adheres to the concepts of harmony, sincerity and pioneering spirit contributing to social progress and commit to the welfare of the environment through its activities related to Corporate Social Responsibilities.





ENVIRONMENT



RAK Ceramics reaffirms its commitment to protect the environment and office by plantation of trees around its production facilities and within region of operation that will promote suitable development.

Earth Day: (22nd April 2010)

The company celebrated Earth Day by committing to plant over 5000 trees around its manufacturing plant vicinity in 2010. RAK Ceramics employees joined in the activity by planting 500 trees on Earth Day while additional 4500 trees were planted during the course of the year and this was a strong message of RAK Ceramics commitment to protect the environment.



UAE Clean-up Campaign: (12th December 2010)

RAK Ceramics participated in the ninth edition of the Clean-up UAE campaign, a clean-up drive organised by the Emirates Environmental Group (EEG) that was simultaneously conducted across different locations in the UAE. Around 50 RAK Ceramics employees and senior managers volunteered to clean up a section of the Ras Al Khaimah beach during the activity, which was organised as part of a global campaign against environmental degradation and climate change.



ENVIRONMENT



Can Collection Drive:

(24th February & 8th May 2011)

RAK Ceramics participated in 14th cycle of Can Collection Campaign organized by Emirates Environmental Group (EEG) where RAK Ceramics' employees collected around 93 kgs of waste which aimed at creating awareness about the importance of three fundamental waste management tools- Re-use, Reduce and Recycle.



World Environment Day:

(6th June 2011)

RAK Ceramics celebrated World Environment Day by putting up Paper Bins across the premises for the collection of paper, cans and plastics. This is an effort to enhance awareness on Green Waste Management and Environment Conservation.



SOCIETY



Blood Donation Campaign: (14 June 2010)

RAK Ceramics participated in World Blood Donor Day Campaign where the RAK Ceramics employees donated the blood for the noble cause.

Pakistan Floods Relief: (September 2010)

RAK Ceramics raised fund for Pakistan Floods Relief, where all the RAK Ceramics' employees contributed in helping the displaced people to overcome the natural calamity within our region of operation. The total amount for the relief was given to ARY TV, who in turn utilized in providing food for 400 Pakistani displaced families for 1 entire month suffering due the floods. In addition, clothes, blankets and other non-perishable goods were purchased and shipped across to Pakistani regions suffering due to floods.

Financing NGOs:

RAK Ceramics has provided financial aid and free tiles to NGOs, RAK PWD, Social Guidance Centre, and RAK Sports Club for promoting Social and Cultural Development.

Dubai Autism Center & Dubai Rehabilitation Center Sponsorship as part of National Day Celebration: (2nd December 2010)

RAK Ceramics served as one of the main sponsors of UAE Logos 2010, a pioneering initiative that was being organized in collaboration with the Ministry of Social Affairs, Government of Dubai, Dubai Customs, Dubai Corporation for Ambulance Services and Dubai Autism Centre to coincide with UAE National Day celebration.

Majority of sponsorship was donated to Dubai Autism & Dubai Rehabilitation Centre.

Sponsorships to Educational Institutions:

Sponsorships were given to RAK English speaking school and RAK Education Zone for higher education to children on merit basis by RAK Ceramics.

The company also organized the plant visit and guest lecture for the engineering and management colleges.



SOCIETY

Emirates Club Sponsorship: (2nd March 2011)

RAK Ceramics sponsored RAK Emirates Club during the team's participation in the Asian Football Cup (AFC) Champions League. The sponsorship is part of RAK Ceramics' commitment to support various social and sporting initiatives in the emirate and to encourage the public to engage in sports.

Terry Fox Run: (4th March 2011)

RAK Ceramics sponsored 2nd Annual RAK Terry Fox Run where 100 employees participated in the charitable running event. Funds raised during the 2nd RAK Terry Fox Run were donated to the UAE University Hospital in Al Ain where various cancer research projects are being conducted.

Green Abu Dhabi Project: (May 2011)

RAK Ceramics donated around 15,000 pieces of tiles, out of which more than 6,000 tiles were used by children to paint so as to support – 'Our Tomorrow' - an environmental awareness campaign in Abu Dhabi that targeted children. The initiative required each child involved in the project from across the country to paint their version of a greener Abu Dhabi on ceramic tiles, which was later assembled as a mural.

RAK Ceramics Design Awards: (March 2011)

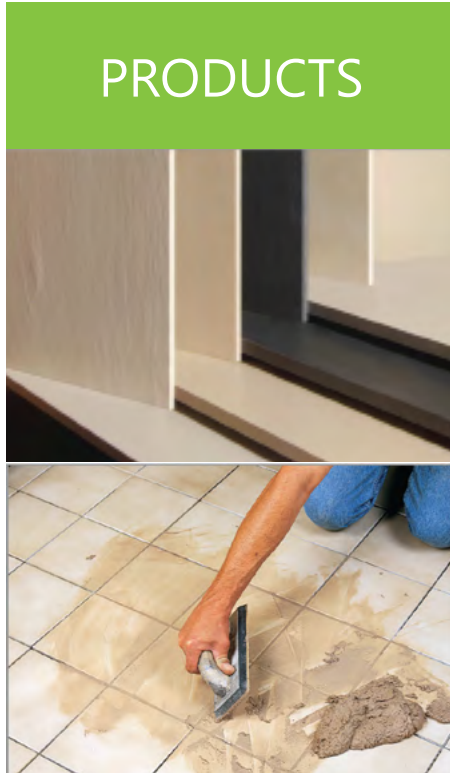
RAK Ceramics launched RAK Ceramics Design Awards 2011 to honor the best tile design concept and its creators. The top three winning entries will be rewarded with attractive cash prizes, in addition to significant media publicity.

Earth Day: (22nd April 2011)

RAK Ceramics pledged its support to a greener environment by participating in Earth Day in collaboration with Emirates Environmental Group (EEG) by allocating recycle paper bins in all the key departments of RAK Ceramics.

Sponsorship of RAK Open Volleyball Tournament: (May 2011)

RAK Ceramics sponsored RAK Open Volleyball Tournament in collaboration with Kerala Samajam (one of the leading socio-cultural organizations of Indian Expatriates in RAK) and also sponsored RAK Ceramics volleyball team to participate in the tournament.



RAK Ceramics is founding member of the Emirates Green Building Council that supports and promotes sustainable building in UAE. As part of its commitment to "Green Building" products, RAK Ceramics has launched products that contribute to the environment possible with latest innovative range of products.

Eco Friendly Products:

RAK Slim

RAK Slim a unique "Green Building" product is a revolutionary 4.5 mm thick eco-friendly tile that has tremendous energy-saving features and utilizes less space reaffirming RAK Ceramics' penchant for responsible innovations.

Xilo Series

Xilo Series under Elegance Ceramics range of products provide a wood finish similar to wooden flooring without cutting trees and encourages end users to be part of a growing eco-friendly society.

RAK Antimicrobial

RAK Antimicrobial, world's first ceramic tile that reduces microbial contamination and contributes to healthy environment.

Kludi RAK

Kludi Rak new water saving system allows users to save up to 50% on water consumption.

Laticrete RAK

Laticrete Inc., USA & its joint venture with RAK Ceramics, is a Global leader in Green building products have joint focus on promoting innovative technologies for tile and stone fixing.

RAK Porcelain

Rak Porcelain is a 100 percent eco-friendly and environmentally safe product because of complete re-cycling of Green and Fired breakages and by not letting out the wastages to pollute the surrounding atmosphere.

45 x 45

45 x 45 has a sublime wood-like finish that is an ideal substitute for actual wooden flooring. It is a highly durable floor tile, available in 3 different patterns, provides more resistance to wear and tear in comparison to pure wooden floorings.



PRODUCTION FACILITIES



High-Efficiency Burners:

RAK Ceramics uses high efficiency burners in all fired heaters to reduce energy consumption. The efficiency of fuel burning equipment such as generators, kilns, spray driers, horizontal and vertical driers, etc. by having them tuned by highly experienced and competent personnel.

Waste heat from the kilns are recovered and fed into the spray driers, horizontal and vertical driers.

Regulated Water Consumption:

RAK Ceramics regularly measured and control water consumption, along with we also analyze trends to quickly detect major leaks, and repair damages as soon as possible.

RAK Ceramics ensures that through regular preventive maintenance, equipments and devices that use water are running smoothly and ensure that they do not use excessive water.

Recycle and Reuse of in-Process and Domestic Wastewater:

RAK Ceramics operates several units of Effluent Treatment Plants (ETP) to recycle and re-use the wastewater generated from the factories and domestic sources.

Water Conservation Awareness:

The RAK Ceramics' employees are given training on water conservation awareness to reduce unnecessary wastage of water.

Solid Waste Management:

RAK Ceramics implemented programs to minimize the disposal of waste materials into the environment by adopting continuous improvement in waste segregation scheme and recycling programs which includes:

- Segregating hazardous and non-hazardous waste
- Controlling litters and odors
- Conducting routine inspections of waste storage areas

PRODUCTION FACILITIES

We make sure that all kinds of waste will be identified and segregated with the use of garbage bins that are classified as follows:

ECO Friendly Classification of Wastage:

Green Garbage Bins:

Provided for residual waste, leftover food, paper, carton, floor sweepings & other waste with no commercial value.

Blue Garbage Bins:

Provided for metals, machine parts & accessories, or those that can be sent to scrap dealers for recycling.

Black Garbage Bins:

Provided for contaminated items, expired chemicals and infectious waste from clinics.

Recycle and re-use of in-Process Solid Waste - Clay Powder:

RAK Ceramics utilizes the system to recycle and re-use the waste powder generated from the Spray Driers, Silos and Presses.

Recycle and re-use of in-Process Solid Waste - Fired Ceramic Tiles:

The volume of solid wastes is reduced by in-process recycling. All rejects of fired ceramic tiles (broken pieces, defective tiles, nonconforming products, etc) which are generated from the production of Red Body ceramic tiles are collected, re-processed and re-used in the dry-milling operation for clay powder preparation.

Natural Resource Conservation and Pollution Control:

Minimize Depletion of Natural Minerals:

RAK Ceramics has also developed the expertise to combine 5 to 9 types of natural minerals, coming from several countries around the globe to minimize the damage to the environment.

Reduce Carbon Emission Through CDM Project:

To reduce carbon emission, RAK Ceramics likewise embarked on Clean Development Mechanism projects such as conversion of the existing machineries i.e. power generator sets and spray driers, to change from heavy fuel oil to LPG or natural gas.

Indoor Air Quality:

Effect on Office Interiors:

RAK Ceramics promotes building fit-outs that will provide healthier indoor environment and more productive workplaces which also have less negative impact on the environment.

Ventilated Façade System:

RAK Ceramics' ventilated façade have been developed to reduce the amount of heat and sound that buildings absorb, which make them perfect solutions for the hot weather conditions in the UAE and the rest of the Middle East.

Energy-Saving System:

RAK Ceramics ensures that the entire logistics and operations run on the basis of procuring energy-saving systems in terms of office equipments that contribute to an environment friendly and socially committed organization.





MANUFACTURING
PROCESS
ENVIRONMENTAL
ACCREDITATION

NATA (National Association of Testing Authorities):

RAK Ceramics was awarded the NATA (National Association of Testing Authorities) accreditation from Australia that certifies RAK Ceramics Sanitary ware Testing Laboratory is in compliance with NATA requirements.

The latest NATA accreditation reaffirms RAK Ceramics' commitment to environmental conservation as RAK Ceramics' sanitary ware is equipped with a system to reduce flush water usage, which in turn helps in environmental conservation and adheres to the requirements of Australia's Water Efficiency Labeling and Standards (WELS) scheme.

Environmental Performance Certificate (EPC):

RAK Ceramics is been recently awarded with the Environmental Performance Certificate (EPC) by the UAE Ministry of Environment and Water (MOEW), in recognition of its successful efforts to comply with environmental protection standards and regulations.

The EPC is awarded based on the review of the environmental permit obtained; health, safety and environment (HSE); the implementation of cleaner production, monitoring and control of gaseous emissions and particulate matters; management of chemical substances, and integrated management of solid, non-hazardous and hazardous wastes; treatment and reuse of domestic and industrial waste waters; and noise, odour hazard, and nuisance control.

CSR (Corporate Social Responsibility) Company Award:

RAK Ceramics is been awarded the CSR Company of the year award in recognition of its long-term commitment to various environmental and social causes at the 2nd Middle East Business Leaders Summit (MEBLSA).



EMPLOYEE HEALTH AND SAFETY



RAK Ceramics maintains its own modern clinic staffed with the efficient doctors and nurses within the factory premises and also accessible free of charge to its employees staying in the company premises and also outside the company premises.

Fully Equipped Workshops:

RAK Ceramics has provided its employees with fully equipped workshops with fire alarm and fire-fighting equipments such as sprinkler system and hose reels to overcome any unforeseen events. Recently a new carpentry workshop was inaugurated within RAK Ceramics facilities as part of the Health and Safety measures that required the old carpentry workshop to be relocated from a hazardous-prone area within sanitary ware factory to a safer and spacious location.

This is part of continued safety measures adopted by RAK Ceramics management to always ensure a safe and better working environment for its employees. RAK Ceramics ensures that every job is assessed for the risk involved and is carried out as per authorized procedures/checklist/necessary work permit and using necessary work permit and using necessary personal protective equipment. Employees are provided periodic training programs on Health & Safety measures.

NEBOSH International Certificate:

(National Examination Board in Occupational Safety and Health) UK based was awarded to RAK Ceramics' HSE Department under RAK Ceramics sponsorship.

The NEBOSH Certificate in Occupational Health and Safety is a globally recognised qualification that is held by more than 100,000 people in the UK and worldwide. It is designed to help non-specialists carry out their organisational duties or functions more effectively with respect to workplace health and safety.

The course syllabus is based on the Employment National Training Organisation (ENTO) standards. The NEBOSH Certificate is at level 3 in the National Qualifications Framework and is accredited by QCA, CEA and Dells.



EMPLOYEE HEALTH AND SAFETY



RAK Ceramics' Medical Center managed by RAK Hospital (April 2011):

Medical Centre is now be managed by RAK Hospital, a leading provider of international quality healthcare in Ras Al Khaimah. This is to move is in line with the company's goal to provide advanced medical facilities to its staff and ensure their overall wellbeing and good health.



World No Tobacco Day (31st May):

RAK Ceramics supported World No Tobacco Day campaign in collaboration with RAK Hospital to spread the awareness of negative impact of tobacco with a seminar for RAK Ceramics employees.



EMPLOYEE BENEFITS

Medical and Life Insurance Coverage:

RAK Ceramics provides all employees with medical and life insurance so as to overcome unforeseen health circumstances.

Employees can access the medical clinic within the company premises during any medical emergency.

Diabetes Check up Campaign:

Recently a Diabetes check up campaign was organized in RAK Ceramics for the employees where there was free check up and lecture on healthy living, identifying chronic diseases and overcoming them.

Employee Welfare Fund:

Financial assistance is given to the immediate family members for some medical surgeries illness of the employees from the Employee's Welfare Fund maintained by the company.

Safe & Healthy Accommodation Facilities:

All the RAK Ceramics workers are provided with safe & healthy accommodation facilities within its manufacturing vicinity.

Employees are also provided healthy and hygienic food and other necessary amenities.

G+3 Accommodation:

RAK Ceramics has provided two new G+3 buildings for accommodation of semi-skilled workers of its manufacturing facility in Ras Al Khaimah. The two buildings have a combined 238 rooms and can accommodate a total of 1,428 employees.



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