



Corporate Social Responsibility

As in earlier years, SIB conducted several activities to reach out to the community. We took the initiative to be the first official party in both government and private sectors to establish and register an official SIB voluntary team in Sharjah's Social Services Department. The team was formed and inspired by the Year of Giving.

We continued to partner with the Pink Caravan and the Red Crescent clinics. Annual Ramadan activities and Iftar tents remained as platforms to reach out to surrounding communities. In addition, the bank conducted meaningful community activities during the year, such as the participation in freshers' parties at the University of Sharjah, the American University of Sharjah and Al Qasimia University. This was to promote the bank's products designed for students and to enhance the bank's positive image in general. These activities left great impressions on students, the administrative and academic staff and the chancellors of the aforementioned universities. They expressed their pride and happiness with the activities and creative contests presented to the students.

For the third year in a row, Social Return on Investment (SROI) was measured and tracked to ensure that the investments made in Corporate Social Responsibility met or exceeded the strategic intent of the bank.

Through innovative and state of-the-art marketing practices, our social media followership increased by 200 per cent during 2017.

Internally, we conducted several events for SIB associates. The most significant was the SIB Staff Suhoor Gathering during Ramadan. The evening was marked by the unveiling of new programs and an interactive contest.

In 2018, ORGANIZATIONAL EXCELLENCE will be setting higher goals for itself in line with SIB's Vision, Mission and Values and will spare no effort to lead and promote a culture of excellence. The OE's role will be greater in enhancing the digital transformation in different departments, by using the robotic process automation, in line with the board's vision and the general approach of the UAE's government.