Maala 2014 CSR Index
and
Special Diversity in Business Awards
Summary

Maala's 2014 index consists of 77 companies, an overall turnover of NIS 323.5 billion. The aggregated number of workers of all participating companies is 202,000 which constitute 10% of Israel's total no. of workers in the business sector.

(Maala's 2014 index refers to the financial data released in 2013)

The index focuses on 6 main aspects that strengthen the positive social and environmental impact of the business sector:

1. Investing in workers
2. Diversifying the workforce
3. Responsible Procurement
4. Community Investment
5. Environmental Management
6. Increasing Transparency

Maala 2014 Index | Facts and Figures

Investing in Workers

- 73% of companies conduct employee satisfaction survey | 66% published the results to their employees
- 47% of companies have organized labor
- 75% of employees in participating companies are organized workers
- 76% of companies allow for flexible working hours
- 72% of companies allow for gradual return to work following maternity leave
- 68% of companies have employee fitness clubs or allow access to
- 66% of companies offer healthy food choices in the workplace

Diversifying the Workforce

- 49% of companies employed increased no. of workers from underserved populations in comparison to the previous year
- 4% of newly-integrated employees in 2013 are Israeli-Arabs | 2% are ultraorthodox | 1% are employees with disabilities
- 38% of companies appointed a diversity coordinator
Responsible Procurement

- Companies reported having "social clauses" in their procurement and give preference to: 45% to "local procurement", 33% to SME's, 30% to suppliers who employee workers from underrepresented populations.
- 39% of companies conducted a supplier and subcontractor questionnaire, with regard to the company's ethical behavior.
- 71% of companies reported that they check due payments to contracted employees.

Community Investment

- Participating companies donate 0.8% (profit before tax- median) in comparison to non-participating companies listed on the Tel Aviv 100 Index who donate 0.4% (profit before tax- median).
- 22% of employees of participating companies volunteer in the community.

Environmental Management

- 55% of companies set goals for reducing fuel and energy use.
- 95% of companies communicate internally their responsible environmental strategy to their employees.
- Companies set environmental goals: (Median data) alternative energies – 25% | reducing waste – 19% | reducing energy, water and mileage – 5%.
- 17% of companies encourage their employees financially to use public transportation.

Increasing Transparency

- 91% of companies have customers charters | 63% publish the charter to the public.
- 45% of companies check consumer and customers perceptions of their business conduct.
- 91% of companies publish their environmental policy.
- 89% of companies publish their social investment policy.
- 22% of companies publish the average median salary.
- 45% of companies report their CO2 emissions to external, certified groups.

Diversity in Business Awards

As part of the Social Responsibility Day Maala and The Israeli Forum For Diversity Hiring announced today the winners of first "Business in Diversity" awards.

The awards are given to companies showcasing outstanding investment in diversity and inclusion. The winners are:
About Maala:

Maala is a non-profit membership organization, comprised of 110 large companies, founded to promote the concepts of corporate citizenship and sustainability in Israel.

Through its regular contact with these companies, Maala promotes a process of implementation and application of "corporate social responsibility" through knowledge dissemination which strives to give companies a thorough understanding of CSR.

About The Index:

Every year, Maala ranks dozens of companies according to their commitment to CSR principles. Maala's index provides large companies with the tools to both manage and implement corporate social responsibility. The index provides a yearly ranking, along with the ability to map gaps and set goals for improving CSR vis-a-vis Israeli standards. The index was launched in 2003, and was broadened in 2006. The index criteria are decided upon by an independent public committee, comprised of experts, academics, and heads of social and environmental organizations and representatives of the business sector.

Participation in the index is voluntary, and requires its participants to submit their company csr data. Approximately 25% of the 350 largest companies in Israel participate in the rankings (a percentage similar to foreign markets).

A computerized model grades the companies in an absolute manner of yes/no questions, or builds a comparative grading system in accordance with the performance of all the companies vis-a-vis that specific question. For example, when measuring the percentage of women in management positions, the company with the highest rate of women in management positions will set the bar. Thus, a company's grade will go down as the percentage of women in management positions decreases.

The target audience of the rankings are the largest companies in Israel. These are corporations that employ thousands of workers, produce a turnover of

Large company award: Strauss-Group
Small-Medium company Award: Babcom
Workers with disability Award: - Aroma espresso bar
hundreds of millions of dollars. This reality makes the advancement of change evermore complex. This, in essence, is the aim of the rankings, to translate the public's expectations for responsible management (both social and environmental) of the largest companies in the market into understandable, manageable and measurable parameters. We believe that participating in Maala's index improves the business' management process over time, providing it with an important management tool for continual improvement in its social and environmental initiatives.

Data submitted by participating companies is analyzed by Greeneye, the Israeli representative of EIRIS, in consultation with S&P Maalot, based on models developed by McKinsey Israel and external assurance by Ernst & Young.

Maala Chairperson: Micky Adiv, CEO of G4S Israel
Maala CEO: Momo Mahadav