



SHARING KNOWLEDGE IS
ENLIGHTENING THE FUTURE



PRESS RELEASE

1st Edition of Community Environment Days around Waste Recycling

Casablanca, October 26, 2019 - As part of the Attijariwafa bank Group's skills sponsorship program, the Attijariwafa bank Foundation and CSR teams, in partnership with Al Ikram association, organized on Saturday, October 26, the first Community Environment Day, around recycling and waste recovery, with the participation of about thirty volunteers.

This event, which took place on the premises of Al Ikram association, was organized as a continuation of the internal campaign to raise employee awareness of responsible eco-actions and the Sustainable Waste Management (GDD) project, initiated by Group Logistics and Purchasing department.

For this first Community Environment Day, the volunteer employees took part in awareness workshops on the issue of waste recycling during which they were introduced to plastic, paper and fabric recovery techniques. These entertaining workshops have allowed employees to discover in good spirits the various objects from recycling waste that can be produced by recycling these materials. They managed to create notebooks, bracelets, goblets, etc.

Furthermore, the Attijariwafa bank Foundation invited representatives of its student community, Jamiati ambassadors, to also introduce them to waste recycling issues so that they integrate and duplicate responsible eco-actions on a daily basis.

At the end of the morning, all participants were awarded a certificate of participation co-signed by the two Presidents of the Attijariwafa bank group and Al Ikram association, Mr Mohamed El Kettani and Mrs Essaadia Slaoui Benanni.



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The launch of the Community Environment Day thus enriches the Group's skills sponsorship program at the heart of its Corporate Social Responsibility policy and diversifies the Community Days themes initiated by the Attijariwafa bank Foundation in 2015.

Following the great success of this first edition, other Community Environment Days will be scheduled soon as part of the Attijariwafa bank group's CSR approach.

About Al Ikram Association:

Al Ikram Association is an association recognized for public utility, which works for the social, school and professional reintegration of most disadvantaged people, through its education, training and professional integration programs.

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