

Corporate Social Responsibility

Oman Oil Marketing spare no efforts to support the community through several CSR initiatives every year. A dedicated budget endorsed annually by shareholders during the annual general meeting is then allocated for all CSR initiatives implemented during the coming year.

In 2019 Oman Oil Marketing launched two new CSR initiatives while renewing four existing initiatives. These initiatives are long term ones and they target different categories of the community.

At'a is a campaign to promote the beautiful spirit of “giving” and “engaging” as values, other than donations. Donations are part of giving but it is not supposed to be the only action people in the community focus upon. The dedicated amount for this campaign is OMR 20,000. At'a campaign groups different activities as described below:

- Donating to two of the NGO's for charitable purposes
- Airing a video on our social media accounts during Ramadan about the various kinds of good deeds other than monetary donations only

Also, as part of our commitment to create initiatives that enhance the capabilities of local talents, OOMCO has signed an agreement with Sultan Qaboos University to sponsor three postgraduate students within the college of Economic and Political Science. This new agreement amounts to OMR 4,500 annually per student for three years. Because we believe that one of the biggest impacts within a society is made through education, we place it as one of our corporate social responsibility pillars.

Road Safety Village is one of our new CSR initiatives in 2019. We have defined Road Safety as one of our major focus areas when it comes to our operations and at the heart of our community outreach. Our aim is to raise awareness among children and their families around the road safety and the importance of seatbelts starting at a young age.

Our Road Safety Village is designed for children to be able to drive their own vehicles around a track within the 100-sqm-village and earn the Oman Oil Marketing Company road safety village driving license. Children are trained on road safety in general, emphasizing the importance of wearing seat belts, traffic lights, safe driving skills and other traffic rules before driving around the village. The allocated budget for this initiative was around OMR 20,000.

SME development is a main pillar of Oman Oil Marketing Corporate Social Responsibility. Accordingly, Tasweik program was directed toward SMEs: Tasweik focuses on strengthening the branding arms of SMEs. In collaboration with Al Raffd Fund, a competition takes place among Al Raffd beneficiaries subject to criteria: the winning projects are granted OMR 8,000 each. The prize is used on marketing professionally the winning projects. The dedicated amount for this program was OMR 80,000 in 2019.

In order to support schools with differently-abled students, OOMCO signed a Memorandum of Understanding (MoU) with the Directorate General of Education Governorate of Muscat to provide specialized equipment to students with special needs, as well as communication training for their families. In the spirit of giving back, this new initiative supports the inclusion of children with disabilities at school by providing resources and tools for education. Students will receive, where required, smart hearing aid devices, wheelchairs and customized spectacles. This initiative is accompanied by a Communication Training Program for the families of the students, educating them on sign language and methods for bettering communicate with children. The allocated budget for this initiative was circa OMR 12,000.

Herfaty is a new initiative aimed at empowering Oman's craftspeople in digital marketing. This program has been implemented in collaboration with Ministry of Technology and Communication and Public Authority for Craft Industries. 100 craftspeople received a training in design and editing program, GIMP Image Manipulation Program, photography and marketing at a cost of OMR 7,000.

OOMCO CSR initiatives are not limited to the above mentioned programs only: our company has sponsored a lot of programs which help in building a better community. The total CSR invested amount into different corporate social responsibility programs reached OMR 150,286 in 2019.

David Kalife
Chief Executive Officer