

A decorative horizontal row of 20 red human silhouettes, each with a circular head and a rectangular body, spanning the width of the page.

Humansoft Holding Company KSCP and Subsidiaries **Corporate Social Responsibility (CSR)**

September 2020

Corporate Social Responsibility

✓ Environment

✓ Our people

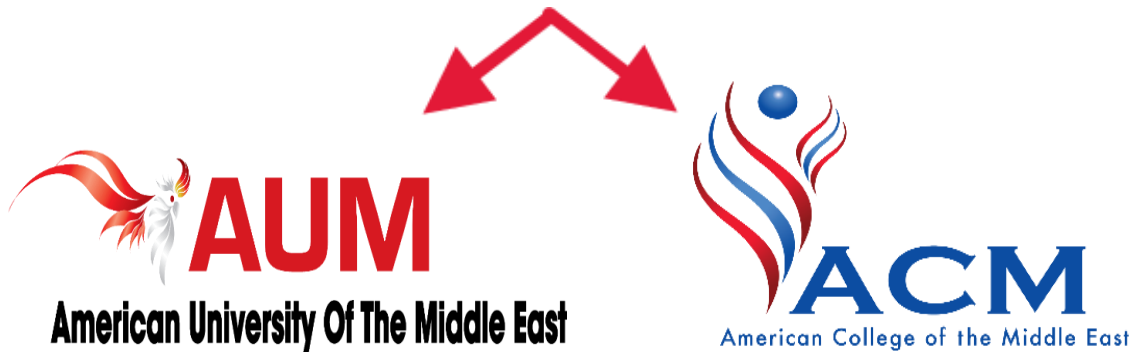
✓ Our students

✓ Community

✓ Sport, health and wellness

HUMANSOFT

Empowering People Through Knowledge



We are proud of our achievements

Environment

Over 700
trees have been
planted in the campus

Our students

Over 60%
female students

Our people

Over 70
different staff nationalities

Community

Over 100
community engagement
initiatives since 2014

Our students

Over 90
academic competitions
since 2014

Athletics

Over 20
sports achievements
since 2018



Environment

Planting trees

The AUM and ACM campus is located in Egaila, a 30 minute drive from Kuwait City. We promote a green environment and over 700 trees have been planted on campus. As the campus stretches over a mix of green and urban landscape, many entrances/exits are set up to ensure ease of mobility for students, faculty, and visitors.

Trash challenge by AUM

Based on the new challenge that has gone viral which encourages people from around the world to clean their local areas and post before/after photos, AUM students accepted the challenge and cleaned the Anjafa beach as a community service initiative. Anjafa beach is a public beach located in Salwa, Kuwait.

Research direction related to environment

One of the main research directions adopted by the university is the Environment and its related components:

- Waste management and material recycling
- Prevention and control of pollution and climate change
- Health management
- Biomedical and drug research, technologies and applications
- Nutrition, food quality and safety



bluebiz

CERTIFICATE American University of the Middle East

has made a difference by participating in
the bluebiz CO2ZERO service, December 2018 – November 2019



This service contributes to the reforestation project CO2OL Tropical Mix in Panama. The projects holds a Gold Standard certificate according to the UN Global Goals, because it has a positive influence on the environment and at the same time it makes a positive contribution to the local community.

AIRFRANCE KLM DELTA

Bluebiz CO₂ZERO Certificate

AUM received a certificate for participating in the bluebiz CO2ZERO service in December 2018 – November 2019. The service contributes to the reforestation project CO2OL Tropical Mix in Panama.

Our people

A diverse and inclusive workforce

Humansoft has a diverse workforce comprising of more than 1,000 team member coming more than 70 countries. This diversity is a strong asset to Humansoft and all students/learners as it promotes celebrating different cultural backgrounds and promoting community well-being.

Staff wellness

We recognize that healthy and fit employees are more productive. Therefore, we have built a contemporary sports center with modern equipment and indoor/outdoor facilities that are put at the disposal of our internal stakeholders.

Promoting social events

We are dedicated to sustaining a positive and vibrant working environment and have organized various initiatives and social events, allowing employees to engage and socialize.

The social events include “Barbeque Day”, “Breakfast gathering”, “Lunch gatherings”, “Cinema-Movie Show”, along with events such as “Employee Talent Show”, “Sport events (Employee Marathon)”, “Cooking Competitions”.

Our work environment is positive, transparent and promotes academic excellence, career progression and professional development.

A Message from AUM Family during COVID-19 Crisis

In May 2020, AUM faculty and staff paid a special tribute by expressing gratitude in their native language to all the medical workers and frontliners in Kuwait who are working around the clock to keep everyone safe.



Our students



Serving our students

Our students are our core stakeholders, and are engaged in high quality education offered by a specialized team of professionals, who apply practical and theoretical knowledge to develop students' technical and personal skills. There is strong emphasis on work ethics which will positively contribute to the success of their careers.

Listening to our students

We listen to our students, and have a number of performance measures in place to ensure continuous improvement, including qualitative and quantitative analysis.

Encouraging our students to participate in local & international competitions

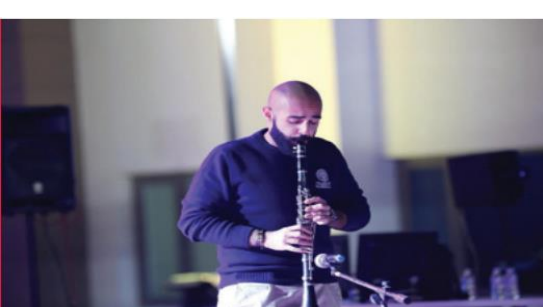
We take pride in supporting and providing the required resources to our students to participate in various international competitions. Our students are achieving outstanding results at the local and international level, please find below a select list of awards in 2019:

Competition	Country
■ The 1 st and 2 nd places in the “9th International Conference on Industrial Engineering and Operations Management (IEOM)”	Thailand
■ The 1 st and 3 rd places in the “4th GCC robotics competition”	UAE
■ The best undergraduate research paper in Artificial Intelligence Track and the best research project in Demonstration Competition in Robotics Track in the “International Conference on Bio-engineering for Smart Technologies (BioSmart 2019)”	France
■ The first in Online International round in the “Present Around the World”	Online
■ A gold medal and a silver medal in Remote Air Race category in the “Robot Challenge 2019”	China
■ The 2 nd place in Science and Technology category for ‘Three Phase Smart Metering System in Kuwait’ project in the “Youth Excellence and Creativity Award”	Kuwait
■ The best 8 in the world in the “Institute of Management Accountant (IMA)” competition	USA
■ The 1 st place in the “Institute of Management Accountant (IMA) competition	UAE
■ The 2 nd place in the “CFA Institute Research Challenge”	Kuwait

Community

We are committed to supporting our students to engage in the community and build a generation of responsible leaders. Some of our key initiatives and activities are highlighted below:





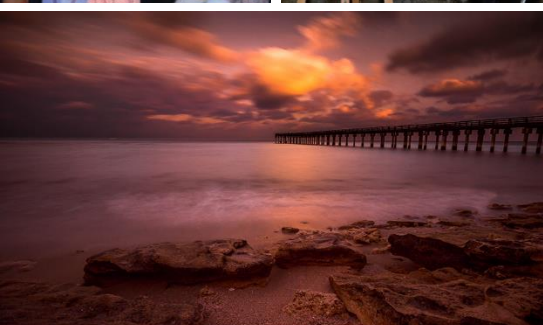
Inspire event

Open recreational events continuously take place giving students room to showcase their talents and achievements through live performances.



Argana art competition

Our students participated in the universities art competition and the winner was an AUM student. Argana is an art competition in partnership with the United Nations Development Program (UNDP).



International Photography Youth Competition "POGLED"

AUM students participated in an International Photography Youth Competition by the name "POGLED", meaning "The View" that was held in Slovenia. The work of two students was selected amongst 470 applicants and 2,000 images.



AUM indoor exhibit – art, photography & music clubs celebrate Kuwait

February is a month of pride and celebration in Kuwait. The art, photography and music clubs regularly showcase their talent and work during this festive month.



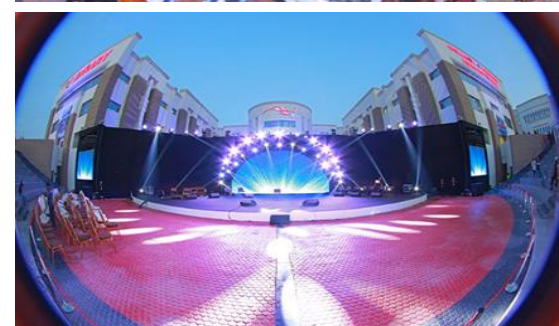
New year's expo

A two-day musical event took place on campus with several musical performances among them was AUM's talented student Ali Al Suwaidan and his colleagues. The event also featured 45 booths where our students and local businesses displayed their products and hand-made accessories.



AUM participates in the Qurain Culture Festival

AUM was represented by 8 Students from the Art Club with 13 works and 4 Students from the Art & Design courses with 8 artworks in the leading annual art festival "Qurain Cultural Festival". The work of students was featured on national stage where they competed with known and experienced artists. It is worth mentioning that Ms. Ghadeer Al Haddad, an AUM student, was recognized as one of the top ten artists in Kuwait.



Talent show

We organized a number of events that encourage AUM students to discover and develop their talents which in turn, develops students' character and has a good reflect on the culture.





ACM street festivals showcase Kuwait's up and coming entrepreneurs

Over a thousand people join these events that are organized periodically where students sell food, desserts, and a variety of fun and unique products such as paintings, mobile cases, caps, purses, etc. The events also include entertainment and live performances.



Dar Al Funoon art gallery visit

A visit was made to Dar al Funoon in order to nurture and boost art appreciation among students.



AUM celebrates the Italian week

In addition to being a diamond sponsor for the Italian Week which is an initiative organized by the Italian Embassy in Kuwait, Radiodervish performed at the AUM Opera House in the presence of the Italian Ambassador to the State of Kuwait, Mr. Giuseppe Scognamiglio, AUM professors, staff and students.



Q80'S carnival

The event aims to increase awareness about small businesses in Kuwait by creating a platform that brings them together to exchange success stories so they help each other expand. This also helps build the students' abilities and network.



AUM team wins GE Kuwait Engineering Design Challenge

AUM won the GE Kuwait Engineering Design Challenge held at General Electric's Kuwait Technology Center. Seven teams from four universities participated in the competition. AUM students were awarded first place proving once again the value of teamwork that engages different engineering specializations in conceptualizing and achieving a high level of performance compared to other models in the challenge.



Charity events

Aim to promote awareness and help students give back to the society through charity work and help improve social aspects of the community life.



International Day Expo

The "International Day Expo" is an annual tradition for our students where they take part in cultural activities and shows featuring traditional folk art from different countries around the world. After weeks of preparation, student groups establish contact with the embassies of the selected countries, and showcase their heritage through popular dishes, hospitality as well as traditional architecture.





Workshop on empowering women through sports

AUM organized a workshop on “Empowering Women through Sports” in line of its firm belief in women’s leadership role in society and their contribution in different fields.



AUM students, professors, and sports managers attended the workshop which focused on the need for women’s increasing participation in sports and the importance of their commitment in achieving their goals.



Multaqa

In line with its effort to promote Arabic storytelling and strengthen it locally and internationally, AUM partnered with Al Multaqa and became the prize custodian.



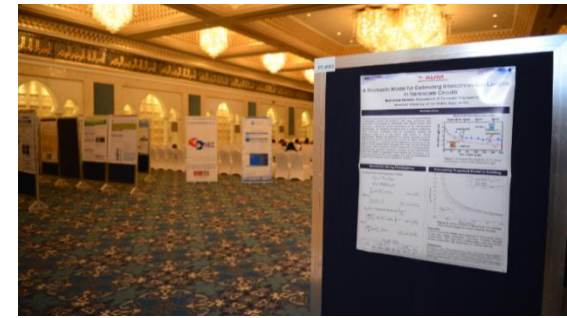
The university also organized a Cultural Week on campus, which included announcing the winner of the prize, in addition to debates with the authors, as well as various lectures, symposiums, and discussions.

Mother’s Day

AUM celebrated Mother’s Day in its cultural center and organized different sets of activities including a marathon. Also, AUM held a Mini Souk marketplace on campus in celebration of Mother’s Day.

AUM at the Kuwait International Nanotechnology Conference & Exhibitions

Having a firm belief in the future of Nanotechnology and in exchanging knowledge with the community for the sake of advancement of science and engineering, faculty members participated in the Kuwait International Nanotechnology Conference & Exhibition.



The conference involved tremendous exchange of knowledge and featured the research of several AUM faculty members.



ACM Winter Drizzle

The event included 60 booths that showcased local businesses as part of ACM’s initiatives to support the community by empowering local small and medium businesses. The event was organized by the Engineering and Business Societies who are keen to engage and contribute to the community.



Women leaders in science

AUM female representatives, comprising of faculty and students, attended the 10th International Conference on Women Leaders in Science, Technology and Engineering hosted by the Kuwaiti Foundation for the advancement of Sciences (KFAS).

The conference was held under the patronage of His Highness the Amir of Kuwait Sheikh Sabah Al-Ahmad Al-Sabah, in the Arab Fund for Economic and Social Development in Kuwait in collaboration with the American Association for the Advancement of Science (AAAS) and the US State Department.

Coding competition

AUM launched a coding competition for high school students as part of its efforts to promote innovation among youth. The participating students also got the opportunity to participate in a four-day workshop, in addition to winning prizes worth KD 10,000.



Shirts donation to Kuwait Red Crescent Society

After the success of the Guinness world record for the largest flag made of shirts, AUM students Donated the shirts to Kuwait Red Crescent Society.



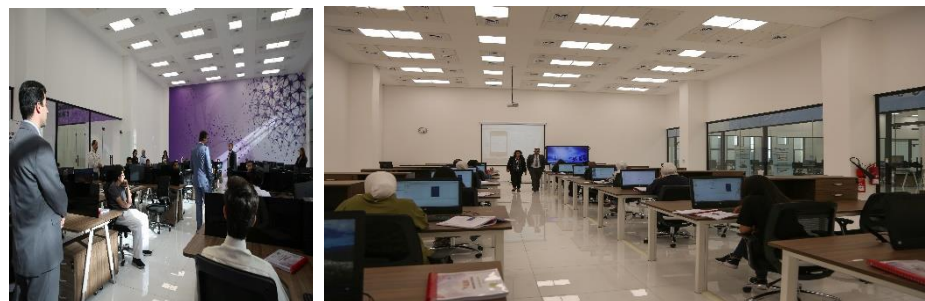
StartApp and Innovate

AUM launched the initiative "Startapp and Innovate". The competition aims to encourage younger generations to innovate and create effective ideas that lead to community development. Within five days, the university received about 500 ideas and projects from students from various schools in Kuwait. The first three winners received valuable prizes for the total value of KD 10,000.



AUM hosts lecture on fire safety

AUM organized a lecture on fire safety in collaboration with the Kuwait Fire Service Directorate (KFSD), in 2019, at the AUM Cultural Center. The lecture aims to encourage students to be proactive in fire safety by raising awareness and increasing knowledge of smoke alarms, fire sprinklers and other general fire safety practices.



Sport, health and wellness

Health awareness activities at AUM during “World Diabetes Day” – Three years in a row

AUM held, and for the third consecutive year, “World Diabetes Day”. Awareness activities included lectures by the medical team who held information sessions about diabetes and how to detect and treat it.

World Heart Day

Our students participated in the “Cardio Challenge” initiative to raise awareness and help make a small difference on the occasion of “World Heart Day”.

Since one of the fundamental things to reduce the risk of heart disease is to exercise, participants visited the AUM Sports Center and completed a minimum of 30 minutes of cardiovascular activity for 5 consecutive days.

Marathons

As part of Humansoft’s plan to encourage sports, marathons take place on campus every year and include depending on the occasion: faculty, staff, students and parents.

Disability services

The campuses of AUM and ACM are designed in a way that facilitate the accessibility of any person with special needs to buildings and facilities on campus.

Our support and services include:

- Designated parking spaces and specific entrance gates are available
- The classroom doors are 1.2 meters wide to allow easy access
- Ramps are installed as well for building entrances, inside the buildings and the landscape
- Restrooms have a designated toilet room accessible for people with special needs

AUM and ACM goes pink for Breast Cancer Awareness Month – four years in a row

On the occasion of “Breast Cancer Awareness Month”, AUM and ACM organize every year awareness campaigns on campus as part of their annual efforts to create alertness on the preventive measures one can take.

The awareness events include interactive activities and lectures explaining the causes of the disease and the preventive measures one can take, with emphasis on early detection and screening methods. Also, as part of AUM’s philosophy in building a generation of responsible individuals who care for their community, students sent heartfelt messages of support to breast cancer patients through the Kuwait Cancer Control Center.

Hospital visit to Kuwait Association for the Care of Children in Hospital (KACCH)

ACM organized a visit for its students to the pediatrics surgery department at “Ibn Sina” hospital in Kuwait City.



During the visit, ACM students expressed their support for children, playing with them and presenting them with gifts, as well as wishing them a speedy recovery.

Clinical services

To ensure the wellbeing of students and staff, a clinic is available on campus for AUM and another one for ACM.

The clinics can accommodate a big number of patients on a daily basis and include registered nurses selected from the ER department of one of the most renowned hospitals in Kuwait. The nurses are well trained and have a solid experience in handling medical cases and emergencies. Services offered at the Clinic are:

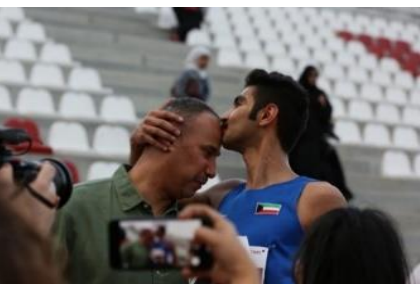
- General check-up for students and staff whenever they visit the clinic with any complaint such as blood pressure, diabetes, dizziness, etc.
- Provide them with medicine when applicable such as painkillers, pills for sore throat, etc.

In case of accident or emergency:

- Provide first aid when applicable.
- Host the student/staff until the ambulance arrives, if necessary.

Special needs

AUM and ACM have dedicated policies to ensure a holistic and smooth learning experience to people with special needs. Dedicated staff meet with the students that have special needs in order to assess a tailor-made approach that cater to the need of each student.



Sports center and competitions

Encouraging students and faculty/staff to engage in athletic activities is essential to promote a culture of wellbeing among everyone on campus, and contributes to the learning experience of students.

The AUM Sports Center is among the largest university sports complexes in Kuwait. It includes a fully equipped gym and offers indoor and outdoor sports playgrounds including a professional football field, a full-size court for basketball, volleyball, tennis, futsal, handball and a multi-purpose aerobics halls, as well as running and cycling tracks. The university provides professional trainers and specialized coaches who dedicate their time to train students to win competitions.

Event Title	Type	Location	Achievement
■ EUROIJADA - Football	Sports - International	Germany	Champions
■ EUROIJADA - Swimming	Sports - International	Germany	Second & Third place
■ UAAK - Male Volleyball	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Futsal	Sports- Domestic	Kuwait	Third place
■ UAAK - Male Table Tennis	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Squash	Sports- Domestic	Kuwait	Third place
■ UAAK - Male Swimming 50m Freestyle	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Swimming 50m Breaststroke	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Swimming 50m Backstroke	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Swimming 50m Butterfly	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Swimming 4 x 50m Freestyle Relay	Sports- Domestic	Kuwait	Champions
■ UAAK - Male Swimming 4 x 50m Medley Relay	Sports- Domestic	Kuwait	Champions
■ UAAK - Female Football	Sports- Domestic	Kuwait	Third place
■ UAAK - Female Volleyball	Sports- Domestic	Kuwait	Second place
■ UAAK - Female Table Tennis	Sports- Domestic	Kuwait	Champions
■ UAAK - Female Squash	Sports- Domestic	Kuwait	Champions

AUM announced platinum sponsorship for Golden1

As part of its commitment to support youth and sports in the community, AUM announced its platinum sponsorship of the Golden1 award, for the best local football player of the season 2019-2020.

AUM leadership honours its students and coaches/trainers for winning sports championships locally, regionally, and internationally. In 2019, AUM sports teams had around 20 achievements.

AUM تكريم طلبتها الفائزين بالبطولات الرياضية



AT 270	Oronnes	Landed	22:25	22:15	وصلت	البحري	AT 975
SV 254	Rijadh	Landed	22:30	22:15	وصلت	البحري	SV 514
KU 786	Jeddah	Landed	22:50	22:30	وصلت	البحري	KU 786
08 41	Kanpur	Landed	23:10	22:50	وصلت	البحري	08 41
SV 502	Jeddah	Cancelled	23:10	22:50	البحري	البحري	SV 502
06 1028	Doha	Landed	23:10	22:45	وصلت	البحري	06 1028
SV 411	Assiut	Early	23:15	23:05	مبكرة	البحري	SV 411
SV 188	Doha	Early	23:15	23:05	مبكرة	البحري	SV 188
AT 989	Rumail	Delayed	0:10	0:00	متأخرة	البحري	AT 989

