

# CSR Report of Alliance Tire Company Ltd. Hadera Plant

**Business activities:** Farming, forestry, industry and manufacture and sales of OTR tires  
**Total site area:** 17.8 ha  
**Number of employees:** 581  
**Location:** Corporate office: Fridlander 1 st. Hadera, Israel

**Contact for consultation and complaints:**  
Tel: +972-46240508 Fax: +972-46240516



## Message from the President



Ygal

At Alliance Ltd., we feel it is very important that we be involved in CSR. In being conscious of our position as the Hadera Region's largest employer, as one member of the local community, our company intends to keep being involved in numerous different areas such as education, health, welfare, and youth activities, etc. As a facet of group CSR policy, the company is committed to contributing to the local community, as it is also committed socially

and environmentally by way of its economic contributions. What is more, we are also committed to helping the local community develop both economically and culturally. As part of such commitments, we encourage our employees to volunteer locally, and they accordingly respond to such requests as they are received.

Concerning such interactions, we would like them developed further as ties that bind the community and the company ever more closely together. Furthermore, it is our wish that the community and company continue to develop.



## Organizational Governance

Through the company's Schedule of Authority (SOA), within its organizational structure the rights related to the making of various decisions are clarified.

Concerning the policies that relate to employees as well, all such matters have been set out in the "Employee Handbook" that the company issues. It is through such means that the company makes public its policies, and outlines its processes and benefits.

Within the company's action standards, it is set out that "in accordance with the core values of ATC, the company shall engage in suitable business practices that emphasize value-creation. Based on that, we shall commit

ourselves to superior corporate governance while carrying out our business operations and achieving our organizational targets." Such a policy complies with applicable law, and it covers a number of different areas including the responsibility that we hold to our shareholders, etc. Concerning the company's whistleblower policy, in addition to it acting to protect employees from unethical business practices, we have put in place a system to provide for the reporting of real concerns and complaints. Moreover, concerning disclosures regarding the company's basic principles for business and its business practices, we respond to them in a manner that is both impartial and fair.



## Human Rights

### Preventing sexual harassment

Within the "Policy for the Prevention of Sexual Harassment," we prohibit such behavior, and also respect the dignity, freedom and privacy of all individuals as human beings. In doing so we comply with the law so as to protect the gender equality of our employees.

In accordance with such a policy, concerning all employees, we undertake to prevent complaints of sexual harassment in the workplace and to offer relief where necessary. We also undertake to protect our workforce from related issues.

In order to make sure that all our employees are aware of such issues, we

conduct training concerning the prevention of sexual harassment. We also require that all of them undertake the applicable e-learning courses. Our policies on business activities standards determine the following with regard to preventing discrimination and harassment. Without fear of discrimination or harassment occurring with respect to race, gender, nationality, age, religion, sexual orientation, genetic information, sexual preference, disability, or any other status or distinction, etc., protected by law, an important company objective is to maintain work environments in which each and every employee can fully exercise their skills.



## Labour Practices

The company's labor practices are in accordance with both the provisions of the Occupational Health and Safety Assessment Series 18001 (the internationally-recognized OHSAS 18001 standards), and the International Standards Organisation Series 14001 (the ISO 14001 environmental management standards). What is more, concerning its manufacture of off-road tires (OTR), for the purposes of establishing the quality of its products, for maintaining such quality, and shouldering the responsibility of its guarantees, the company has policies concerning matters of quality, the environment, and occupational health and safety.

As to issues of human health and safety, and basic principles regarding engaging in environmental conservation for the benefit of all humankind, such matters represent an integral part of our planning and decision-making processes. Thus, we have taken steps to define the following items:

- We undertake our work while respecting and caring for our customers, for humankind, and the environment.
- We achieve customer satisfaction by manufacturing and supplying products in accordance with customer wishes.
- We satisfy product quality requirements.
- We ensure the occupational health and safety of all stakeholders within the company.
- We satisfy our legal compliance obligations related to environmental matters and occupational health and safety hazards.

Accordingly, we achieve the following aims:

- We protect the environment by making effective use of resources and preventing pollution through the employment of Reduce, Reuse, and Recycle methods, and we manage the emissions resulting from our processes by introducing new technologies.
- By making use of suitable systems and processes that involve all employees, we make sure to prevent injuries and sickness due to occupational safety and health risks.
- We use various forums to promote dialog with all stakeholders regarding health, safety, and the environment.
- We conserve biodiversity in corporate business activities.
- We constantly improve the effectiveness and performance of integrated management systems.

## Social security and health insurance through the use of collective bargaining agreements (CBA)

The scope of action standards is stated as follows: "Our company strives to supply a safe and healthy workplace environment in all areas. Each and every workplace is operated in accordance with the occupational health and safety regulations of all applicable states, and it is necessary not to be affected by illegal drugs, alcohol, or controlled substances. The company prohibits the possession, use, sale, purchase, transfer and all other forms of transaction involving illegal drugs, alcohol, or controlled substances. Accordingly, all company directors and employees have a responsibility to support the maintenance of a safe and healthy workplace by obeying all applicable laws, action standards, the criteria hereto set down, and those sections that pertain to the matter of 'safety in the workplace.'"



Having a meeting circle to confirm matters of importance prior to the commencement of work



A work-progress management board (for matters of safety and quality, etc.)



Welfare facilities: Dining room and menu



## Stepathlon (100-day race)

Stepathlon commenced in 2015, when four teams comprised of a total of 20 people participated. This figure grew in 2016 with five teams (comprised of a total of 25 people) deciding to take part.

Stepathlon is a simple and suitable pastime that makes people who tend to suffer from insufficient exercise more active, and those who are already active even more so. Stepathlon is for "everyday athletes", and is an enjoyable and attractive way of motivating employees to engage in exercise regardless of their age, gender, location, fitness aims, or fitness level.

After the 100-day race, employee stress levels were reduced, and productivity and teamwork both improved.

Through the collective bargaining agreements that are in place, for the benefit of all employees and their families, each year the company organizes and holds a holiday/company social event.



A scene from the company trip for employees



In the future as well, in accordance with the activities at hand, the company intends to build employee teams and further improve motivation levels.



## The Environment

### Environmental data

In fiscal 2016, some 348 tons of industrial waste was generated by the company, it being processed as landfill. Our consumption of electrical power was some 225,116 MWh, while water usage occurred at an average of 11,300 m<sup>3</sup> per month.

All industrial waste was sorted before disposal, and it was then suitably processed by specialist sub-contractors.





## Fair Operating Practices

### Action standards to regulate fair competition and trade

In engaging in our operating practices, the following provisions were put in place:

- Concerning the company's employees and directors, with respect to matters of fair competition and trade, in executing their duties they are to comply with all applicable domestic and overseas laws, directives and decisions.
- There are to be no intentional inaccurate descriptions or false declarations made with respect to the operations and products of competitors.

- With respect to all company directors and employees, when they engage in the promotion of the business and in the pursuit of potential opportunities, they are to engage in any acts of communication with while personally behaving and acting in a manner that is ethical.
- Concerning all employees, members of company management, customers, suppliers, consultants, and both civil servants and those persons in positions of responsibility in government institutions (both domestic and overseas), they are to be treated fairly in all dealings that are conducted on behalf of the company.



## Community Involvement and Development

### Social contribution activities

We undertake the following activities:

1. Employee blood-donation drives
2. Donations to child cancer patients  
(in cooperation with the Majestic Life Association)
3. Donations to medical institutions (Hilel-Yafe Hospital, etc.)