

Alstom on right track with CSR initiatives in support of local start-ups, entrepreneurs, students and communities across Qatar

16 December 2020 – Alstom prides itself on being a socially responsible company – a global organisation that cares for people and the planet. In line with the Qatar National Vision 2030 to provide a high standard of living for its people, and, in the spirit of Qatar National Day, Alstom has reiterated its ongoing commitment to improving the lives of people in the regions it operates in, by sustaining a proactive approach to corporate social responsibility (CSR) across Qatar in 2020.

In doing so, the global leader in rail transport and sustainable mobility has supported local communities and empowered start-ups, entrepreneurs and students through multiple initiatives – ensuring its CSR efforts continue to be positioned at the core to its strategy.

“At Alstom, our CSR policy is a key component of who we are as a company. We place our commitment to positively impacting the communities we operate in at the forefront of our strategy here in Qatar, and, indeed, across the Middle East. In alignment with the Qatar National Vision 2030, we will continue to ensure that our proactive approach to CSR carries on evolving for the benefit of all stakeholders, guided by our unwavering belief in integrity, transparency, and responsibility,” says Tamer Salama, Alstom’s Managing Director for GCC.

Local Start-up & Entrepreneurship Support

In April 2020, Alstom, in collaboration with Qatar University’s College of Business and Economics – Centre of Entrepreneurship (CFE) and Qatar Development Bank, inaugurated a four-day long intensive pre-incubation programme to prepare candidates to enter the Business Incubator, under the theme of ‘From Innovation to Commercialisation – Digital Edition’. The aim of the event was to provide hands-on training to the teams through strategic co-operation with leading local universities in the country. Participating candidates included Qatar University students, staff, and faculty. The online training programme started on 19th of April and concluded on 22nd of April.

Collaboration Qatar University & Stenden University

In October 2019, Alstom Qatar (Lusail LRT project team) organised a technical seminar, entitled ‘Introduction to Lusail LRT Project Traction Power Distribution’, for engineering students at Qatar University. The seminar showcased Alstom’s status as a leader in integrated transport systems, while informing students about the Lusail LRT project and introducing them to the various innovations Alstom has contributed to the project. Qatar University subsequently invited Alstom back in September 2020 to conduct an online seminar on Lusail LRT Traction Power Distribution and present for the 2nd consecutive year for the benefit of the students in attendance.

In June 2020, Alstom Qatar hosted a seminar on Project Risk Management for students of Applied Sciences at Stenden University. During the insightful and enlightening session, Alstom and the Lusail LRT Project was introduced to the students, and real-world risk management applications were demonstrated.

Alstom Qatar joins hands with INJAZ

The Alstom Qatar team participated in INJAZ's 'Virtual Summer Camp' during the summer. The virtual camp, which was sponsored by Qatar Financial Centre (QFC), offered participants (aged 13 to 24) an opportunity to attend a series of entrepreneurial and innovative workshops. Alstom's participation involved assigning its volunteers as mentors to guide and share knowledge and experiences with the 65 attendees. The attendees finished up by presenting their innovative ideas to a panel of judges from Alstom.

Pandemic Support

In an effort to help out students during the COVID-19 pandemic, Alstom donated 30 laptops to The First Ihsaan School, now known as First Assalam School, and Cairo Private School in Doha. These laptops have since been utilised by students who have not had access to the devices needed for remote learning while their schools have been closed because of the pandemic.

CSR Days

Alstom is always on the lookout for positive ways to socially impact the communities it operates in, which has resulted in the Alstom Qatar team's participation in various community support initiatives across the country. These initiatives have included a '*Beach Clean-up Campaign* and *blood donation drive*, in addition to providing voluntary service and donating eight fire extinguishers, flooring material and maintenance parts to *Qatar Animal Welfare Society (QAWS)*. Alstom also facilitated access to *complimentary wellness check-ups* and *distributed free meals* to Alstom Qatar subcon workers.

Global Community Support Initiative

Alstom Qatar mobilised to help Taal Volcano victims in the Philippines in January 2020. In coordination with Alstom Philippines, the Alstom Qatar team distributed face masks to help victims, near the volcano in the Philippines, who were struggling to breathe after the eruption. Alstom Qatar shipped 28 boxes full of masks, and Alstom in the Philippines successfully coordinated the distribution with the evacuation centres.

Alstom in Qatar

Alstom has been present in Qatar for several years to address the country's mobility needs and contribute to rail development in the country. In 2014, as part of the LRTC Consortium¹ along with QDVC, Alstom was awarded a contract by Qatar Railways Company to supply a turnkey tramway system that is catenary-free above ground.

¹ LRTC Consortium composed of Alstom and QDVC, a Qatari shareholding company in charge of civil works (51 % Qatari Diar Real Estate Investment Company & 49% VINCI Construction Grands Projets)

About Alstom Leading the way to greener and smarter mobility worldwide, Alstom develops and markets integrated systems that provide the sustainable foundations for the future of transportation. Alstom offers a complete range of equipment and services, from high-speed trains, metros, trams and e-buses to integrated systems, customised services, infrastructure, signalling and digital mobility solutions. Alstom recorded sales of €8.2 billion and booked orders of €9.9 billion in the 2019/20 fiscal year. Headquartered in France, Alstom is present in over 60 countries and employs 38,900 people.

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