



Nesma Holding

Strategy Overview: Understanding the Impact of COVID-19

Case Study Summary

Nesma started its social responsibility initiatives since its inception 40 years ago. Nesma undertakes its social responsibility through a set of long-term projects and not limited or short term efforts. Some of these long-term projects are Nesma Training Centre, Nesma Embroidery Centres, and fishermen support initiatives.

COVID-19: Short-term Challenges, Existing Capabilities, and Response:

- Inability to conduct Nesma Training Centre's activities in the sites designated for training, so all of the training activities assigned to the centre were transferred to on-line programs.
- As for the embroidery centres, work in the factories has been suspended to assure the safety and health of their employees. A gradual return was made through a limited number of employees working in the factory, while compliance with all health-related instructions by the designated ministries.
- The pandemic delayed the ability of Nesma to announce the inauguration of Nesma Art Project.
- The total ban did not allow the fishermen to complete their work and trade.



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Shift in focus of programmes and activities:

- Nesma still considers that the health of its employees is one of its most important priorities before and even after the pandemic.
- Nesma's philosophy during the pandemic was summarized in providing a helping hand to those who have the greatest ability to help others, because of their vision that helping institutions that have started projects a while ago is better and faster than Nesma investment in duplicated projects.

Challenges in launching new activities

- Nesma believes that there is a need to prepare all of its future plans to match the post-pandemic world, by preparing factories and centres with all health considerations and also good digital planning.

General advice on CSR and Sustainability

- There is a need to put sustainability as a primary goal for all social responsibility workers, by focusing on non-profit projects.

To learn more, visit the Pearl Initiative's Centre for Philanthropic Governance

<http://circle.pearlinitiative.org>