Press release

Societe Generale de Banque-Jordanie “SGBJ” signs a partnership agreement with “NAUA” a Crown Prince Foundation Initiative, as part of its Corporate Social Responsibility (CSR)

(Amman, May 2018), SGBJ signed a partnership agreement with Naua, a Crown Prince Foundation Initiative established in partnership with the private sector, to become one of the first Founding Institutions of the Initiative.

The agreement was signed on Tuesday May 15th, 2018 at the Crown Prince Foundation’s Offices, in the presence of SGBJ’s GM Mr. Nadim Abaouat, the Crown Prince Foundation’s CEO Dr. Tamam Mango, and the Initiative’s CEO Mr. Ahmad El Zubi.

The platform (naua.org) allows individual & corporate donors to identify different projects executed by NGOs in the Kingdom with highest standards of transparency and professionalism to donate for or volunteer in. Through its work, Naua helps address the needs of various segments of society within a framework to monitor implementation and report on the social impact that each contribution makes.

From his end, Mr. El Zubi, has reiterated the importance of the partnership “Having SGBJ as a Founding Institute will allow us to further raise the level of charitable and development work in the Kingdom and will enable local NGOs and not-for-profit organization reach the supporters and communicate their social impact.”

In the same context, Mr. Abaouat stated “this partnership expresses SGBJ’s eagerness to support CSR activities which is in the heart of its interests, as well as its belief in the importance of the engagement of the private sector in supporting such initiatives due to the positive impact on the entire society”.

Press Relations