



NCA Rouiba

Established in 1966, this family-run business produces a range of beverages, notably fruit juices and nectars. In 1990 they became the first company in Algeria to introduce TetraPak packaging, which helps to preserve both the nutritional value and the taste of the juice. They listed on the stock exchange in Algeria in 2011.



Name: NCA Rouiba
Country: Algeria
Industry: Food and drink
Number of employees: 500

What are the benefits of ISO 26000 for NCA Rouiba ?

Key benefits to date include:

- Improved employee engagement and motivation
- Effective waste management programme for waste sorting, recycling and recovery
- Reduction in greenhouse gas emissions
- Reduced water consumption and contamination
- Improved engagement with local community through donations, patronage and sponsorship of charitable initiatives
- Production of a sustainable development report according to GRI (Global Reporting Initiative)

How did ISO 26000 lead to these benefits ?

As a first step, Rouiba set up a project committee devoted to the implementation of the standard and fleshed out an action plan. The process helped identify more than 50 key stakeholders. This included revising and updating contracts and codes of ethics with

subcontractors and suppliers to include conditions related to occupational health and safety and environmental management. The various dimensions of social responsibility have been incorporated into the integrated management systems.

A new employee relations framework was developed in association with trade unions and worker representatives to include measures and policies that prevent discrimination and promote well-being in the workplace. A new remuneration policy was also introduced. In addition, Rouiba set up an “Observatory on Well-being and Motivation” to monitor the prevailing corporate atmosphere at a set moment in the company’s life.

Supporting country-wide efforts, Rouiba participated in a number of social responsibility initiatives at the national and international levels, such as sponsoring the Institut Algérien de Gouvernance d’Entreprise aimed at promoting socially responsible practices in Algeria, or helping to develop a code of ethics for drinks producers in Algeria through the drinks producers association APAB.

Lastly, meetings, conferences and open days were also conducted to increase awareness of the company’s initiatives and social responsibility issues.



Photo : Rouiba

“Social responsibility development is not only an internal process ; it requires the collective dynamics of organizations across the different sectors and regions and the implication of stakeholders.”



Photo : Rouiba