Bringing CSR to its full potential in Egypt

www.pdf-eg.org
The prime purpose of this publication is simply to inform, communicate, and inspire individuals and organizations to achieve lasting community impact.

CSR Egypt is the first publication in Egypt focused on the evolving field of corporate social responsibility. Exploring and sharing best practices to create momentum and push the boundaries of CSR knowledge & practices in Egypt. This publication provides a much needed venue for CSR experts, business leaders, and policy makers to come together and discuss Egypt’s CSR priorities.

The publication provides the vital link between all stakeholders in Egypt’s human resource/corporate responsibility development path.
We often get confused with charity versus CSR and label purely philanthropic activities in the name of CSR. The concept of CSR is not just social; there is a lot more to it than just corporate philanthropy. To this day, many businesses, particularly here in Egypt, find it hard to accept that money diverted or donated from privately owned businesses to buy furniture, computers, and supporting NGOs cannot accurately be labelled under CSR. Or that the assistance provided to schools and universities, such as the Holy Month of Ramadan and Feasts of the past, is instead an all-year-round responsibility that acknowledges the community, its business, and its culture. CSR should serve not only as an additional contribution to some of these challenges. But encouragement must be introduced in ways to make CSR active part of core business and make it an approach that makes a real difference in the society. The bottom line is that CSR is a combination of a company’s initiatives which integrates its views and actions to enable people around the world to realize their full potential.
towards social and environmental concerns where the business operates, whilst taking into account the interaction with all relevant stakeholders.

There is a substantive gap between Western CSR theory and practice, and what is actually happening on the ground in Egypt. CSR in Egypt is perceived as a long-standing charitable, informal, paternalistic, voluntary practice, associated with religious beliefs. As mentioned earlier, it shows in the form of charitable work particularly around the seasons of giving and religious calendar events. This notion must be revised and redefined to apply the real meaning of CSR and reap its true effectiveness in the long run on both the business and society as a whole.

Upon redefining its real role within the business, it is then necessary to face the current challenge of the absence of a continuous partnership model for NGOs or the private sector to properly reach out to each other. Equally important is the government’s role on fostering and minimizing this gap by supervising and resourcing large-scale projects that will create less sporadic CSR activities and create a wider more long-standing, sustainable approach to CSR. On doing so, the issue of mistrust that is evident between the NGOs and the private sector will slowly, but surely, dissolve, while creating a more effective role of CSR practice in Egypt achieving its full potential and that of its beneficiaries.

Mohamed Farouk Hafeez
PDF Chairman
VOICE OF THE INDUSTRY

المؤسسات الصناعية والمسؤولية الإجتماعية للشركات
International Labour Organization (ILO) has announced in collaboration with the Federation of Egyptian Industries (FEI) to tell us about the federation’s role in promoting CSR.

What is the importance of corporate social responsibility (CSR) to the Federation of Egyptian Industries (FEI)?

Corporate Social Responsibility is of great importance to the federation since the entire aim and existence of the federation is to serve CSR and advocate it. We support businesses with their necessary guidelines and curricula required to establish their CSR entity. That's why the federation members must be proactive in this area.

The role of the government in encouraging initiatives of projects under the category of CSR and in creating the appropriate environment to properly practice these development projects

What we wish for is cooperation between us and the government, to establish credible grounds without any chance of mistrust or dishonesty. As a federation, we retain the necessary guidelines and curricula required to establish CSR. According to a strategic approach for growth and resulted in a major organization that encourages people to do good all year round.

Working hand in hand towards Corporate Social Responsibility.

Together, the government, the civil society and the private sector bring forth a sustainable community.

In our first issue we interview Eng. Mohamed El Sewedy, Chairman of the Federation of Egyptian Industries (FEI) to tell us about the federation’s role in promoting CSR.

What will be the objectives of the conference and what services will it offer?

This year, the conference aimed at altering the general impression taken by the public of businessmen as being offensive or unethical. If some exceptions have tainted the reputation, they don’t represent the mainstream. We thought about putting outstanding qualifications and projects, to help the community work in its most receptive areas and on sustainable development, etc., the committee will then present their recommendations and cases to applicable factories or companies. On doing so, the committee will help to establish the community work in its most receptive areas and on sustainable development, etc., the committee will then present their recommendations and cases to applicable factories or companies.

The committee is responsible for intervening with the CSR process. Basically, they monitor potential development projects to be held in small communities (such as certain categories of society, an underprivileged villages in need of aid and development, etc.) the committee will then present their recommendations and cases to applicable factories or companies.

What efforts are exerted by the federation to support its members to adopt the policies of CSR?

The federation dedicates its efforts in sourcing appropriate scientific articles, because that is the base on which the human factor will obtain his information. We need to find the proper scientific article and curricula that will set the base for future trainings of generation to come. We are also seeking to rehabilitate already existing training centres specialized in CSR by removing them from under the umbrella of ministries and placing them under our keen supervision, curriculum and certified trainers in different provinces so that they spread and cover a multitude of areas throughout the country.

What is the national strategy for the hotel industry on the basis of the recommendations of the ILO?
the facilities for trainings and workshops. Undoubtedly, the intention of any entity planning to establish a charitable or developmental project must be of a good nature, and not to remain in doubt till proven otherwise. We need the government to play its consequential and encouraging role of providing the necessary requirements to aid the private sector properly and more effectively deliver sustainable solutions and communal work to the society. Working on a common goal and under the supervision of the government will definitely create a more effective result on the community.

Let's go back to the theme of the initiative set up by the federation that you mentioned earlier, could you tell us more about the initiative and its goals and objectives?

The initiative "Herafy" has a specific goal and that is to provide technical workshops and skill trainings to youth in order to prepare them for individual and private businesses that will enable them to earn a living and earn a decent income. Careful consideration has been made to the nature of the skills transferred and the conditions of the trainees. For example, trainees with disabilities must be taught jobs that will not challenge them.

How can we highlight the importance of vocational training & change the community's perception towards it?

The first graduating ceremony was funded by the United Arab Emirates as part of their grant to the initiative. The celebration was attended by prominent figures such as the Minister of Industry and Trade, Mr. Mounir Fakhry Abdel Nour, and the Minister of State of the UAE, and our guest of honor the Special Olympics champion, Dina Galal.

The aim of the event or graduation ceremony was to focus on the presence of the media. We were keen to portray to the public the state's role does not eliminate any category of the youth, including those with disabilities and special needs. They are an indispensable part of society full with energy and passion and worthy of the respect and pride of their families and society as a whole. Having the private and public press and media present during the graduation enabled us to create an improved perception of the technical worker that are backed up by vocational education and certification. Such an impression will help us erase the distorted view that has been wrongly built within the past 60 years in regards to this category of workers. Their craftsmanship and the role they play within society is as important and effective as we view the doctor’s or engineer’s role. Either one of them must be respected and appreciated for what they contribute or produce regardless of the nature of their work.

What we wish for is cooperation between us and the government, to establish credible grounds without any chance of mistrust or dishonesty. As a federation, we retain the momentum and the capabilities, which we are eager to use and portray. On the other hand, the government owns the facilities for trainings and workshops.

Do trainees receive certificates upon course completion? And are there a multiple disciplines offered?

Yes, they do receive certificates that are recognized and accounted for, for enabling them to work outside. Certificates and trainings are offered in a multitude of disciplines selected by the trainee. Our initiative "Herafy" offers a unique proposal and to start up their vocational life before they can have a stable family. The entity responsible for the trainings?

The initiative "Herafy" has a specific goal and that is to provide technical workshops and skill trainings to youth in order to prepare them for individual and private businesses that will enable them to earn a living and earn a decent income. Careful consideration has been made to the nature of the skills transferred and the conditions of the trainees. For example, trainees with disabilities must be taught jobs that will not challenge them.

How can we highlight the importance of vocational training & change the community's perception towards it?

The first graduating ceremony was funded by the United Arab Emirates as part of their grant to the initiative. The celebration was attended by prominent figures such as the Minister of Industry and Trade, Mr. Mounir Fakhry Abdel Nour, and the Minister of State of the UAE, and our guest of honor the Special Olympics champion, Dina Galal.

The aim of the event or graduation ceremony was to focus on the presence of the media. We were keen to portray to the public the state's role does not eliminate any category of the youth, including those with disabilities and special needs. They are an indispensable part of society full with energy and passion and worthy of the respect and pride of their families and society as a whole. Having the private and public press and media present during the graduation enabled us to create an improved perception of the technical worker that are backed up by vocational education and certification. Such an impression will help us erase the distorted view that has been wrongly built within the past 60 years in regards to this category of workers. Their craftsmanship and the role they play within society is as important and effective as we view the doctor’s or engineer’s role. Either one of them must be respected and appreciated for what they contribute or produce regardless of the nature of their work.

Do trainees receive certificates upon course completion? And are there a multiple disciplines offered?

Yes, they do receive certificates that are recognized and accounted for, for enabling them to work outside. Certificates and trainings are offered in a multitude of disciplines selected by the trainee. Our initiative "Herafy" offers a unique proposal and to start up their vocational life before they can have a stable family. The entity responsible for the trainings?

The initiative "Herafy" has a specific goal and that is to provide technical workshops and skill trainings to youth in order to prepare them for individual and private businesses that will enable them to earn a living and earn a decent income. Careful consideration has been made to the nature of the skills transferred and the conditions of the trainees. For example, trainees with disabilities must be taught jobs that will not challenge them.

How can we highlight the importance of vocational training & change the community's perception towards it?

The first graduating ceremony was funded by the United Arab Emirates as part of their grant to the initiative. The celebration was attended by prominent figures such as the Minister of Industry and Trade, Mr. Mounir Fakhry Abdel Nour, and the Minister of State of the UAE, and our guest of honor the Special Olympics champion, Dina Galal.

The aim of the event or graduation ceremony was to focus on the presence of the media. We were keen to portray to the public the state's role does not eliminate any category of the youth, including those with disabilities and special needs. They are an indispensable part of society full with energy and passion and worthy of the respect and pride of their families and society as a whole. Having the private and public press and media present during the graduation enabled us to create an improved perception of the technical worker that are backed up by vocational education and certification. Such an impression will help us erase the distorted view that has been wrongly built within the past 60 years in regards to this category of workers. Their craftsmanship and the role they play within society is as important and effective as we view the doctor’s or engineer’s role. Either one of them must be respected and appreciated for what they contribute or produce regardless of the nature of their work.

Do trainees receive certificates upon course completion? And are there a multiple disciplines offered?

Yes, they do receive certificates that are recognized and accounted for, for enabling them to work outside. Certificates and trainings are offered in a multitude of disciplines selected by the trainee. Our initiative "Herafy" offers a unique proposal and to start up their vocational life before they can have a stable family. The entity responsible for the trainings?

The initiative "Herafy" has a specific goal and that is to provide technical workshops and skill trainings to youth in order to prepare them for individual and private businesses that will enable them to earn a living and earn a decent income. Careful consideration has been made to the nature of the skills transferred and the conditions of the trainees. For example, trainees with disabilities must be taught jobs that will not challenge their motor skills. Females are taught the maintenance of electrical home appliances. Our first phase consisted of 800 deaf graduates who received their training in the maintenance of cooling appliances six months ago.

What is the entity responsible for the trainings?

Trainings and workshops take place in distinctive places, for example, at the Arab Academy for Science, Technology and Maritime Transport, and the Arab Organization for Industrialization as well as the Center for Military Production and different training centers under the civil society organizations.
In 2008, the EFG Hermes Foundation embarked on an ambitious, EGP 27 million integrated development project in Ezbet Yacoub, Beni Swel. The aim was to transform Ezbet Yacoub from a derelict, economically defunct rural slum into a vibrant, functioning, and sustainable village. The project adopted an innovative approach: the rehabilitation of an entire community starting with infrastructure development and encompassing comprehensive economic and human development initiatives, as well as access to a variety of basic services. Titled Ro’ya, the project was invaluable in demonstrating how partnerships between the private sector, the government, and civil society can result in innovative, sustainable development initiatives, as well as access to a variety of basic services.

EFG Hermes Foundation Redefines Corporate Social Responsibility

Developing innovative solutions such as the HBV University Campaign and the Ro’ya project to set standards in broad-based, sustainable development and creating vibrant, flourishing communities.

While the achievements are impressive, the success of Ro’ya is beyond simple numbers. Many of the benefits of the project are immeasurable but no less tangible than the bricks and mortar accomplishments. Once basic human needs were met, the community started to flourish and the villagers’ entrepreneurial spirit emerged. Many are now running successful micro-businesses catering to village needs. Economic opportunities within the village also encouraged reverse migration from Cairo and Beni Swel City. Men and youth who had left the village returned and were able to find work close to their homes. Families were reunited and traditional village lifestyles were reinforced.

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project succeeded in transforming a socio-economically defunct rural slum into a vibrant, flourishing community. An ambitious, EGP 27 million integrated development project to set standards in the underprivileged sector.

In accordance with the philosophy of the EFG Hermes Foundation, which had been defined as corporate social responsibility (CSR), Ro’ya was able to stimulate a profound transformation in Ezbet Yacoub. By applying private sector investment principles to respond decisively to changing market or client needs, the Ro’ya Project was able to demonstrate how partnerships between the private sector, the government, and civil society can result in innovative, sustainable development initiatives, as well as access to a variety of basic services.

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of houses re-built</th>
<th>260</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of houses rehab</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>

The Ro’ya Project

<table>
<thead>
<tr>
<th>No. of project beneficiaries</th>
<th>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of houses re-built</td>
<td>260</td>
</tr>
<tr>
<td>Number of houses refurbished</td>
<td>190</td>
</tr>
<tr>
<td>Wastewater treatment facility</td>
<td>2 villages</td>
</tr>
<tr>
<td>Final project cost</td>
<td>EGP 27 Million</td>
</tr>
<tr>
<td>Project duration</td>
<td>28 months</td>
</tr>
</tbody>
</table>
Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

realization and a model for public-private partnership. This was instrumental in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.

Today, Egypt faces massive challenges on many fronts. The commitment of organizations such as the EFG Hermes Foundation is invaluable in the battle to provide social justice and improve living standards for those most in need.
It is no longer sufficient to run a successful business without giving back to the society; corporate social responsibility (CSR) is largely rising as an important aspect of managing a business in the 21st century, an aspect that is no longer achieved simply by charity – but rather by building human capacities and capabilities. In that sense, America’s approach to CSR is based on proactive contribution to solve a real challenge facing the society – namely Education and Employment and the negative effects it entails on the young generations. It all started with few simple questions; do we have the competitive human capacity and human capital to support our economy’s growth? Is unemployment real? Or is it port our economy’s growth?

The imbalance between labor supply and demands is largely attributed to the outputs of the education system that do not match current job opportunities. Further researches by CAPMAS reported that the number of unemployed graduates in Egypt ranked as 109 out of 144. Moreover, it reported that the unemployment rate among the young generations is 8.8%.

The question is….can such experience be integrated within the education in a form of an alternate system allowing the student to work and study? Drawing from that, America’s partnership with the Ministries of Education and Higher Education aimed to create a practical module for the educational system that directs the educational path in accordance with labor market needs and allows students to acquire the required Technical and behavioral skills. The partnership started on 2007 and has resulted in the development of 5 Dual Education Programs, in 3 sectors:

1- Restaurant Sector:
• 3 years Diploma from Technical secondary Schools
• 2 years advanced diploma from the technology colleges
• 4 years Bsc Restaurants Management & Operations – Faculty of Tourism and Hotels Management – Helwan University
• 3- Agriculture sector:
• 4 years Bsc. in Agriculture – Poultry Production – Faculty of Agriculture – Damanhour University

In hopes of shaping the future
Dual Education Program

The crucial role of this partnership is to develop an education system that can be replicated and scaled-up. Hence, a new mindset needs to be adopted by Business and a paradigm shift needs to be witnessed in Education to address Egypt's growing needs for qualified human capital. Industry needs are never static and are continuously evolving! Education that can be replicated and scaled-up.

The partnership between education leaders and business leaders is crucial to deem education relevant to the market needs. America’s education-business partnership presents a success model and structured approach for partnership between Business and Education that can be replicated and scaled-up. The crucial role of this partnership is to develop an education system that serves as an enabler to shape the nations culture and the character of the future generation.

Abdel Hakim Hussein
HR Director Systems & Planning

Can a comprehensive change in education be made – in partnership with Industry – to re-shape the future?

The partnership between education leaders and business leaders is crucial to deem education relevant to the market needs. America’s education-business partnership presents a success model and structured approach for partnership between Business and Education that can be replicated and scaled-up. The crucial role of this partnership is to develop an education system that serves as an enabler to shape the nations culture and the character of the future generation.

Abdel Hakim Hussein
HR Director Systems & Planning
What role does Alex Bank play as a contribution towards its social responsibility?

Alex Bank is eager to assume its responsibility towards the development of the Egyptian society. We pay special attention to the investment in projects that aim at developing facilities and infrastructure, those which when established, will help raise the standard of living of citizens, especially those in the most needy areas such as villages suffering severe poverty.

Having established such strategy, the bank has successfully created partnerships with major global institutions which work on sustainable development. One of the most prominent examples of such partnerships was made with the World Food Program of the UN. On signing an agreement with the program, Alex Bank contributes in projects that encourage children to attend school through the support and advocacy school feeding schemes across all governorates, especially those located in Upper Egypt. Investing around 1 million pounds in this scheme, from which more than 7,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages. The bank has allocated a hefty budget to three different villages in the governorate of Beni Suef, divided over a period of three years.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.

Also recently, Alex Bank was involved in an initiative under the name of “Corporate Social Responsibility of Egyptian and British Organizations”. As part of this initiative, a developmental project was established in the village of Saadna located in Beni Suef to improve the water and sewage network and electricity network. And to support the underprivileged citizens of the village, the project provided sources of income to families, such as sewing machines and livestock. As part of the first phase of this project, of which more than 3,500 families will benefit, the project also provides improved educational, health and social services as well as established booths promoting employment opportunities for the youth.

Alex Bank has also taken part in joint initiative by the UNICEF and Rotary under the title “For a Better Lifestyle” which aims at eliminating water shortage problems in villages.
What is the role played by the ILO in promoting the principles of Corporate Social Responsibility?

Our role as an organization of international labor lies primarily in the support of the development process and the promotion of Human Rights in the workplace. And in order for a corporation to contribute to sustainable development, then Human Rights should be correctly administered by furnishing “decent work”. This work that achieves parity according to international labour standards, which have grown into a comprehensive system of instruments on work and social policy. In a nutshell, such standards imply that the job is performed in fair circumstances, with fair compensation and applies professional health and safety conditions. But more importantly, we must strive to achieve a target where all jobs contribute to the process of development, as well as achieving the satisfaction of the human involved and social justice.

Based on that notion, at ILO we continuously seek to promote Corporate Social Responsibility (CSR), that is why we support and advocate any initiative, especially in the Educational field, as it deeply contributes in stimulating and further supporting the agenda for Decent Work. Taking a closer look on how corporate social responsibility should work, I must say that unfortunately, business in the production sector and commercial field have a shallow understanding of what CSR’s role is: they consider their CSR mission in the production sector and commercial field have a shallow understanding that must be taken into account to correctly target CSR and establish it as an indispensable part of that business. The first dimension is the effect of this investment on the social situation. The second dimension is the impact imposed on the environment. If the effect of either dimensions is negative in any way, then we consider that this business does not work responsibly from the social aspect. In this case, the operative equation must be revised and corrected to be reèvaluated in a way to result in the convergence of decent work and CSR.

In your view what is the importance of corporate social responsibility to Egypt in the coming period?

Its importance is highly crucial and indispensable, for it will help tackle two issues. One is the misconception in the Egyptian society, or rather the business sector. Due to selected corruptive practices, generalizations occurred and an impression has been made that people in the business market are unethical and exploitive of the workers class. Having affected the whole business community, due to selected corruptive practices, this misconception in the Egyptian society must be averted to correct the misconception in the business market.

About the importance of corporate social responsibility, we should not neglect the role CSR has in achieving development, as well as achieving the satisfaction of the consumer. In reality, there is a big difference between philanthropy and social responsibility. In this case, the operative equation must be revised and corrected to be reèvaluated in a way to result in the convergence of decent work and CSR. We do not deny the importance and effective role that charity work plays in the community, and it is considered part of CSR. However, having the business sector as an organization of international labor, lies primarily in the support of the development process and the promotion of Human Rights in the workplace. And in order for a corporation to contribute to sustainable development, then Human Rights should be correctly administered by furnishing “decent work”. This work that achieves parity according to international labour standards, which have grown into a comprehensive system of instruments on work and social policy. In a nutshell, such standards imply that the job is performed in fair circumstances, with fair compensation and applies professional health and safety conditions. But more importantly, we must strive to achieve a target where all jobs contribute to the process of development, as well as achieving the satisfaction of the human involved and social justice.

In our interview with Dr. Youssef Al Qaryouti, International Labour Organization (ILO) Director Subregional Office for the Middle East, to find out more about the role of companies in Corporate Social Responsibility and their contributions in sustainable development and reconstructing a better Egypt.

Adopting Corporate Social Responsibility to Reconstruct a Better Egypt

In your view what is the importance of corporate social responsibility to Egypt in the coming period?

Its importance is highly crucial and indispensable, for it will help tackle two issues. One is the misconception in the Egyptian society, or rather the business sector. Due to selected corruptive practices, generalizations occurred and an impression has been made that people in the business market are unethical and exploitive of the workers class. Having affected the whole business community, due to selected corruptive practices, this misconception in the Egyptian society must be averted to correct the misconception in the business market.

About the importance of corporate social responsibility, we should not neglect the role CSR has in achieving development, as well as achieving the satisfaction of the consumer. In reality, there is a big difference between philanthropy and social responsibility. In this case, the operative equation must be revised and corrected to be reèvaluated in a way to result in the convergence of decent work and CSR. We do not deny the importance and effective role that charity work plays in the community, and it is considered part of CSR. However, having the business sector as an organization of international labor, lies primarily in the support of the development process and the promotion of Human Rights in the workplace. And in order for a corporation to contribute to sustainable development, then Human Rights should be correctly administered by furnishing “decent work”. This work that achieves parity according to international labour standards, which have grown into a comprehensive system of instruments on work and social policy. In a nutshell, such standards imply that the job is performed in fair circumstances, with fair compensation and applies professional health and safety conditions. But more importantly, we must strive to achieve a target where all jobs contribute to the process of development, as well as achieving the satisfaction of the human involved and social justice.

In our interview with Dr. Youssef Al Qaryouti, International Labour Organization (ILO) Director Subregional Office for the Middle East, to find out more about the role of companies in Corporate Social Responsibility and their contributions in sustainable development and reconstructing a better Egypt.

Adopting Corporate Social Responsibility to Reconstruct a Better Egypt

In your view what is the importance of corporate social responsibility to Egypt in the coming period?

Its importance is highly crucial and indispensable, for it will help tackle two issues. One is the misconception in the Egyptian society, or rather the business sector. Due to selected corruptive practices, generalizations occurred and an impression has been made that people in the business market are unethical and exploitive of the workers class. Having affected the whole business community, due to selected corruptive practices, this misconception in the Egyptian society must be averted to correct the misconception in the business market.

About the importance of corporate social responsibility, we should not neglect the role CSR has in achieving development, as well as achieving the satisfaction of the consumer. In reality, there is a big difference between philanthropy and social responsibility. In this case, the operative equation must be revised and corrected to be reèvaluated in a way to result in the convergence of decent work and CSR. We do not deny the importance and effective role that charity work plays in the community, and it is considered part of CSR. However, having the business sector as an organization of international labor, lies primarily in the support of the development process and the promotion of Human Rights in the workplace. And in order for a corporation to contribute to sustainable development, then Human Rights should be correctly administered by furnishing “decent work”. This work that achieves parity according to international labour standards, which have grown into a comprehensive system of instruments on work and social policy. In a nutshell, such standards imply that the job is performed in fair circumstances, with fair compensation and applies professional health and safety conditions. But more importantly, we must strive to achieve a target where all jobs contribute to the process of development, as well as achieving the satisfaction of the human involved and social justice.

In our interview with Dr. Youssef Al Qaryouti, International Labour Organization (ILO) Director Subregional Office for the Middle East, to find out more about the role of companies in Corporate Social Responsibility and their contributions in sustainable development and reconstructing a better Egypt.

Adopting Corporate Social Responsibility to Reconstruct a Better Egypt

In your view what is the importance of corporate social responsibility to Egypt in the coming period?

Its importance is highly crucial and indispensable, for it will help tackle two issues. One is the misconception in the Egyptian society, or rather the business sector. Due to selected corruptive practices, generalizations occurred and an impression has been made that people in the business market are unethical and exploitive of the workers class. Having affected the whole business community, due to selected corruptive practices, this misconception in the Egyptian society must be averted to correct the misconception in the business market.

About the importance of corporate social responsibility, we should not neglect the role CSR has in achieving development, as well as achieving the satisfaction of the consumer. In reality, there is a big difference between philanthropy and social responsibility. In this case, the operative equation must be revised and corrected to be reèvaluated in a way to result in the convergence of decent work and CSR. We do not deny the importance and effective role that charity work plays in the community, and it is considered part of CSR. However, having the business sector as an organization of international labor, lies primarily in the support of the development process and the promotion of Human Rights in the workplace. And in order for a corporation to contribute to sustainable development, then Human Rights should be correctly administered by furnishing “decent work”. This work that achieves parity according to international labour standards, which have grown into a comprehensive system of instruments on work and social policy. In a nutshell, such standards imply that the job is performed in fair circumstances, with fair compensation and applies professional health and safety conditions. But more importantly, we must strive to achieve a target where all jobs contribute to the process of development, as well as achieving the satisfaction of the human involved and social justice.
It is not a coincidence that Egypt has more than twenty million decreasing the risk of significant economic losses. Business community to the construction process in Egypt as well as – will lead to a greater contribution and more effective role of the sector – not just an understanding, but a dedicated adoption of CSR. Government could generate greater CSR awareness among business.

The fisheries in the Nile are diminishing and the increasing damage conditions are extremely crucial to understand that given the fact that have not taken into account the standards of health and safety conditions required during the process of production. That is why the foremost step to be taken should be taken in regards to the impact on the environment and performance and conceptualize the process to be followed in order to apply it has a much more effective and committed impact than another, practicing correct CSR is a sound investment with benefits.

Stakeholders in Stakeholders

Each has a role: the organization itself, its management and stakeholders. They need to incorporate CSR into its operational system and values. CSR must be at the heart of its vision towards social responsibility. And special consideration should be taken in regards to the impact on the environment and on society in general. That is why the foremost step to be taken for any organization to assess itself and evaluate its performance and conceptualize the process to be followed in order to correctly apply CSR. As for the government, its role is also to promote initiatives and be there as a supervisory, legislative authority.

What is your vision for the role of CSR in Egypt in the future?

Egypt is now going through a difficult phase and the need for collaboration efforts from all sides. Having a clear understanding of social responsibility in the economic sector and the business sector – not just an understanding, but a dedicated adoption of CSR – will lead to a greater contribution and more effective role of the business community to the construction process in Egypt as well as decreasing the risk of significant economic losses. It is not a coincidence that Egypt has more than twenty million people suffering from liver failures and diseases. It is the consequence result of unethical companies in the foodstuff industry that have not taken into account the standards of health and safety conditions required during the process of production. Such a great number of sick people drain the state with additional treatment costs. Here’s where the most important point comes in: it is extremely crucial to understand that given the facts that we are going through the phase of Egypt’s reconstruction, considering social responsibility by all parties proves more important than any other phase.

It is extremely crucial to understand that given the facts that we are going through the phase of Egypt’s reconstruction, considering social responsibility by all parties proves more important than any other phase.

What is the governmental role in advocating and reinforcing the Private Sector’s interest in CSR?

Governments today could take proactive steps to support and promote CSR within the Private Sector. For example, the Ministry of Industry could hold annual ceremonies to award the top performing CSR activities, Gold and Silver awards could also be granted to create the comparison between the varying performances. Also, companies could be granted tax exemption in certain instances where they have shown CSR activities. The above examples and more are different ways in which the government could generate greater CSR awareness among businesses.
Established in 2010, the Commercial International Bank Foundation is a non-governmental organization dedicated to enhancing health services for underprivileged children across Egypt. Through multi-faceted, sustainable initiatives, the CIB Foundation seeks to create new beginnings for Egypt’s youngest citizens.

Over the past three years, the CIB Foundation has been an ardent supporter of the 6/6 Eye Exam Caravan program. Initiated by the Gazoour Foundation for Development, the non-governmental organization of the Center for Development Services (CDS), this multi-partner program seeks to tackle pressing vision issues afflicting public school students. It is a harsh reality that children from disadvantaged backgrounds are more likely to have problems with their eyes than children from more affluent backgrounds. They are less likely to be taken to see an optician who could correct the eye problems, and in-depth eye-examinations, eyeglasses, eye medication, and in-depth eye-examinations are often missed. Children from more affluent backgrounds are more likely to have problems with their eyes than children from disadvantaged backgrounds. It is a harsh reality that children from disadvantaged backgrounds are more likely to have problems with their eyes than children from more affluent backgrounds.

Recognizing the need for intervention, the Gozour Foundation for Development, the non-governmental organization dedicated to enhancing health services for underprivileged children across Egypt, has initiated a program to address this issue. The program, known as the 6/6 Eye Exam Caravan Program, seeks to tackle pressing vision issues afflicting public school students. It is a harsh reality that children from disadvantaged backgrounds are more likely to have problems with their eyes than children from more affluent backgrounds. They are less likely to be taken to see an optician who could correct the eye problems, and in-depth eye-examinations, eyeglasses, eye medication, and in-depth eye-examinations are often missed. Children from more affluent backgrounds are more likely to have problems with their eyes than children from disadvantaged backgrounds.

Established in 2010, the Commercial International Bank Foundation is a non-governmental organization dedicated to enhancing health services for underprivileged children across Egypt. Through multi-faceted, sustainable initiatives, the CIB Foundation seeks to create new beginnings for Egypt’s youngest citizens.

Since 2012, the CIB Foundation has financially supported 28 caravans across Cairo, Giza, Qalubeya, Alexandria, Minya, Beni Suef, Fayoum, reaching roughly 13,000 students. These through caravans, statistics have shown that approximately 15% of elementary school students require and have received eyeglasses, with this percentage reaching up to 30% in certain areas. Over the course of the program, more than 200 CIB employees have served as active volunteers, conducting awareness sessions for the students in their classrooms on the importance of healthy eye practices, and facilitating all stages of the testing process.

In 2014, the Foundation will be supporting 18 caravans across Upper Egypt, the Delta, and Red Sea, reaching another 8,000 students.

Nesra Farahat
Manager – CIB Foundation

The Commercial International Bank Foundation Seeks to Create New Beginnings for Egypt’s Youngest Citizens.
Companies have taken over the responsibility for their employees and the society they work in since there have been companies. For instance, in the 16th century, entrepreneurs already provided housing for the poor and ill. In the 19th century, companies set up health-insurance schemes and in the 20th century, the first companies started to communicate their social engagements through reports. CSR is nothing new. However, with changing economic patterns, changing stakeholder needs and progressive knowledge and understanding, the nature of CSR has also changed. Today, ISO 26000, the European Commission and many other actors define CSR as the impact of a company on society and the environment.

As a result, many companies have been working intensively for years to handle the social, economic and environmental impact of business operations. Nevertheless, economic integration processes worldwide are making this trend a crucial and essential tool, not just for human resources policies, reputation, communication strategies, or company environmental units, but for the core of business. It is a question of sustainability in the middle and long term, and a question of costs and profits so business and employer’s organizations have an important role to play in this.

It’s true that the evolution of the CSR concept has also known fears, scepticism and reluctance. It has not always been clear where company responsibility ends and where legal liability begins. Too often, companies are expected to fulfill the role and function of States. However, with their commitment, companies can only complement the efforts made by States and cannot take on their responsibilities. Political authorities must be the ones to legislate and enforce human rights and fundamental social and environmental standards. As a result, there must be a clear division between the responsibilities of companies and those of policy-makers so as to not raise expectations unduly. Moreover, doing proper business, respecting existing routes and having an ethical decent behaviour should be more than enough for a company to show respectability. Sadly, it is also true that there are many externals that are solely focusing on how to add more burdens, regulations, constraints to the companies and those of policy-makers.

Why is CSR relevant for business and how can business organizations anticipate it?

Let us elaborate on why an intelligent CSR has become strategically important. First of all, mass media now attaches much more attention to the realities of forced labour, child labour, freedom of association, and the impact of a company on society and the environment.

CSR

Companies started to communicate their social engagements through reports. CSR is nothing new. However, with changing economic patterns, changing stakeholder needs and progressive knowledge and understanding, the nature of CSR has also changed. Today, ISO 26000, the European Commission and many other actors define CSR as the impact of a company on society and the environment.

As a result, many companies have been working intensively for years to handle the social, economic and environmental impact of business operations. Nevertheless, economic integration processes worldwide are making this trend a crucial and essential tool, not just for human resources policies, reputation, communication strategies, or company environmental units, but for the core of business. It is a question of sustainability in the middle and long term, and a question of costs and profits so business and employer’s organizations have an important role to play in this.

It’s true that the evolution of the CSR concept has also known fears, scepticism and reluctance. It has not always been clear where company responsibility ends and where legal liability begins. Too often, companies are expected to fulfill the role and function of States. However, with their commitment, companies can only complement the efforts made by States and cannot take on their responsibilities. Political authorities must be the ones to legislate and enforce human rights and fundamental social and environmental standards. As a result, there must be a clear division between the responsibilities of companies and those of policy-makers so as to not raise expectations unduly. Moreover, doing proper business, respecting existing routes and having an ethical decent behaviour should be more than enough for a company to show respectability. Sadly, it is also true that there are many externals that are solely focusing on how to add more burdens, regulations, constraints to the companies and those of policy-makers.

Why is CSR relevant for business and how can business organizations anticipate it?

Let us elaborate on why an intelligent CSR has become strategically important. First of all, mass media now attaches much more attention to the realities of forced labour, child labour, freedom of association, and the impact of a company on society and the environment.
and what it is not. Employers’ organisations had to strongly insist on the need for other stakeholders to assume their own responsibility, including unions and NGOs. They also had to constantly remind public authorities to avoid the temptation of shifting their responsibility to business. But at a given moment, employers’ organisations had to anticipate and lead the debate, by linking their business to business and assume as a commitment by managers and CEOs; a commitment by the company itself.

CSR has also become an important priority for employers’ organisations because many initiatives and political efforts such as CSR certification schemes, the obvious use of public procurement for CSR, compulsory reporting, privileged access to information, etc. not only limit the discretion of companies to shape their commitment to business but also to handle carefully.

This meant that many employers’ organisations started to provide useful guidance to their members on how to meet the expectations of stakeholders and at the same time the CSR debate efficiently and intelligently by starting with a strategic commitment, identifying stakeholders and providing an internal and external analysis of their situation. This also meant that many of them started activating their own networks as a way to provide companies with a practical exchange of experiences and also meant launching specific CSR projects or initiatives. All of this placed them in a secure role to lead public debate and consolidate their presence and influence in relevant national and international discussions. But this is still a process and it has taken place in this field over the past few years by using its large network of more than 150 representatives of employer organisations, as well as its global partner companies. The intensive exchange of interesting experiences is constantly feeding IOE’s approach and position at international level, just as in other areas such as the human rights debate or within the International Labour Organisation, where has a very dynamic presence. We encourage The Federation of Egyptian Industries (FEI) and Egyptian business to actively anticipate and become involved in this debate. This will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help the Egyptian business community and become involved in this debate. This will help the Egyptian business community and will help
Develops Egypt’s Civil Society through its NGO Capacity Building Program

The scope of non-governmental organizations’ (NGOs) engagement in service delivery and providing social benefits has widely expanded and the impact of such organizations in terms of enhancing the quality of life for individuals and individual empowerment became notably influential.

Thus, strengthening civil society seems increasingly to be the watchword at roundtables, seminars, and conferences world-wide. And on the other side of civil organizations still suffer from weak administrative and technical potential which affects that aim to provide the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

The Scope of NGOs Capacity Building that focuses on the development of technical expertise and enhancing the management capacities to organizations through practical training and academic, It also gives space for the exchange of knowledge among the participating organizations and experiences among the participating organizations.

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director

The second axis of the program, is the human capacity building that aims to develop the human resources with the necessary skills to perform their duties efficiently & effectively, also improve their capability to achieve.

The Capacity building initiative aimed at helping these organizations and enable them to communicate effectively with their communities and to address the urgent problems and put the right solutions.

This program also contributes to the development of the human factor who is the main element in the economic and social growth and is essential to push the locomotive economy.

Jacqueline Mourad
Deputy Executive Director
Aspiring to Create Tomorrow’s Leaders of Young Women

Mn Eenaharda من النهاردة

Women constitute half of the world population, yet their position in the social, economic and political spheres do not illustrate this as they are often significantly underrepresented in positions of leadership and decision making processes. Consequently, this suggesting that an important percentage of our population’s voices is not being heard, which in turn means that a huge potential for the social, economic and political transformation of our societies is lost. Hence the need to empower women becomes a necessity and a responsibility.

In Egypt as well as in the Middle East and Africa women are still facing widespread challenges in entering the labor force. The women participation in the workforce in this region – marked as one of the lowest in the world - demonstrates the continuing gap in the workforce in this region – marked as one of the lowest in the world - demonstrates the continuing gender opportunity gap also existing in employment, a fact which risks to create long lasting consequences for the workforce in this region.

What is our goal?

Aspiring to Create Tomorrow’s Leaders of Young Women results from the awareness of the situation of young women in the region with the final desire of having a surrounding accepting of providing equal opportunities to everyone, regardless of gender.

Our initiatives

- Creating Young Women Leaders
- Economic Empowerment of Women
- Civic Participation of Women

“...I got a chance to learn more, I have met a great group of young girls and professional women, and I got a chance to speak out, to work together with a solution with others. My opinions and ambitions as well as others’ are appreciated not neglected.” Doha Mohammed, Future Academy

This is the Impact Aspire Woman is aiming for, creating young exceptional women ready to take up their role in the community and work on self-development as well as development of others with the final desire of having a surrounding accepting of providing equal opportunities to everyone, regardless of gender.

What is our goal?

Reach 25,000 women over two years in 5 countries of the Arab and African region through the training of 4000 young women for employment and offering job placements.

To learn more about Aspire Woman initiative and help support women in Middle East and Africa region, visit our website and Facebook page and help us start making a change! www.aspirewoman.com

https://www.facebook.com/AspireWoman
ACADEMIA & CSR

المؤسسات الأكاديمية والمسؤولية الإجتماعية للشركات

ةيميدا الأكاديمية وةيلوؤسمالة ةيعامجال ةيلوؤسال ةيكلير لال تاكرشلل
Amidst global sustainability and sustainability concerns, the importance of corporate social responsibility (CSR) and corporate responsiveness at the interface between business and society cannot be underestimated. Multiple research streams have recently emerged which tackled not only the impact of CSR practices for different firms, but also the motivations behind corporate social responsibility practices. Accordingly, this has resulted in numerous research streams in the international literature that delve into the multi-faceted nature of CSR. These theories include the stakeholder theory, cause-related marketing as well as societal and environmental sustainability issues related to the business world. The main objectives of the BSRC are:

1. Interdisciplinary analysis of the responsibilities of business to their wider stakeholders, which include government, media, labor unions, and other public organizations that are affected by the day-to-day activities of businesses. This interdisciplinary criticism is reflected in teaching, research, and community outreach activities.

2. The development of theoretical and empirical practice-oriented research addressing sustainable business practices, including the activities of non-governmental and local organizations in so far as they have societal impact. This objective entails the development of a research agenda pertaining to changes in CSR and sustainability issues relevant to the Egyptian market.

3. The establishment of a comprehensive and close collaboration with multiple stakeholders that form the community of practice in research, specifically related to the conduct of sustainable and ethical business concepts.

The Role of Academic Institutions in Promoting Corporate Social Responsibility and Sustainability: The Case of the Business and Society Research Cluster (BSRC) at the Faculty of Management Technology (FMT), the German University in Cairo (GUC)
The BSRC has been active in organizing internal faculty events as well as general seminars, conference, and workshop presentations in an effort to outreach to the academic community as well as the community of practice in Egypt. Given that the Faculty of Management Technology (FMT) has ethics and sustainability as a key learning outcome, such outreach has also resulted in the integration of ethics, CSR, and sustainability as a module within a diversity of courses across the curriculum including, for example, marketing, strategic management, innovation, accounting, and information systems; each addressing the relevant issues related to the courses at hand. In addition to offering research topics and student projects that address CSR and sustainability issues to undergraduate and postgraduate students for bachelor, M.Sc., and Ph.D. theses, the BSRC has also pioneered the introduction of a formal course in business ethics targeted at postgraduate students.

Throughout the last years, the cluster has organized, among many other outreach activities and events, an international workshop on CSR and Sustainability. The event was announced at the Journal of Education for Sustainable Development (JESD) in Egypt, the Arab African International Bank (AAB), PriceWaterhouseCoopers (PWC), among many other local and international stakeholders that span the continuum of corporations, policy makers, educational institutions, and non-profit organizations in Egypt, the US, the UK, Germany, and Spain, among others.

Institutional endeavors, such as the BSRC, serve as a model for universities to address key issues related to CSR and sustainability in teaching, research, and community outreach aiming at shaping business student mindsets; who represent the future business leaders in Egypt. Such endeavors also aim at establishing a platform for the dissemination of information among the various stakeholders in the field; including companies, universities, government, media, and publics, to create relevant and progressive dialogue and cooperation amongst these groups through published research which scholars, students, and the community of practice can build on.

Noha El-Bassiouny
Associate Professor of Marketing and Coordinator of the Business and Society Research Cluster - GUC

The BSRC has been active in organizing internal faculty events as well as general seminars, conference, and workshop presentations in an effort to outreach to the academic community as well as the community of practice in Egypt.
There is a growing interest on the part of business customers, consumers, investors, governments and development institutions in advancing the development and spread of CSR practices. Growing interest in CSR is due to the unique contributions CSR can make.

CSR can help to advance national law and practice. CSR can encourage a shift in national practice through demonstrating the feasibility of companies operating in a more responsible manner, which can then be reflected in national law, leading to advances in the legal protections provided by hard law. In other words, the development and evolution of CSR is more dynamic than legislation. Even when CSR is focused specifically on the immediate challenges for companies, where the government is weak or workers' rights are respected. However, CSR also poses many challenges for companies. Where the government is weak or the prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, and thereby reinforce labour law.

Corporate Social Responsibility & Labors’ Rights

The expansion of this business culture of "continuous improvement" has increased companies’ competitiveness and thereby allowed companies to be leaders in contributing to economic and social development. This is actually its greatest strength. CSR can build on the competitive nature of business to spur companies to do more, even if their expectations are met. However, CSR also poses many challenges for companies. Where the government is weak or the prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, and thereby reinforce labour law.

Most importantly, CSR can help build a business culture of respect for the rule of law. Much of the content of codes, initiatives and other CSR instruments emphasizes the importance of obeying the law even when it is not enforced and prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, even when violations pose no risk of getting caught out, and thereby reinforce labour law.

CSR makes many important contributions to ensuring that workers’ rights are respected. However, CSR also poses many challenges for companies. Where companies are expected to go beyond the minimum legal requirements, this is actually its greatest strength. CSR can build on the competitive nature of business to spur companies to do more, even if their expectations are met. However, CSR also poses many challenges for companies. Where the government is weak or the prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, and thereby reinforce labour law.

However, many criticize CSR for being heavily shaped by business, this is actually its greatest strength. CSR can build on the general business culture of "continuous improvement" has increased companies’ competitiveness and thereby allowed companies to be leaders in contributing to economic and social development. However, the disproportionate influence of core business makes it all the more important that CSR is balanced by the interests of the broader society.

There is a growing interest on the part of business customers, consumers, investors, governments and development institutions in advancing the development and spread of CSR practices. Growing interest in CSR is due to the unique contributions CSR can make.

 CSR can help to advance national law and practice. CSR can encourage a shift in national practice through demonstrating the feasibility of companies operating in a more responsible manner, which can then be reflected in national law, leading to advances in the legal protections provided by hard law. In other words, the development and evolution of CSR is more dynamic than legislation. Even when CSR is focused specifically on the immediate challenges for companies, where the government is weak or workers' rights are respected. However, CSR also poses many challenges for companies. Where the government is weak or the prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, and thereby reinforce labour law.

Most importantly, CSR can help build a business culture of respect for the rule of law. Much of the content of codes, initiatives and other CSR instruments emphasizes the importance of obeying the law even when it is not enforced and prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, even when violations pose no risk of getting caught out, and thereby reinforce labour law.

CSR makes many important contributions to ensuring that workers’ rights are respected. However, CSR also poses many challenges for companies. Where companies are expected to go beyond the minimum legal requirements, this is actually its greatest strength. CSR can build on the competitive nature of business to spur companies to do more, even if their expectations are met. However, CSR also poses many challenges for companies. Where the government is weak or the prevailing local labour practices are deficient. Effective CSR approaches emphasize that responsible businesses obey the law, and thereby reinforce labour law.

However, many criticize CSR for being heavily shaped by business, this is actually its greatest strength. CSR can build on the general business culture of "continuous improvement" has increased companies’ competitiveness and thereby allowed companies to be leaders in contributing to economic and social development. However, the disproportionate influence of core business makes it all the more important that CSR is balanced by the interests of the broader society.

There is a growing interest on the part of business customers, consumers, investors, governments and development institutions in advancing the development and spread of CSR practices. Growing interest in CSR is due to the unique contributions CSR can make.
Equally important, employers’ organizations are the voice of the OECD Guidelines and the UN Global Compact; and provide tools and training on overall approaches; explain the differences between various instruments and initiatives such as the OECD MNE Declaration.

Employers’ organizations, such as the Federation of Egyptian Employers (FE), with or without indirect government involvement, may be integral to the dialogue or it may consist of bipartite relations only to include all types of negotiation, consultation or simply exchange of information between, or among, representatives of labour and management (or trade unions and employers’ organizations). Multinational Enterprise (MNE) Declaration

The MNE Declaration seeks to maximize the positive contribution of MNEs to economic and social development through: clarifying the roles of governments and enterprises in protecting workers’ rights and promoting development; promoting policy coherence among both government and enterprise; promoting dialogue to ensure maximum synergies of efforts; and promoting an enabling environment.

The MNE Declaration emphasizes the important role of social dialogue for ensuring that company operations contribute to the economic and social development of workers and the broader community. Social dialogue is defined by the ILO to include all types of negotiation, consultation or simply exchange of information between, or among, representatives of governments, employers and workers, on issues of common interest relating to economic and social policy. It can exist as a tripartite process, with the government as an official party to the dialogue or it may consist of bipartite relations only between labour and management (or trade unions and employers’ organizations), with or without indirect government involvement.

Employers’ organizations, such as the Federation of Egyptian Industry, can support companies to build their capacity to engage more effectively in CSR activities. They can provide training on overall approaches; explain the differences between various instruments and initiatives such as the OECD Guidelines and the UN Global Compact; and provide tools and further guidance on particular issues such as child labour.

Equally important, employers’ organizations are the voice of business helping to shape government policies impacting CSR initiatives of companies. Governments are increasingly active in public policies to promote CSR. Some are constructive, such as subsidies to SMEs for capacity-building on CSR; others are not so helpful, such as mandating that a percentage of company revenues be set aside for CSR contributions. Such policies must balance the needs and interests of enterprise with the aspiration of society for a path of development that respects the values and principles of decent work, human dignity and environmental sustainability. And the voice of business needs to be heard in these discussions, through participation of the employers’ organizations.

Interest in CSR is truly global, with a wide range of actors—not just companies—seeking information on how to apply principles of ILS in company operations. Although the genesis of modern CSR approaches is the textiles industry, it has become integrated into business relationships across many sectors, including less visible ones such as light manufacturing of non-branded items and transport.

While welcoming this increased interest in CSR there are many reasons to guard against placing all responsibility for economic and social development on companies. The ILO MNE Declaration clearly distinguishes between the roles of government and enterprise, ensuring that each focuses on its comparative advantage. It advocates social dialogue as the critical means to ensure that business contributions to economic and social development are sustainable for the company. That guidance has been found in the ILO MNE Declaration.

Specialize in High quality creative modern designs with an oriental flair for your stationary and gifts.

www.colors-and-shapes.com

colorsandshapes.com

Emily Sims
Manager ILO Helpdesk for Business
Building Your Pipeline of Leaders Throughout Your Organization.

Strategies to grow future leaders with a global mindset.

YEARS AGO, while developing a leadership curriculum for a global fast-food chain, my boss gave me a simple directive: “Develop me 50 Richard’s.”

Richard (name changed to protect his identity) is a leader at large companies hope to groom, but few succeed. An employe, with just a basic degree, he was promoted rapidly. Unlike his peers, he had business flair, decision-making abilities and could inspire staff loyalty at home and during his first posting, running a fast-food chain in another country. My boss figured that if I could help him identify 50 Richard’s, they would then drive business growth with little supervision.

So, to the business leaders out there, where is your pipeline of leaders? It is a concern that if I could help him identify 50 Richard’s, they would then drive business growth with little supervision. These “direct reports” are usually those who genuinely want to groom and inspire the next generation. Quite often, the top talent is not promoted because they dare not mark out the top performers early. Sometimes our company culture often inhibits the best employees from being recognized. Remember, the stars are special and they expect to be treated differently from their peers.

In my experience with MNCs, I would suggest three basic principles: First, the Business leader must make leadership development a priority and be personally involved. He or she must take the lead in selecting and grooming leaders, right from management trainee level. Successful leaders I know make it a point to have face time with young managers. Only when your whole team is involved in selecting and grooming leaders, will other senior managers follow suit.

Second, routinely weed out the weaker managers and promote development a priority and be personally involved. He or she must take the lead in selecting and grooming leaders, right from management trainee level. Successful leaders I know make it a point to have face time with young managers. Only when your whole team is involved in selecting and grooming leaders, will other senior managers follow suit.

Third, rotate these young leader’s opportunities to shuffle their responsibilities regularly and even get them to practice leadership skills outside the company. When they are responsible for a social cause, you will quickly gauge if they can lead people outside their work environment. Volunteer them for a local charity, community project or even a global cause and see how they react. You can quickly tell if they can lead people outside their work environment.

Beyond these three principles, here are several practical suggestions to help polish well-rounded executives with potential:

- Ensure they have cross-country exposure early; even if they have contributed significantly back home, it’s important to test them out. Only then are the leadership pipelines in many companies are weak to begin with, the leaders often shy away from culling the weaker ones simply because there is no second and third-liner. Hence, they compromise. This in turn demoralises the high-flyers who aspire to be in the inner circle of chosen ones. Quite often, the top talent whom you spent so much time grooming simply leave the company.

The pipeline of leaders in many companies are weak to begin with, the leaders often shy away from culling the weaker ones simply because there is no second and third-liner. Hence, they compromise. This in turn demoralises the high-flyers who aspire to be in the inner circle of chosen ones. Quite often, the top talent whom you spent so much time grooming simply leave the company.

Richards who succeed in developing the pipeline are from sales and marketing, finance, technology, and HR. They develop that pipeline in case some leave. They are those leaders who genuinely want to groom and inspire the next generation. Quite often, the top talent is not promoted because they dare not mark out the top performers early. Sometimes our company culture often inhibits the best employees from being recognized. Remember, the stars are special and they expect to be treated differently from their peers.

Building a pipeline of leaders is not a quick fix. It requires determination, dedication, and a willingness to take risks. But the rewards are well worth it in the long run. It is a strategic investment in the future of your organization. And it will pay off in spades when you have a robust pipeline of leaders ready to take on the next challenge.

Building a pipeline of leaders is not a quick fix. It requires determination, dedication, and a willingness to take risks. But the rewards are well worth it in the long run. It is a strategic investment in the future of your organization. And it will pay off in spades when you have a robust pipeline of leaders ready to take on the next challenge.

As a business leader, you have a responsibility to ensure that your team is equipped with the skills and knowledge they need to succeed. This involves providing them with opportunities to learn and grow, and ensuring that they are supported in their development. By building a pipeline of leaders, you are investing in the future of your organization and ensuring its success.

As a business leader, you have a responsibility to ensure that your team is equipped with the skills and knowledge they need to succeed. This involves providing them with opportunities to learn and grow, and ensuring that they are supported in their development. By building a pipeline of leaders, you are investing in the future of your organization and ensuring its success.

Strategies to grow future leaders with a global mindset.

YEARS AGO, while developing a leadership curriculum for a global fast-food chain, my boss gave me a simple directive: “Develop me 50 Richard’s.”

Richard (name changed to protect his identity) is a leader at large companies hope to groom, but few succeed. An employe, with just a basic degree, he was promoted rapidly. Unlike his peers, he had business flair, decision-making abilities and could inspire staff loyalty at home and during his first posting, running a fast-food chain in another country. My boss figured that if I could help him identify 50 Richard’s, they would then drive business growth with little supervision.

So, to the business leaders out there, where is your pipeline of leaders? It is a concern that if I could help him identify 50 Richard’s, they would then drive business growth with little supervision. These “direct reports” are usually those who genuinely want to groom and inspire the next generation. Quite often, the top talent is not promoted because they dare not mark out the top performers early. Sometimes our company culture often inhibits the best employees from being recognized. Remember, the stars are special and they expect to be treated differently from their peers.

In my experience with MNCs, I would suggest three basic principles: First, the Business leader must make leadership development a priority and be personally involved. He or she must take the lead in selecting and grooming leaders, right from management trainee level. Successful leaders I know make it a point to have face time with young managers. Only when your whole team is involved in selecting and grooming leaders, will other senior managers follow suit.

Second, routinely weed out the weaker managers and promote development a priority and be personally involved. He or she must take the lead in selecting and grooming leaders, right from management trainee level. Successful leaders I know make it a point to have face time with young managers. Only when your whole team is involved in selecting and grooming leaders, will other senior managers follow suit.

Third, rotate these young leader’s opportunities to shuffle their responsibilities regularly and even get them to practice leadership skills outside the company. When they are responsible for a social cause, you will quickly gauge if they can lead people outside their work environment. Volunteer them for a local charity, community project or even a global cause and see how they react. You can quickly tell if they can lead people outside their work environment.

Beyond these three principles, here are several practical suggestions to help polish well-rounded executives with potential:

- Ensure they have cross-country exposure early; even if they have contributed significantly back home, it’s important to test them out. Only then are the leadership pipelines in many companies are weak to begin with, the leaders often shy away from culling the weaker ones simply because there is no second and third-liner. Hence, they compromise. This in turn demoralises the high-flyers who aspire to be in the inner circle of chosen ones. Quite often, the top talent whom you spent so much time grooming simply leave the company.
With seven simple steps, leaders can transcend many cultures and can move up the leadership ranks and improve their career paths while fulfilling the goals of their corporations without compromising their values in the process. Many companies tend to have only a handful of trusted leaders in the second line and are often weak in building the third tier. You need leaders who score high on the emotional quotient. Here are seven simple steps leaders can transcend many cultures and can move up the leadership ranks and improve their career paths while fulfilling the goals of their corporations without compromising their values in the process.

1.Instinctively leading and taking ownership of projects and teams (instead of just waiting for instructions from head office)

2. Taking a position and articulating decisions effectively (bosses don’t just want a yes-man or yes-woman. All cultures will respect a point of view held firmly even if they disagree with it)

3. Building trust and influence at all levels (be genuine and reach out to all so as to show that the new manager sincerely cares)

4. Communicating clearly, spontaneously and confidently (have something meaningful to say and say it even if you are shy)

5. Delivering direct feedback; the ability to disagree with appropriate assertiveness (give your opinion if you feel something is wrong or inappropriate. People will respect you more for your beliefs)

6. Connecting personally at all levels knowing how to develop relationship at formal and informal meetings (don’t just stay, keep to yourself and your close friends, you need to reach out)

7. Willing to develop teams, sharing knowledge, recognizing and rewarding team efforts openly (be genuine in helping to groom junior staff and give them the due credit)

With seven simple steps, leaders can transcend many cultures and can move up the leadership ranks and improve their career paths while fulfilling the goals of their corporations without compromising their values in the process. Many companies tend to have only a handful of trusted leaders in the second line and are often weak in building the third tier.
Annual Email Marketing All-In-One Packages

**Gold**
- 750K emails sending quota (around 60,000 monthly)
- HTML design/optimization for 35 e-newsletters (3/monthly)
- Full Account Management on behalf of you including campaigns’ creation & sending
- Email Marketing Strategy Development by our consultants
- VIP Branded campaigns’ analytical reports

**Silver**
- 500K emails sending quota (around 40,000 monthly)
- HTML design/optimization for 25 e-newsletters (2/monthly)
- Full Account Management on behalf of you including campaigns’ creation & sending
- Email Marketing Strategy Development by our consultants
- VIP Branded campaigns’ analytical reports

**Why Email Marketing Automation?**
- Build your brand online, e-mail marketing is your most efficient and cost effective tool that helps you leverage your brand online
- Inform your customers & prospects about your latest news & products in the form of a monthly newsletter. Keep them always informed & engaged
- Generate word of mouth referrals from your current customers.
- Increases lead generation and cross-selling
- Allows for immediate tracking and measuring of your marketing ROI
- It is easy to master. It is targeted, affordable, vigorous and highly effective

---

"Mn El Naharda" magazine Team
Sherif Gamal El Deen
Marketing and Events Manager
Professional Development Foundation
sgamal@pdf-eg.org

Nada Selim
Marketing Coordinator
Professional Development Foundation
nselim@pdf-eg.org

Amr ElGeddawy
Design and Layout
amr@upfrontdesign.net

We would like to express our deepest appreciation for all who supported this idea and contributed to this achievement, special thanks to -

Mr. El Sayed Torky
National Coordinator for Government & Employers Promoting the Fundamental Principles and Rights at Work and Social Dialogue in Egypt International Labour Organization