



THE GLOBAL
COMPACT



The Global Compact in Egypt

“Towards Corporate Social Responsibility”



**The
Global
Compact
in Egypt**

The Process undertaken in Egypt in 5 steps:





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**Step 1:
Created a
steering
committee**

Creation of a steering committee

- ***The initial decision of membership was based on:***
 - ✓ ***Recommendations from the GC Office***
 - ✓ ***The experience of UN agencies with some companies***
 - ✓ ***The idea that all identified actors of the GC should be represented.***
 - ✓ ***The work of Pioneer actors (businessmen/federations)***
 - ✓ ***Other players with high potential for leverage in the country***



**Step 1:
Created a
steering
committee**

Composition of the steercom

- **UN:**
 - ✓ *UNDP, UNIDO, ILO.*

- **Private Sector:**
 - ✓ *Individual Companies (Orascom, EQI)*
 - ✓ *Business Associations (EBA)*
 - ✓ *Federations (FEDCOC, FEI, SMEs, Trade Unions)*

- **NGOs:**
 - ✓ *ECES*

- **Academic Institutions:**
 - ✓ *Cairo University (CSDC)*

- **Government**
 - ✓ *MOFA*



**Step 1:
Created a
steering
committee**

Role of the steering committee

- ***Defined the overall strategy for:***
 - ✓ *The pre-launch activities*
 - ✓ *The format of the launch*
 - ✓ *The aftermath of the launch*

- ***Supported technically and financially the activities:***
 - ✓ *Workshops*
 - ✓ *Media work*
 - ✓ *Background analysis*
 - ✓ *....*



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**Step 2:
Carried out
Pre-launch
Activities**

Pre-launch activities

- *Understand the context of Egypt with regards to:*
 - ✓ *CSR*
 - ✓ *Private sector*
 - ✓ *The regulatory framework*

- *Create awareness among:*
 - ✓ *Businessmen*
 - ✓ *Civil Society*
 - ✓ *Media*

- *Recruit companies to join*



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Step 2: Carried out Pre-launch Activities

Pre-launch activities

- **Understand the context:**
 - ✓ *Background analysis*

- **Create awareness:**
 - ✓ *2 Workshops*
 - ✓ *Supported a Corporate Volunteerism programme with UNV team*
 - ✓ *Articles in the media*
 - ✓ *Media Press briefings before launch*
 - ✓ *Creation of a website of a GC Egypt Website*
 - ✓ *Creation of Arabic brochures customized for Egypt*

- **Recruit companies to join**
 - ✓ *Focus on explaining the initiative and explain why they should join*



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Step 3: Organized Official Launch

The launch in Egypt organized by a task force (UNDP and UN)

(Awareness)

➤ **Date:**

- ✓ *9 February 2004*
- ✓ *Was organized after a year of sensitization*

➤ **Venue:**

- ✓ *Federation of Industries*

➤ **Participants:**

- ✓ *200 participants*
- ✓ *Including Mr. Iqbal Riza , Ex. Chief of staff of Kofi Annan*

➤ **Agenda:**

- ✓ *Featured an opening session followed by a press conference and 2 working sessions.*

➤ **Overall Budget:**

- ✓ *7000 USD*



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Step 4: Implement Post- launch Activities

Follow up activities

➤ *Learning component*

- ✓ *4 learning sessions addressing each of the thematic areas of the compact*
- ✓ *Learning sessions focused on actual implementation of the compact (Ex. Adopting HASSAP, ISO 14000s or conducting HR assessments)*

➤ *Bilateral Partnerships*

- ✓ *13 on going bilateral partnerships and 7 in pipeline*
- ✓ *Ex: UNDP and Vodafone (Raising public awareness on MDGs) 200,000 \$*
- ✓ *Ex: UN and Mansour (GC+1 annual Summit) 120,000 \$*
- ✓ *Ex: UNICEF and Vodafone (IT mapping for girls education initiative schools)*



Step 4: Implement Post- launch Activities

Follow up activities

➤ *Awareness campaign through:*

- ✓ *Sensitization Workshops (Arab German chamber of commerce; Workshops at Local Chambers of Commerce, Cairo University ...)*
- ✓ *Upgrading of GC website – translation into Arabic*
- ✓ *Media partnerships and supporting training on concepts of CSR for the press*

➤ *Activities carried out by companies*

- ✓ *Implementing the ten principles*
- ✓ *Developing and drafting COPs*



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**Step 5:
GC+1
Summit**

The GC +1 summit in Egypt organized by UN and Mansour *(Showcase)*

- **Date:**
 - ✓ *16 June 2005*
 - ✓ *Was organized after a year of concrete implementation of the compact*
- **Venue:**
 - ✓ *Bibliotheca Alexandrina*
- **Participants:**
 - ✓ *250 participants*
 - ✓ *Including H.E. Minster of investment representing the prime minister*
- **Agenda:**
 - ✓ *Featured an opening session followed by 2 working sessions*
 - ✓ *Official Submission of COPs*
 - ✓ *Featured the first CSR exhibition in Egypt*
- **Overall Budget:**
 - ✓ *120,000 \$ (Donated by Manour Group)*



Key Success Factors / Lessons learnt

Key success factors / Lessons Learnt

- *Develop your internal intelligence and understand well the context of the Private Sector*
 - ✓ *Select the strategic actors within each sector for maximum impact*
- *Involve heavily Steering Committee members in pre launch activities*
- *Define a media strategy and approach key Media players*
- *Define clear strategy and outcomes for each of the phases before and after launch*



Key Success Factors / Lessons learnt

Key success factors / Lessons Learnt

- *Avoid bandwagons no matter how tempting the growing numbers are (bad apples hurt your image dramatically especially in the start up phase)*
- *Don't insist on enforcing a structure and let the network organize itself naturally as the activities develop*
- *Focus on achieving quick wins after the launch to strengthen the network*
- *Concrete partnerships are essential to the survival of the compact and the network (immediate on ground significance)*