



Promoting Cross-Sectoral MDG'S Based Partnerships

The Global Compact Network SYRIA



Annual Local Network Forum – Bonn
Muhammad A. Agha





UN
DP

Syria - سورية

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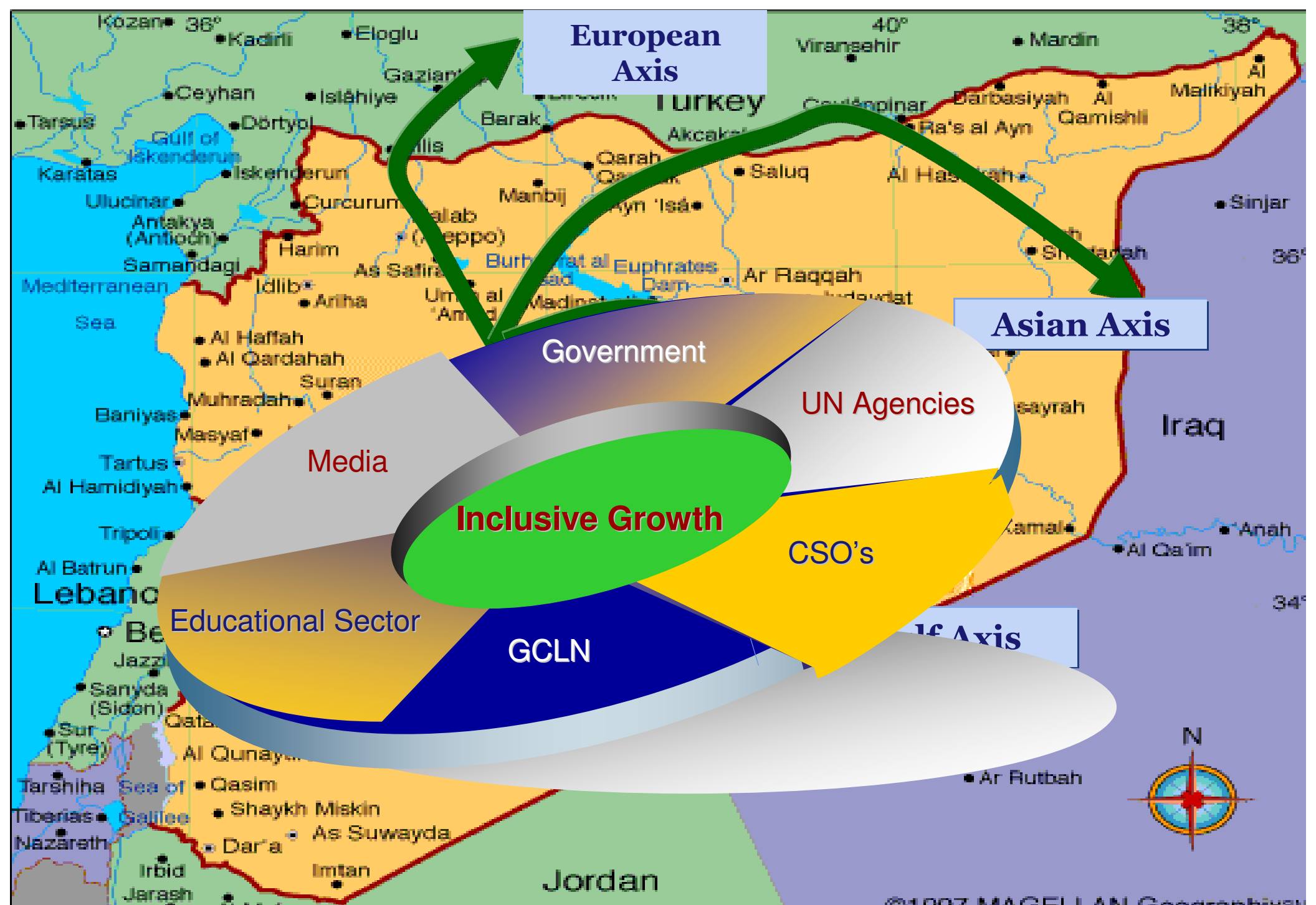
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European Axis

Asian Axis

African Axis

Government

UN Agencies

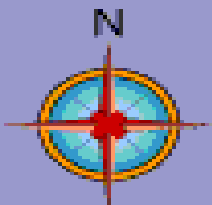
Media

Inclusive Growth

CSO's

Educational Sector

GCLN





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SYRIA: Country Economic Outlook

- **Center of the world geography**
- **Young population of 18 million @ 60%**
- **1% ratio of companies with more than 100 employees**
- **Need for development**
 1. Low income society
 2. Unenforced labour law
 3. Lack of a platform for financial transparency
 4. Decent awareness of environment issues
- **Enabling environment**
 1. Emerging economy
 1. High tourism prospects
 2. Real estate boom
 3. Emerging financing & banking
 4. Friendlier geopolitics
 2. Reform vision
 3. Committed private sector
 4. Esteemed government (10th FYP call)
 5. Willing partners: UN Agencies
 6. Strong civil society work and diligent commitments



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The Start: a UNDP Project

Project Outputs

1. Civic Engagement enhanced through participatory involvement of CSOs and the private sector in CSR using GC themes as an entry point;
2. Three Assessment studies concerning Human Rights (Labour Conditions), Corporate Environment Impact, and Anti-Corruption Measures conducted and launched through the GC framework; and
3. Inclusive Growth concept promoted and applied through effective CSOs facilitation role between the private sector and local community.

Project Partners

1. UNDP
2. State Planning Commission
3. Ministry of Social Affairs and Labour
4. Ministry of Environment
5. Chambers of Commerce
6. Chambers of Industry
7. The Private Sector Leaders, including media
8. The Leading CSOs through the National Advisory Committee to be nominated in coordination with the NGO Platform

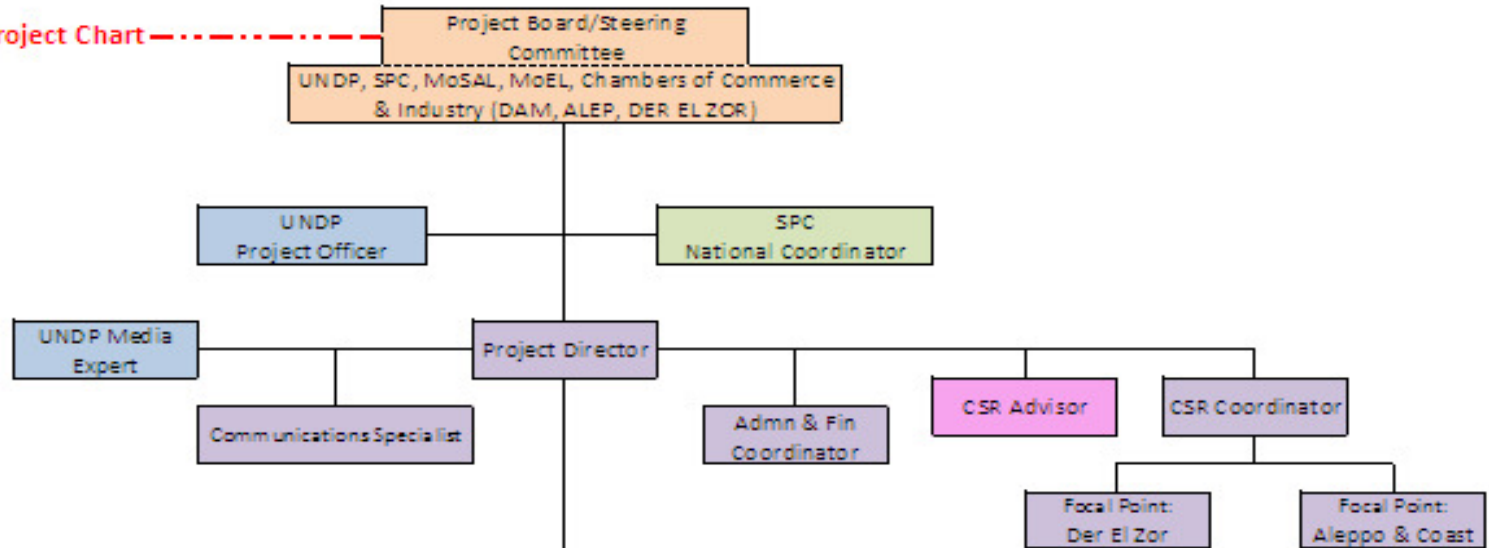


The Start: a UNDP Project--Chart & Process Map

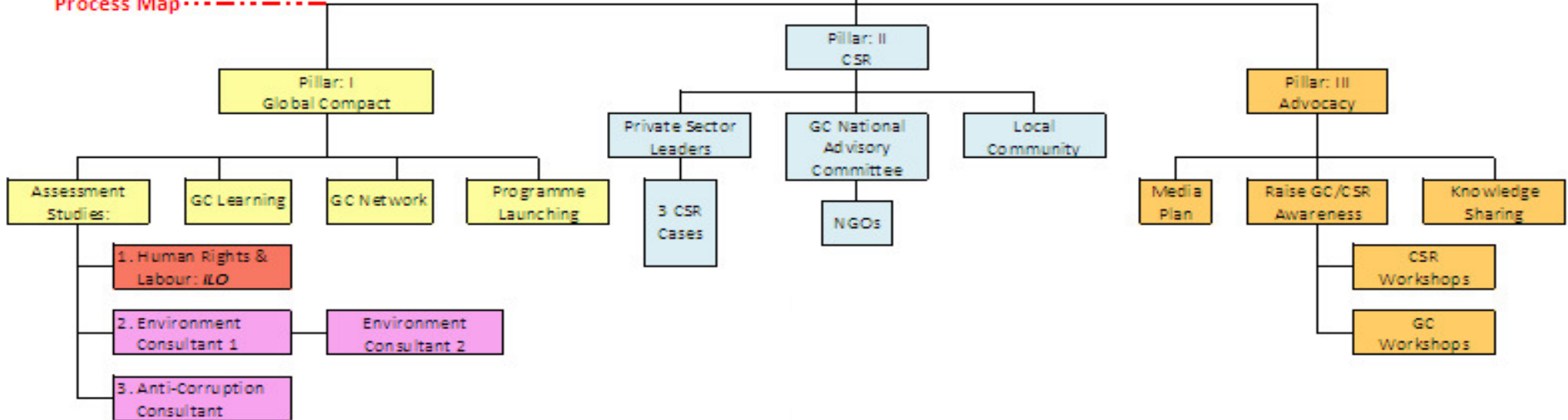
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Project Board
Project Team
UNDP Staff
Government Staff
Consultants
ILO
Stakeholders
GC Deliveries
Activities

Project Chart



Process Map





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Building the Network: an Inclusive Approach

Companies

- MTN Telecom
- Emaar Properties
- Gulfsands Petroleum
- Ganama Group
- Al Rayess Trading
- Bayan Group
- Boushra Group
- Amara Architecture
- MAS Economic Group
- Alfadel Group
- Haykal Group
- Wafa Investing, LLC
- Abou Ghazaleh group
- Bank Audi
- Byblos Bank
- Y2Ad
- Al Fares Pharmaceuticals
- University of Kalamoon

CSO's

- Syrian Young Entrepreneurs Association
- Syria business Council
- Syria Enterprise & Business Center

Chambers

- Federation of Syrian Chambers of Commerce
- Der El Zor Chambers of Commerce & Industry
- Aleppo Chamber of Commerce



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Communications Strategy

- **July 7th 08: Soft Launch of UNGC as an initiative**
- **August 08: Technical meetings and sensitization in the three major pilot Governorates**
- **September 08: Media coverage plan: print, on-line and broadcasted outlets**
- **October 15th 08: The Council appointed a media committee and a Champion**
- **E-Mail circulars for GCLN updates**
- **Official website linked to UN.org and line Ministries websites**
- **Council booklet and monthly update**



The UNGC Advisory Council in Syria

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Launching the Initiative

1. 30th of November 2008
2. Both as a launch of the UN Global Compact in Syria, as well as a culmination of all the preparatory events that took place, including a Corporate Social Responsibility workshop to be held on the 29th of November 2008.
3. The launch will gather Syrian private sector leaders, NGOs, and government representatives to endorse the launching of UNGC, its Local Network, Advisory Council and Action Plan for 2009-2010.
4. The launching event will close the circle on a Government call for a stronger role for the private sector in supporting the development efforts of the country, an eager private sector to assist, and a dedicated civil society to lead.
5. Display of replicable successful partnerships in CSR
6. Recommendations, commitments and hopes for Syria's future, with each stakeholder's role defined.



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Promoting Cross Sectoral Partnership Projects

Thematic Areas & Champions

Education

- 1.Special Education Center (for people with Learning Disability)
- 2.Promoting Literacy by Establishing Libraries
- 3.Teacher Training & Active Learning Center
- 4.Safety Measures Awareness Campaign for Children

Capacity Development and Human Resource

- 1.ICT for All*
- 2.Entrepreneurship & Business Center
- 3.Invest in Human Capital, Institutions and Practices*
- 4.Invest in Human Capital in Northeastern Region*

Environment

- 1.A Cleaner Community & A Reduced Global Warming
- 2.Grow 1 Million Trees in Syria*
- 3.Plant Your Logo*
- 4.Promoting a Non-Smoking Environment

Health

- 1.Cancer Research Center*
- 2.Country Scan on Disability Cases*
- 3.Drug Use Control and Upgrading Medical Devices*
- 4.Sanitation of Public Facilities and Schools

Social Development & Safety

- 1.Vocational Institutes for the Disabled
- 2.Integration of the Disabled into the Community
- 3.Workforce Center for the Disabled
- 4.Empowering Women through Community Kitchens
- 5.Road Safety Awareness & Renovation
- 6.Sponsor an Orphan

Enhancing the Business Environment

- 1.Reviving the Business Climate and Boosting Tourism in Der Ezzor*
- 2.Simple Architecture Housing and Solar Heating for the Poor
- 3.Revival of the Old City of Damascus* (technology)



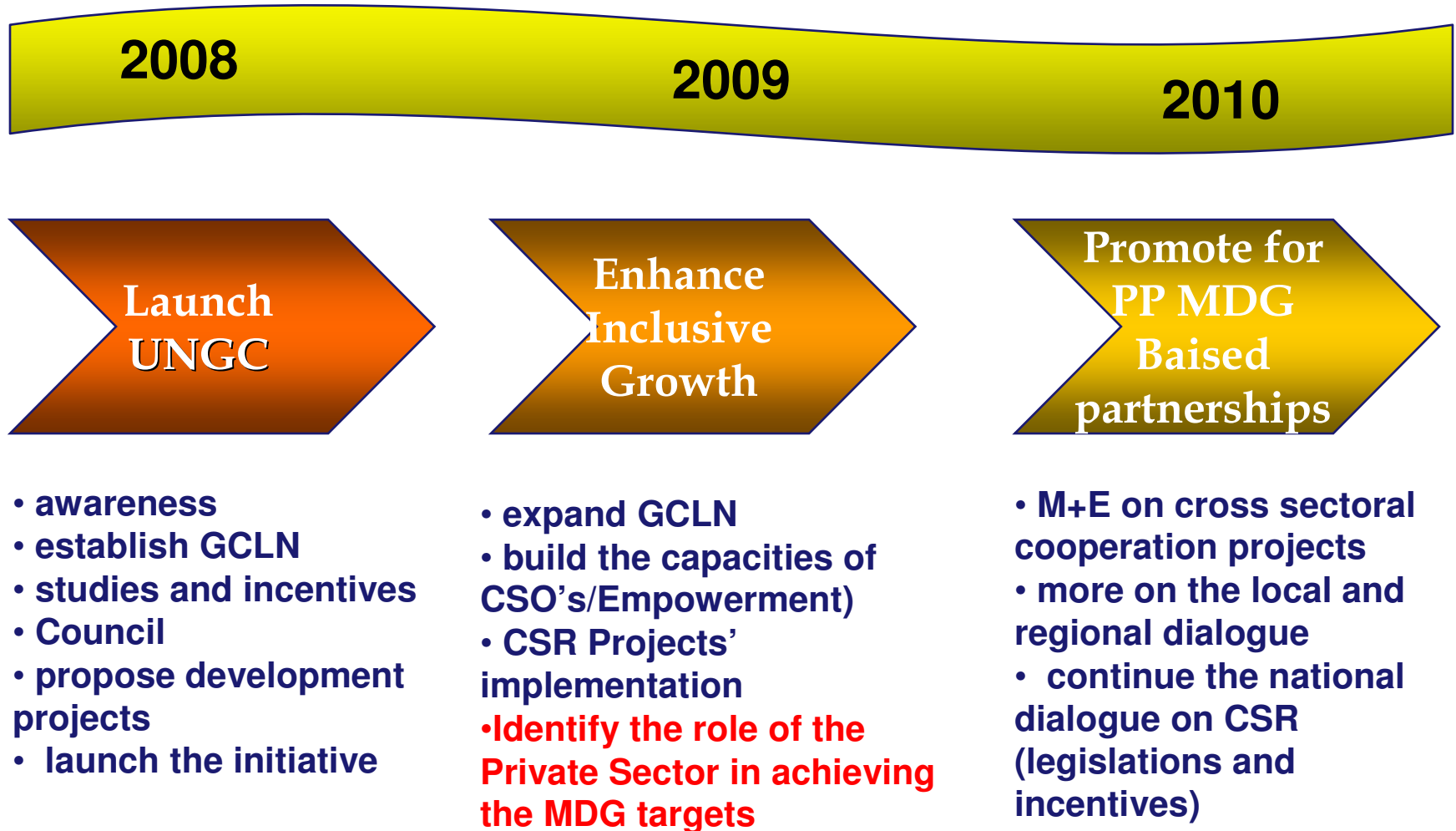
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What's Next: Action Plan





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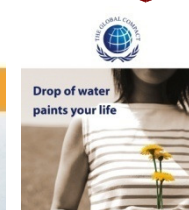
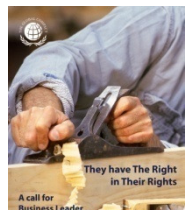
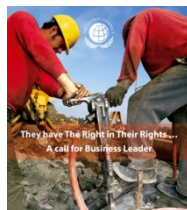
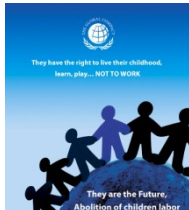
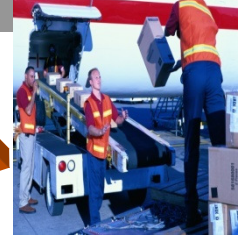
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Doing Well by Doing Good!

Business

Commitment

CSR





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The UN Global Compact in Syria

Measuring Success

With

Results