



Global Compact Network
Syria

The Syria Case

Challenges of Engaging the Private Sector

Muhammad A. Agha
Project Director



VII ALNF - Istanbul - June 10th 2009

Progress 08-09

A partnership initiative between the Syrian Government and UNDP

GCLN launched with 25 companies; 5 NGO's; 5 Federations of Commerce and Industry

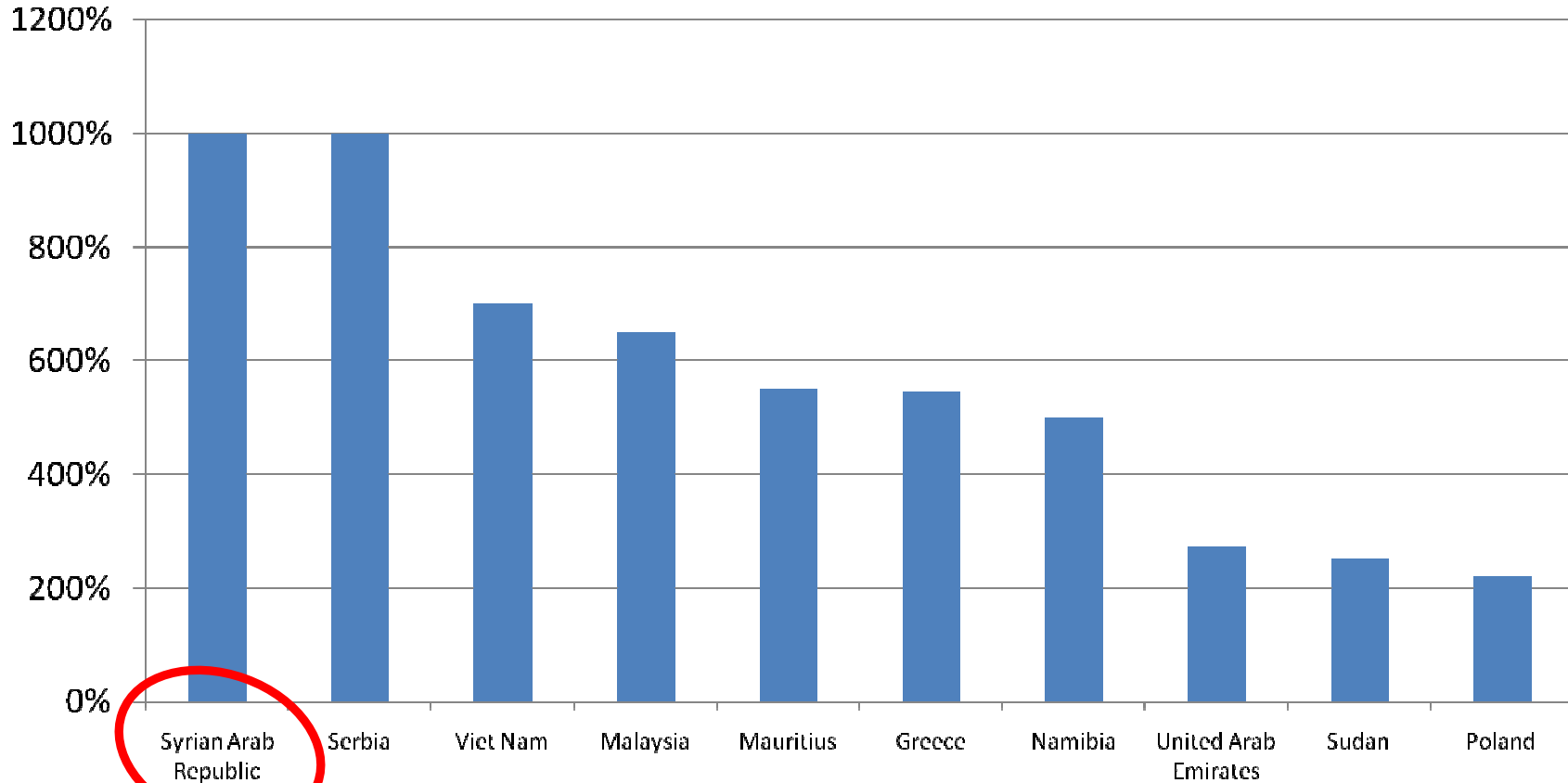
National Advisory Council with UNGC, UNDP, GOV, NGO, Media, EDU and a majority PS

25 development projects in 6 areas of EDU, Health, CD, BIZ, SD, ENV



GCLN Stats 08

Growth rates GC Participants (Oct. 2007 – Sept. 2008) global - top 10 in %



Achievements: Development Prospects

Emaar

Byblos Bank & Basma

University of Kalamoun

MAS Economic Group



Main Challenges

GCLN: registering at the global vs. country level; a not clear enough value proposition; UN image; fear of bad apples

COP: don't feel like it; feel it's phony and cannot be accredited for accuracy; notable.

PPP's: "We can do it alone"; UNDP does not allow Tripartite MOU's; Product vs. Brand endorsement;

Interaction with UNGC NY

*“The UN Global Compact provides an umbrella for the best use of private sector CSR activity. We are keen to remind them and provide them with the best ways to strategically organize their fundraising and contribution responses to the society’s needs.” - **Ismail Ould al-Cheikh Ahmed, UNDP Syria Resident Representative.***

*“The Global Compact can map where need is,” **says Abdulsalam Haykal, founder and chairman of Haykal Media and president of the Syrian Young Entrepreneurs Association** “Syria is in transition and in recent years it has become clear in the world over that governments cannot deliver everything society needs. We need more private universities, more healthcare, more infrastructure.”*

***Bassel Hamwi, General Manager and Deputy Chairman of Bank Audi Syria has a positive outlook.** “It is still early days, but we wouldn’t have joined if we thought it wasn’t a good project for the country. We hope people will realise they can make a difference to their country and see tangible results in the near future.”*

*Institutionalising CSR as well as values is also an appeal. “This formalises and structures giving for development,” **says Nadim Ghantous, General Manager of Bank Byblos.** “It is an honourable association.”*



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Questions?

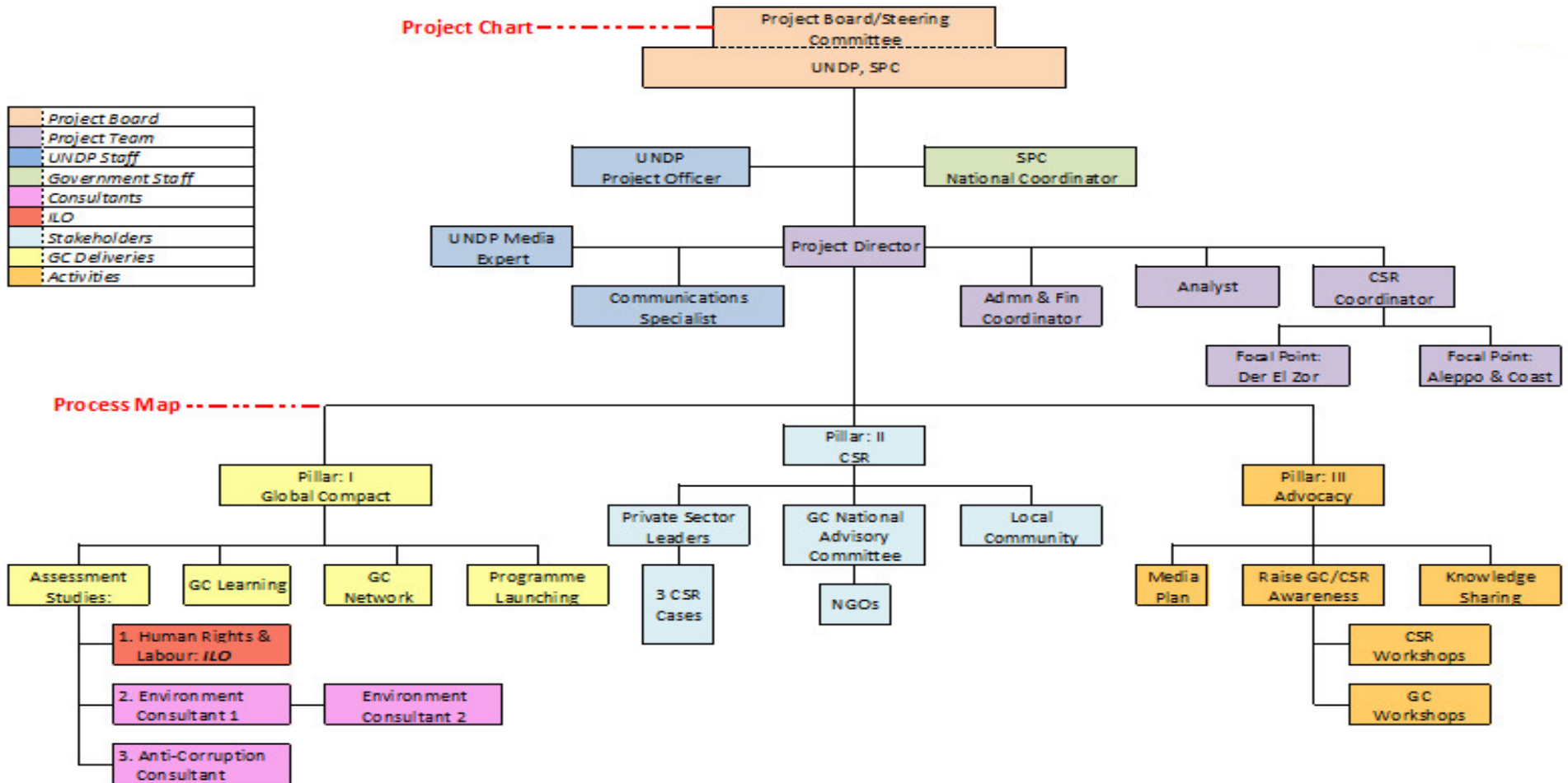
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Process Chart and Mapping



Proposed Projects: 2009-2010

