

Written by:

**Dr.Eng. Mohamed Etman**  
EOS Chairman

## **Towards Sustainable Consumption and Production**



Sustainable consumption and production patterns are related to the promotion of resources and energy efficiency, sustainability of infrastructure, provision of accessibility to fundamental services and of decent work opportunities along with improving the quality of life. This helps to achieve the comprehensive development plans, enhance competitiveness and eliminate poverty with the purpose of increasing economic gains resulting from reducing the use of resources and minimizing their degradation through following up the methodology and cooperation among the bodies working in the supply chain, starting from the product until the end user. They include consumers' involvement through awareness and education on sustainable consumption and life patterns and providing consumers with enough information.

It is noteworthy that Goal no. 12 within UN SD Strategy (2016-2030-) on ensuring sustainable consumption and production patterns intends to achieve the following:

- Implementation of the 10-year framework of sustainable consumption and production programs along with taking actions by all countries while the developed countries undertake the leading role considering the development level in developing countries and their capabilities.
- Sustainable management and efficient use of natural resources by 2030.
- Reduction of person's share of global food waste at the level of retail sales places and consumers by half and of food loss in the stages of production and supply chains including post-harvest losses by 2030.
- Environmentally sound management of chemicals and waste throughout their life cycle according to the international frameworks agreed upon, and significant reduction of their emission into the air, water and soil in order to minimize their adverse effects on human health and environment to the least limit by 2030.
- Significant reduction of waste production through the prevention, reduction, recycling and reuse by 2030.
- Encouragement of companies, especially large and

multinational ones, to adopt sustainable practices and insert sustainability data in their reports.

- Promotion of sustainable public procurement practices according to the national policies and priorities.
- Ensuring the availability of relevant information to the public everywhere and awareness of sustainable development and lifestyles in harmony with nature by 2030.
- Supporting developing countries to strengthen their scientific and technological capabilities to move forward towards more sustainable consumption and production patterns.
- Developing and implementing tools to monitor SD effects on sustainable tourism that provides job opportunities and promotes local products and culture.
- Rationalization of the inefficient use of fossil fuels that encourages wasteful consumption by eliminating market distortions based on the national circumstances including by restructuring taxes and getting rid of harmful uses gradually, if any, to reveal their environmental effects. Those policies should fully consider the special needs and circumstances of developing countries and to minimize to the least limit the adverse effects that may impair their development in a manner to ensure the protection of the poor and affected local communities.

Sustainable consumption and production do not aim to reduce the standard of living, but specifically, searching for new innovative business and economic opportunities matching with the needs of local market. In my point of view, if the proper regulatory and economic circumstances have been provided, the market and business sector will respond rapidly to the requirements of changing consumption and production habits and patterns towards green products and services.

From this perspective, EOS is always working on continual improvement and benefit from international expertise in the field of social responsibility. This issue of the newsletter contains articles of foreign experts to enrich the newsletter with more international experiences, which is considered the first time for publishing articles by international experts.

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## Responsible Social Investment (Community involvement and development)



By: Eng. Osama Elmeligy,  
Chief Editor  
Convener of the National Committee  
for Social Responsibility

In the framework of Sustainability Strategy and contribution to the Sustainable Development, and according to ISO 26000, Guidance on Social Responsibility

Social investment takes place when organizations invest their resources in initiatives and programs aimed at improving social aspects of community life. Types of social investments may include projects related to education, training, culture, health care, income generation, infrastructure and facilities development, improving access to information or any other activity likely to promote economic or social development.

In identifying opportunities for social investment, an organization should align its contributions with the needs and priorities of the communities in which it operates, taking into account priorities set by local and national policy makers.

Information sharing, consultation and negotiation are useful tools for a participative approach to identify and implement social investments. Social investments do not exclude philanthropy (for example, grants, volunteering and donations). The organizations should also encourage the community involvement in designing and implementing projects as

this helps projects to survive and succeed even if the participation of the organization does not continue. Social investments should prioritize projects that are viable in the long term and contribute to sustainable development.

Responsible Social Investment means that an organization should:

- take into account the promotion of community development in planning social investment projects. All actions should broaden opportunities for citizens, for example by increasing local procurement and any outsourcing so as to support local development;
- avoid actions that perpetuate a community's dependence on the organization's philanthropic activities, on their presence or support permanently; and
- consider contributing to programs that provide access to food and other essential products for vulnerable or discriminated groups and persons with low income, taking into account the importance of contributing to their capabilities and resources and increasing opportunities for them.

(Source: ISO 26000:2010)

## CSR ... Advantages and Success Factors

In the framework of increasing interest in CSR concept, a question is raised about the reasons which encourage the corporates to be committed to this responsibility especially in the light of what it involves in respect of financial and material burdens.

The international experiences refer to the advantages for the corporates embodied in the following:

- 1- Improving the corporates' reputation based on the efficiency of performance, success in services' provision and mutual trust between companies and interested parties and the level of transparency that these companies use in their dealings, beside the extent of their consideration of environmental aspects and interest in human investment. The commitment of companies to SR significantly contributes to the improvements of their reputation.
- 2- Facilitating access to bank credit, especially in the light of development of some indicators that affect the credit decision of banks. These indicators include Dow Jones Sustainability Index launched in 1999 and concerned with arrangement of international companies according to the degree of consideration of social and environmental dimensions throughout their practice of economic activity.
- 3- Attracting the most qualified personnel where corporates' commitment to their responsibility towards the local community represents an attraction element for distinguished personnel especially for multinational companies or large local companies operating in specialized areas and using modern technology.
- 4- Building strong relationships with governments that help to solve problems or legal disputes that the companies may be exposed to during their practice of their economic activity.
- 5- Good management of social risks resulting from the companies' economic activity, especially in the context of globalization. These risks are embodied in the environmental compliance, respect for labor laws and application of standards that represent a challenge for them especially SMEs.
- 6- Leverage the companies' ability to learn and innovate.

In order that companies succeed in implementing SR, there are several key factors to be developed and arranged before launching these programs, at the top of which are:

- 1- Belief of the company in SR towards the community and there should be certainty from each officer starting from its owners, its executive managers ending with its staff about the importance of this role and it is a duty of every company towards the local community. It is not a favor by the company on its community but it becomes proud of and considers a duty on its burden.
- 2- The company identifies a clear vision for the social role that it wants to



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Managing Editor  
ISO 26000 National Expert

adopt, the main issue that it will work to contribute

to its treatment and the initiative to be offered to the society instead of criticism and complaints from existing negatives.

- 3- This activity becomes a major part of the companies' activities followed-up by the chairman of the company the same as the business activity for which plans are developed to be quite achieved like sales schemes and other commercial activities.
- 4- The company should designate a full-time officer dedicated to this activity for which goals and required schemes are set up. This officer should be in direct liaison with top management and be granted the needed authorities, beside having a key and active role within the company.
- 5- One of the biggest obstacles faced by companies wishing to launch SR programs is the desire of these organizations to kick off through large and mega projects. There is no harm that these goals are set on the long term, but in order to initiate such programs, the start should be through small and limited goals that grow over the days to achieve large projects and programs.
- 6- Taking care not to advertise social programs unless after their launch. Many of these programs do not continue despite being publicized due to the inability of their officials to implement them according to what has been announced that may contribute to the stop of the program in the future.
- 7- Caring that these social programs stand alone in the future and cover operating expenses themselves so as to survive and not to become a source for cost that the company may resort to dispense of it in one day.
- 8- Ensuring that these programs are provided with a strong, distinctive and high quality performance, as if these programs are a commercial product to be cared about and interest to be offered in a distinguished method that contributes actually to the community development and achievement of its goals.
- 9- Caring that these social programs seek to cooperate and coordinate with the existing programs and similar activities so as not to reiterate the effort, waste time and spend money in existing programs, with emphasis on the need for social programs as a necessity that requires thousands of programs by the companies.
- 10- Each institution or a small or large company is capable of offering a service to its community and surroundings. The size of program is not important; the more important is to offer something that the community gets benefit from regardless of its size.



## How do you contribute to sustainable development?

Mr. Staffan Söderberg  
AMAP Sustainability



I am a consultant and this is the question on the first slide I used to kick-off a sustainability session with a client, a multinational company. I was expecting a moment of insight and energy but what I got was a question.

### The question:

"Many consultants, competitors and politicians use this 'sustainable development' and our company should not try to contribute to something that is not yet defined. Also, contribute is a very vague word. We donate financial support to many local libraries and this year we invest heavily in safety on the production sites. I say we contribute already, don't you agree?"

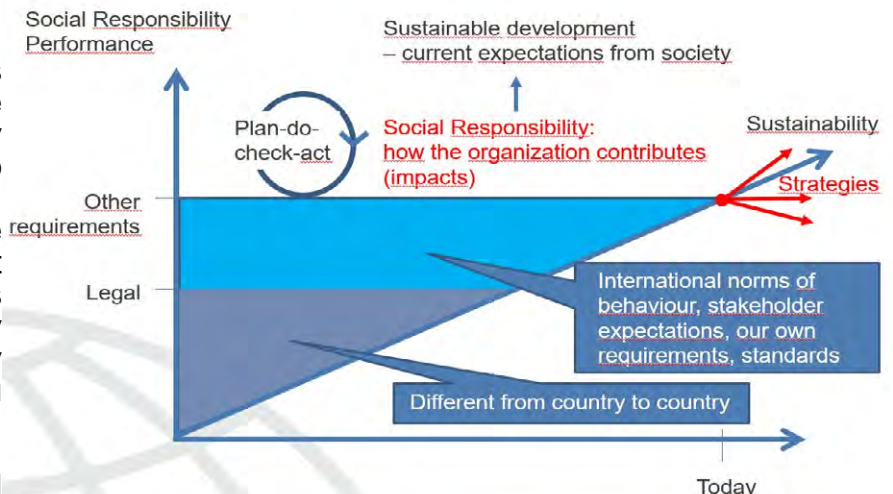
### My reply:

"I suggest we use the international standard ISO 26000 that was developed through credible stakeholder engagement. Unless of course anyone puts forward a more credible definition. And yes, you contribute already. The question is how you contribute to sustainable environmental, social, economic development. Do you contribute to significant issues based on stakeholder input? In ISO 26000, this is called socially responsible behavior and is relevant to any company and organization everywhere in the world."

I then showed them my second slide and explained that we do not know what the future global system that has reached sustainability will look like, but we must all contribute to the current sustainable development expectations. Then, finally, we could move on with the workshop, identifying which of the 37 impact areas in ISO 26000 were relevant to their organization.

Every organization is unique and more or less defined through how well the organization meets the expectation from its relevant stakeholders. In that sense 2015 was a great year: sustainable development expectations were made clearer through a new international climate agreement and the new 17 sustainable development goals with 169 targets. It is now a bit easier to contribute to sustainable development, to behave more socially responsible. 2016

### ISO 26000 in context



will be exciting too, in Europe for example all large companies are asked to start report on sustainability, and there will be new directives on sustainability in public procurement.

I often hear statement that social responsibility and contributing to sustainable development is something for the wealthy organizations and nations. It is true that some regions and organizations do have historical debt and current sustainability-deficit that needs to be acted upon. On the other hand, there is no planet B, and we all need to help each other contribute to current sustainable development. We are all in it together.

That is why I was very happy to meet the highly motivated and competent individuals and organizations in Egypt, Iraq, Jordan and Lebanon as part the ISO MENA SR project. A strong focus on visions, strategies, and social responsibility as a possibility to grow, export, and develop. One important feedback from these countries was that there was a need to compile international ISO 26000 information, so I did: [www.iso26000.info](http://www.iso26000.info). Hopefully I will receive input from stakeholders and be able to keep the information up to date. Who knows, maybe this website can help users of ISO 26000 reply to the question: How do we contribute to sustainable development?.

## Sustainability and Quality: What are the similarities?

The current wide interest in sustainability brings back to our minds the “Quality” movement during the 1980s and 1990s. For those who lived in this period, the similarities between both the sustainability and quality movements are strongly noticeable. Referring to studies in this field, commonalities can be summarized in the following:

- Sustainability, like quality, is a mega-trend for organizations where they moved from reactive to pro-active approaches. In quality, prevention and continual improvement are more effective than inspection. And in sustainability, supply chain monitoring approaches used alone fail to address root causes for social and environmental challenges.
- The sustainability movement, like the quality movement, will follow four stages:
  1. Cost and risk reduction.
  2. Redesigned products and processes.
  3. Revenue growth strategies.
  4. Differentiated value propositions that provide sustained competitive advantage.

Eng. Samia El Azazy

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Member of SR National Committee



Value creation is driven through top management commitment, and execution throughout the organization. Similar to quality officers, the sustainability officer shall lead an effort to institutionalize this new thinking and processes into the company.

- Sustainability, similar to quality, focuses on core subjects and related issues including governance, stakeholders’ satisfaction, supply chain relations, controlling resource consumption, reducing waste ...etc.

Sustainability, as well as quality, are a life style and a non-ending journey for the competitive organization.

## Environmental Tourism

Environmental tourism or natural tourism is defined as such entertaining and recreational type which illustrates the relationship between tourism and environment. In other words, how the environment around us is utilized to represent one of the tourism patterns that the individual seeks to entertain.

Environmental tourism is a natural pleasure, a pleasure of every natural object around us in the wild and marine environment. In this regard, there is a definition of environmental tourism by the Global Environment Fund stipulating that “It is a travel to natural places not polluted and their natural balance has not been exposed to deficiency for enjoying their outlooks, plants, wild animals as well as past and present civilizations.

Environmental tourism is considered a part of sustainable tourism; follows-up its foundations from the economic and social perspectives and contributes actively to maintain the natural, cultural and national

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heritage. Also, it works to engage the indigenous inhabitants and increase their contribution to the planning and development of projects and hence mitigates the displacement of population towards major cities. Also, it is considered one of the nature’s tourism patterns through which the tourist enjoys walking or boat ride in the natural places with guides to explain the natural environment aspects of flora and animal. Environmental tourism is considered a promising market and a global specialized industry estimated to hundreds of billions of dollars as a direct expenditure beside indirect revenue and jobs created by such large market. Egypt is characterized by its ownership of natural, civilized and cultural heritage along with mild climate throughout the year, originality of its people and its history and diversity of tourist destinations that are not comparable to any tourist sites in the world.

## A Message to Everyone Responsible for the Educational System in Egypt

Before talking about education and the quality of education, we will start with listing the elements of the educational process i.e.:

1. Students 2. Teacher 3. School 4. Educational curricula
5. School activities 6. Educational system
7. Book 8. Food 9. Health 10. Family 11. Community

All these elements are a key partner in the educational process, while respecting the role of each of them.

In order to talk about the quality of education, we shall look at each element separately and study its role, importance and relationship with the quality of education.

### Student:

is the most important element in the educational system as he/she is the receiver of information and the applier, whether now or later when he/she becomes responsible for work. So, one of the most important conditions of the quality of education is that the student enjoys what he/she receives in order to ensure the optimal use of information received and success in its application.

### Teacher:

is considered also one of the key elements in this system as he/she is mandated to send the information to students and is responsible for its formulation to match the nature of the child receiving regardless if this information is difficult or complicated. So, the teacher shall be trained psychologically and scientifically to deal with students using the best modern educational tools.

### School:

is the place where the student receives science and the teacher works to submit his mission to the student.

So, this place should be suitable from the healthy, security and entertainment perspectives and covers all requirements i.e. it should be equipped in line with the needs of the student and the teacher in respect of good ventilated and appropriate classes for the number of students inside and suitable seats compatible with their designated purpose fulfilling the requirements of ergonomics. Even the height of illustrative boards on which the teacher writes the scientific material should be appropriate to the student according to the requirements of ergonomics as well as there should be suitable places for school activities and clean, healthy bathrooms.

### Educational curricula:

At this element, I would like to stop and ask those in charge of curricula development about the concept of quality in educational curricula. Does it mean that the curricula be compatible with other international curricula? Or is it that the curriculum be suitable for the capabilities of the kids or more precisely for the educational stage?? Or is it that the curriculum has quantitative and not qualitative indicators??? Or is it that the curriculum be suitable for the existing system and specific conditions of our current status????????

The quality of education is the extent of suitability of educational curriculum with the capabilities and level of students within the State according to each stage. It is nice to keep up with the world, but the most beautiful and the best is to choose what fits with our circumstances, e.g. all the time the focus is on the curricula and comparison is made between the curriculum of Egypt and England for example, but, for no comparison has been made between the no. of students in the classroom, book shape, period of classroom, relationship of curriculum with school activity, extent of teacher's efficiency to understand and practice the curriculum and enough time before teaching. Here lies the real problem to consider with limited perspective without taking into account all factors in addition to linking approach with the problems of society so that students are brought up on the principle of community involvement and assuming their role in SR and trained to think in a positive way to participate in the principles of SD simply without involving the students in large, complex words that are difficult to be understood by such ages.

### School activities:

Eng. Heba Hammad

Director of Textile Standards Dept., EOS



Where are school activities and where is the role of those in charge of education in their development and integration with the curriculum and the problems of society, e.g. the student learns breathing process and the types of gases such as oxygen and carbon dioxide, and how the latter is not useful and from the environmental aspect this gas is dangerous to the environment and threatens the planet of earth. So, why we do not carry out an activity through which we connect scientific material with teaching student environmental principles and turning him/her to a positive person that has a role and participates in the environment conservation.

Another example is that students study solar energy and hence why we do not offer them an activity through which we connect science with social studies concerning the locations of energy sources in Egypt and our role in actively participating in the SD activities to conserve energy, and there are many examples that can be easily counted and employed as effective and useful school activities for the student and community as well.

There is something else i.e. sports and artistic activities where are they in governmental schools and how we show and develop them? We should dedicate a space to bring out the negative energy in children and learn them how to work as a team so that the community gets benefit from since one of the most important problems of our society is failure to work as a team.

### Educational system:

When we talk about the quality of education, the officers in charge of this important work shall put the system complete: the students and their understanding abilities, the teacher and his/her scientific qualifications, the school and the suitability of curricula as well as the activities, everything otherwise there will be no vain.

### Book :

We should search, study and analyze what is the difference between the outsourcing book and the school book and whether this element is too difficult to be confronted due to the resulting mafia of outsourcing books. Development and quality cannot be achieved unless fighting corruption anywhere. So, the school book should be better than the outsourcing book.

### Food:

As our families said in the past: "The healthy mind is in the healthy body" meaning that the educational system shall be the first one interested in the health of our children because it is one of the general steps to develop education. Not every school has a cafeteria where everything harmful and poisonous is sold and nobody objects but even encourages children to purchase. Therefore, this farce shall be stopped to keep the minds of our children so that we can make a natural system unaffected by chronic poisoning, weakness or memory loss.

### Health:

For the success of development and completing quality process, we shall care about the health of our children, make check-up periodically, teach them healthy habits e.g. washing hands, prohibited use of personal things, maintaining their bodies and health and their importance as we will be asked about in the Doomsday.

### Family:

It has an effective and significant role. The child should be allowed to live his/her childhood and be cared about and not neglected. Communication between the family and the school should be enhanced as well as participation in the activities.

### Community:

A serious and important part and has always a negative feedback. So, we should look carefully to create a community for communication and choose a real role model without considering nor caring about silly things.



## Pioneering Experience in SR Experience of Mobica Co. for Advanced Industries in SR Application

**Eng. Mohamed H. Amer**

**Quality Manager, Mobica Co. for Advanced Industries**

Through this article, we will present the experience of Mobica Co. for Advanced Industries in contributing to sustainable development through the application of SR principles. We will start with the Company's establishment in 2007 whose scope of work is manufacturing metal parts, foam injections as well as cloth and leather coverings of cars chairs assembly.

Through the social responsibility of Mobica Co. towards local community and its staff, the Co. has adopted since 2 years a specific project by time schedule to improve the use of energy and reduce the amount of emissions and gases resulting from its productive activities to zero. For this purpose, the Co. has designated the human and financial possibilities and has taken many procedures in this field, among them are:

1- Re-examining the company's infrastructure to get the optimal use of natural lighting where it has made slots (holes/windows) in the roofs and walls so as to use natural lighting during the day to save energy used as the company works only in the day time and so the lighting has been reduced by 75% in summer and 50% in winter.

2- Saving electric power by using natural gas in heating works (already implemented) along with taking serious measures to use solar energy by the end of 2016.

3- Applying the requirements of ISO 14001 and BS OHSAS 18001 and being granted the relevant certificates indicating the company's compliance with the requirements of these standards.

4- Increasing the green area in and out the company by about 10% per year.

5- Conducting environmental measurements periodically to assess workplace and take the appropriate corrective actions in case of deviation.

6- Establishing a standing committee for identifying, classifying and controlling risks and impending hazards. From the positive impacts of such measures, the following results have been achieved:

- Saving the consumption of electric power from 7332 to 4092 kWh/million pounds production.

- Saving the cost of energy consumption from 2012 1163966897 to 51382472 kWh with increased machines by 37%.

- No injuries related to emissions during the last two years.

- Improving the overall appearance in and out the company.

- The Co. has implemented inside its factories a strategic project in 2012 aiming at upgrading the financial and technical level of all its staff, continual improvement of the workplace, developing dialogue between staff and top management and supporting the participation of staff in management and decision-taking.

- Establishing a standing committee for the annual review and amendment of production incentives and salaries.

- Raising the level of health care by private insurance companies besides the State's health insurance and supporting chronic conditions and surgeries by 100%.

- Establishing a fund for proposals and complaints and developing the concept of intellectual property by offering special rewards for ideas that contribute to continual improvement.

- Enhancing the means of personal protection from noise, injuries or any risks.

- Amending the organizational structure of the Co. and

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purchasing modern equipment to make the workplace easier and more flexible and efficient.

- Raising the efficiency of nutrition and leisure trips as well as increasing meetings with top management.

- Establishing and publicizing an independent fund for social solidarity of the company's employees.

- Conducting monthly meetings attended by the employees and top management to discuss the work issues without restrictions and participate in decision-making, studying the negative effects of decisions before being implemented and counting them, if necessary.

- Applying ISO 26000 clauses and getting a Thank You Letter from ISO and EOS after review and evaluation.

- Transferring experience and developing local small suppliers from the local community in 6th of October area and supporting them technically so as to be promoted to the higher level of suppliers outside the city.

- Giving priority to the employment of persons from the nearby areas of the Co. so as to assist in the development of poor areas.

- Raising the proportion of female employment in productivity and leadership positions.

- Adopting the idea of «Towards Clean Area in the 3rd Industrial Area of 6th of October City» and concluding cleanliness, cooperation and joint defence agreements with neighbouring companies.

- Sharing experiences and expertise through membership of the Egyptian Corporate Responsibility Centre (ECRC) and submitting reports periodically.

- Participating in the anti-corruption initiatives with Youth Investors Society.

- Hosting blood donation campaigns and urging the employees to participate and donate.

All these procedures and practices helped to make Mobica Co. for Advanced Industries one of the pioneering companies in applying SR principles in Egypt.

## A Conference on Innovative Concepts in Health Activities Management

Mrs. Samira Khalil

Vice-Chairman - Union of Administrative Development Associations



The Union of Administrative Development Associations in collaboration with the Chamber of Pharmaceutical Industry have organized a conference on the Innovative Concepts in the management of health activities on 27th of December 2015. The event was headed by Dr. Safwat El-Nahas, Chairman of the Union, under the auspices of H.E. Dr. Ashraf El-Araby, Minister of Planning, Follow-Up and Administrative Reform and H.E. Dr. Ahmed Emad Eddin Rady, Minister of Health and Population. The conference tackled the modern and innovative methods worldwide in the management of hospitals, medical clinics and medicines companies and ways of their application in the health system in Egypt.

The conference dealt also with the new management in pharmacies chains and the application of new concepts of management and development of work and

performance by managing the integrated health system, whether on governmental or private hospitals level or medicines companies and pharmacies, especially with the imminent application of comprehensive health insurance law for citizens and methods of its application that requires updated administrative systems in health institutions in all their categories which aims eventually to provide an integrated service to the citizen by a team aware of the value of service provided at any of the health facilities.

In addition, the development of a unified law for a administrative and legal systems of organizations working in the field of medical services, the use of modern management methods in the mechanization of work at medical installations and the commitment to the Egyptian and international quality standards in medical facilities were discussed during the conference.

## A Seminar on the Role of Woman in Sustainable Development in Aswan

The branch of the National Council for Woman in Aswan has organized a seminar on the "Role of Woman to contribute to Sustainable Development" in last January in collaboration with the Egyptian Environmental Affairs Agency and the Ministry of Environment, through a cooperation protocol and a series of seminars and workshops.

The seminar discussed the concept of sustainable development, the optimal use of natural resources and not to be wasted and identification of the fingerprints of pollution caused by human beings under which the rationalization of energy, water and food consumption and how to take advantage of the recycling of waste and garbage as well as setting up projects generating profit fall .

The seminar concluded with a documentary film on the impact of living organisms on each other, and on natural resources and the importance of clean energy in the conservation of the environment.

It is worth mentioning that Egypt is the first country that established the first solar energy plant in 1913.

## The 2<sup>nd</sup> Annual Conference on CSR by the Federation of Egyptian Industries

The Federation of Egyptian Industries has organized the 2nd annual CSR conference on 14 January 2016 entitled "Decent Work and CSR : Interactions and Reflections on Sustainable Development" in collaboration with the International Labour Organization (ILO), Mansour Foundation for Development, American University in Cairo and Influence Communications Co. for Media Relations. The conference was attended by a number of ministers and more than 700 representatives of Egyptian and international companies which achieved success stories in the field of sustainable development and have an efficient role in SR in different Egyptian governorates as well as a number of academics and civil society organizations. The conference has witnessed the launch of first version of CSR book entitled "Pilot Experiences of CSR in Egypt" Which is considered the first of its type

in monitoring success stories of industrial companies in adopting and implementing CSR activities in Egypt with its different development dimensions.

The conference aimed to highlight the role of CSR in enhancing the competitiveness of economic institutions and to clarify the positive reflections for implementing SR initiatives on the achievement of social peace and justice and on the development of HR that lead to promoting the rates of growth and operation. The conference discussed the CSR frameworks that facilitate the activation of SD policies and their translation to specific activities on the ground fit the local context along with the efforts of companies to create new job opportunities through SR policies pursued and the role of universities and research centers in the development of SR principles and identification of methods to integrate their policies in SMEs.

## MoU between ILO & FEI



International Labour Organization

A Memorandum of Understanding has been concluded between the International Labour Organization (ILO) and the Federation of Egyptian Industries (FEI) for establishing a CSR Center. According to this agreement, ILO will provide financial and technical support to the FEI to establish this Center aiming to provide new services and activities with the purpose of creating a pool of national CSR experts and specialists and providing field studies and researches along with training manuals that will maximize the return from the application of these initiatives in Egypt, especially in the areas of activating the role of SD, poverty reduction, support of human rights in business, maintaining the rights of workers as well as provision of appropriate, healthy workplace, combating child and forced labour, environment conservation, protection of consumers rights, gender equity in business, anti- corruption and enhancing transparency.



## Transparency International: Egypt Achieves Progress in Anti - Corruption

The annual report of Transparency International on corruption indicators in the world for 2015 has revealed the continuing spread of corruption in public sector worldwide. Meanwhile, the number of countries achieving progress in their classification has increased e.g. Brazil and Malaysia and the major developed economies e.g. USA and UK have achieved the best performance in anti-corruption at all.

The report, in its identification of corruption levels, is based on data offered by more than 12 international organizations among them the World Bank, the African Development Bank and the World Economic Forum.

The countries which recorded high levels of press freedom and accessibility to general budget related information so that the public be acquainted with the source of money and ways of expenditure. In addition, such countries are featured by the enjoyment of those in power with high levels of integrity and of judicial authorities with independence from other authorities and they do not differentiate between the rich and poor.



On the other hand, the countries that were at the bottom of the index are characterized by conflict and wars and they do not have good governance and suffer from weak public institutions such as the police, judiciary and absence of independent media.

The report provides a classification of 168 countries on a scale from zero for the most

corrupt countries to 100 points for the most successful in anti- corruption where two-thirds of countries included in the classification have recorded lower than 50 points.

Scandinavian countries have maintained their advanced rank on the anti-corruption scale where Denmark came in the first rank followed by Finland, Sweden, New Zealand, Netherlands, Norway and Switzerland.

According to the report, Egypt has achieved a remarkable improvement in its classification where its assessment on the scale has dropped from 94 in 2014 to 88 in 2015. UAE has been ranked 23 while Jordan ranked 45 and Saudi Arabia in the 48th. In this scale, 4 Arab countries ranked the least 10 countries i.e. Yemen, Syria, Libya and Iraq which are all involved in political and security conflicts.

## Egyptian Stock Exchange is a Leader in Sustainability & SR Efforts

The Egyptian Stock Exchange is considered one of the four leading stocks that joined the «Exchanges of Sustainable Development and Social Responsibility Initiative (SSE)» in 2009 This initiative aims to increase the transparency and commitment of companies, listed in the stock exchange, to the issues of environmental and social management along with corporate governance.

There are currently 19 stock exchanges in SSE initiative from Brazil, Istanbul, Bombay, Colombia, Germany, Johannesburg, Egypt, London, Mexico, Nasdaq or Ms, Nigeria, New York, Thailand, Warsaw, Jamaica, Bucharest, Nairobi, Lima (Peru) and Santiago (Chile).

The Exchanges of Sustainable Development and Social Responsibility Initiative are organized by the UN Conference on Trade and Development in collaboration with the UNEP financing initiative.

It is noteworthy that in March 2010, the Egyptian Stock Exchange has released S & P EGX ESG index, which is considered the first

and sole in the Middle East and North Africa region designed to trace the performance of companies listed in the Egyptian Stock Exchange showing leadership in environmental and social management and corporate governance issues. The Egyptian Stock Exchange is also

an active member of the Sustainability and SR Group at the International Federation of Exchanges, which was created in March 2014.

It works to promote sustainability and SR and to support any

practices that adopt environmentally friendly and energy efficient solutions to ensure prosperity for future generations. Additionally, the Egyptian Stock Exchange facilitates the register process of any company engaged in environmental industries such as renewable energy, waste recycling and transport ... etc. It allows a diversified environment to finance environmental industries through initial public offerings, bonds or financing instruments, or specialized funds in infrastructure.



## Egyptian Ministry of Population Organizes a Training Course on SR Principles

The Ministry of State for Health and Population has organized a training course for qualifying personnel on SR principles and how to develop MOUs between the governmental and private sectors to minimize the gap between them. This course has been attended by a number of trainees interested in population issues.

The Ministry of State for Health and Population has developed the national strategy for Population (2015 – 2030). According to the executive plan of the strategy and the axes of this strategy, the restoration of the role of civil society and partnership with private sector in supporting the population program are considered one of the most important steps that the Ministry is seeking to achieve.

To activate the role of non-governmental organizations and private sector and in order to set the population issue in its focus, the Ministry of State for Health and Population has developed a strategic partnership between the Ministry and the private sector and civil society. A committee has been established for partnership with private sector, civil society and SR at the Ministry, headed by the Minister of State for Health and Population and the participation of the leaders of companies pioneer in the field of social responsibility and non – governmental organizations concerned with population issues. The role of this committee is to coordinate cooperation between the government and non-governmental bodies to implement the projects related to the population issue The committee is considered the stone to strengthen the partnership with civil society and private sector companies to reinforce trust among these sectors and implement development projects that serve the population issue in general and the Egyptian citizen in specific.

## Maged El-Fateem Group Wins the Award of Arab Organization for Social Responsibility on Environmental Compliance



Maged El-Fateem Group, specialized in the development and management of shopping centers and retail and entertainment facilities in the MENA region, has obtained the prize of Arab Organization for Social Responsibility in the field of environmental compliance for its contribution to achieving the vision of Dubai to become one of the best 10 cities in the world in the field of sustainability by 2020. The Organization has nominated the Maged El-Fateem Group for its adoption of green building policy within its 5-year plan in the field of sustainability. The Group has set a new standard in this area not only for developers in UAE but in the Middle East. It has obtained the highest honoring by winning the Award

of «Golden Excellence Plate» where the Arab Organization for Social Responsibility aims to activate the role of civil society to participate in the initiatives intended to support SD efforts. Maged El-Fateem Group is committed, within its expansion strategy, to upgrade the level of quality of local communities through green buildings applying sustainability criteria. For this purpose, it has identified a number of ambitious goals until 2018 to achieve the prospective results in its different work and activities. The Group aims, through its adoption of sustainability related governance, to reinforce the vision of Dubai's government and to apply the UNGC signed by the Company in 2013.

## An Exhibition for Corporates' Experiences in SR in Saudi Arabia

During December 2015, an Exhibition on Corporate Social Responsibility and Sustainability was organized in Saudi Arabia in its third session. It was held in Jeddah under the supervision of Chamber of Commerce and Industry with the purpose of building bridges of communication between the private sector organizations on one hand, and the social and charitable sectors and concerned bodies on the other hand, as well as supporting and activating SR programs in Saudi Arabia. The Exhibition has allowed the companies and institutions to present their experience in the field of SR and to get acquainted

with the most important needs of society in respect of sustainable development projects and cooperation with governmental



organizations to implement them.

Companies have paid all the attention for community involvement in terms of its activities and events in recognition of the importance of SR and its role in the development of community, and the belief that SR is an integral part of our daily lives. This event promotes the development of society in all places of Saudi Arabia and encourages companies to promote their own SR programs in the Kingdom. The Exhibition was accompanied by associated events and workshops on successful experiences of entrepreneurs, governmental and private sectors in the kingdom.