

CSR LEBANON

Communication on Progress 2011

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STATEMENT OF CONTINUED SUPPORT

As we realize the CSR movement is taking unprecedented momentum in the world, we have decided to take upon the role of spreading the concept in our country and the region, by establishing the first and only company in the Middle East that is fully-committed to CSR.

CSR LEBANON is completely aware that the future of businesses is inextricably linked to the future of the communities in which they operate and also to society at large. Since our company's inception in 2009, we have strived towards becoming an informative platform to companies willing to embed social responsibility into their business.

CSR is not just something we do. It is in our core business. It is our business.

While our work entails us to focus on the private sector, we certainly acknowledge the support of leading business figures, business associations, governmental institutions, academics, media, CSOs, and international organizations to improving relationships between corporations and the society; and although we are a small company, our strong belief in responsible business prompts us in doing our part to society, and this is evident through the many achievements we have accomplished in a relatively short amount of time.

This first COP is a document portraying our continued commitment to the UNGC. It is the result of a thorough review of our policies, practices, achievements, and future plans relating to the ways in which we apply our core values and commitment to social and environmental responsibility and specifically in relation to the UN Global Compact's 10 principles.

We moreover commit to providing an annual communication which updates our stakeholders on the progress we make.

Khaled Kassar
Founder & CEO
CSR LEBANON

ABOUT CSR LEBANON

CSR is Our Business

The main aim of CSR LEBANON is to raise awareness about the importance of CSR as the new business culture. We are firmly committed to help companies by offering our consulting services, CSR strategies, and social reporting expertise to increase business efficiency and competitiveness as well as enhance sustainable corporate involvement with society.

Our Vision

To make CSR an essential part of our national culture; towards a National CSR Strategy

Our Mission

To provide an informative platform to companies, and support them in embodying CSR in their core business strategies and operations, aiming to align profitability with sustainability and human development

Our Values

At CSR LEBANON, we strongly believe that business with no ethics is no business at all. Ethical values are deeply entrenched in our daily operations, with an unrelenting sense of responsibility towards our stakeholders and society at large.

Since our work is CSR, transparency, communication, and engagement are of the top values at our company. We vigorously strive towards a dynamic work environment where everyone is knowledgeable and engaged in the business.

GETTING THE CSR MESSAGE THROUGH

To serve the objective of raising awareness about CSR and enhance CSR dialogue in Lebanon and the region, CSR LEBANON uses several methods and tools to reach stakeholders and the wider audience. Among our tools are:

CSR LEBANON Website (www.csrlebanon.com)



Our website educates viewers on different matters related to CSR, as well as portrays expert opinions and analysis on the subject. The website additionally includes a news portal highlighting most recent local, regional, and international CSR-related news.

CSR LEBANON Seminars, Workshops, and Events



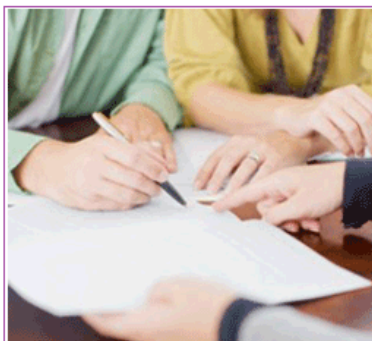
Our first awareness seminar was titled "CSR: An Investment or a Cost." The seminar was a great success as it was attended by prominent and influential Lebanese leaders from banks, businesses, governments, Ambassadors and UNDP representatives who came to accelerate and support the concept of CSR. Most importantly, the seminar opened up with a video message from Mr. Georg Kell supporting us on behalf of the UNGC and supporting us in sharing its 10 Principles.

CSR LEBANON Publications



Our CSR newsletters and publications are all ways to effectively spread the message while keeping readers up-to-date on latest news and trends.

CSR LEBANON Consulting Services



Our work is not limited in spreading information, but instead, we strive to work closely with individual entities that are willing to incorporate CSR in their core business. Our consultancy services include CSR strategies, reports, projects, initiatives, among others.

COMMITTING TO THE 10 PRINCIPLES OF THE UNGC

Herewith the additional ways in which CSR LEBANON supports and promotes the UN Global Compact Principles:

HUMAN RIGHTS

Principle 1: Business should support and respect the protection of internationally proclaimed human rights

Principle 2: Business should ensure that they are not complicit in human rights abuses.

Approach	Practice
CSR LEBANON believes in the role of media to portray social concerns and human rights malpractices. It empowers media to focus on essential societal and environmental needs to raise awareness and deliver the message to various decision makers.	Through its website and publications, CSR LEBANON tackles and supports societal matters, including issues relating to human rights. Covering news on untapped situations and raising public debate based on violations of human rights is a powerful tool that the company uses to change private and public behavior towards society and the environment.
CSR LEBANON is in cooperation with Civil Society Organizations (CSOs) targeting humanitarian and developmental causes.	CSR LEBANON cooperates with several NGOs, educational institutions, and other non-profit organizations to develop and implement developmental projects aiming to raise societal standards, especially where human rights' issues are concerned. Examples include our Memorandum of Understanding with the UNDP to launch a CSR national report, and our close collaboration with the Institut Européen de Coopération et de Développement (IECD).

LABOUR

Principle 3: Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: Business should support the elimination of all forms of forced and compulsory labour.

Principle 5: Business should support the effective abolition of child labour.

Principle 6: Business should support the elimination of discrimination in respect of employment and occupation.

Approach	Practice
CSR LEBANON provides fair consideration, remuneration, reward and incentive to all personnel at the company, and constantly works on developing and improving appropriate remuneration, reward and incentive mechanisms and frameworks	<ul style="list-style-type: none"> - Processes of remuneration are agreed upon and implemented with complete transparency, in accordance with appropriate levels of confidentiality. - CSR LEBANON encourages and rewards outstanding performance and contribution to organizational success. Methods of encouragement vary from financial incentives to any kind of status empowerment.
CSR LEBANON enforces Labor Laws of Lebanese Government prohibiting employment discrimination	<ul style="list-style-type: none"> - CSR LEBANON strictly condemns unfair treatment because of race, color, religion, sex, national origin, age, or disability. - In addition to home practice, CSR LEBANON strongly encourages anti-discrimination policies, activities, and projects through its consulting services and media platform.
CSR LEBANON is against child labor and complies with the minimum age provisions of Lebanese Labor law and regulations	Employment under the age 18 is strictly prohibited at the company.

ENVIRONMENT

Principle 7: Business should support a precautionary approach to environmental challenges.

Principle 8: Business should undertake initiatives to promote greater environmental responsibility.

Principle 9: Business should encourage the development and diffusion of environmentally friendly technologies.

Approach	Practice
Internal operations at CSR LEBANON are usually undergone with an environmental friendly approach.	<ul style="list-style-type: none"> - Daily practices at the company premises are performed while taking into consideration issues such as energy saving, waste management, recycling material, among others. - CSR LEBANON new publications are

	mostly done with certified and recyclable material.
Since the environment is a major area of CSR, CSR LEBANON gives environmental awareness a great deal of attention through its media outlets.	<ul style="list-style-type: none"> - Environmental news, analysis, debates, and stories are constantly updated on the company's website. - CSR LEBANON is planning on developing separate publications with sole emphasis on the environment and eco-friendly practices.
CSR LEBANON promotes environmental innovations and eco-friendly technologies and solutions.	CSR LEBANON encourages environmental friendly products, projects, and technologies through its different media outlet.

ANTI-CORRUPTION

Principle 10: Business should work against corruption in all its forms, including extortion and bribery.

Approach	Practice
CSR LEBANON is against all forms of corruption.	<ul style="list-style-type: none"> - CSR LEBANON employment agreement states that unethical business practice is a reason for terminating employment contract. - CSR LEBANON is committed to ethical behavior, accuracy and transparency.
CSR LEBANON's media outlet works in favor of anti-corruption behavior.	- Through its different media outlet, CSR LEBANON condemns and discourages corporate and public corruption acts, and encourages transparent and ethical practices.

CONTACT US

For any inquiry, feedback or comment, please do not hesitate to contact us.

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