



**COMMUNICATION ON ENGAGEMENT (COE)**

Egyptian Junior Business Association

**Period covered by this Communication on Engagement** [Ideally the two years prior to this report]

From: [01/2015]

To:

[10/2016]

**Part I. Statement of Continued Support by the Chief Executive or Equivalent**

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

**Thursday, October 27<sup>th</sup> 2016**

**To our stakeholders:**

*I am pleased to confirm that Egyptian Junior Business Association reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.*

*In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.*

*Sincerely yours,*



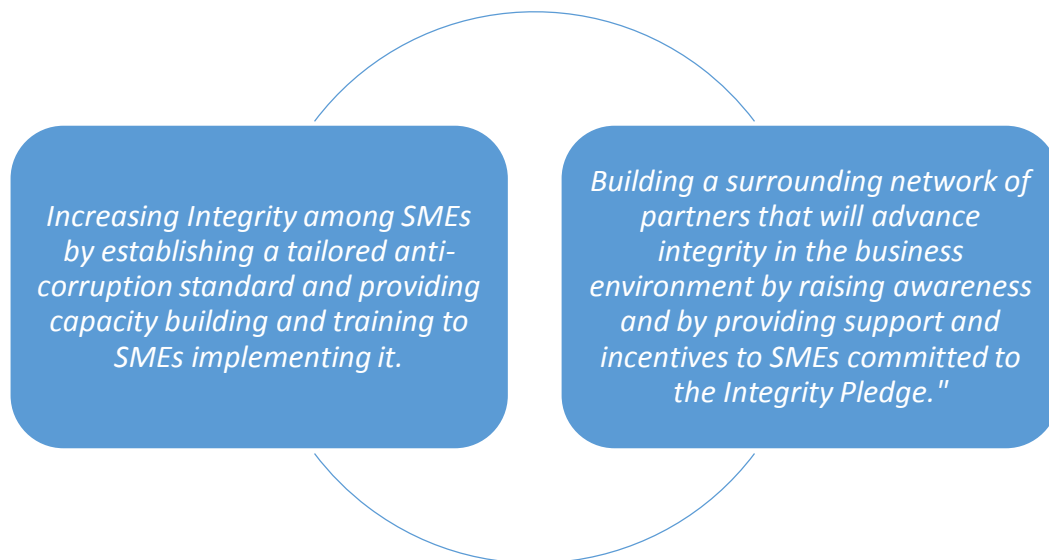
**Amal Samir Fahmy Salama**  
Executive Director

## Part II. Description of Actions

### About “The Integrity Network Initiative”

*"The EJB is the local partner of the UNGC in an anti-corruption project titled: “Building an anti-corruption ecosystem in Egypt.” The project is funded under Siemens Integrity Initiative. The project focuses on engaging SMEs in the fight against corruption by raising their awareness about the benefits of integrity and by building their capacity to tackle corruption related challenges. It also engages with other relevant stakeholders to support SMEs in their quest for more integrity and to strengthen a collective effort of countering corruption in Egypt.*

### The project thus aims to tackle corruption in Egypt in a two-fold approach:



- **January 2015**, a public conference titled "**Integrity in Business**" Tackling Corruption Challenges in Egypt" was held in Alexandria in to launch the initiative outside of Cairo.
- In **May 2016** the initiative held its second conference "**Cooperating against Corruption – Integrity as a Pillar for Sustainable Economic Development**" in Cairo. The conference included panel discussions with national and international experts on topics such as
  - the importance of collective action to counter corruption,
  - Corruption risks in international trade,
  - The damaging effects of corruption on long-term investment
 And saw the beginning of a cooperation with crucial stakeholders
  - Customs Authority
  - Ministry of Planning and Administrative Development.
 On the second day of the conference a workshop was held to focus on governance and anti-corruption for SMEs, with a focus on capacity building tools and measures.

- **May 2016**, the smaller event “**Advancing Ethical Business Practices**” was held in Alexandria in cooperation with the **Alexandria Business Association (ABA)**. The event saw the signing of a MoU with ABA for a continuous cooperation to grow the initiative's presence outside of Cairo.
- **August 2016**, Out of the cooperation two first awareness raising workshops on the initiative were held in Alexandria in August (one for large Egyptian and multinational companies, one for SMEs)
- **June and September 2016**, the initiative continued its capacity building efforts by holding two Senior Management Trainings for new SMEs.
- **August 2016**, the initiative held its first round of Compliance Manager Training for member SMEs.
- The initiative continued its outreach and communication activities by presenting at a variety of national and international events
  - At American University in Cairo
  - Cairo University
  - OECD Integrity Week
  - UNDP ACIAC Project
  - And the Basel Institute on Governance Collective Action Conference

**Part III. Measurement of Outcomes**

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- Collaboration commenced with key stakeholders that are relevant for advancing issues requiring policy change and buy-in (e.g. Customs Authority, Federation of Egyptian Industries, Ministry of Planning and Administrative Development and Alexandria Business Association)
  - Increased engagement with the Alexandria Business Association to widen the initiative's reach outside of Cairo
- General conference recommendations were circulated among participants and the public. (Specific recommendations on customs were delivered to the Customs Authority for further discussion.)
- The overall project quantitative impact so far is that:
  - 30 SME companies has signed the pledge and are working on the implementation of a compliance program
  - 5 large companies has pledged to support the initiative
  - 1 Business Association has joined the initiative