PRME Sharing Information


This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
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A. Renewal of Commitment to PRME

The School of Business of the American University in Cairo remains diligently committed to the Principles for Responsible Management Education. The School aspires to play a pivotal role in promoting responsible management models, ethical business and transparent governance among students and community partners as well. Social impact as we acknowledge is a core impact of any successful business. Therefore it our duty to instill principles for Responsible Management in our students and integrate it in our activities towards the community as well.

The School has successfully renewed its commitment as well to achieve the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS) accreditations.

To further root our commitment to PRME, we have integrated responsible business into the School’s new “2030 Vision”. This directly builds on the School’s previous endorsement of Responsible Business as a main theme within the School’s 2015 - 2019 strategy.

It is also important to highlight that the American University in Cairo remains as an academic member of the UN Global Compact also adheres to the UNGC 10 guiding principles with respect to human rights, labor, environment and anti-corruption. Recently in early 2017, the Gerhart Center for philanthropy, civic engagement and responsible business has signed a Memorandum of understanding to announce a partnership with UN Global Compact Network Egypt.

We look forward to further infusion of responsible management education in our ecosystem and to be an active change agent in promoting responsible business practices among our constituents and beyond.

Nizar Becheikh
Dean
AUC School of Business
B. Overview of the School of Business

- Strategic Direction

AUC School of Business boasts a culture in which constituents strive to become responsible agents of change who have a positive impact on their communities.

In forging the pathway for the future the School aims at addressing contemporary issues of international relevance and deeply rooted regional significance. This is evident via incorporating Responsible Business as one of the three themes for the School in its 2015 – 2019 Strategic Plan.

The School’s definition of “responsible business” encompasses developing sustainable business models that create shared value while ensuring the financial viability of the business venture.

According to the strategy, the School’s mission states that:

“To develop entrepreneurial and responsible global leaders and professionals”

In 2016, the School has launched its “2030 Vision”. The strategic directions for the vision included the importance of creating focus areas relevant to Arab & African regions: entrepreneurship, family business, economic development, & responsible business.

Also Responsible business has been selected as a focus area within the School’s research priorities. The research area aims at identifying factors that enhance “Responsible Citizenship” of various business and economic entities and how economic, social, and political manifestations of such citizenship are reflected in their relevant communities.

Research in this area focuses on corporate governance, financial reporting and auditing, integrated reporting, anti-corruption, business ethics, social marketing, gender equality, corporate sustainability, CSR, and responsible business education.
Addressing Responsible Business

The School of Business has framed responsible business from three different angles. To ensure a successful integration, the school strived to gradually build a strong infrastructure that promotes responsible business and live up to the standards of PRME.

This happened through:

- Inviting members to the Dean’s strategic Advisory Board (SAB) with an extensive experience in responsible business.
- Under the SAB, a taskforce on responsible business was created.
- An interdisciplinary responsible business working group among faculty members.
- Addition of the Gerhart Center in November 2014 to the School of Business. The center focus around philanthropy, civic engagement and responsible business. The center is considered to be the developmental arm of the school of business. It provides research, capacity building and youth leadership programs.
- In 2015, the School of Business re-launched the Center for Entrepreneurship as an evolution of the Entrepreneurship and Innovation program (EIP). The Center’s focus surrounds promoting entrepreneurial education, research and capacity building opportunities.
C. New developments in relation to implementation of PRME Principles

The School’s “2016 progress report on PRIME” purposefully gave a detailed picture of all ongoing initiatives pertaining to each principle under PRIME. Mentioned activities in the previous report are ongoing and continue to promote the PRIME principles. This progress report will highlight the new developments, initiatives and updates that contribute to the school’s ongoing commitment towards PRIME.

- Academic and Executive Education Programs

Academically, ethics and responsible business practices have been integrated throughout the courses offered by the School, as this was deemed a more effective means to convey the principles of responsible business practices rather than offer courses particularly addressing the issue. The sole exception is the business ethics course, which introduces students to ethical decision making processes.

In order to ensure that all students comprehend the basics and benefits of adhering to responsible business practices all undergraduate students majoring in Management, Accounting and MICT have to take a course that explicitly addresses business ethics and environment issues (MGMT 3003 Business Environment and Ethics). Additionally, the internship course which all undergraduate students are required to take addresses ethical issues in the workplace and students are exposed to contemporary ethical issues that they discuss in groups as well as work on individually. Discussions are currently ongoing to provide twenty internship opportunities to students at NGOs.

Executive Education (ExecEd) is regarded as another arm that can bear positive impact on the professional community regarding promoting responsible and ethical business practices.

To that end, a module of the GoGlobal program was dedicated to business ethics. Inclusiveness of minorities and gender equality issues also represent a focus of ExecEd, as the Leadership Module of the Advanced Management Program (AMP), where ethical and gender equality issues are discussed. The focus on gender equality will be renewed through the introduction of the upcoming program addressing women in leadership positions.

- Select Programs

Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program

The Goldman Sachs 10,000 Women Program launched its sixth year of training in the Arab region end of February 2016 at AUC. The program is adopting a new paradigm, targeting high growth potential entrepreneurs with a new global curriculum developed in collaboration with Babson College, a world leader in entrepreneurship education, in partnership with 10,000 Women.
This new cohort of the program included 40 ambitious women-owned small and medium businesses who graduated in June of 2016 to join the newly established Goldman Sachs 10,000 Women Program Alumni Association.

**AUC Venture Lab AAIB Cycles**

The AUC Venture Lab wrapped up its sixth cycle with its Demo Day Wednesday May 11, 2016. As mentors, investors, partners and fellow entrepreneurs assembled in Moatez El-Alfi Hall, nine startups pitched their business ideas on stage highlighting the journey that took them from motivated amateurs to refined business founders by V-Lab.

The AUC Venture Lab focuses on developing its training programs on a per cycle basis to be more dynamic and responsive to the entrepreneurs’ needs. It also focuses on continuously updating its curriculums with the latest concepts and tools. The AUC Venture Lab’s seventh cycle’s online application opened in July 2016 and the cycle started in September.

**AUC VENTURE LAB**

AUC Venture Lab (V-Lab) has been selected among the top five most promising university incubators in Africa by Sweden-based UBI-Index.

**Gerhart Center’s Lazord Youth Leadership Fellowship new cycle for 2016**

The Lazord fellowship is a program under the Lazord Foundation. The fellowship is given to 10 recently college graduates. It is an opportunity to provide them with one-year fulltime employment in a non-profit organization, sustainability or CSR departments of business as well as work on their skills and knowledge through an intensive capacity building program and a one-on-one customized mentorship program that promote social entrepreneurship and leadership.

The foundation operates on an interregional level between Tunisia, Egypt and Jordan. In Egypt, under the John D. Gerhart Center, the fellowship has been active since 2010. The fellowship targets Egyptian youth who have graduated from a public university who face income related challenges and with no access to professional opportunities to work in the civic sector, CSR departments or become social entrepreneurs.
The program tries to include those from different governorates as well as to include the two genders in order to give an inclusive chance to everyone.

The 6th cycle of the program was launched in July 2016 to select 10 brilliant fresh graduates and they have been placed in work opportunities in November or 2016.

**Creating Shared Value through Responsible Business; CSR program**

Towards the end of 2015, The Gerhart Center launched Creating Shared Value through Responsible Business; a CSR program developed in collaboration with the International Labor Organization (ILO).

As a result, a four-month training program was delivered to attendees from 22 companies in Alexandria. This program aims to build content and local knowledge in Arabic since almost 35 percent of the population in the Arab region does not understand English.

Beginning of 2017, the Gerhart center has partnered with USAID SEED Program to launch the second phase of the training program. This time around the program will be targeting companies operating in Upper Egypt governorates. With main goal and aim of introducing responsible business models to the companies.

**Gerhart Center’s NGO Capacity Building Program**

In late 2015, recognizing the capacity-building needs of local CSOs and NGOs, the GC launched the NGO Capacity Building Program with the support of Germany’s Friedrich Ebert Foundation. A comprehensive program was designed to provide NGOs with training courses in areas that have been identified as urgent; namely building alliances, developing business strategy and fundraising.

Two guidebooks and manuals have already been developed. In April, 2017 more than 15 NGOs benefited from trainings.
Community Lab “Tashbeek” Program by Gerhart Center

The program was in partnership with the US Institute for Peace and it was for the duration of a year. The Community Lab has the goal of promoting collective problem solving amongst youth from different backgrounds.

The program selects 30 Egyptian youth aging 20-27, who attend training sessions on project management, leadership, team building, problem solving and using open-source technology in social innovation.

They were then divided into groups, each developing a solution or initiative to a socioeconomic issue in Egypt.

The aim is to have a diverse group of participants, coming from different to learn how to work together while developing solutions that can be implemented in their communities.

The program also provided micro-awards to these groups implementing joint-projects focusing on youth empowerment and social inclusion. The graduation and closing ceremony took place in April, 2017.

AUC Venture Lab FinTech Accelerator

In July, 2016 the American University in Cairo (AUC) and the Commercial International Bank-Egypt (CIB) have partnered to creating the AUC Venture Lab FinTech Accelerator.

AUC Venture Lab will house the new FinTech Accelerator, powered by CIB. Through a 12-week acceleration program, FinTech start-ups receive specialized support to launch and grow their business; gain valuable insights from some of the smartest minds in the start-up and FinTech world; and increase their impact on the Egyptian economy.

In February 2017, the first cycle of the FinTech had graduated. AUC Venture Lab held the FinTech Accelerator Demo Day at AUC New Campus to allow the incubated startups to pitch their business ideas and showcase their products and services.
Launching the CSR Advisory Services Program by Gerhart Center

In the Gerhart Center’s new capacity as a provider of advisory services to NGOs and Corporate Social Responsibility (CSR) units, which commenced in early 2017; Gerhart Center is preparing a project with the Housing and Development Bank (HDB) to restructure the CSR unit within the bank. The project will involve the creation of the structure and standard operating procedures, as well as set a strategy for the CSR unit that is more development oriented. The project is planned for duration of 1 year.

D. Sustainability Literacy Test

The test aims at evaluating basic knowledge of sustainable development issues and corporate responsibility. It is targeted at higher education students whatever their level of studies. Two thirds of the tests multiple choice questions are global questions while one third takes into consideration the local context.

AUC School of Business had the privilege of piloting this important global test as well as contributing the local (Egypt) questions for the international sustainability literacy test. The test was administered to 80 AUC students in 2014.

In 2016, the Gerhart Center had announced that it will initiate a participatory dialogue at AUC to mainstream the initiative and provide it to AUC students. As a result, the Sustainability Programme/Center will be endorsing the test and manage it. The Gerhart center will cooperate with the sustainability programme in design and implementation support.

E. School of Business Events and Conferences

The 21st AUC Annual Research Conference - MENA Region: Post-2015 Development Agenda

The Conference was held on March 16 to 18, 2015 at AUC New Cairo. It aimed to provide an exchange platform for relevant, interdisciplinary and multi-stakeholder research and policy debates on the region’s current development efforts, in addition to addressing visionary post-2015 agenda policies. The School of Business, the Center for Sustainable Development, the School of Global Affairs and Public Policy, and the Graduate School of Education had served on the conference organizing committee.
The conference will combine both plenary sessions targeting an audience of policymakers, the business community and civil society, as well as parallel academic sessions targeting researchers and students. Tackled themes include:

- Governance and Sustainability
- Social Inclusion
- Human Development
- Regional and Global Integration

**The Second Responsible Management Education Research Conference: Inclusive Businesses**

In September 7 – 8 in 2015, The John D. Gerhart Center for Philanthropy and Civic Engagement and PRME Regional Chapter MENA held the Second Responsible Management Education Research Conference, under the main theme of Inclusive Businesses to foster knowledge exchange and networking opportunities by connecting emerging as well as established regional PRME Chapters, PRME Working Groups and other entities in the PRME community, both signatories and non-signatories, with key regional stakeholders and the wider audience of educators and representatives of universities, students, business, government, media, and civil society organizations; eager to advance their knowledge and skills integrating responsible management and sustainable development into their professional efforts.

The conference included plenary sessions, thematic parallel sections and interactive workshops. Main tackled topics include:

- Main Issues, Challenges and Perspectives on Inclusive Business & SDGs
- Gaps and Opportunities in Research and Teaching about Inclusive Business and Poverty Alleviation
- Socio–Economic Impact of Business on its Supply Chain and Communities: Research and Teaching Challenges and Opportunities
- Emerging Topics and Future of Education for Inclusive Growth
- Taking Stock and Looking Ahead on Integration Poverty Issues into Management Education
- Partnerships in Inclusive Businesses: Bottom of the Pyramid Actors
- Entrepreneurship, Eco-systems and Supportive Services for Inclusive Business
- Creating Student Experiences that Integrate Inclusive Business and Poverty Alleviation with Responsible Management
- Development and Use of the Inclusive Business Cases in Responsible Management Education
Bringing Together CSR Partners

In September 2015, the Gerhart Center organized a CSR roundtable. The CSR Roundtable was intentionally designed to include a limited of 6 participants representing the AUC caps office and CSR departments of companies from different sectors for a 3 hour discussion.

The Roundtable brought together prominent CSR experts to explore current needs and challenges facing CSR agendas, management approaches and its social impact on the society. Knowledge and experience sharing were the main objectives of the meeting.

This is in addition to identifying existing managerial, operational and implementation gaps faced by companies related to their CSR strategies. The following are some of the points of discussion:

- Understand Company experiences and challenges in implementing CSR strategies and activities.
- Share success stories and failures of CSR initiatives.
- Discuss possible solutions to mitigate existing challenges.
- Discuss what more could be done to encourage the Egyptian Private Sector Canvas to adopt CSR strategies and agendas.
- Role of Think Tanks and Academia including the Gerhart Center support the promotion of CSR practices.

Takaful 2015 Fifth Annual Conference on Arab Philanthropy and Civic Engagement

On November 4 – 5 in 2015, The Gerhart Center’s flagship annual conference: Takaful 2015 Fifth Annual Conference on Arab Philanthropy and Civic Engagement was organized in the UAE at Abu Dhabi University’s College of Business Administration. In its fifth year, the conference was a platform for participants to highlight the best practices, issues, opportunities and challenges in philanthropy, civic engagement and corporate sustainability. For this round of Takaful, the Gerhart center was in partnership with the CSR Division of Al Ahly Holding Group, AmCham Abu Dhabi, Hult Prize and media partner Alliance.

With a geographically and intellectually diverse audience of more than 120 policy and decision makers, scholars, researchers and entrepreneurs and distinguished guest H.E Sheikha Al Zain Al Sabah Undersecretary, Ministry of State for Youth Affairs in Kuwait.
The Second CSR Annual Conference on: Decent work and CSR: Linkages and Consequences on Sustainable Development.

On the 14th of January 2016, The Gerhart Center was a strategic partner with the Federation of Egyptian Industries (FEI) and International Labor Organization (ILO) and contributed towards the content of the Second CSR Annual Conference on: Decent work and CSR: Linkages and Consequences on Sustainable Development. The conference was a platform for the center to announce the launch of the Corporate Social Responsibility booklet titled "Industrial Leaders of Egypt towards Creating Shared Value."

Advancing Social Responsibility in the Health Sector with the World Health Organization

On February 24 – 25 in 2016, The Gerhart Center organized a two-day workshop titled Global Workshop on mHealth for TB-Tobacco. The workshop and associated side events formed part of the Be He@lthy, Be Mobile initiative (BHBM), a joint initiative by the World Health Organization (WHO) and International Telecommunications Union (ITU) in partnership with The American University of Cairo (AUC).

The mHealth initiative aims to scale up already successful and cost-effective mobile technologies for non-communicable diseases (NCD) and its risk factors, which have been proven at a pilot level and make them available to member states to help them address national NCD burdens. This is achieved through an innovative and multi-sectoral partnership with the government actors, UN, academia, private sector, nongovernmental organizations (NGOs) and civil societies.

Ma’an Youth Training Closing Ceremony

On February 29, 2016 and in collaboration with Justice and Peace-building Organization (JPO), the Gerhart Center held a closure ceremony for the Ma’an Program for Arab Universities Alliance. The ceremony came as a concluding event of a series of workshops offered to public universities students. The workshop sessions tackled issues of peaceful dialogue and debating techniques.

At the closing ceremony, two teams of the top ten students choreographed a debate on whether Egyptian youth move from the country and look for a better opportunity of life at another country or stay here and help build the New Egypt.
Unilever Corporate Social Responsibility to Sustainability: Gerhart Center Social Talks Series

On March the 28th in 2016, the Gerhart center launched its series of social talks. The first talk was delivered by Ashraf Bakry, CEO Unilever Mashreq. It provided a spotlight on local and international trends that are moving the CSR agenda to the next level in Egypt. Against the backdrop of taking a more active rather than reactive approach when it comes to the role of business and the private sector in development, a shift away from the traditional concept of CSR is necessary.

As a result, new terms have emerged, such as corporate sustainability (CS), corporate responsibility (CR) or responsible business practices (RBPs). The idea behind this new terminology is to emphasize a shift from a mindset based on charity to a mindset which focuses on a new way of doing business that incorporates economic, social and environmental sustainability.

5th European Foundation for Management Development MENA Conference: Business Education for Inclusive Economy

The School of Business hosted the 5th MENA conference of The European Foundation for Management Development (EFMD) which took place April 11-13, 2016. The event discussed "Business Education for Inclusive Economy".

Since there is no one-size-fits-all recipe for success when it comes to inclusive growth, the event addressed how the MENA countries have performed on the global landscape and what role can management education play in fostering inclusive growth?

The conference brought together 49 CEOs and Business School Deans from 16 different countries cross the globe including Morocco, Lebanon, France, Belgium, Germany, Thailand, India, Pakistan, Jordan, Egypt, Portugal, UAE, Kuwait, Canada, United States & Tunisia to deliberate how business education can support an inclusive economy.

The Sixth PRME-MENA Regional Forum: Action for PRME and SDGs

The School of Business hosted The Sixth PRME-MENA Regional Forum during the period of April 13 -14, 2016 with the theme of the Forum was Action for PRME and SDGs. The event brought together 25 faculty members from 8 different countries and was designed as hands on series of workshops led by international PRME working group members together with MENA PRME members and focused on further embedding sustainability and corporate responsibility into management education.
The conference mainly consisted of five workshops that included short presentations, roundtable discussions and participant engagement with speakers and plenaries. The tackled theme of the workshop included:

- Sustainable Development Goals and PRME
- Sharing information on PRME progress and reporting
- Findings and resources of PRME Working Group on Anticorruption
- Gender Equality linkages to PRME
- Addressing Poverty through PRME

**Re-imagining the MENA Region Ideation Initiative**

On April 21 - 23, 2016, The Gerhart Center in collaboration with 3BL and Associates, Marcom Group and other partners from the Arab Gulf hosted the Re-Imagine MENA Workshop, which is a home-grown initiative, cross-pollinating stakeholders to co-create, accelerate and scale innovative solutions to pressing social issues in the Arab world. More than 15 youth leader from the region have participated.

The vision of this initiative is to reimagine the MENA region where there is a policy of collaboration and compassion and an evolution of consciousness; where walls are broken down and bridges built in favor of inclusion and cooperation; where cognitive empathy prevails from an individual to an organizational level; where the conditions are created for each individual who is part of that whole, to channel their potential as responsible human beings into a society of purpose; a sustainable society that is fit for the future.

**Inclusive Business Sector Dialogue on FMCG in Cairo: Practitioner’s Guide Launch and Networking Event**

The Inclusive Business (IB) Sector Dialogue on Fast Moving Consumer Goods event taking place on November 28-29, 2016 is collaboration between GIZ, IBAN, GlobalCAD and Gerhart Center. Fast Moving Consumer Goods (FMCG) are responsible for a large share of spending in low income communities. At the same time, companies have the possibility to create a positive impact on these communities by developing products and services that integrate and impact livelihoods in a sustainable and inclusive way.
This public event will present the latest innovative and inspiring global and regional good practice, highlight business opportunities and develop solutions for existing challenges. It will bring together key stakeholders across the value chain from Egypt and abroad. Inclusive business in the FMCG value chain will be discussed and a new global guide on inclusive business in the FMCG sector will be launched. The event will be accompanied by a networking dinner.

**Ma’an Arab University Alliance for Civic Engagement Award Ceremony, February 2017**

The Ma’an Arab University Alliance for Civic Engagement, being one of the most successful programs initiated by the Gerhart Center, hosted on its award ceremony on Thursday, February 16, 2017. Five outstanding student teams have been honored in the ceremony.

Ma’an launched a national competition for 40 Egyptian universities from across Egypt’s 27 Governorates in November 2016, encouraging student groups to present their solutions to social issues in four different areas: women’s empowerment, education, entrepreneurship and human rights. They are encouraged to transform their initiative into responsible social enterprises.

On February 16, 2017, 21 young Egyptian students were awarded mini grants at the Ma’an’s Award Ceremony to help them stand on their own feet and thrive.

**F. Faculty development**

**Dina Sherif Honored as a Pioneer for Social Entrepreneurship**

On June 23rd 2016, Dina Sherif, Associate Professor and Willard Brown Endowed Chair of International Business Leadership and Director of the Center for Entrepreneurship at The American University in Cairo was announced one of ten 2016 Local Sustainable Development Goal (SDG) Pioneers during the UN Global Compact Leaders’ Summit 2016, New York, June 23, 2016. Dina was recognized for her efforts that align with Sustainable Development Goal (SDG) 17 on Partnerships for the Goals and she is the only Arab recognized as a Pioneer.
Two Accounting Professors Receive 2015 Rising Stars of Corporate Governance Award by Columbia Law School’s Millstein Center

Accounting Professors Ahmed Abdel Meguid, Chair of the Department of Accounting and Visiting Assistant Professor, Nermeen Shehata, received the 2015 Rising Stars of Corporate Governance Award by Millstein Center for Global Markets and Corporate Ownership at Columbia Law School.

G. Research

Documenting Experiences of Industrial Leaders in Egypt: Corporate Social Responsibility (CSR) Volumes

In June 2015, The Gerhart Center partnered with the Federation of Egyptian Industries (FEI) and International Labor Organization (ILO) to publish the Corporate Social Responsibility booklet series titled "Industrial Leaders of Egypt towards Creating Shared Value."

The Gerhart Center was commissioned by FEI and ILO to design the research and handle the drafting process for the publication. Volume I portrays a pool of 8 companies representing different industrial sectors. While the second volume focuses on the Food and Beverage Industry with the objective of providing a sectoral bird’s eye on CSR trends and patterns in this particular sector. The volumes are available in both English and Arabic.


The John D. Gerhart Center for Philanthropy, Civic Engagement and Responsible Business at the American University in Cairo, in partnership with the King Khalid Foundation, carried out a comprehensive survey of foundations in the Kingdom of Saudi Arabia. The completed report is based on a first-of-its-kind survey tool that builds on local knowledge, while at the same time integrating globally comparable indicators on foundations.
The results represent a breakthrough in qualitative and quantitative knowledge necessary to formalizing this emerging sector; by comprehensively and comparatively collecting data on the nature, scope and operating model of foundations. In addition, staffing and governance, beneficiaries, philanthropic assets, institutional expenditures, investments by sector, monitoring and evaluation systems and the eco-system challenges, are also examined.

**Practitioner Guide for Inclusive Business in the FMCG sector**

The Gerhart center has collaborated with GIZ, IBAN and Global CAD to support the publishing of a practitioner’s guide in November 2016. This practical guide is targeted at reaching companies and other stakeholders working in the FMCG sector with an interest in inclusive business or existing inclusive business activities. It provides an overview of key concepts, a snapshot of the FMCG industry within the BoP market and identifies several industry trends. It is worthy to mention that this partnership was accomplished through the center’s membership of the BOP Global Lab and Network.

**H. Partnerships**

**UN Global Compact Network Egypt Partnership**

On Wednesday March 15th 2017, the GCNE signed an MOU with the AUC Gerhart Center to commence their joint activities. Through the joint partnership, both parties will work on advancing the SDGs, build capacity and raise awareness on the importance of corporate social responsibility through dialogue, trainings and research.

**AUC School of Business Joins the Family Firm Institute**

Within the School of Business commitment to supporting Family Business, the School is proud to join the Family Firm Institute (FFI) - the oldest and most prestigious multidisciplinary professional association for family enterprise in the world. Given the vital position of family business both in Egypt as well as the region at large, the AUC School of Business is committed to supporting family businesses education through development of high quality case studies, introduction of leading-edge and practice oriented academic and Executive Education program offerings on the subject, as well as collaboration with regional and international institutes in joint research on family business continuity and concerns.