



**First Webinar**  
**PPP and Corporate Social Responsibility:**  
**An Introduction**

**Presented By Lara Arjan & Thuqan Qishawi**

**December, 6<sup>th</sup>, 2010**

U.S.-Middle East Partnership Initiative



**VITAL VOICES**  
GLOBAL PARTNERSHIP

# **Public-Private Partnerships are defined as:**

**PPP a relationship that consists of shared and/or compatible objectives and an acknowledged distribution of specific roles and responsibilities among the participants which can be formal or informal, contractual or voluntary, between two or more parties. The implication is that there is a cooperative investment of resources and therefore joint risk-taking, sharing of authority, and benefits for all partners (Lewis, 2002).**

An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, light blue globe with a grid pattern. The background is a soft, light green color with faint outlines of tree branches and leaves.

**PPP and CSR are used interchangeably in this presentation.**

**PPP is the framework within which companies exercise CSR.**

# Definitions:

**"Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"**

World Business Council for Sustainable Development

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP

# Definitions, continued...

**"CSR is a company's commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders."**

CSR Asia

**"A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis."**

European Commission

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP

# Three Pillars of CSR

**People**  
**Profit**  
**Planet**

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP

# Basic Elements of CSR

- **Work environment: training, equity**
- **Human Rights**
- **Community Service**
- **Reputation and image of the company in question**
- **Ethical investment**
- **Environmental conservation**
- **Management ethics**
- **Health and security**

## What Motivates Companies

- **Demands from the anti globalization movement**
- **Pressure to comply with labor, environmental and ethical standard and adopt codes of conduct and ethics**
- **Ethical investment and concern from shareholders**
- **Social Responsibility (CSR)**
- **Good Business**
- **Boost employee morale**



# What Motivates Companies, continued...

- **Build customer loyalty**
- **Raise living standards, thereby expanding the customer base**
- **Enhanced visibility**
- **Address concern from customers**
- **Acquiring expertise and skills not available in the company:  
example: gender, environment, human rights. NGOs have  
this expertise to offer**
- **Building image and credibility**

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP

## What Motivates NGOs?

- **Funding challenges : there is more and more competition for traditional funding sources**
- **Restrictions imposed by donors. Many donors impose restrictions on what the NGO can acquire with the funds**
- **The lack of sustainability in donor funds due to ever changing priorities**
- **Tendencies of donors to work on a project-per-project basis**
- **NGOs can use companies to vehicle their cause**
- **They can test a certain policy change they are working towards**

## Advantages:

- **Private sector actors may provide critical amounts of financial support**
- **Private sector actors may award grants or donations without criteria for use or other restrictions**
- **Private sector interactions increase availability and access to various contacts, political influences and technical expertise**
- **Private sector actors may develop internal and external organizations for education, awareness and advocacy**
- **Private sector actors may initiate and develop policy-making opportunities for the NGO**

## Disadvantages

- **Private sector actors may be using the interaction to gain political and market intelligence or advantage, in order to gain political influence and/or a competitive edge**
- **Private sector actors may desire access to new 'untouched' markets to which the NGO has access. This compromises NGO legitimacy, credibility, and focus**
- **Private sector actors may use the relationship to set the global public agenda**
- **Private sector actors may offer research and development and access to information that is biased towards market effectiveness and profit rather than philanthropic or ethical motives**
- **Private sector actors may recognize the appealing reputation and credibility associated with an NGO and seek interaction based on image-boosting**

## Disadvantages, continued...

- **Private sector actors may seek out cost-effective, technical solutions to complex problems**
- **Private sector actors may prove to be an inappropriate choice when corporate image clashes with NGO objectives and motivations**
- **Private sector actor involvement may undermine NGO control and principles in partnership programs**
- **Private sector actor involvement may divert program interests towards decidedly corporate interests**
- **Private sector collaboration may require an exclusive or limited relationship, binding the NGO to certain loyalties and limiting available support from other agencies and/or corporations**
- **Private sector donations may be available under certain caveats or requirements that bind the NGO to those caveats**

An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, stylized blue globe with white grid lines. The background is a soft green with brown tree branches and leaves.

# Case Studies

**Aramex**  
**Kodak**

U.S.-Middle East Partnership Initiative



**VITAL VOICES**  
GLOBAL PARTNERSHIP


An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, stylized blue globe with white grid lines. The background is a soft green and yellow, with some tree branches and leaves visible. The word "Questions?" is written in a large, bold, black serif font across the center of the image.

# Questions?

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP



"This project was funded, in part, through the Department of State, Bureau of Near Eastern Affairs, Office of Middle East Partnership Initiative (MEPI) under Cooperative Agreement number S-NEAPI-07-CA-250. The opinions, findings and conclusions or recommendations expressed herein are those of the Author(s) and do not necessarily reflect those of the Department of State. MEPI is a Presidential initiative founded to support economic, political, and educational reform efforts in the Middle East and expand opportunity for all people of the region, especially women and youth. More information about MEPI can be found at: [www.mepi.state.gov](http://www.mepi.state.gov)."

U.S.-Middle East Partnership Initiative



VITAL VOICES  
GLOBAL PARTNERSHIP