ANNUAL REPORT

2015-2016
“You cannot determine the length of your life, but you can determine its breadth and its depth.”

John D. Gerhart
# Table of Contents

1. Message from the Director ................................................................. 4
2. About John D. Gerhart Center ........................................................... 6
3. Scope of Activities ........................................................................... 10
4. A Year at a Glance ........................................................................... 16
5. Partners and Organizations ................................................................. 31
6. Photo Album .................................................................................... 32
Message from the Director

Fiscal year 2015-2016 marked an axial re-launch of The John D. Gerhart Center under the stewardship of the School of Business. Although it is not an easy task, it is indeed rewarding to watch a gradual positioning of the center towards more community development and social responsibility in general. A new strategic direction has been adopted both internally and externally; to ensure that the center’s mission and objectives are in harmony and alignment with the overall strategy of the School of Business. The center prides itself for being the developmental arm of the AUC School of Business. We strive to utilize the knowledge acumen of the School and share it with the community at large.

The re-launch of the center comes with a new value added thematic focus. Previously the center specialized in promoting and propagating Philanthropy and Civic Engagement. Now, responsible business has been a much appreciated and valued additional focus for the center. Linking philanthropy, civic engagement and responsible business is rather a natural endeavor as they are all platforms through which social responsibility is promoted in general.
The center’s new management under the vision of the School of Business conducted an array of internal restructuring activities to ensure that both the legacy of Gerhart Center and its prospective future are harmonized. A new logo, branding, outreach, and department restructuring has been integral tools to reflect the required change. A new capacity building and advisory unit was created and new functions for communications and social media were initiated. Externally, the center’s team forged a significant number of partnerships and started building a portfolio of clientele related to its capacity building and advisory services. A renewal of financial commitment has been secured through grants by FORD, RBF, Bodman and NED among others. Gerhart Center closely worked with instrumental institutions like the USIAD, ILO, WHO, and FEI among others.

These developments serve as a motivational drive for the whole team to work harder, innovate and further serve the community. In the coming period we are looking to further expand our fundraising efforts, increase the rate of published research and widen our regional presence and scope. We cannot strive to accomplish this without a due acknowledgement to the faculty, staff and management of the School of Business, our very own great team and management at Gerhart Center and our partners, and network. A big thank you goes to all of them. It is such spirit of collaboration that drives the center forward.

Ali Awni
Director
About the John D. Gerhart Center

The John D. Gerhart Center promotes social change in the Arab region through building a culture of effective giving, corporate social responsibility and civic responsibility. The center also strives to build leadership capacity among Arab youth and enhance their abilities to become more civically engaged. Aiming to positively impact society through social entrepreneurship, mentorship and creativity.

Mission
To serve as a regional incubator for knowledge, responsible business practices, civic leadership and capacity building to promote effective social responsibility

Vision
To strengthen the culture of social responsibility through philanthropy, as well as effective civic and business engagement in the Arab region.
Aim
Create a platform bringing together different community members to create a sustainable economy.

Themes

- Philanthropy
- Civic Engagement
- Responsible Business

Social Responsibility

Our Activities
- Workshops
- Trainings
- Youth Leadership
- Research
We see ourselves as
“The developmental arm of the School of Business at The American University in Cairo”

We generate knowledge through Research.
Apply knowledge via Capacity Building.
Create awareness and knowledge dissemination through Conferences, Events and Roundtables.
Scope of Activities

Civic Engagement Programs

Ma’an Arab University Alliance

Founded in 2008, Ma’an Arab University Alliance is a regional platform working in collaboration with the global Talloire Network hosted by the John D. Gerhart Center for Philanthropy and Civic Engagement at the AUC. It aims to bring together universities in Arab countries with the collective goal of encouraging and enhancing civic engagement implementation in higher education and supporting the exchange of best practices.
Members of

Ahfad University, Sudan
Al Quds University, Palestine
American University of Kuwait, Kuwait
Birzeit University, Palestine
Dubai School of Government, U.A.E
Effat University for women, Saudi Arabia
Lebanese American University, Lebanon
Lebanese International University, Lebanon
Notre Dame University, Lebanon
Qatar University, Qatar
Saint-Joseph University, Lebanon
The American University of Beirut, Lebanon
The American University in Cairo, Egypt
Established in 2010, in collaboration with Lazord foundation in New York, the partner fellowship provides job placements for university graduates in well-established non profit and socially engaged organisations.

Program components

- Target: Middle East and Africa.
- Duration: one year program.
- More than 50 graduates.
- More than 30 workshops in different topics.
- 10 host organizations.
In partnership with USIP, the project selects 30 Egyptian youth age 20-27, to attend training sessions on project management, leadership, team building, problem solving and using open-source technology in social innovation. The program also provides micro-awards to groups implementing joint-projects focusing on youth empowerment and social inclusion. The selected topics are education, refugees, cultural dialogue, women empowerment, in addition to leadership, social entrepreneurship and conflict resolution. Participants are selected from 13 governorates including: Alexandria, Cairo, Qena and Sohag.
Research Program

The program contributes to the center’s vision and mandate through its knowledge production and dissemination functions. It also conferred some gains such as: building necessary state of the art technical expertise regionally and internationally recognizable brand. Over the course of ten years, we have witnessed a growing demand for information, and data on this sector on the part of academia, civil society and even government.

Takaful Annual Conference
Takaful is an annual regional meeting of scholars, young researchers, foundations and CSOs, private sector, policy makers, and practitioners in the field of philanthropy and civic engagement, both from within and outside the Arab region. The conference provides a unique creative space to discuss original research and showcase work in the field. It is structured to encourage interaction between scholarly analysis and lived experience. Throughout the years it has been hosted in various countries including: Amman, Cairo, Beirut, Tunis, Abu-Dhabi.

Reports and Publications
Research Fellowships
Capacity Building Program

The program provides training based on identifying the market needs of civic society and strives to fill the skills gap through providing needed tools to build the required knowledge. It also contributes to sustainable development and Corporate Social Responsibility within the private and public sector through providing technical assistance in formulating comprehensive CSR programs and supporting in its implementation. All activities carried out by the capacity development unit aims to increase philanthropists’ efficiency and effectiveness in dispensing their funds and managing their operations.

Partners

Capacity Development

Accomplishments
Conducted NGO management training for 35 NGOs.
Conducted Alliances Building training for 35 NGOs.
Conducted trainings for over 40 CSR managers from all over Egypt.

Geographical reach
Middle East and North Africa.
Gerhart Center organized its flagship annual conference: Takaful Fifth Annual Conference on Arab Philanthropy and Civic Engagement in the UAE at Abu Dhabi University’s College of Business Administration.

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.

The conference was a platform for participants to highlight the best practices, issues, opportunities and challenges in philanthropy, civic engagement and corporate sustainability.

"Youth have always been the agents for long term positive and social change”.

H.E. Al Zain Al Sabah, Undersecretary, Ministry of State for Youth Affairs, Kuwait. Takaful 2015.
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 report is based on a first-of-its-kind survey tool that builds on local knowledge.

The results represent a breakthrough in qualitative and quantitative knowledge necessary to formalizing this emerging sector.
Second CSR Annual Conference

Publishing CSR “Industrial Leaders of Egypt, towards creating shared value”

As part of the Gerhart Center’s objective for promoting CSR in the community several activities were undertaken:

The Second Annual CSR Conference: The Gerhart Center acted as a technical partner along with the Federation of Egyptian Industries (FEI) and The International Labor Organization (ILO) within the conference. The theme of the event was Decent Work and CSR: Linkages and Consequences on Sustainable Development.

"Industrial Leaders of Egypt Towards Creating Shared Value". Within the proceedings of the Second CSR conference, Gerhart Center launched the Corporate Social Responsibility Booklet which was written in both Arabic and English.

More than 15 companies were show cased in the publications.

Includes more the nine companies in the Fast Moving Consumer Goods (FMCG) sector.

Two volumes were published: I and II
The Second Responsible Management Education Research Conference: **Inclusive Businesses**

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.

**Main topics tackled:**
- Main Issues, Challenges and Perspectives on Inclusive Business and SDGs.
- Gaps and Opportunities in Research and Teaching about Inclusive Business and Poverty Alleviation.
- SocioEconomic 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.
The Gerhart Center has collaborated with GIZ, IBAN and Global CAD to support the publishing of a practitioner’s guide in November 2016, with the aim of reaching companies and other stakeholders working in the FMCG sector with an interest in inclusive business or existing inclusive business activities.

The publication provides an overview of key concepts, a snapshot of the FMCG industry within the BoP market and identifies several industry trends. This partnership was accomplished through the center’s membership of the BOP Global Lab Network.
Ma’an Regional Competition

Ma’an Arab University Alliance for Civic Engagement organized their first annual “Most Civically Engaged University Campus” competition. This regional competition seeks to identify universities across the Arab region who exemplify a dedication to civic responsibility and promote a culture of effective and meaningful giving in the communities in which they exist and serve. The Most Civically Engaged University Campus Competition acknowledged the efforts and amplified the voices of civil society leaders providing them with a platform to share their endeavors with specialists in the field. Through a fun and competitive environment, universities had the opportunity to compete for funding which will help them implement innovative solutions and guarantee sustainability for their civic engagement ventures.

The finalists were The American University in Beirut (Lebanon), Hassan II University (Morocco), Palestine Technical University Khadoori (Palestine), Suez Canal University (Egypt) and Qatar University (Qatar).
Bringing **CSR Stakeholders** together

The Gerhart Center organized a CSR roundtable which brought together prominent CSR experts to explore current needs and challenges facing CSR agendas, management approaches and its social impact on the society.

**Objectives:**
Sharing Knowledge and experience

**Points of discussion:**
- Company experiences and challenges in implementing CSR strategies.
- Success stories and failures of CSR initiatives.
- Possible solutions to reduce challenges and identify what could be done to encourage the Egyptian private Sector Canvas to adopt CSR strategies.
- Role of think tanks and academia including the GC support the promotion of CSR practices.

**Outcomes:**
The roundtable helped in raising awareness, networking and listening to companies facing CSR issues in addition to promoting a new position for the center.
Advancing Social Responsibility in the Health Sector with the World Health Organization

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 in Cairo (AUC).
The main objective is to scale up already successful and cost-effective mobile technologies for non-communicable diseases (NCD) and its risk factors.

This objective is achieved through an innovative and multi-sectoral partnership with the government actors: UN, academia, private sector, nongovernmental organizations (NGOs) and civil societies.
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). A Four month training program that aims to build content and local knowledge in Arabic to attendees from 22 companies in Alexandria. Gerhart Center partnered with USAID SEED Program to launch the second phase of the program, which resulted in the development of "CSR Alexandria Network".
In collaboration with 3BL and Associates, Marcom Group and other partners from the Arab Gulf, the John D. Gerhart Center hosted the Re-imagine MENA Workshop; A home-grown initiative, cross pollinating stakeholders to co-create, accelerate and scale innovative solutions to pressing social issues in the Arab world. The initiative blends multi-disciplinary stakeholders to co create, advance and measure innovative solutions to pressing social issues in the Arab world.

More than 15 youth leader from the region have participated, the event was facilitated by Ms. Lina Al Olaimi from 3BL Bahrain and representatives from "Think Organization".
Lazord Academy 2016 Kick Off Retreat

Lazord program annual retreat took place in Greece in collaboration with the Hellenic foundation in Athens. The fellows were paced at their host organizations, where they began their working experience. Every Thursday they attended training sessions, and once a month contributed in individual mentoring. Accordingly, over 30 organizations offered positions to the fellows, amongst them a new partner, Microsoft. One of the fellows ended up selecting to work there under the CSR unit.
NGO Capacity Building Program

Recognizing the capacity building needs of local CSOs and NGOs, the Gerhart Center 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.

- 15 NGOs benefited from the training.
- Two main topics were discussed:
  NGO Management.
  Alliances.
- Two Guides and manuals were produced by FES.
- The training was conducted in two parts, over the course of two years.
GC Social Talks is a series of lecture style events intends to open a community dialogue on imperative current social and developmental topics. The first in the series of GC Social Talks was delivered by Dr. Ashraf Bakry, CEO Unilever Mashreq. The series provide 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.
Partners and Organizations
Photo Album