

ANNEX 2

Quick Scan
about
Corporate
Social Responsibility
Worldwide¹

Some Definitions and Movers of Corporate Philanthropy

Geographic Area	Key Actor	Forms of CSR
		Corporate Philanthropy
Asia		
Korea	<p>The Beautiful Foundation</p> <p>Article from Business Respect, Issue Number 67, dated 30 Nov 2003 By Mallen Baker</p>	Majority of this activity is sponsorship. Many donate to charitable institutions. By and large, the support given is quite short term – under one month. Strategic partnerships with community organisations are the exception rather than the rule. Ongoing partnerships with not-for-profits have been formed by a number of Korean companies – notably Cheil Industries, LG Evergreen FD, Yuhan Kimberly, AmorePacific, CJ, Kyobo and Hanwha. Hyundai and Samsung.
Europe		
	<p>The Committee Encouraging Corporate Philanthropy (CECP) http://www.corporatephilanthropy.org/</p>	<p>CECP is the only international forum of 165 business CEOs and Chairpersons pursuing a mission focused exclusively on corporate philanthropy.</p> <p>Engaging with the public, private, and independent sectors, CECP members seek and create opportunities to serve as corporate giving advocates, practitioners, educators, and spokespersons to advance the case for philanthropy and to inspire other business leaders to make a lasting commitment to community giving.</p>
	<p>Swiss Consulting Group http://www.swissconsultinggroup.com/docs/2003-04-28--CSRcoursework.pdf</p>	Strategic corporate philanthropy has 3 main features: (a) communal obligation tax deductible charity donations) (b) goodwill building (employee matching grants), (c) strategic giving (focused on enhancing competitive context)
United Kingdom	<p>The Prince's Trust http://www.princess-trust.org.uk/Main%20Site%20v2/supporters/corporate%20supporters/our%20partners/british%20energy.asp</p> <p>With corporate partners like British Energy</p>	Charity partnership with British Energy to help change young lives across the UK. Example of activities--from cook books to fun runs, a clay pigeon shoot to Las Vegas themed dinner. British Energy staff have shown an inspirational and innovative approach to fundraising.
Middle East		
Egypt	<p>Near East Foundation http://www.neareast.org/main/cds/websites.aspx</p>	"Philanthropy for Social Development" links local philanthropy in Egypt--whether material giving or volunteer effort--and social development.

¹ By Tina Pavia and Cecille Lao, October 31, 2007, Drafted for the Meeting of WINGS Corporate Initiatives Committee.

Some Definitions and Movers of Corporate Philanthropy

Geographic Area	Key Actor	Forms of CSR
North Africa		
South Africa (with CSR programs in Lesotho, Mozambique, Namibia, Zimbabwe)	African Institute for Corporate Citizenship http://www.aiccafrica.org/ AICC CSR Programme in Namibia Partner: Rossing Foundation	CSR as traditional philanthropy or charity. It showcased the relative lack of participation of local communities in the CSR agenda compared to the powerful influence of multi-national corporations, consumers, investors and governments based in developed countries.
Latin America and Caribbean		
Various Countries	Chilean Benchmarking Group, Fundacion Esquel Ecuador, Fundacao Grupo Esquel Brasil, Inter-American Democracy Network, Inter-American Foundation, Prince of Wales Business Leaders Forum (representatives in Latin America) From the book article by Marisol Pages and Nelson Stratta, Capturing the Lessons of Partnership and Practice... in CIVICUS book , Promoting Corporate Citizenship 1999	Philanthropy practiced by most businesses in Latin America – still based on traditional patterns of giving based on religious convictions versus philanthropy undertaken in a professional and strategic manner (with clear goals and priorities determined by partnership with other societal actors). Corporate Citizenship awareness is growing through efforts to forge partnerships. Various organizations are undertaking these partnerships—CEMEFI, GIFE, EMPRESA, Columbia's Center on Philanthropy and Peru 2021. Uruguay is implementing IPES (Institute for the Promotion of Social Enterprise) to promote partnerships between citizens and enterprises in addressing social problems.