

Day 1: Session 1

Session Title: The World and CSR-Building Capacity to Change the World

Session Chair: Mr. Fadi Ghandour, Founder, President, and CEO of ARAMEX

Main Points of Discussion

- Mr. Fadi Ghandour highlighted the role played by the private sector in Jordan's Development. Mr. Ghandour called for defining the concept of Corporate Social Responsibility. He stated that CSR is an issue of global importance and that it is one that is of relevance to all facets of every day life including religion, education and the environment. He also posed the question of whether or not Jordanian private corporations are sincere in their CSR efforts or whether they are only interested in generating profit.
- H.E. Mr. Khalid Irani, Jordanian Minister of Environment, said that the concept of CSR is pertinent to environmental conservation, and that today many private companies understand their responsibility towards the environment and are initiating CSR programs with the environment as their area of focus.
- H.E. Mr. Omar Maani, Mayor of Amman, spoke of the Municipality of Greater Amman's implementation of several new developmental programs and the active role it plays in addressing people's concerns, as well as the making of a more modern and contemporary city. He stressed the importance of linking the private sector with the public sector on all endeavors relating to social development.
- Abdel Karim Asad Abu Al-Nasr, Executive Director of the Saudi Commercial Bank, stated that the forum opens up opportunities for the healthy exchange of experiences. He further stated that the Arab mode of thought needs to be changed, and that the government sector needs to play a more active role in the promotion of social development.
- Mr. Naser Abu Ghazaleh, Regional Manager of Visa International for the Levant, spoke of Visa's involvement in CSR on an international level, and the importance of focusing on one's direct market. He spoke about Visa's core business values, including the provision of services that are of benefit to the economies of the markets within which the business operates, improving the efficiency and transparency of payment systems, cost saving, and support to the community. "We believe the most powerful tool that can be provided through CSR initiatives is knowledge. Banking and finance have now become integral parts of every person's day-to-day life, and that is why Visa is committed to helping individuals learn to manage

their finances, as well as understand the benefits and responsibilities that come with owning a debit, credit, or a prepaid card. Visa has initiated and supported many financial literacy programs across the globe that teach consumers about their rights, how to set budgets, and about responsible saving and spending," he said. He went on to expand on the various financial literacy programs that Visa has undertaken worldwide over the years. Mr. Abu Ghazaleh also spoke about Visa and its member banks' partnerships with micro fund institutions that are giving people around the world the opportunity to pursue their entrepreneurial goals by providing them access to funds, resources, and tools for starting and growing small businesses. Visa's work with the IFC (International Finance Corporations) in many developing countries to set up or improve credit bureaus was also highlighted, as well as its sponsorships of the Olympic Games, the Olympic Winter Games, Olympic athletes, the Olympics of Imagination and the Paralympic Games.

- Other speakers taking part in this session included Bassem Khanfar, General Manager of the National Bank for Financing Microprojects; Muna Hakouz, Executive Director of the HR Policy at the Ministry of Public Sector Development; and Mr. Khaled Tarawneh, Director of the Local Development Department at the Ministry of Planning and International Cooperation.

Day 1 Session 2

Session Title: The Role of the Media and CSR

Session Chair: Dr. Sima Bahous, President of the Higher Media Council

Main Points of Discussion

- Dr. Sari Nasser, President of the Community Centers Association and Professor of Sociology at the University of Jordan, started off the session by defining the concept of social responsibility while stating that the media plays a pivotal role in defining such norms. He surveyed the roles and obligations that fall on individuals and communities in terms of CSR and he added that cultural and social obligations shape these roles. He further stated that the media is undoubtedly commercial or a mouthpiece for politicians, or even a promoter of consumerism, when in fact it has an obligation to the community as a promoter of social development.
- Issam Qadamani, Editor-in-Chief of the economics section of Al Rai newspaper, stated that the media announces CSR related initiatives that companies adopt without really taking an interest in the actual initiatives. He added that in order for a genuine interest in CSR to be cultivated, it is of great importance that there exists a deeper understanding of CSR among the masses.
- Mr. Ayman Safadi, Editor-in-Chief of Al Ghad daily newspaper, said that issues related to corporate social responsibility should be discussed in great detail, honestly, truthfully, and with a clear statement of facts.
- Mr. Mohammed Al Ayed, President and CEO of the TRACCS Network, stated that the media must take the lead, and that it must initiate change. "Media should be a partner to the public sector, private sector, and civil society. It should raise awareness of social issues and work with all these entities to achieve sustainable development," he said.
- Ms. Lina Ejeilat, freelance writer and blogger, added, "People can get their ideas across in so many ways. Internet blogging can be used not only to get messages across but also to generate responses."
- Daoud Kuttab, Executive Director of AmmanNet, pointed to the fact that major newspapers and magazines are only issued in Amman. "This shows that the capital city is in fact in a superior position when it comes to CSR. It is therefore of great importance that media sources be encouraged in

rural parts of the Kingdom so as to ensure the rapid and consistent spread of social development in all areas," he said.

- Speakers present at the session included Dr. Sari Nasser, President of the Community Centers Association; Ayman Safadi, Editor-in-Chief of Al Ghad daily newspaper; Issam Qadamni, Editor-in-Chief of the economics section of the Al Rai newspaper; Mohammed Al Ayed, President and CEO of the TRACCS Network; Dauood Kuttab, Executive Director of AmmanNet; Ms. Lina Ejailat, freelance writer; and Mr. Wisam Suheimat, Managing Director of Advize Grey.

Day 1: Session 3

Session Title: Well Being, Health, Sports, Environment, and CSR: Lifestyle

Session Chair: HRH Princess Dina Mired, Director General of the King Hussein Cancer Foundation

Main Points of Discussion

- HRH Princess Dina Mired directed the course of the discussion, giving the floor to the panelists present by rotation.
- Mr. Ghazi Farouq, Assistant Managing Director for Marketing at the Middle East Complex, an agent for LGE products in Jordan, spoke about LG Electronics' sponsorship of the Dead Sea Ultra Marathon since its launch. "In Jordanian society, this kind of marketing generates better awareness than ads in the paper. On another level, such sponsorships are LGE's way of thanking people for their support," he said. Mr. Farouq added that it is impossible to expect in any a community a higher level of economic development without a certain level of social development.
- Mr. Munqeth Mehjar, Board Chairman of Terhaal.com, a company that provides eco-tourism services, noted that in order to create a safe and healthy environment, one must start at home, stating that his company trains local communities to provide services to tourists in an eco-friendly manner.
- Ms. Karam Annab, Chief Marketing Officer at FINE Co. Ltd, pointed out that CSR is one of the company's key performance indicators, and that she realizes that their business relies on its team members, on the surrounding environment, and on the available infrastructure. "This is precisely why Nuqul Group and FINE take part in several social initiatives," she explained.
- Ms. Faten Al-Yafi from Savola Group stressed on the importance of including CSR in a company's business plan. She also stated that she looks forward to seeing the firm launch social initiatives in Jordan, since it already has a great interest in the Jordanian social arena.
- Ms. Maha Al-Khatib, Director of the Jordan River Foundation (JRF), meanwhile, highlighted the fact that it was possible to bring together competing companies to support community development, noting that the Jordan River Foundation was able to get all three local telecom companies to support and sponsor an initiative put forth by the Foundation to provide shelters for abused children. She spoke about the issue of child abuse as seen in Jordan and the success stories that the Jordan River

Foundation has achieved. She further stated that the JRF was able to launch a hotline service in cooperation with Jordanian telecommunication companies, and that through this new service, it provides for people a venue through which they can talk and tackle issues honestly and without inhibitions.

- Ms. Dana Dajani, Director of External Relations of the Jordan Hashemite Fund for Human Development (JOHUD) spoke about JOHUD's various initiatives and how it constantly seeks to improve quality of life for Jordanians and equip them with the skills that enable them to become self-sufficient.

Day 1: Session 4

Session Title: Our Home Our Neighbors Our Backyard

Session Chair: Dr. Sari Nasir, President of the Community Centers Association

Main Points of Discussion

- The discussion featured the screening of a documentary film titled, "In the Sky as Well as on Earth." This documentary was created by young Jordanian filmmaker, Fadi Haddad, and served to highlight those aspects of Jordanian life one may fail to pay attention to. The film was created by Mr. Haddad as his graduation project, and its content was based primarily on his personal observations.
- Commenting on his production, Mr. Haddad stated that he was inspired to show those aspects of daily life in Amman that its residents often take for granted. He said, "There are so many things happening in the city around us and yet we fail to pay attention to them, as we are often engrossed with the duties fraught upon us by daily life."
- Dr. Nasser stated that the home is the place where a true sense of belonging is created. "One's loyalty to his or her home, street, neighborhood, and country should be the basis for social change. It is one's true sense of belonging that generates positive change. Unlike members of rural communities, the residents of cities tend to be unaware of the world around them. It is therefore imperative that decision makers and interested citizens work to create forward thinking outlooks in our youth. One way to achieve this goal is by creating programs that foster behavioral change."
- The session served as an active arena for people to converse and to highlight those areas of our social make up that need development. The issues of pollution, littering, and relation to surroundings were discussed in great detail.