

Day 2 Sessions 1

Session Title: Public-Partnerships: People, Program, Passion

Session Chair: H.E. Dr Senator Mohammed Halaiqah

- Dr. Halaiqah stressed the importance of fostering public-private partnerships as a means to achieve sustainable development in the kingdom.
- H.E. Omar Maani, Mayor of Amman, spoke of several of GAM's initiatives in which private sector companies are involved including the Badiya Football team and the re-painting of eastern Amman, a project it launched in cooperation with National Paints.
- Throughout the session, there was general consensus that public-private partnership was necessary for Jordanian national progress, and that incentives for the private sector, such as tax exemptions, would be necessary to sustain such partnerships. It was also established that such partnerships have already begun to foster growth, and according to Mr. Ahmad Tantash, Chairman/ CEO of Jordinvest, a noticeable improvement in the relationship between the public and private sectors has occurred. "Through a healthy give and take of experiences, the private sector can work hand in hand with the public sector to foster a notable and sizable change" he said.
- H.E. Ms. Nadia Al-Saeed, Director of the Dead Sea Institute, said that the government cannot foster social change on its own, and that it needs the assistance of the private sector. "The private sector, public sector and civil society form an importance triangle for development and it is this triangle that brings about social change" she said.
- Dr. Muayyad Samman, Director General of the King Abdullah II Design and Development Bureau (KAADB), called on the public sector to learn more from the private sector about issues such as project management for instance.
- Mr. Ghassan Nuqul, Vice Chairman of Nuqul Group, highlighted the different initiatives that Nuqul has taken part in as a means to foster social development.
- Mr. Samer Asfour, CEO of Design Jordan, spoke about the different training programs that the organization has created and its special interest in creating training programs for the youth.

Day 2: Session 2

Session Title: Culture, Art, Artists and CSR: Unique Voices

Session Chair: Ms. Lina Attal, Director of the Performing Arts Center

Main Points of Discussion During the Session

- Ms. Attal stressed the important role that culture plays in our community. She called for supporting the performing arts in Jordan and arts and culture in general. She stated that educators should work to develop and nurture the artistic talents they see in their students, and especially those students currently studying in Jordanian schools and universities.
- Mr. Hani Rabie, Country Manager of Agility, added, "In this day and age, having a higher degree is no longer the only means for one to achieve success in his or her career. Cultural awareness is an important asset for anyone striving to achieve distinction in life. This is precisely why many corporations take it upon themselves to create social initiatives that are aimed at fostering such awareness."
- Mr. Hazem Malhas, CEO of Aregon Ltd, announced the launch of the "Crossing Jordan" conference, scheduled to take place next May in Washington DC. Through this conference the hope is to mobilize global efforts in support of the preservation of a Jordanian cultural heritage and Jordanian archeological treasures in particular.
- Sheikh Suleiman Ammarin, President of the Beidha Tourism Cooperative, drew upon his own experiences as president of the Cooperative, speaking of the group's aims and processes
- Cultural initiatives adopted by the Greater Amman Municipality (GAM) were also brought to light. Bringing the session to a close, Mr. Amer Bashir, Deputy Mayor of the Greater Amman Municipality, highlighted the activities organized by the Zaha Cultural Center, the Al Hussein Cultural Center, the House of Poetry ("Bait Al Sha'ar"), Darat Al-Funun, and several other entities working under GAM's umbrella.
- Speakers taking part in the session included Mr. Hazem Malhas, CEO of Aregon Ltd.; Mr. Elia Khoury, musician and instructor at the Faculty of Fine Arts at the University of Jordan; Ms. Samah Hijawi, artist and tutor at the Faculty of Fine Arts at the University of Jordan; Mr. Hani Rabie, Country Manager of Agility; and Mr. Amer Bashir, Deputy Mayor of the Greater Amman Municipality.

Day 2: Session 3

Session Title: Learning, Education and CSR: Enlightenment, Empowerment

Session Chair: Mr. Yazan Majaj, Regional Program Manager of Economic Security and ICT – UNIFEM

Main Points of Discussion

- The session revolved around issues of learning, innovation, and economics. Participants in the session discussed possible means of engaging the private sector in effective change, putting people first and focusing on values, value protection, value creation, and evaluation.
- Speakers at the session included HRH Princess Sumaya Bint Al Hassan, Head of the Board of Trustees of the Princess Sumaya University for Technology; Dr. Mohammad Abu Qudeis, Secretary General of the Ministry of Higher Education & Scientific Research; Mr. Naser Aloul, Executive Director of the Scientific Foundation of the Hisham Adeeb Hijawi Foundation; Ms. Raghda Butros, Founding Director of the Arab Foundation for Sustainable Development (Ruwwad); Ms. Deema Bibi, CEO of Injaz; Ms. Suzanne Afaneh, Corporate Communications Director of Fastlink; Mr. Ghazi Farouq, Deputy General Director of Middle East Complex (MEC), agent of LG Electronics; and Mr. Rami Abu Ghazaleh, CEO of Al Baik Food Systems Ltd.
- The focus during this session was on the necessity of ensuring that market needs are met with specialized graduates in relevant fields. Several speakers pointed to the benefit to be gained by the private sector by making their pool of skills, knowledge, and resources available to students through constant interaction, and that education should be considered a business priority, as companies rely heavily on the skills and knowledge of the workforce.
- Participants in this session agreed that there needs to be increased support from the private sector towards education, and that focus should not only be on requirements of the market, but also on molding a well-rounded individual. In this regard, Ms. Raghda Butros spoke of Ruwwad's experience on the Jabal Al-Natheef project. Ms. Suzanne Afaneh, meanwhile, stressed on the importance of giving to the community not only through monetary contributions but also through transfer of knowledge, with focus on underprivileged groups and areas.

- Mr. Rami Abu Ghazaleh reiterated that companies should focus on long-term strategies that serve the objectives of both society as well as the company.
- This was the final topical session of the Forum, and was followed by a pitching session which closed the CSR Forum for 2007.

Day 2: Pitch Session

- Project pitches were made by the Princess Sumaya University for Technology (PSUT), represented by Mohammad Asfour; The Jordan Museum represented by Dr. Faris Nimri; The Royal Scientific Society, represented by Dr. Khalid Kahaleh; INJAZ, represented by Raeda Zoubi; the Royal Health Awareness Society represented by Enaam Barishi; Bakoura, represented by Munqeth Mehayar; the Ministry of Social Development, represented by Wasef Al Rawashdeh; Palestine Hospital, represented by Dr. Nasri Khouri; Abu Mahjoub Creative Productions, represented by Wael Mansi; and finally the Greater Amman Municipality represented by Taghreed Fakhouri.
- Mr. Asfour started off the pitch session with a presentation about the Queen Rania National Entrepreneurship Center (QRNEC) located on the PSUT campus. During his presentation he highlighted the goals that this Center strives to achieve, and stated that the main aim of this Center is to foster a knowledge-based Jordanian economy. Mr. Asfour further added that aligned with this goal, both the Center and the university have initiated many interactive and progressive programs, including the Center's Technology Commercialization Program, its Connect Jordan Initiative, PSUT's DART Center, and others. After presenting the goals and objectives of each of these initiatives individually, Mr. Asfour ended his presentation by soliciting private sector funding for PSUT's QRNEC.
- Dr. Nimri then took the floor to discuss the challenges faced by the Jordan Museum, and also to inform the audience of the activities that the museum plans to organize in the future. According to Dr. Nimri, these programs will include the hosting of exhibitions, artifact collections, and other such features. Dr. Nimri ended his presentation by thanking Agility for being the first entity from the private sector to pledge its support for this project.
- Mr. Kahaleh highlighted the Royal Scientific Society's areas of specialization, and the different projects that it carries out. He then went on to present the Royal Scientific Society's plans to establish a new laboratory. He stated that this new laboratory will be designed to carry out scientific investigations pertaining to the fields of genetic engineering, and the testing of the generic components of food items imported from abroad.
- Ms. Raeda Zoubi presented the main projects initiated by INJAZ. In her presentation, she highlighted the goals and objectives of INJAZ's Rehabilitation of School's initiative and the career fairs it organizes. She then highlighted the fact that INJAZ creates projects that benefit over

55,000 students across the kingdom, and that all of the organization's projects are aimed at providing students across Jordan with the tools they need to stand out within Jordan's work arena. Upon ending her presentation, she surveyed the success that INJAZ has made in the past, and expressed hopes that the entity's initiatives will be met with support.

- Enaam Barishi from the Royal Health Awareness Society presented the society's National Traffic Campaign, its goals, the activities it entails, the budget it requires, and the rationale behind its establishment. After her presentation, the floor was then handed to Munqeth Mehyar who presented Bakoura's "Friends of the Earth Initiative." He then expressed hopes that this project would be met with initial funding from the Ministry of Tourism, and that members from the private sector would soon follow suit.
- Ms. Wasef Al Rawashdeh from the Ministry of Social Development gave a presentation about the Ministry's Khansa'a Rehabilitation Center project. "Through this project we aim to provide women in need with the tools they require to become self-reliant and reintegrate them into society. We are mainly targeting young women between the ages of 12 and 18," she said.
- Dr. Nasri Khouri from the Palestine Hospital spoke in great detail about the medical institution's "Think First Jordan" project. Highlighting the goals that are to be achieved through this project, Dr. Khouri said, "This project is aimed at educating people and raising their awareness of different practices that may allow them to live healthier lifestyles. The project targets students and its implementation will cost JD 250,000, 80% of which has all ready been covered."
- The Royal Scientific Society pledged its support for the Palestine Hospital and its initiatives. Support from PSUT's IT department will come in the form of free maintenance for the hospital's equipment.
- Representing the Abu Mahjoub Creative Productions Company, Mr Wael Mansi gave an elaborate presentation about the company's "We are All Jordan" initiative. This initiative will function as an umbrella under which different CSR topics and areas of concern will be addressed.

Ms. Taghreed Fakhouri from the Greater Amman Municipality spoke in great detail about the Municipality's "Amman, a Child Friendly City" initiative. During her presentation she stressed the fact that this initiative works to rehabilitate libraries, to educate school dropouts, and to provide better nutrition in schools. She ended her presentation by asking for support.

- During his closing, Mr. Maani thanked everyone for taking part in this event. He especially thanked the Municipality's guests from Saudi Arabia, the Municipality's team members, and TRACCS team members for planning the event, and thanked supporting partners, speakers, and

distinguished guests for taking part in the sessions. Building on the forum's success, Mr. Maani stated that the Municipality of Greater Amman will allocate one whole day in the year, possibly every year, for holding pitch sessions, and that it will also look into establishing an internal unit under its umbrella dedicated to implementing CSR related practices.