



THE GLOBAL COMPACT CORPORATE SOCIAL RESPONSIBILITY NEWSLETTER



Albania

December 2007

Volume 1 Issue 1

EVENT FEATURE

30 October 2007, Faculty of Economy University of Tirana:

The United Nation Development Programme in Albania, within the framework of the UN Global Compact, organized a Panel Discussion called **“CORPORATE SOCIAL RESPONSIBILITY – INCENTIVES, AWARENESS, ACTIONS AND REACTIONS”**.

Corporate Social Responsibility (CSR) is a relatively new concept in Eastern Europe and in Albania. The promotion and engagement in CSR activities is **championed** primarily by the business community, and multinational companies in particular.

There is lack of understanding and awareness of Corporate Social Responsibility as well as appropriate legal framework to promote business community engagement in social, environmental, and ethical initiatives.

The CSR Forum, hosted by the Economic Faculty, Tirana University, brought together representatives of the business community government, academic community and media addressing the discrepancies between existing Corporate Social Responsibility activities on one hand, and lack of accountability and proper legislation, on the other.

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Corporate Social Responsibility
Panel discussion on 30 October 2007

Related Activities

December 2007 -

- CSR Western Balkans Baseline Survey

February 2008

- Global Compact Network Launch in Albania
- Labour seminar with the business community

CSR in Albania Company Profile VODAFONE ALBANIA

A business does not exist as an isolated “island”. It functions as part of society. There are responsibilities that come together with any gains that a business makes. The business company shares responsibilities and builds relationships with people; it generates innovations and makes available its technology in enabling opportunities that enrich people’s lives.

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THE GLOBAL COMPACT

The Global Compact is an international initiative undertaken by the United Nations, engaging the private sector with UN Agencies, government, and civil society in supporting fundamental societal values in the areas of human rights, labour standards, environmental preservation, and anti-corruption.

THE GLOBAL COMPACT— THE CASE FOR ALBANIAN COMPANIES

- To enhance a company’s ability to adhere to the EU Accession rules and regulations (many of the Global Compact trainings and tools are free of charge!)
- The Global Compact offers a universal set of 10 principles derived from UN conventions but is also a flexible tool for companies to make their business operations socially and environmentally responsible; the Global Compact can facilitate Albanian companies’ alignment of business operations and management to international/European standards
- Membership boosts the international image of Albanian companies as compliant and reliable entities;
- The Global Compact provides an unparalleled platform (close to 4,000 participants) for networking and liaising with top companies and leading industry practitioners worldwide

30 October 2007, Tirana:

Guided by the vision that CSR encompasses all societal stakeholders, the Forum organizers collaborated closely with the Economic Faculty of Tirana University which hosted the event at the Faculty premises.

Prof. Dr Dhori Kule, Dean of Economic Faculty gave the welcoming speech and two academics with a strong back ground in business ethics and social responsibility, Prof.Dr. Shyqyri Llaci and Diana Leka, moderated the panel sessions.

The first part of the Forum provided definitions and practical experiences from corporate engagements in CSR in Albania. The presentations were led by the Head of Vodafone Foundation, Albi Greva, and the Vice President Corporate Image at the American Bank of Albania, Lauresha Basha. Marina Kaneti, Global Compact Focal Point in Albania, presented a macro overview of CSR and posed the rationale for the UN/ Global Compact leading role in the CSR field.

Government and independent media to share opinions on the social challenges facing Albania and their relation to CSR. The floor was given to Nexhmedin Dumani of the Ministry of Labour Social Affairs and Equal Opportunities; Ornela Liperi of Monitor Magazine and Remzi Lani, head of Media Institute. The main topic of discussion was lack of legislation and collaboration between the Government and the Business towards promoting CSR in Albania. Representatives from the business community included Albinvest, American Chamber of Commerce, Boga & Associate, FAM, FIAA, Konfindustria, Raiffeisen Bank, RDA, Union Bank, etc.

The avid participation of all Forum attendees confirmed the need for follow-up activities that would build awareness and actively engage all stakeholders in Albania. The UNDP Global Compact is dedicated to this process and already in the planning of future activities.

Corporate Social Responsibility is an initiative developed in the frame of the UN Global Compact. The Global Compact is an international initiative spearheaded by the United Nations, engaging the business sector with the UN agencies, government, and civil society in supporting fundamental societal values in the areas of human rights, labor standards, environment, and anti-corruption. The Global Compact is also the largest Corporate Social Responsibility initiative in the world today. Today more than 5000 members, representing 90 countries of the world act together in carrying out the vision of the Global Compact.

Interest in the Global Compact is also growing in Albania. Currently 20 companies and organizations are members of the Global Compact.

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- Ndërgjegjësime
- Veprim
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Logos: UN Global Compact, UNDP ALBANIA, Vodafone

CSR in Albania Company Profile

Social Investment - Vodafone Albania contribution towards community includes many projects (25 projects since December 2004) in the field of education, health, social welfare of communities in need – the primary focus is on children with special needs, the Roma community children, children of families involved in blood feud, orphans, persons with disabilities, etc. In addition to annual charity projects throughout the year, short-term projects engagements are generated, some new ones are expected to be launched in March 2008. A major step in embedding the Vodafone Corporate Responsibility program was the establishment of the **Vodafone Albania Foundation**, a charitable organization in Albania sourced by the business itself. It is aimed to ensure a clear vision and a strategic approach for the use of increasing corporate funds to support of people in need, developing benefits to society and protecting the environment.

Environmental and health impacts – Energy efficiency and waste management remain top responsibility priority for Vodafone. Use of new alternative energy sources (renewable energy sources and free cooling system application), for example, ensured significant improvement in energy efficiency indicators. A total of **17 solar panels** were installed in last three years in base stations, and a progress of **10% energy saving** was achieved by replacing aircoms-system with free cooling one.

In respect to the environment, the company has developed a waste management plan, which includes **paper recycling** (since 2004), **handsets' and accessories recycling** (since 2006), **technology oil & battery recycling** (since 2006/with subcontracting partners). As the mobile communication technology operates based on electromagnetic fields (EMF), the company **applies all standards indicated by WHO & ICNIRP** (EU specialized institution). For the past three years, Vodafone Albania is also funding the University of Tirana project to monitor evaluation of EMF within the Vodafone network. The evaluation measured and monitored by professors, experts and students is completed periodically in more than 150 sites in urban areas, and the total average EMF level results to be about 40 times lower than international standards.

Business Ethics - Business ethics is essential for Vodafone's service and performance. It is based on the Vodafone business principles and country's legislation and regulations. Vodafone is not only one of the biggest tax contributors in the country, but it engages more than 350 other businesses and partners. Since May 2006, the company applies the **Code of Ethical Purchasing** (articles of the UN Human Rights Declaration) as part of contract with business partners and ask them for strict application. An **CR Opinion Leaders Forum** is operational since 2005, with approximately 25 representatives from academic institutions, civil society, media and business partners participating. The forum provides information on Vodafone Albania CR performance and generates useful advice on further improvement needed. The first **CR Report** of Vodafone Albania was launched in 2005. One of the biggest challenges that Vodafone faces is to encourage partners, suppliers and communities to work together in developing their own social responsibility role.

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