

February 2008

Welcome to the 1st issue of the Corporate Social Investment e-Bulletin from Eurasia Partnership Foundation! Each month, EPF will provide recent news in corporate philanthropy from national and multinational companies, program highlights, upcoming activities, and more.

Program Activities



On December 18, 2007, Eurasia Partnership Foundation's Corporate Social Investment Program organized its first CSR study tour to Nar Mobile. Representatives of ten leading national and multi-national companies and organizations including Ada-Tijarat, AMCHAM, AMFA, Ata Holding, Azersun, Garadagh Cement, PRP and StatoilHydro gathered at the headquarters of Nar

Mobile.

CEO John Armley welcomed participants and spoke briefly about company's foundation and extensive CSR activities in Azerbaijan. The presentation about CSR program at Nar Mobile was given by Human Resource Director Wolfgang Leber and CSR consultant Natasha Armley. EPF Corporate Social Investment Program will continue series of CSR study tours to facilitate further development of a robust network of CSI professionals in Azerbaijan. The aim of the regular study tours is to allow Azerbaijan-based CSI professionals an opportunity to explore the activities of their colleagues and share practical, useful tools and techniques in applying meaningful CSI programs.

Corporate Philanthropy News

British American Tobacco Launched Youth Smoking Prevention Campaign in Azerbaijan

In January 2008 British American Tobacco (BAT) Azerbaijan and retail partners "*Kontinent*", "*City mart*", "*Metro*", "*Neptun*" and "*Ramstore*" in partnership with Azerbaijan Volunteers' Public Union have launched a new initiative called '*Partners in Responsibility*' to tackle the problem of under age smoking in Azerbaijan. By joining this retail access prevention campaign, all supermarkets, belonging to above-mentioned chains will display point-of-sale materials which state "we don't sell cigarettes to under 18". Campaign materials such as stickers, posters and badges will be featured at point-of-sale. Total number of stores in Baku where program is running, already achieved 33. The *Partners in Responsibility* campaign has been thoroughly researched amongst its target audiences of parents and retailers.

In 2006, the BAT Group reported that it had run 144 youth smoking prevention programmes around the world with over half of them focused on preventing under age access at the point of-sale. To learn more about Corporate Social Investment Program at BAT

http://www.bat.com/group/sites/uk_3mnfen.nsf/vwPagesWebLive/DO52FLGE?opendocument&SKN=1&TMP=1

Azerbaijan Micro-Finance Association Towards a "Bottom line" in Micro-Finance Industry of Azerbaijan

Social Performance is the effective translation of an institution's social mission into practice; social performance management (SPM) helps an organization set and achieve its social goals by tracking social performance and using this information for decision making that puts learning into practice. Social performance management is good both for clients and business. It should be seen as a core part of good business practice. If Micro-Finance Institutions know what the markets "wants" as well as the



developmental "needs" of their clients, they can improve services. (<http://amfa.az/sehife.php?lang=eng&page=08&PHPSESSID=6be7d0f26ef3b7f2a3cb4cccdd6331b8>)

Nar Mobile Presented Youth Educational Program "Let's Go For Career"

On 17 December, 2007 Azerfon LLC and Azerbaijan State Economic University presented a joint project - Youth Educational Program "Let's Go for Career". Trainings on "Career Planning", "Career development", "Job searching skills", student competitions are planned to be held within the framework of the program. In addition it is planning to create a book library and web-site related to career development and establish a Youth Career Summer School. Please click (<http://www.narmobile.az/en/for-you/about-azerfon/media-center/all-news/61.html>) to learn more about Nar Mobile's "Let's Go For Career" program.

Announcements

USAID's Community Connections "Corporate Social Responsibility" Exchange is Announced for Participation.

The U.S. Agency for International Development (USAID) is pleased to announce Community Connections "Corporate Social Responsibility" exchange. Ten professionals from Baku, Guba, Lenkaran and Ganja will participate in the "Corporate Social Responsibility" exchange, a three-week cultural exchange and practical training opportunity in the United States. To get more information click (http://www.cfrussia.ru/?mod=s_page&sp_id=491).