

May 2008

CSI Program activities

The Eurasia Partnership Foundation (EPF), in collaboration with the Azerbaijan Export & Investment Promotion Foundation (AZPROMO), organized two events within the EPF's Corporate Social Investment Program, featuring a renowned expert in the Corporate Social Responsibility field (CSR), Mr. Wayne Visser.



Mr. Visser applied his expertise throughout different parts of the world (South Africa, United Kingdom, etc). In addition, Mr. Visser is the author of five books, four of which focus on the role of business in society. The most recent book is entitled "The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organizations". Currently Mr. Visser is working at the University of Cambridge Program for Industry.

Over 60 people including CEO's of leading national and international business companies, governmental officials, representatives of various business associations, and nonprofit organizations have attended the EPF and AZPROMO evening reception held on April 29, 2008. At the reception Mr. Visser gave a presentation entitled "Corporate Social Responsibility - Strategic Benefits for Business". The EPF believes that this type of awareness-raising activity gives an invaluable profile to the Azerbaijani CSI Network, and will strengthen ties among key stakeholders.

On April 30, 2008, Mr. Visser led two workshop sessions that were addressed to managers in the Corporate Social Responsibility, Human Resources and Public Relations fields, and to specialists responsible for implementing strategic corporate philanthropy programs within their companies. Ms. Natasha Armley, a CSR consultant, led a session related to corporate social investment programs and best CSI practices in emerging markets. Up to 30 managers, independent consultants and experts participated in the workshop.

Corporate Philanthropy News

ORAL HEALTH MONTH Campaign



May is Colgate Oral Health Month in Azerbaijan. Colgate, in partnership with the Azerbaijan Dental Association, runs Oral Health Month for the month of May of each year. The campaign is focused on raising awareness about the importance of oral hygiene and informing patients and dentists informed on the benefits and features of oral hygiene products.

Colgate Oral Health Month is a unique campaign that helps establish and promote lasting oral health habits. From May 1 to May 31 people can ask any clinic participating in the Oral Health Month for the following products and services: Free dental check up; Preliminary dental advice; and Colgate Total12 Professional Clean (14ml/18gr) product sample.

79 clinics and 300 dentists from Baku, Ganja, Sumgait, Mingchevir, Sheki, Guba, Gusar, Khachmaz and Lenkoran are participating in this campaign. To learn more about Oral Health Month Campaign, please click [\(http://www.saglamdislerayi.az/\)](http://www.saglamdislerayi.az/).

UNICEF Azerbaijan Country Office and Norwegian StatoilHydro have launched a landmark partnership in the Azerbaijan

"UNICEF Azerbaijan is very enthusiastic to initiate collaboration with StatoilHydro on the project designed to improve mother and newborn care and reduce infant mortality in Azerbaijan," UNICEF Representative in Azerbaijan Hanaa Singer told the media at an official ceremony to launch the new partnership.



The core of proposed activities include introduction of the latest international newborn care package in four selected pilot maternities and utilization of new tools for monitoring of reduction of neonatal mortality in these facilities. The pilots will serve as models of mother and child-friendly environment, partner's/relatives' participation at delivery, minimum use of medications, early skin-to-skin contact of newborn and mother, early initiation of exclusive breastfeeding, rooming-in and neonatal resuscitation practices. It is also expected that national evidence-based guidelines and protocols on neonatal care will be developed under this programme. Selected trained staff will disseminate gained experience through training nationwide.

StatoilHydro is expected to allocate 200,000 US dollars for modeling activities in the selected four maternities. "We believe that our cooperation with UNICEF and the Ministry of Health in this initiative will contribute to newborn care in Azerbaijan... We are thankful to UNICEF for inviting us to participate in this programme and we are happy to initially support it for two years," said Kristian B. Hausken, StatoilHydro Country Manager in Azerbaijan.

The partnership between UNICEF and StatoilHydro, the biggest offshore oil and gas company in the world, may well serve as an illustration of the emerging trend of the CSR and the involvement of the private sector for the good of society in the country. To learn more click (http://www.unicef.org/azerbaijan/media_8668.html).

The Community Connections "Corporate Social Responsibility Exchange" Program



The Corporate Social Responsibility exchange program is one of the four exchanges implemented within the Community Connections program in 2008.

The Community Connections Program, funded by the U.S. Agency for International Development (USAID), is designed to promote public diplomacy through the exchange of cultural ideas and values between participants, U.S. families and local community host organizations.

Community Connections program staff conducted presentations and consultations for exchange recruitment in Baku, Guba, Lenkaran and Ganja in February 2008. More than 60 people applied to participate in the program. A selection Committee, consisting of two experts and one CC alumna, met on April 2008 to review and evaluate applications. Twenty-one applicants were selected for the next stage of selection. A total of ten men and women from businesses, national and local government, and NGOs were selected to participate in the exchange.

Participants will be hosted by The International Visitors Council of Greater Kansas City (KCIVC) in Kansas City, Missouri from July 23 to August 13, 2008. During the program, participants will visit corporate foundations, large and medium enterprises involved in social initiatives, local and state government, and universities that provide courses on corporate philanthropy and corporate social responsibility. In addition they will be introduced to the role of tax laws and regulations which make it possible for businesses to dedicate funds to pro bono programs through their public relations departments, the creation of foundations and the dedication of man-power to community initiatives. To learn more about CSR exchange program click (http://www.ccrussia.ru/index.php?mod=n_article&n_id=300).