

Harnessing core competence to combat poverty

At DHL, we recognise that we have special responsibilities as a global business working in some of the poorest and most conflict-ridden regions of the world. We take these responsibilities seriously and focus our policy on community investments in two areas. First, to harness our core competence in express transportation to get development assistance to where it is needed efficiently and fast, in most cases free of charge or discounted. Second, to contribute to capacity building (skills, education, health and wellbeing) within the next generation. Work in these areas is organised both locally and globally, in partnership with other organisations building on our logistics competencies.

Local connection

Our local communities have always been important to us. We employ local managers and staff in the 220+ countries and territories in which we operate, and they naturally care for the communities in which they live and work. The nature of our business means that we can make a strong contribution to countries returning to normality after natural disasters, such as volcanic eruptions or earthquakes, or following conflict. We have the business infrastructure, including transportation networks, already in existence in virtually every country in the world, and we have always used this core competence to help deliver humanitarian assistance – usually food and medical supplies.



DHL operations were run from a tent in Afghanistan

Global co-ordination

Local action is accompanied by global guidance and co-ordination, as it is important that we have policies in place to provide the foundation for consistent practice. We work with other organisations, such as NGOs, other businesses, government or UN agencies, teachers or community leaders on the ground. For example, DHL is part of a number of the initiatives convened by the World Economic Forum (WEF), such as the Disaster Resource Network (DRN), the Global Digital Divide Initiative and the Global Health Initiative. Working in partnership with others who have different skills means that, together, we can achieve more than if we worked separately.

An example is some recent work we did in Iraq with the DRN. Some US healthcare companies had donated medical supplies – worth \$800,000 – to Operations USA, a charity based in Los Angeles, to help hospitals in Iraq. Operations USA were faced with the challenge of how to transport this large shipment, which weighed nearly 26 tonnes, to Baghdad. The WEF put them in touch with us. The 'Noor al Hussein' foundation of Queen Noor in Amman, Jordan, was the recipient of the shipment, from where it went by road to Baghdad, in a large, 100-car/truck convoy for safety.

Our operations in Iraq are a typical example of how DHL works in testing circumstances. Our Iraqi operations were initially set up in a rented corner of a hotel lobby in Baghdad. When we returned to Afghanistan after the conflict there, we ran operations from a tent.

Bridging the digital divide

We transport goods free of charge to the furthest corners of the world, including computer equipment to developing countries, to aid capacity building and help bridge the 'digital divide'. We work with others who each

Corporate citizenship is about more than just being philanthropic...



DHL opened operations in Iraq in July 2003

ensure that relevant technical assistance is in place; for example, the computers must have been pre-screened, and the schools we deliver to must have been provided with training and manuals, so that the computers can be used.

Whatever we do, we know we can always do more, and we are learning all the time about the issues, some of the solutions and how we can best contribute. At the same time, we must make sure that we stay successful and in profit, as we have a duty to look after our staff and our customers. Our view is that corporate citizenship is not really about being philanthropic. It is about a 'way of being', it's about what we do every day, everywhere. We won't always get it right, but we will always strive to do what we can within our sphere of influence to help people live a better life, and to make the world a better place.



For more information about Corporate Citizenship at DHL, please consult:

www.dhl.com