



DHL Community Investments

We believe that being a good corporate citizen is not just about being philanthropic, but equally it is a way of being – what we do every day, everywhere. As Deutsche Post World Net's most global brand, we operate in over 220 countries and territories around the world, so we touch a very diverse range of communities. Our approach to community investments, and some of our activities, are described below.

We undertake a number of activities in strategic partnerships with individual organizations as well as participating in a number of the World Economic Forum's initiatives. In addition, our local staff, as an integral part of the communities in which they live and work, help when they can.

This document shows a selection of the activities that we have undertaken. There are far too many to allow us to include them all, so we have made a selection from different parts of the world, showing the different types of support that we provide.

The Millennium Development Goals commit the international community to an expanded vision of development, one that vigorously promotes human development as the key to sustaining social and economic progress in all countries, and recognizes the importance of creating a global partnership for development. The goals have been commonly accepted as a framework for measuring development progress. They are:

- 1 Eradicate extreme poverty and hunger**
- 2 Achieve universal primary education**
- 3 Promote gender equality and empower women**
- 4 Reduce child mortality**
- 5 Improve maternal health**
- 6 Combat HIV/AIDS, malaria and other diseases**
- 7 Ensure environmental sustainability**
- 8 Develop a global partnership for development**

Our approach to corporate citizenship states that our aim is to use our core competencies of logistics and transportation to bring benefit to the local communities in which we operate. We also seek to support the Millennium Development Goals (see box on the left).

Our people also like to support local charities and perform charitable acts that benefit their communities. You can see a number of examples of these later, too.



Strategic Partnerships - World Economic Forum

Disaster Resource Network (DRN)

We are major participants in this, particularly since one of our senior managers also works as the DRN's Director Europe Middle East Africa.

We flew in 30 tonnes of supplies to Bam, Iran, after the earthquake there, and also sent 400 tonnes of tents, blankets, cooking equipment, kerosene stoves, lamps and heaters on 30 trucks from Amman (Jordan) to Dubai, from where it could be flown into Bam as needed.

In addition to Bam, we also flew in relief supplies after the earthquake in Morocco in early 2004.

We were also able to help during the hurricanes in the Caribbean in September 2004. Altogether we flew in over 450 tonnes (over 1,000,000 lbs) of supplies - mainly building and clearance equipment - two flights for free, four at cost and the rest at commercial rates.

Under the auspices of the DRN, we are also helping to set up an Airport

Emergency Team with six other companies. This is due to start operating in February 2005 and will be invited to deploy by the United Nations Disaster Assessment Coordination Team through its Joint Logistics Centre (UNJLC), which is the logistics co-ordinating body of the UN for large emergencies.

The team will move swiftly into action on board a chartered plane into the nearest airport and their mission will be to handle all incoming aircraft, off-load freight away from the runway, and to dispatch the aircraft safely.

Global Digital Divide Initiative (GDDI)

Another area in which we can use our core competencies is in helping to bridge the digital divide. We deliver computer and telecoms equipment to developing countries, working in partnership with other large organizations that donate it, and others again that train the recipients how to use and maintain it.

We have delivered over 25,000 PCs and iPAQs to



developing countries since the beginning of 2003.

In addition, we provide input and funding for the initial research and content into the Lifelong Learning (LLL) Track of the Jordan Education Initiative. We source and provide research materials, assisting with project management, transporting materials to Jordan from the US, and provide general support.

Global Health Initiative (GHI)

This initiative seeks to increase the quantity and quality of business programs fighting HIV/AIDS, tuberculosis (TB), malaria

and the SARS virus.

So far, our main activities have been in the area of HIV/AIDS, where we have delivered documentation and, more recently, have started working directly with the IAVI (International AIDS Vaccine Initiative). More detail on this later.

We are also working on the Roll Back Malaria campaign, where we will be delivering special insecticide-treated nets (ITNs) that kill mosquitoes as soon as they come into contact with them. We will help with the logistics of delivering 730,000 ITNs in Togo at the end of 2004.



Strategic Partnerships - Individual Organizations

International Federation of Red Cross and Red Crescent Societies (IFRC)

Having worked closely with the IFRC in the aftermath of the earthquakes in Iran and Morocco, we signed a five-year formal partnership agreement with them in July 2004.

The aim of this partnership is not limited to

DHL providing free or discounted transportation or advice on logistics, but also involves training and awareness building, supply chain management expertise, sharing of training, expertise and general collaboration, and schemes to encourage employee volunteerism.

We encourage local DHL country offices and the Red Cross/Red Crescent national societies to work



closely with each other.

International AIDS Vaccine Initiative (IAVI)

We met the IAVI through the World Economic Forum's Global Health Initiative, and started initially by delivering documentation for them. We now deliver blood samples and containers to and from participating clinics and the labs that are seeking to develop a vaccine to prevent the disease.

World Links

We started working with World Links, an offshoot of the World Bank, as part of the Global Digital Divide Initiative, and we have now signed a letter of intent to make this relationship more formal.

Its mission is "to improve educational outcomes, economic opportunities, and global understanding for youth in developing countries through the use of technology and the internet".

World Links has expanded to over 30 developing countries, reaching over 560,000 youth in over 1,400 schools and community telecenters.

We deliver computers that World Links obtains from donations from technology companies or other organizations.

As an example in October 2004, the World Bank donated 5,000 refurbished computers to World Links, with a value of around US\$1.2 million. We are one of the companies involved in distributing them to those that need them in developing countries.

Our Customers

We work in partnership with a number of our customers on providing help to the needy. For example, we work with one of our major pharmaceutical customers in delivering their antiretroviral medicines to sub-Saharan African countries.

▶ [MSD/DHL Joint Press Release](#)

We also work with some customers whose product is technology, as part of our digital divide work, delivering computers, computer parts (such as keyboards) and iPAQs to a wide range of developing countries across the world.



DHL Local Initiatives

Nelson Mandela's Children's Foundation, Goelama Project

In September 2003, we delivered 50 Freeplay Lifeline radios to orphans and vulnerable children in South Africa. These children live in families where there are no adults, and the radios provide a link to the outside world.

BASE, Indian Solar Panel Project

BASE is a UNEP (United Nations Environment Program) Collaborating Centre, which facilitates investment in energy efficiency and renewable energy to accelerate the worldwide market development of sustainable energy. In winter 2003, solar panels donated by BP in the US were transported by DHL Danzas Air & Ocean.

The solar panels were shipped from the US to Mangalore where they provided energy in Indian villages for the first time.

Argentina – Ayudando a Ayudar Program (Helping to Help)

DHL Argentina won the AMCHAM award in November 2003, granted by the Social Ecumenic

Forum for their contribution to the community, recognizing the voluntary work of employees who participated in the program Ayudando a Ayudar (Helping to Help).

This program was based on the permanent voluntary group of employees who contributed to address different needs in the community: food, school dining centers, non-governmental organizations, and help during the floods in Santa Fe.

This consisted of a group of 40 DHL volunteers, who travelled over a weekend to Santa Fe, having raised up more than 100 food and 900 clothing articles, which were personally delivered after a 16-hour trip. The donations amounted to 51 tons.

Australia – JJ Cahill Memorial High School

This school is situated in the same suburb as the Australian Country Office. Support for the school started in 1997, and has continued ever since. The program is about enhancing the curriculum of the students who attend the



Above: Norberto Lovaglio, Regional Vice President for the Southern Cone (left) and Rafael Schvartzman, Country Manager, Argentina



Above: Year 12 students of JJ Cahill Memorial High School enjoying the annual "Big Day Out" program, jointly run by DHL and the school



school, through low-cost, high-benefit initiatives.

Eight programs are coordinated by DHL staff:

- Soccer scholarship
- Rugby program
- IT support
- Mentoring for year 10 students
- Cadetships for year 12 students
- Public speaking program
- After-hours homework centre
- Work placement program that sees students attached to DHL departments to gain credits towards their final leaving certificate.

Finland – Vilnius Children’s Care Centre, Lithuania

In Spring 2003, a number of individuals and companies (including the international home furnishing company, Ikea) donated clothes, furniture and medical products and DHL Finland transported them to the Vilnius children’s care centre in Lithuania.

US – Operation Smile

In August 2003, a team of doctors and medical professionals from Operation Smile accompanied by one of our managers embarked on a trip called

Iraqi Hope. Their mission was to travel to Iraq and establish key relationships with the Iraqi Ministry of Health and the medical community. By doing so, they hoped to build the trust required to send a surgical team to the region to operate on some of the children.

Operation Smile organized life support training and DHL moved 500 lbs (200 kgs) of equipment that was needed.

In May 2004, we also transported 70 high-value designer clothes free of charge from Rome to a fashion exhibition in New York, which was hosted by Operation Smile.

The event showed a collection of designer clothes from top Italian designers such as Versace, Moschino, Missoni and others.

Top international models, business leaders, diplomats, well-known philanthropists and the designers themselves participated in this exciting event to raise money for surgery to children with facial deformities.

Kenya Homeless World Cup

We shipped 11 boxes (219 kg) of soccer equipment from Austria to Nairobi



Above: Unloading donated supplies in Lithuania



Above: One of the beautiful designer dresses being auctioned on behalf of Operation Smile in May 2004. DHL transported the clothes from Rome to New York for the event



Above: Participants in the Homeless World Cup



in Kenya as part of the Homeless World Cup event in July 2004. This event uses the positive power of soccer to raise awareness of the issue of homelessness and poverty worldwide.

The Homeless World Cup works as a catalyst around the world to encourage homeless people or those living in poverty to take part in training sessions.

The experience was significant for those who participated in the event in 2003. A total of 65% of the 141 participants had a significant life change, for example taking 'back to work courses', having drug dependencies addressed – some have even signed with semi-professional clubs!

Football to Iraq

DHL UK sent 6,000 footballs to the Iraqi Football Association in May 2004. The balls were supplied by Mitre (which is a large sports equipment manufacturer in the UK) and were manufactured in accordance with the appropriate labour standards. This activity was prompted by a goodwill tour of the UK by the Iraqi national soccer team.

Easter Treat for HIV/AIDS orphans in South Africa

In April 2004, our staff in South Africa arranged an Easter treat for the HIV/AIDS orphans from the Masibambisane Children's home.

Employees donated money and Easter eggs, which were handed out by the Easter Bunny.

Orphanages in Iraq

A number of fund-raising activities (including a sponsored marathon run) have raised around US\$ 148,000 to help orphanages in Iraq. By working with experienced partners, we have ensured that this money was used effectively. Local schoolchildren in Bahrain have also helped out by filling up shoe boxes with gifts such as small toys and items of clothing – the boxes have all been successfully distributed to children in Iraq.

France - Fight Against Mastocytosis

Mastocytosis affects young children, leaving them unable to fight against common infections and allergies. A team of volunteer employees ran, cycled and swam in a special triathlon event to support



Above: Footballs being delivered to Iraq



Above: The Easter bunny visited these HIV/AIDS orphans at the Masibambisane Children's home in South Africa



Above: Unloading supplies to help an orphanage in Iraq



the association fighting against this disease.

DHL Liens (DHL France's charitable organisation run by staff) also gathered €20,000 from customers who relinquished their right to gifts from a DHL Customer Loyalty program to support the association.

Surf Life Saving in Asia Pacific

DHL Australia, New Zealand and Japan sponsor this organization locally, with all Surf Life Saver and Life Guard uniforms consisting of DHL-branded shirts and shorts.

According to a study by the World Health Organization, almost a quarter of all drownings worldwide in 2000 occurred in the Southeast Asian region, and one of the ways to reduce this is to train more lifesavers and lifeguards to supervise swimming locations.

Reef Restoration Program

DHL Malaysia is conducting a Reef Restoration Program in conjunction with World Environment Day (WED) 2004. The Program is being carried out at Tioman Island, and sees the DHL team and

members of the media deploying artificial reef balls onto the sea bed.

The deployment of the reef balls will restore ailing coral reefs and create new fishing and scuba diving sites.

These artificial reef balls are made of a special, marine-friendly, concrete and are designed to mimic natural reef systems. They are used around the world to create habitats for fish and other marine and freshwater species.

Prior to the deployment, the team conducts a pre-deployment survey to test for water suitability for coral growth, water current movement and sea bed stability.

There will also be regular maintenance and monitoring of the progress of the transplanted corals.

Relief to North Korea

Our Asia Pacific office responded to the request for humanitarian assistance after the tragic train accident at Ryonchong, in the Democratic People's Republic of Korea in 2004.

We provided free logistics and transportation of 33



Above: Surf Life Savers in Australia, ready for action



Above: Helping to protect the coral reef in Malaysia



boxes (320 kg) of urgently needed medical supplies from Singapore to North Korea.

Fun Day for Mathare Mental Hospital, Kenya

We organized a very special Valentine's afternoon for over 100 patients of Mathare Mental Hospital in Nairobi in 2004.

The event was attended by leading gospel artistes and a troupe of Salsa dancers.

The Mathare Mental Hospital was established in 1910 as a smallpox isolation centre, evolving many years later into the largest National Referral and Teaching Hospital for the mentally impaired. The institution today houses 600 in-patients.

The institution lacks basic essential items such as bedding, linen, toiletries and detergents and the buildings are in a state of disrepair. DHL also donated much-needed food-stuffs, toothpaste, drinks and blankets, which were the result of a collective effort between staff members and leading local firms.

Singapore - Veggie Express

Our Singapore office was honoured by the Institute

of Public Relations of Singapore (IPRS) for its Veggie Express initiative, a community project aimed at helping needy senior citizens in Singapore, by delivering fresh fruit and vegetables to them free every week.

This activity won the Public Relations In the Service of Mankind (PRISM) Award for Excellence in Corporate Social Responsibility (CSR).

Morocco - Casablanca street children

Every department in the DHL Morocco head office in Casablanca is paying for the sponsorship of food, clothes and shelter for one street child in the nearby SOS Village organization.

Our employees will also undertake ad-hoc activities with the children. High on the children's wish list is accompanying a courier for a day on his route.

US - Seeds to Iraq

US home gardening companies, W. Atlee Burpee & Company wanted to help to rebuild Iraq's agricultural base. It offered 1,040 kg of seeds especially suited for the country's soil



Above: Leading African gospel artist, Hilary Mutuku, singing at the Fun Day organized for patients at the Mathare Mental Hospital



Above: Veggie Express provides elderly Singapore citizens with weekly fresh fruit and vegetables



and climate. DHL Danzas Air & Ocean delivered the seeds to the Baghdad University in February 2004.

The shipment contained tens of thousands of seed packs, each labelled in Arabic and English, with onion, squash and tomato seeds comprising the bulk of the shipment.

Burundi - Soccer Academy

Burundi has been going through a civil war for more than a decade. The suburbs of Bujumbura (the capital) were bombarded, killing many people resulting in many children abandoning school since their families could not afford it.

DHL Burundi provided 350 children with uniforms, school fees and school books, and then arranged for the former Burundi Football National Team coach to head up a soccer academy. This extends now to children who have lost their parents to AIDS.

UK and Ireland - Whizz Kidz and Our Lady's Hospital for Sick Children, Crumlin

Whizz Kidz provides specialized mobility equipment for disabled

children with training and support for families. The DHL UK fund-raising scheme is called the Yellow Wheel appeal.

Staff in Ireland support the Crumlin Children's Hospital, which is a very well known national children's hospital.

The aim is to raise £50,000 (€80,000) by the end of November 2004. The first month of the campaign (September 2004) raised over £20,000.

Help for Rwanda

DHL staff at the co-ordination centre in Brussels raised funds and collected items such as clothes, shoes and umbrellas to Rwanda - specifically two hospitals in Kigali, an orphanage in the north, a re-settlement program in the south and a number of sick families in the city.

Floods in Bangladesh

DHL Bangladesh formed to assist DHL employees and their families who were affected by the flood. They also extended their efforts to provide relief food packs to around 750 families who were in an emergency relief shelter.



Above: Fun run in Glasgow to raise money for Whizz Kidz



Above: DHL delivery arrives in Rwanda



Above: Business as usual in Bangladesh, despite the floods

