



Using core competence to help those in need

This report is an update of a Report that we submitted to the UN Global Compact website. DHL has signed up to the [UN Global Compact Principles](#), which requires us to report back to them on the progress we are making in implementing and supporting these Principles.

Principle 1: Businesses should support and respect the protection of international human rights within their sphere of influence.

The Human Rights Need and DHL's Contribution

Natural disasters such as earthquakes and floods, epidemics and conflict can have profound implications for the poorest and most vulnerable groups in society. They impact the most fundamental of human rights – ‘the inherent dignity of the human person’. Poor countries are generally associated with weak governance and political instability; so disasters, when they occur, can also undermine the ability of government to address the most basic of development rights – health care, shelter and security.

This is where businesses such as DHL can have a positive impact.

As an express and logistics company, our business is getting goods and services from

A to B in record time; and that is what is needed when communication networks and transportation systems break down when disaster strikes.

Actions Taken

DHL's corporate citizenship strategy is rooted in the belief that it can be most effective through applying its core competencies in the transportation of humanitarian relief in situations where rapid response is paramount. DHL has learnt that it cannot, and should not, provide everything.

We therefore build long-term relationships with organizations such as the IFRC (International Federation of Red Cross and Red Crescent Societies), World Links (a global learning network that links



thousands of students and teachers around the world via the Internet) and IAVI (the International AIDS Vaccine Initiative). DHL signed a formal five-year partnership agreement with the IFRC in July 2004.

Their core competencies are different but complementary to ours. Together we can generate more development benefits than working alone.

An example of applying core competence to address acute human need is provided by our partnership with the IFRC when we responded rapidly together after the December 2003 earthquake in Iran, which virtually destroyed the historic city of Bam.

DHL was able to help deliver much-needed supplies in those first few days. In collaboration with the IFRC we flew in 30 tonnes of relief from Dubai.

We also transported 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.

DHL has worked in this way to help in other emergency situations such as in Afghanistan, Iraq and Morocco. By working in partnership, both organizations ensure continual improvement in their

humanitarian relief efforts.

Outcomes and the Future

Our work in this area contributes to our responsibilities to protect and promote human rights, as a signatory of the UN Global Compact. The immediate outcome of our work is that we are able to provide tangible assistance rapidly to those in need.

Our experience showed that remote airfields do not usually have the capacity to deal with large quantities of supplies arriving in a short timeframe. Therefore, DHL and six other companies, working with the World Economic Forum's Disaster Resource Network (to which we have seconded one of our experienced managers as their Director Europe, Middle East Africa), are setting up an Airport Emergency Team in Dubai.

When invited to deploy by the UN Joint Logistics Centre, its role is to set up operations in remote airfields to deal efficiently with emergency supplies from relief organizations.

The team will offload aircraft, clear the runway of supplies, and turn around the aircraft. The fully trained and equipped team will be made up of volunteers from six air cargo organizations, including DHL. It will be operational from February 2005.

