



# DHL and the World Economic Forum

Part of our approach to Corporate Citizenship is to work in strategic partnership with other organizations, where we can help each other in achieving our objectives. The World Economic Forum (WEF) is one of the most important partnerships that DHL has formed.

The WEF is an independent international organization committed to improving the state of the world. The Forum provides a collaborative framework for the world's leaders to address global issues, engaging particularly its corporate members in global citizenship. Its global community is formed of business, political, intellectual and other leaders of society.

The WEF's commitment to improving the state of the world is based in the conviction that, in a globalized society, we are all interdependent. We completely agree with their belief that if the developed world is to continue to enjoy sustained economic and social progress, the developing world must be integrated into the global community. To remain prosperous, the industrialized world must make a serious commitment to addressing poverty – of both resources and opportunity – throughout society. The private sector is a major force in this endeavour, particularly via the wealth it creates through its activities, its problem-solving capability and by delivering ways to ensure that business practices

are environmentally sustainable and corporate governance systems are responsible.

DHL has attended the WEF's Annual Meeting in Davos, Switzerland, for a number of years. The Annual Meeting is a very important event, attended by senior politicians, heads of business, religious leaders, academics and NGOs, for example. It has a different theme every year, and allows people whose paths would not normally cross to come together and discuss issues that are of importance to the whole world.

The WEF have a number of initiatives under their umbrella, some of which DHL actively participates in.



## The Global Corporate Citizenship Initiative (GCCCI)

Uwe Doerken signed up to the WEF's Global Corporate Citizenship Initiative (GCCCI) in 2002. Cooperating with leading business leaders and their teams, organizing discussions on corporate citizenship at various Forum events, and producing topical reports for general distribution, the GCCCI aims to increase businesses' awareness, engagement and support for corporate citizenship

as a business strategy with long-term benefits for both corporations and society.

The GCCCI launched the CEO-led statement 'Global Corporate Citizenship: The Leadership Challenge for CEOs and Boards' at the Annual Meeting 2002. More than 40 Chief Executive Officers from a variety of sectors and regions signed the document.



## The Logistics & Transportation Corporate Citizenship Initiative (L&TCCI)

The L&TCCI, launched at Davos in 2003, is a sector initiative of the GCCCI, which DHL was instrumental in setting up. Representatives from a number of companies in our sector have got together to define common

priorities and find ways of sharing best practices for Corporate Citizenship within the WEF's logistics and transportation community. They have done this by developing some joint activities.

The main activities so far have been to:

- Agree [sector Principles](#)
- Establish a process for stakeholder dialogue, [Phase 1](#) of which is complete. [Phase 2](#) (which will ultimately result in KPIs that form a sector supplement to the indicators established by the GRI – Global Reporting Initiative) started in Quarter 3 of 2004.
- Start work on an industry handbook, which will give details of our industry
- Develop an audit tool for companies to use to identify gaps in performance between what they currently do, and the aspirations given in the Principles. This will help companies to prioritize the work that needs to be done. DHL started its auditing work in Quarter 3, 2004.



## The Disaster Resource Network

The DRN brings together organizations that have agreed to work together to help people who suffer as a result of natural disaster.

DHL has always had close links with the communities in which we operate, and have delivered humanitarian assistance, when possible. For example, we delivered medical and food supplies to the people of Afghanistan and Iraq after the wars there, and to people in Argentina and Indonesia after floods there.

Our preference is to work with others, each of us using our core competencies, to help those in need. In

DHL's case, this is logistics and transportation.

As part of the DRN, we have worked closely with the appropriate Red Cross/Red Crescent offices, particularly in Iran and Morocco after the earthquakes there.

This work has led to us making a formal partnership agreement with the International Federation of Red Cross and Red Crescent Societies. The goal is not just to work together on disaster relief but also other activities such as disaster preparedness, health projects (such as the [Roll Back Malaria](#) campaign) and consultancy.



## The Global Digital Divide Initiative (GDDI)

This develops public-private partnerships that help to bridge the gap between those who have access to ICT (Information and Communications Technology) and skills and resources for it, and those who do not.

Our work with the GDDI is essentially divided into two:

(1) Using our core competence of logistics and transportation to deliver computer equipment. We

have delivered over 25,000 PCs and iPAQs to developing countries since the beginning of 2003  
 (2) Providing input and funding for the initial research and content into the Lifelong Learning (LLL) Track of the Jordan Education Initiative, sourcing and providing research materials, assisting with project management, transporting materials to Jordan from the US, and providing general support by DHL personnel.



## The Global Health Initiative (GHI)

The aim of the GHI is to increase the quantity and quality of business programs fighting HIV/AIDS, tuberculosis (TB), malaria and SARS.

We have delivered brochures and documentation for a number of participants in this initiative, for example the IAVI (International AIDS Vaccine Initiative) and UNAIDS.

Our partnership with the IAVI flourishes outside of the GHI. We successfully made a 24-hour delivery between Wits University Johannesburg and IAVI Lab in Kigali, Rwanda of three very time-sensitive cold-chain shipments of contaminated blood. We have shipped brochures and documentation for the IAVI before, but this was the first shipment of blood samples that we have delivered for them.

DHL started shipping blood containers on a weekly basis from the IAVI Core Lab in the UK to 15 destinations worldwide. In total, DHL will be shipping (free of charge) 480 kg of blood containers into Africa, 240 kg into the US, 720 kg into the rest of Europe and 240 kg domestically in the UK.

The IAVI says that more than 95% of all new infections are in developing countries, and their vaccine research and development program is tailored to meet the specific needs of these countries. A vaccine, which scientific consensus now says is possible, would be more effective in controlling the spread of HIV/AIDS than treating it afterwards.

The GHI also fosters formal and informal partnerships, which prompted a strategic partnership with one of our existing customers, MSD (Merck, Sharp & Dohme). We have agreed to work together to expand access to critically needed HIV medicines throughout sub-Saharan Africa, one of the regions hardest hit by the HIV/AIDS epidemic.

To help HIV-infected patients gain access to treatments, MSD has made its antiretroviral medicines available in sub-Saharan Africa since 2001 at prices at which the company does not profit. DHL has made a commitment to deliver MSD's medicines at cost by air express to designated treatment centres in two dozen countries throughout sub-Saharan Africa.



More information about the World Economic Forum can be found at [www.weforum.org](http://www.weforum.org).

