



## DHL and the IFRC

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. We have now signed a formal agreement with the International Federation of Red Cross and Red Crescent Societies (IFRC), the world's largest humanitarian assistance organization. DHL's core competencies in logistics and transportation will enhance the IFRC's ability to provide humanitarian relief quickly and effectively.

The five-year agreement covers not only disaster relief, but also other activities such as disaster preparedness, health projects and consultancy – including research, the development of management tools and creative communications, as well as a program of employee volunteerism.

This agreement is one of only a small number of long-term strategic partnerships between a humanitarian organization and a company. It is a striking example of how business can engage with stakeholder groups in society beyond shareholders, employees and governments. An annual evaluation will be conducted to ensure that the partnership is having a positive impact on those in need.

Our relationship with the IFRC started when we did some work together as part of the Disaster Resource Network, an initiative of the World Economic Forum. We delivered humanitarian assistance to Iran and Morocco

after the earthquakes there in late 2003 and early 2004. This followed the work we did in other emergency situations after the wars in Afghanistan and Iraq.

The earthquake in Bam (Iran) is a good example of how we worked together effectively. DHL was able to help deliver much-needed supplies in the first few days after the earthquake struck. 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. Recognizing that delivering such goods to an airport has limited impact without the capabilities to ensure it gets to those who need it, fast, we also sent in one of our logistics experts to work alongside IFRC professionals.

We are now extending the work we do with the IFRC into other areas.

For example, we continue to work with them on the Roll Back Malaria program, where we are providing specific help to the campaign to provide

730,000 insecticide-treated mosquito nets to Togo at the end of 2004.

In addition, we are working together on a project, 'Time is of the Essence'. The number of people affected by disasters is increasing. However, there are no international framework or legal instruments to facilitate social protection and humanitarian relief. Although the situation is improving, inter-organizational cooperation and protocols are lacking, sometimes leading to unnecessary delays and loss of supplies.



## The Hurricane Season

Our partnership with the IFRC also allowed us to help during the terrible hurricanes in the Caribbean and south-east US in September 2004. We organized (at cost) a number of charter flights.

The first was to Grenada on 11 September, with 22 tonnes of humanitarian aid including plastic sheeting, jerry cans, hygiene parcels and generators. Also flown in were a British Red Cross logistics emergency response unit and an assessment team to coordinate the Red Cross assistance.

More relief material for the Red Cross was flown in from Panama City to Kingston (Jamaica) on 14 and 15 September (15 tonnes and 21.5 tonnes respectively). Supplies (19.7 tonnes) were also flown into Haiti on 22 September to help alleviate the devastation there.



More information about the IFRC can be found at [www.ifrc.org](http://www.ifrc.org)

