

CASE APPLICATION

CSR in Agility Logistics

Over the past few years Agility Logistics, based in Kuwait, has won several CSR awards. Company officials assert that this is not a mere public relations or marketing effort. Mariam Al-Foudery, vice president, Communications & Corporate Social Responsibility, emphasizes on the company's website that "giving back is part of Agility's company culture. We take it seriously, but we also take it personally." The company's CSR report indicates that the company helped 383,583 people in over 45 countries. The company's priorities revolve around three things: (1) investing in the community, (2) humanitarian logistics, and (3) green steps.

Community investment included such projects as refurbishing a school in Iraq, supporting a cancer-treatment center in Lebanon, teaching life skills in Jordan and Saudi Arabia, mentoring students in Jordan and Kuwait, transporting and distributing food for needy people in Singapore, supporting livelihoods in India, conducting nationwide food drives in the U.S., planting trees in Turkey, and helping set up computer centers in Uganda. The humanitarian and emergency logistics program included moving food containers to help the victims of earthquakes, hurricanes, floods, and wars in Pakistan, China, Sudan, Lebanon, Iraq, Myanmar, U.S., Philippines, and Bangladesh. Green steps initiatives included eliminating millions of plastic bottles, contributing to research on supply chain de-carbonization, and implementing recycling programs in Agility's offices around the world.

Agility has concentrated its efforts in Kuwait on two things: the environment and youth. Agility has been supporting the Lothan Youth Achievement Center (LOYAC) for many consecutive years, making sure that youth have training and development opportunities. Agility also funds Injaz (Junior Achievement Worldwide), with Agility employees additionally mentoring 100 teenagers in public and private schools in hands-on business skills. Agility also has been giving financial support to Mentor Arabia, which aims help young children say no to drugs.



Discussion Questions

1. What do you think of Agility's approach to CSR? Is it alright to spend investors' money on humanitarian efforts?
2. Visit Agility's website, www.agilitylogistics.com, and go over the CSR section. Does the company do a good job in reflecting its CSR activities? What most catches your attention on this website?
3. Also from the above website, download Agility's *Code of Ethics and Conduct*. What is the company's policy regarding gifts? Can employees accept small monetary gifts from outsiders? How about non-monetary gifts? Do you agree with such policies? Explain.

Source: "Our World, Our Future, Agility's Social and Environmental Responsibility", Report, Agility website, http://www.agilitylogistics.com/EN/Documents/Agility_PDF/CSR.pdf, 2008; "Agility Wins Kuwait's first CSR Award", extracted from Press Release, AME Info, <http://www.ameinfo.com/144908.html>, January 27, 2008.