Promoting the Concept of Corporate Social Responsibility for Over a Decade

MAHAK - the Society to Support Children Suffering from Cancer - in the Introduction section of its first strategic plan which has been written in 2006 has emphasized the importance of promoting the concept of Corporate Social Responsibility (CSR) by NGOs and business entities and has targeted to have a key role in this field.

The first step in meeting this goal has been organizing and holding The 1st International Exhibition of Poster Designs focusing on “Childhood Cancer and Corporate Social Responsibility” in 2011 with the cooperation of Iranian Graphic Designers Society (IGDS). Afterwards, in order to promote and institutionalize the concept of CSR, this congress was decided to be held focusing on Corporate Social Responsibility on the occasion of the International Day of Childhood Cancer (ICCD) biennially. Since then, four International CSR Congresses have been held as follows:

1. Corporate Social Responsibility and Childhood Cancer (2011)
2. Corporate Social Responsibility and Childhood Cancer (2013)

The first and the second Corporate Social Responsibility Congresses aimed to promote the concept and to introduce the literature of the field, and the third reviewed the status of corporate social responsibility in the international community, especially from the perspective of the United Nations Global Compact sustainability principles. The fourth congress scrutinized the practical CSR projects in national and international fields with a functional approach. In this congress the first Corporate Social Responsibility project of MAHAK was introduced with the theme of inaugurating the first HLA Typing Bank as a joint project with business entities. In 2018, MAHAK received the Gold Award of the International Project Management Association (IPMA) in the category of Sustainable Development Projects for “Developing MAHAK’s HLA Typing Bank” project.

The turning point for the fourth congress was the scientific support of “Management and Economics Faculty of Sharif University of Technology” and “Department of Management, Science and Technology of Amir Kabir University” as two academic institutions in which created the opportunity to target the fifth congress in 2019 with the themes of “planning models, implementation models, and reporting standards,” with the scientific and academic capacities available to them. We wish MAHAK will achieve these goals with the cooperation of the experts and enthusiasts who participate in this congress.

It should be noted that the greatest achievement of holding the four International CSR congresses has been promoting this concept among NGOs, business entities and public and governmental sections of Iran in a way that holding national CSR congresses by governmental organizations and also defining the standard, symbol and statue of CSR by these organizations suggests the successful promotion of this concept in the country. Undoubtedly, this continuous and sustained effort has played a major role in becoming addressed by other organizations in recent years.

Over 12 years of focusing on Corporate Social Responsibility, it would have never become possible without the participation of economic and management activists, public and private organizations, chambers of commerce, and national and international companies. Here, we appreciate the valuable contributions of all who have accompanied us during these years.

The 5th International Congress on Corporate Social Responsibility

MAHAK – the Society to Support Children Suffering from Cancer

Main Themes:
- Planning Models
- Implementation Models
- Reporting Standards

On the Occasion of International Childhood Cancer Day
Date: February 25, 2019
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Arasb Ahmadian
Chief Executive Officer
Corporate Social Responsibility (CSR), a New Approach toward Benevolent Contributions

Since 27 years ago that we established the home of love and named it "MAHAK", we believed that we will never be alone in the path of supporting children with cancer and their families as far as sympathy and helping the fellow beings are rooted in the ancient customs of people in our country; people who have made the manifestation of the concept of social responsibility regardless of their profession, art or interest. These benevolent people, who are members of the ever-expanding family of MAHAK, have never left the cancer-stricken children alone in their hard treatment path.

The trust that the ever-expanding family of MAHAK has put in the governance body of this organization is the most valuable asset for MAHAK. Therefore, we have repeatedly had our performance assessed and measured by international organizations to ensure that it deserves to be trusted. MAHAK's becoming the Gold Winner of the International Project Management Association (IPMA) in 2018 for MAHAK’s HLA Typing Project is one of the mentioned assessments.

MAHAK began its activities 27 years ago by developing the idea that cancer is curable and has always been concerned with the promotion of constructive ideas and culture as one of the first steps of any change. Therefore since 2011 relying on the concept of supporting the fellow beings and with the concern of promoting Social Responsibility both theoretically and practically, MAHAK has held four congresses on Corporate Social Responsibility (CSR) and now in the 5th congress focusing on planning models, implementation models and reporting standards in order to help accomplish the concern which has been focused by experts, managers and the owners of business entities for many years.

We believe that organizing such congresses will be the beginning of the path which paves the way for easing the pains in the society in a more proper way by relying on the capacities of the civil society.

On behalf of MAHAK’s Board of Directors we pay tribute to the collaboration and support of the ever-expanding family of MAHAK and we truly believe we will constantly be honored with this companionship.

MAHAK’s Board of Directors
The 5th International Corporate Social Responsibility Congress at MAHAK

MAHAK- the Society to Support Children Suffering from Cancer will hold the 5th International Corporate Social Responsibility (CSR) Congress on 25 February 2019 on the occasion of the International Day of Childhood Cancer with the themes of "planning models, implementation models, and reporting standards". This congress has been held over the past years to promote the concept of social responsibility in partnership with business entities and civil society.

In this congress, specialized panels on the topics of planning models and implementation models for CSR projects will be delivered by international experts from the International Project Management Association (IPMA), UNICEF, United Nations Global Compact and Global Reporting Initiative (GRI).

In this congress, MAHAK, as the first NGO in Iran, presents its first report based on the GRI model. Today, the GRI model is recognized as the most reliable reporting model in the world, encompassing economic, environmental, and social activities that address the vast array of issues such as labor, human rights, product and service accountability in its subcategory. Reporting based on the GRI model helps MAHAK to address issues such as accountability and transparency as part of its core principles.

MAHAK is always on track to accomplish its mission, which is providing comprehensive support to children with cancer, and advocates for the promotion of the supreme idea of supporting our fellow beings. This organization believes it is responsible to the community and the capacity of civil society which make possible the provision of support services to cancer-stricken children. Accordingly, by designing and holding this specialty in the field of social responsibility, it tries to improve its performance and to collaborate on the new experiences of this field and the empowerment of other similar organizations. Accordingly, by organizing and holding this specialized event in the field of CSR, MAHAK Strives to improve its performance and synergize the new experiences in this field and empower other alike organizations.

Main Themes:

- Planning models
- Implementation models
- Reporting standards
About the Congress

**Members of the Policy Council (Alphabetical Order):**

- Arasb Ahmadian - CEO of MAHAK
- Dr. Maghsoud Farasatkhah - Faculty Member at Institute for Research and Planning in Higher Education
- Saideh Ghods - Member of the Board of Trustees and Directors and Founder of MAHAK
- Mohammad Taghi Isaai - Head of Management and Economics Faculty of Sharif University of Technology
- Javad Karbassizadeh - Chairman of the Board of Directors of MAHAK
- Dr. Shahindokht Kharazmi - Researcher and Social Analyst
- Sharif Nezam Mafi - Member of the Board of Trustees of MAHAK and Chairman of Iran-Switzerland Chamber of Commerce
- Ahmad Pourfallah - Member of the Board of Trustees & Senior Consultant of the Board of Directors, Vice Chairman of the Board of Directors in Iran-Italy Chamber of Commerce, Managing Director & Deputy Chairman of SECCO Company in Iran
- Gholamreza Safakish - IPMA Vice President Education, Training and Young Crew
- Martin Sedlmayer - IPMA Vice President Products and Services Supporters

**Supporters:**

**Scientific Supporters:**

- International Project Management Association (IPMA)
- The United Nations International Children's Emergency Fund (UNICEF)
- Management and Economics Faculty of Sharif University of Technology
- Department of Management, Science and Technology of Amir Kabir University
- Faculty of Management of Tehran University
- Industrial Management Institute
- Institute for Research and Planning in Higher Education
- Iranian Project Management Association
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- Industrial Management Institute
- Institute for Research and Planning in Higher Education
- Iranian Project Management Association

Financial Supporters:
- Kerman Khodro Economic Group
- Karamad Brokerage
- Sepehr Investment Bank

Media Supporters:
- Donya-e-Eqtesad Newspaper

Supporter Organization:
- Union for International Cancer Control (UICC)

Target Groups:
- Industry leaders, chambers of commerce, business entities
- Representatives from the government, policy makers
- University professors and students in the field of management and economics
- Senior managers and experts, private and governmental companies active in the field of Corporate Social Responsibility
- NGOs
- International organizations and institutions
**Reduction of Paper Consumption**

MAHAK has aimed to report its performance based on the GRI model as an NGO which specializes in supporting cancer-stricken children. The environment, economy and human resources are three of the main indicators of this reporting method. For the same purpose, the informative items of the congress have been prepared digitally as far as possible in order for MAHAK to act on its social responsibility, preserve the environment and for optimal consumption of its resources. We hope that this action in addition to providing the best treatment and support services to children with cancer will result in preserving the green earth for our children's future life.
Help us and let us help you

The Society to Support Children Suffering from Cancer widely known by its acronym, MAHAK, was set up in 1991 as a non-governmental and non-profit organization with the registration number of 6567 with the supreme motivation of supporting cancer-stricken children below 16 years of age and their families. By March 2018 this charity organization has supported over 30,000 cancer-stricken children and their families. MAHAK, in line with preserving the dignity of the children with cancer and their families tries to always keep them happy and full of hope in a way that their families will have no concerns other than the recovery and wellbeing of their children. MAHAK's activities are divided to three sections of charity, treatment and research. This organization is a genuine symbol for public contributions to society; this has been highlighted in the motto of MAHAK that is "Help us and ask for help".

Mission Statement

MAHAK is a philanthropy established with the charitable and altruistic goal of serving humanity by combatting pediatric cancer nationally and internationally through medical care, research and support services. MAHAK is a non-profit, non-political, and non-governmental charity, dependent exclusively on public support provided in the form of funds, as well as in-kind, goods, services, and technical expertise. Offering comprehensive services to children with cancer and their families, providing the most advanced and effective treatment services while observing the International Charter of Patients’ Rights, employing up-to-date scientific advances and establishing a new research center in order to contribute to identifying the causes of childhood cancer, and its preferred methods of diagnosis, prevention, and treatment comprise the mission of this organization. In contributing to the reduction of the pediatric cancer rate in Iran, MAHAK has adopted a novel approach by investing in raising awareness, and in prevention education. With the objective of optimally utilizing human resource capabilities, volunteers and employees work in close cooperation to make sure humanitarian objectives are met to the highest standards. Accessing the most recent technologies enables us to further develop key capabilities. By addressing pediatric cancer in this manner, MAHAK espouses the ideal of helping fellow human beings. Transparency, appreciation, and accountability are MAHAK’s most valued principles.

MAHAK, is a multi-disciplinary organization with one of the largest specialized hospitals in the Middle East and as a result of its commitments and transparency in giving comprehensive services under one roof according to international best practices, is the most trusted organization for individual and institutional benefactors who believe in the optimal utilization of scarce resources as measured by effectiveness and efficiency indices.
About MAHAK

Vision Statement

MAHAK believes that parents should have no other concern than their children’s recovery and also believes that with the parents present, the children can pass the treatment processes more happily, with more hope and that consequently both children and parents can change their focus from living or not, to the lives they will lead in the future. MAHAK ensures that every child with cancer and their families receive comprehensive and integrated services across the country and provides them with up-to-date treatment services in accordance with national and International standards. By raising awareness and education, effective diagnosis occurs in the early stages and support is provided from the very first moment a diagnosis is rendered. MAHAK strives to provide the public with the latest cancer-related information, news, necessary resources and recommendations, and by expanding its cooperation with national and international research and treatment centers, MAHAK employs the most effective methods of cancer treatment, consequently decreasing the rate of pediatric cancer.

MAHAK is known as a charity organization that serves as a model for reliability, as well as for the implementation and evaluation of programs for national and international organizations alike. By all standards, MAHAK finds its place as a top-ranked organization among NGOs, not only overall, but also in every field of its numerous activities.
MAHAK’s Achievements

Achievements and awards

Ranked as the 1st NGO in the world by Société Générale de Surveillance (SGS)
NGO Benchmarking Audit in 2018

- Gold Winner of the International Project Management Association (IPMA) Global Project Achievement Award 2018 in the category of Sustainable Development Projects
- Recipient of the golden award from the "Top Ten Award International Network" in 2017
- Recipient of the Gold Award from the International Project Management Association (IPMA) in 2014
- Recipient of the Silver Prize for Green Project Management (GPM) in 2014
- Recipient of the Quality Silver Trophy from GIC International Institute in 2011
- The founder of MAHAK’s receiving awards for women’s contribution in development from Islamic Development Bank (IDB) and from United Nations Women Guild (UNWG) for purchasing hospital equipment in 2008

Collaborations

- Gained consultative status with the United Nations Economic and Social Council (ECOSOC) in 2001
- Collaboration with Gustave-Roussy Institute (IGR) since 2007
- Collaboration with United Nations High Commissioner for Refugees (UNHCR) since 2007
- Collaboration with Saint Jude Research Center since 2007
- Collaboration with Kurdistan Save the Children (KSC) since 2012
- Collaboration with LÖSEV, the Foundation for Children with Leukemia in Turkey since 2013
- Educational Collaboration with Relief International since 2016

Memberships

- Membership in Union for International Cancer Control (UICC) since 2008
- Membership in Iranian National Cancer Network since 2003
- Membership in Childhood Cancer International (CCI) since 2000
- Membership in United Nation Global Compact since 2016
- Membership in the International Chamber of Commerce (ICC) since 2014
- Membership in CCI’s Regional Committee since 2012
- Membership in MedicRes Institute since 2011
- Membership in International Network for Cancer Treatment and Research (INCTR) since 2009
- Membership in the Society of Hematologic Oncology (SOHO) since 2015
In order to comply with the principles of transparency and accountability MAHAK endeavors to inform all its stakeholders about everything which has been provided with the help of the benefactors, volunteers and its staff for delivering the highest level of health care and support services to children with cancer. MAHAK’s website is the official information platform on which all the news and reports are prepared and published according to transparency and accountability and sharing knowledge and experiences as well as MAHAK’s Instagram account the only social media which provides the opportunity of bilateral communication between MAHAK and its audience.

Website:
www.mahak-charity.org

Instagram:
www.instagram.com/mahakcharity
MAHAK Pediatric Cancer Treatment and Research Center Address:

MAHAK Pediatric Cancer Treatment & Research Center, MAHAK Blvd., Prof. Parvaneh Vossough St., Shahid Majdi Blvd., Artesh Freeway, Tehran – Iran

All the provided information in this brochure belongs to MAHAK. Using it is allowed only in case the name of MAHAK is mentioned.
MAHAK believes that cooperation between NGOs, business entities and the government will result in operationalization of Corporate Social Responsibility (CSR) projects and therefore obviation of the society's issues. MAHAK also hopes that, with the cooperation of educational and research institutes and adaptation of social responsibility with available international standards in the region, it will utilize its resources, which all come from public donations, in the best way so that the hard treatment days of cancer-stricken children will be shorter and more efficient.