

## **Corporate Programs to be Honored with Global Citizenship Awards**

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La Jolla, California

Global HR News, a California-based media and conference company, announced today the recipients of their Corporate Citizenship Awards to be presented in New York City on 23 May 2007. The Awards will recognize and honor three specific corporate programs that either prepare employees and families for effective international assignment, or foster exemplary goodwill in the international communities in which the company does business.

The company programs receiving the Awards are Caterpillar Inc for their [International Employee Assistance Program](#), Pfizer Inc for their [Global Health Fellows Program](#), and PricewaterhouseCoopers for their [Ulysses Programme](#).

The Caterpillar “International Assistance Program (IAP)” was started in 2004 to assist their more than 1,000 employees living and working outside their native country. The program features extensive pre-departure orientation, proactive, ongoing outreach to employees and spouses, educational webinars, professional counselling as needed, and repatriation assistance. Caterpillar’s IAP program recognizes that expats and their families often do not seek the help they need until there is a significant crisis. The Caterpillar program invites international assignee families to accept help before a crisis develops. The company cites improved retention and productivity as a result of the program.

The Pfizer “Global Health Fellows Program” was started in 2003 and has deployed 128 of their skilled professionals to work with NGOs on public health projects in developing countries. The goal of the program is to build “sustainable development within health care systems through a customized approach to local needs.” The Fellows spend from 3-6 months on specific projects dealing with such diseases as HIV, tuberculosis, and malaria. An example of this would be Alison Hager’s fellowship to Rwanda, where she brought her business management skills at Pfizer to a joint venture project with Earth Institute and Mailman School of Public Health of Columbia University to work with Rwanda’s regional health organizations and hospitals to improve their delivery of high quality health care. Pfizer pays the Fellows’ salaries and expenses and holds their positions while they are serving. Pfizer benefits from this program include motivating and retaining talented employees, development of employee skills, and development of positive relationships with critical activist organizations and powerful regulatory and legislative bodies through open dialogue and shared learning.

PricewaterhouseCoopers' "Ulysses Programme", a global leadership development program, was started in 2001 and has sent 80 partners from 32 territories on 26 projects in 20 different developing countries. One of the objectives of the programme is "to integrate stakeholder collaboration into the role of high performance business to create sustainable success for communities and markets across the world." An example of this would be the 2005 Rural Electrification Project in Madagascar where four PwC Partners from Russia, France, Indonesia, and the US went to the Andapa and Sambava Districts of Madagascar to work with a UNDP to do a social-economic study to guide the selection of projects best suited to reduce poverty and create economic growth. The programme consists of eight weeks of preparation, eight weeks on location, and a week of review and recommendations, plus follow-up. Among the benefits PwC sees for this programme is creating "a sustainable brand in which PwC is differentiated by the quality of our relationships with our people, our clients and the community."

The judges for the Global HR News Corporate Citizenship Awards were Philip Berry, VP Global Workplace Initiatives, Colgate-Palmolive Company; Austin Fragomen, Partner and Chairman of the Executive Committee, Fragomen Del Rey Bernsen & Loewy LLP; Dean Foster, President, Dean Foster Associates, Intercultural Consulting & Training; Andrew Kittell, Director of Corporate Relations, ACS International Schools; Judson Scruton, Director, New York & London, Global HR News; and Ed Cohen, Editor & Publisher, Global HR News.

Unlike some Corporate Citizenship and CSR Awards, The Global HR News Corporate Citizenship Awards were chosen from very specific programs nominated by the companies themselves.

" We are honored to have such outstanding programs to recognize with our first Corporate Citizenship Awards. Each of these programs makes a distinctive and valuable contribution to global management. We firmly believe that effective global management measurably contributes to better understanding, human development and perhaps to world peace, and I believe that companies and their international assignees and their families are actually "everyday Ambassadors" living and working in the community and coming into daily contact with local residents, businesses, and organizations," said Ed Cohen, Editor and Publisher of Global HR News.

The Corporate Citizenship Awards Reception and Ceremony will be held on 23 May from 6-7:30 p.m. in the Spellman Ballroom of the New York Palace Hotel, 455 Madison Avenue in New York City. Those who would like to attend should contact [news@globalhrnews.com](mailto:news@globalhrnews.com) .