

Agility: A Global Logistics Company and Local Humanitarian Partner

Executive Summary

The case study narrates lessons learned by a group of employees from Agility that voluntarily sets off with the support of their CEO to the Lebanese-Syrian border in the midst of the 2006 bombings. Personally convinced that they have a duty to help, they go to make their professional skills and contacts available to the humanitarian community on behalf of Agility. The experience, full of trials and errors, helps the group to define the company's potential contribution for the future. Upon return to headquarters they make recommendations to the board of management for what will become the company's corporate social responsibility global program, reflecting Agility's diversity, strategy, and position in the market. The program grows to be a powerful tool to mobilize internal capacity, establish closer relations with clients, and to collaborate with the other transport and logistics sector leaders as Agility sets off to engage competitors in their humanitarian CSR program.

Agility was founded in 1979 in Kuwait as the Public Warehouse Company. It was later privatized and expanded, through acquisitions, into 100 countries. It is now one of the top five global leaders in the transport and logistics sector. In this highly competitive sector Agility prides itself on being the only emerging market multinational. Though well established as a global player, they find that the strength of their model is that they remain a local player in each country where they operate.