



I propose that you,
the business leaders,
and we,
the United Nations,
initiate a
global compact
of shared values
and principles,
which will give a
human face
to the global market.

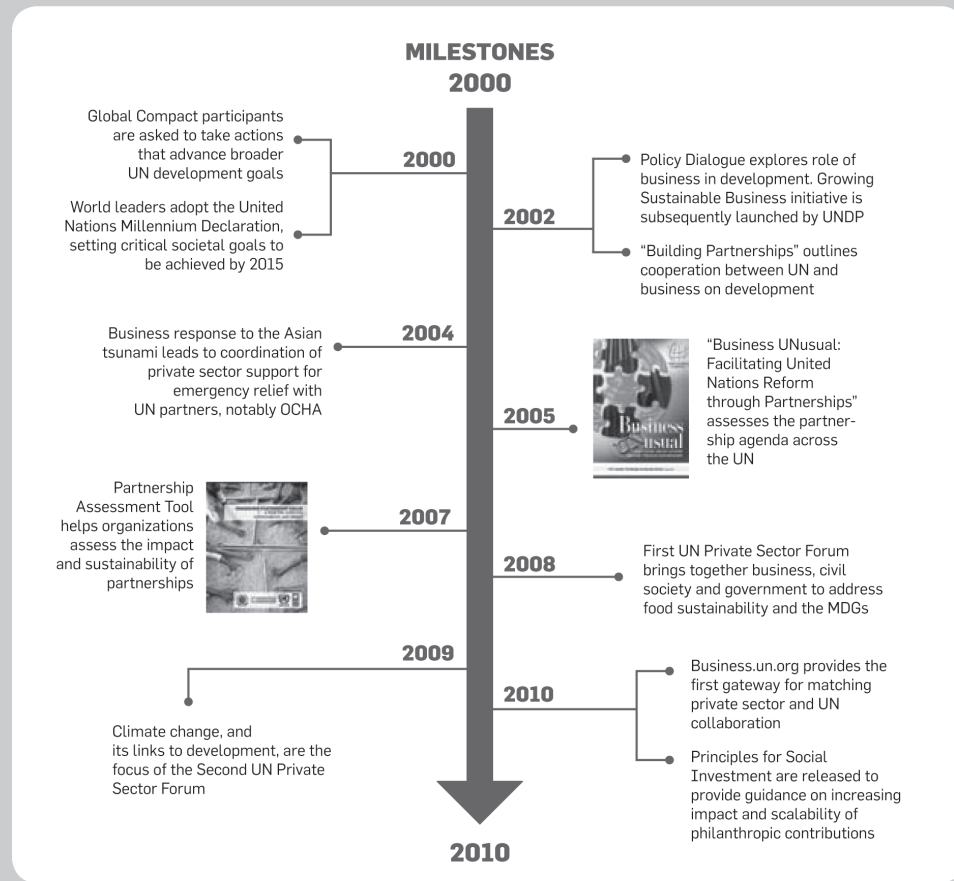


DEVELOPMENT

Business and society are inextricably linked – neither can thrive in the long-term without the strength of the other. The launch of the Global Compact in 2000 was in response to this dynamic – as billions of people were being left in poverty and neglect while others experienced rapid development and excessive prosperity. The same year, world leaders set out a 15-year plan to rectify the massive gaps in critical development areas, as articulated in the Millennium Development Goals (MDGs).

As part of the commitment to the Global Compact, companies are asked to take actions – individually and together with other organizations – to support development objectives. The 2009 survey shows that approximately half of participants are engaging in such work – through their core business, social investments and advocacy campaigns. Efforts are reported most frequently in the areas of environment, gender equality, and poverty and hunger. This corresponds with recent work by the Global Compact to convene business with key stakeholders in forums on climate, water, gender and food sustainability.

The Global Compact plans to intensify its efforts on sustainable development. The third UN Private Sector Forum, to be held in September 2010, will focus on the MDGs and gather chief executives with Government, the UN and civil society with the purpose of bringing a renewed focus on the role of business in helping to achieve development objectives.





Advancing Development

The Global Compact has bolstered efforts to facilitate the business contribution to development. Platforms such as Caring for Climate, the CEO Water Mandate, and the Women’s Empowerment Principles represent the emergence of a promising frontier of business engagement where internalization of principles in business is inherently connected with advancing the MDGs.

For the first time, in 2010 the Global Compact took steps to identify and promote existing projects across the UN system to advance the MDGs that could benefit from additional corporate participation. The outreach project results in a number of new collaborations, as announced at the Global Compact Leaders Summit. Also adding momentum to UN-business partnerships is the new website “business.un.org” which provides a platform to facilitate private-sector contributions and engagement to advance the humanitarian and development work of the United Nations (see p. 74).

A Global Compact for Development

Released in June 2010, this brochure outlines the UN-business partnership framework and clarifies how companies can engage with the UN through their core business, strategic social investments, and advocacy. The document also lists available engagement platforms for business and showcases examples of successful undertakings by Global Compact participants to advance work toward UN development goals.

Principles for Social Investment

Social investment is the practice of making voluntary financial and non-financial contributions that help local communities and broader societies address their development priorities. Leaders of corporations and grant-making institutions increasingly recognize the importance of responsible social investment, ensuring not only the optimal impact of their contributions, but also their alignment with broader societal goals. The launch of the Principles for Social Investment (PSI) in June 2010 provides needed guidance on increasing the impact and scalability of philanthropic contributions. Produced jointly with the Committee Encouraging Corporate Philanthropy (CECP) and St. James Ethics Centre, the PSI offer guidance for organizations pursuing responsible social investment practices, including companies and their foundations, community foundations, private foundations and non-governmental organizations.

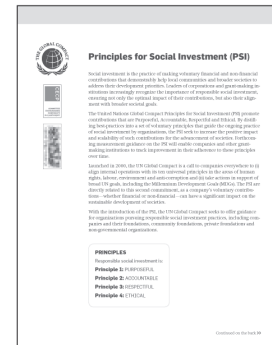
Responsible social investment is:

- Principle 1: Purposeful**
- Principle 2: Accountable**
- Principle 3: Respectful**
- Principle 4: Ethical**

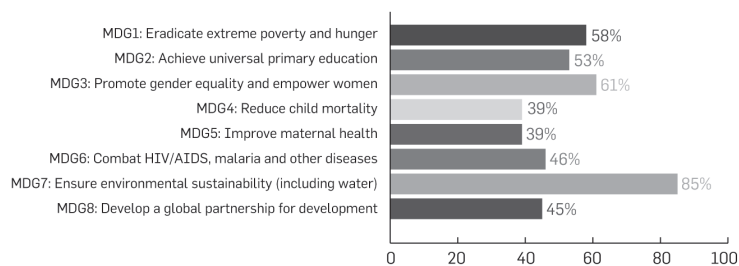
Millennium Development Goals

The MDGs form a blueprint for development agreed upon by all countries and leading development institutions. With only five years left to meet the targeted deadline of 2015, achievement of the goals is far from assured. Much work must be done to bring development, peace, equality and dignity to millions of people. Companies surveyed indicated how they were contributing to specific MDGs, as well as types of organizations with which they have partnered.

Half of survey respondents report engaging in partnerships linked to development – consistent with 2008 findings. Larger companies and those that joined the Global Compact earliest are more likely to engage with other stakeholders in projects – for example, 84% of companies with more than 50,000 employees, and approximately 80% of companies that joined in 2000, 2001 and 2002. Additionally, companies in Africa (76%) and Latin America (70%) are much more likely to undertake development-related partnerships than the average participant.



Which MDG(s) has/have been targeted by your company’s partnerships?





Business Advancing the MDGs

For each MDG, companies were asked to indicate what types of activities were undertaken (advocacy, philanthropy, core business) and with whom they partnered (Government, UN, NGOs, other businesses, academia).

Activities: Advocacy and philanthropy were evenly split as the most popular activity – with core business the least common for all MDGs. Advocacy was the predominant form of engagement in environment and gender equality partnerships, compared to philanthropy as a means to advance MDGs on poverty, education and child mortality.

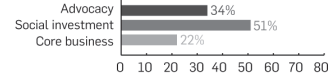
Partners: Companies most frequently partnered with NGOs, followed by Government and other businesses equally. Companies were more likely to partner with Governments on poverty and education, and with other companies on environment and gender equality. Academia were most involved related to the environment. Though ranking lower on the list, the UN was most likely to partner with business in the areas of poverty, environment and global partnerships.

MDG 1

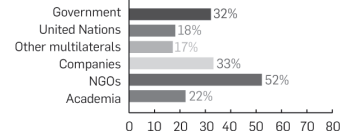
POVERTY

DSM N.V. (Netherlands, Chemicals) partners with World Food Programme (WFP) in "Improving Nutrition, Improving Lives" to ensure that nutritional needs of WFP beneficiaries are met. The programme focuses on enhancing both the quality and quantity of the "food basket" that WFP offers to approximately 90 million impoverished people worldwide. DSM provides WFP with expertise, high nutrient products and financial assistance.

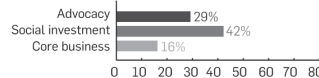
Activities



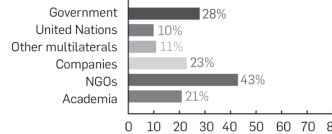
Partners



Activities



Partners



MDG 2

EDUCATION

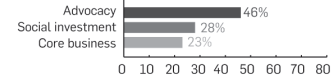
Pearson plc. (UK, Media) worked with Book Aid International to encourage reading in East Africa through the creation of a series of mobile reading tents in areas that lack access to libraries. Pearson has provided financial and in-kind support including books and publishing expertise. It also supports the creation of libraries and community knowledge centres in these regions.

MDG 3

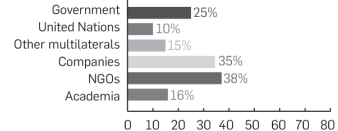
GENDER

MAS Holdings (Sri Lanka, Personal Goods) operates the "MAS Women Go Beyond" programme to encourage female employees – who comprise 75% of their total workforce – to work toward higher positions within the company by equipping them with the right skills. Initiatives include career advancement, work-life balance, skill enhancement and rewarding excellence. Additionally, each year MAS awards "Empowered Women" for their personal and professional achievements.

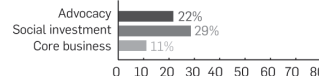
Activities



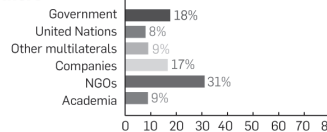
Partners



Activities



Partners



MDG 4

CHILD MORTALITY

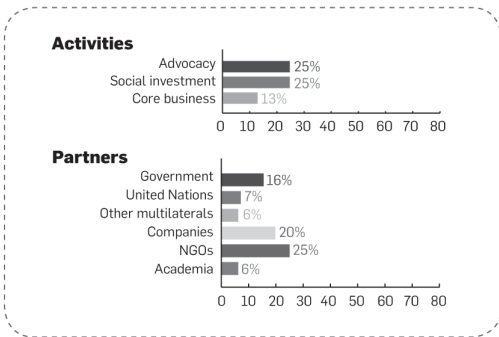
Royal Dutch Shell (Netherlands, Oil & Gas) operates a Breathing Space programme in India helping to achieve reductions in indoor air pollution (IAP), the cause of death for more than 1.5 million women and children annually worldwide. They are expanding the scope of this work through a partnership with the UN Foundation, launching a Global Alliance for Clean Cookstoves that seeks to provide 100 million households with access to clean and safe cooking solutions by 2020.



MDG 5

MATERNAL HEALTH

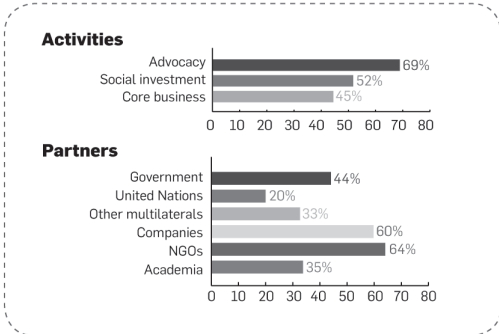
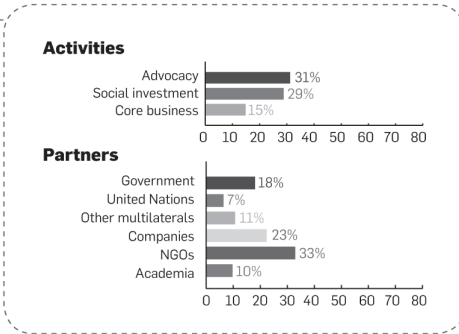
IKEA Group (Sweden, General Retailers) operates a maternal health training programme, the Integrated Management of Newborn and Childhood Illness, in India. It provides infants with immunisation and vitamin supplements; advocates for breastfeeding and nutritious food for children under 24 months in age; and ensures water safety and better sanitation, such as access to toilets and learning about basic hygiene.



MDG 6

DISEASE

MTN (South Africa, Mobile Telecommunications) offers real-time health reporting via the "Phones for Health" programme in Kenya, Rwanda and Tanzania. The project allows health workers in the field to use a standard handset to enter health data, that is then mapped and analysed, and immediately available to health authorities at multiple levels on the internet. The system supports SMS alerting, as well as tools for communication and coordination among field staff.



MDG 7

ENVIRONMENT

A.P. Moller - Maersk (Denmark, Industrial Transportation), with the objective of developing a more energy efficient fleet of ships, has been instrumental in initiating the project "Green Ship of the Future". The objective of the cross-sector project is to develop strategies to reduce emissions from both existing ships and new buildings.

MDG 8

PARTNERSHIP

Deutsche Post DHL (Germany, Industrial Transportation) engages in a long-term partnership with the UN Office for the Coordination of Humanitarian Affairs (OCHA) in the area of disaster management. DHL has established a global network of Disaster Response Teams that provide free logistical support in the wake of natural disasters. In January 2010, the team was deployed within 48 hours of the earthquake in Haiti to coordinate warehouse management of incoming aid and support airport logistics.

