



## Case Story Guidelines

The Global Compact encourages its participants to develop **Case Stories**. **Case Stories exemplify concrete solutions for specific challenges organizations face when implementing the Global Compact principles or supporting broader UN goals. Case stories describe experiences made and lessons learnt and therefore can be used as learning tools by companies and stakeholders.**

A **Case Story** is a 5-10 page description of a particular approach, process, or activity relating to the objectives of the Global Compact and provides a distinct example of how a company (i) implements the Global Compact principles in its operations, (ii) interacts with its key stakeholders (iii) and/or promotes partnerships or supports broader UN goals.

A **Case Story** focuses on a particular issue area (i.e. the development of an awareness program on HIV/AIDS in a local community), or describes processes or actions implemented with respect to some of the 10 Global Compact Principles. It showcases a good practice, which could serve as an example for other participants facing similar challenges. Unlike the *GC Business Case Study*, a **GC Business Case Story** does not have to be prepared independently by an author who stands apart from the company. The Case Story can be drafted by the company itself or by an individual or organization on behalf of the company. The Case Story is also different from a Communication on Progress (COP). While the latter is a standard disclosure to stakeholders (e.g., investors, consumers, civil society, governments, etc.) on progress made in implementing the ten principles of the UN Global Compact, the Case Story does not present company policies in a comprehensive way, nor does it define boundaries or a company's scope of operations. Instead, it illustrates how a specific policy is implemented at the operational level, or describes an isolated activity or good practice in a given issue area.

The Case Story should include the following elements or structure:

- An **outline** of the situation or challenge encountered.
- An identification of the **main “drivers”** or the motivation for the company to address this issue: Why did the company focus on this problem, and why at a given time?
- An **identification of the key players** involved in addressing the problem, both inside and outside the company. The nature of the different players and their interests/histories with the issue at hand should be presented.
- A **(chronological) description of action taken** - by whom, in what order, and how.
- A description of how managers perceived potential risks and reasons why a particular decision or action was chosen. What were the benefits of the approach



selected to resolve the case? How did parties find a common ground to solve the issue at stake?

- **Outcomes and impacts:** What were the measurable outcomes or impacts of the action taken? What were the non-quantifiable but seemingly relevant impacts of the action taken? What was considered a success? Which elements were considered a failure? In addition, it is important to assess both short and long term impacts and unanticipated outcomes, positive as well as negative.
- Finally, the case story should include remaining **unanswered questions** as identified by the company.

### The Submission Process

The following instructions describe how to publish a case story on the Global Compact website:

1. Go to the administration section of the Global Compact website by clicking on the Participant Login link on the Global Compact homepage ([www.unglobalcompact.org](http://www.unglobalcompact.org)). Alternatively, you can go directly to the administration site: [www.unglobalcompact.org/admin](http://www.unglobalcompact.org/admin).
2. Upon login, you will be taken to your personalized administration page.
3. Click on '**Submissions**' then '**Case Story**' in the header navigation. This step will take you to the submission form for your GC Business Case Story. The allowed file format of your Case Story is PDF (preferred), MS Word or MS PowerPoint.
4. GCO checks and publishes/rejects case story.



The screenshot shows a web browser window with the URL <http://www.unglobalcompact.org>. The page title is "PARTICIPANT ADMINISTRATION". The date is "Tuesday, June 2, 2009". There are links for "Account Settings" and "Log Out". The main navigation bar includes "Home", "Contacts", "Submissions", and "Instructions". A dropdown menu is open under "Submissions", showing options: "Previous submissions", "Communication on Progress", and "Case Story". The main content area is for "Haug S.A." and includes a "Logo Request" link. The text reads: "Welcome to the participant administration page of the United Nations Global Compact website. As your organization's primary contact point, you can use this section to modify your or your colleagues' contact information in our internal database, add new contacts to our internal database, submit a link to a Communication on Progress or submit a more detailed case story about your organization's activities." Below this, it says: "More information on how to use this page and the different templates will be available shortly under 'Instructions' in the navigation header above." There is also a contact email: [globalcompact@un.org](mailto:globalcompact@un.org). A "Manage Contacts" section follows, with a note: "Please note that the Global Compact Office will use your contact information only for internal purposes. We will not share participant contact information with third parties." At the bottom, there is a "New Contact" button.

For more information please see the Global Compact website:  
[http://www.unglobalcompact.org/COP/case\\_search.html](http://www.unglobalcompact.org/COP/case_search.html) or contact the Global Compact Office at: [case@unglobalcompact.org](mailto:case@unglobalcompact.org)