



Global Compact Business Case Story

Guidelines

The Global Compact seeks to stimulate the development and publication of *GC Business Case Stories* as an important contribution to the learning materials of the Global Compact in order to demonstrate the creative role that Global Compact participants can play in providing new ways to provoke learning inside companies.

A *GC Business Case Story* is a 5-10 page description of an important incident or process in relation to the objectives of the Global Compact - (i) implement the ten Global Compact principles in business strategies, and (ii) facilitate cooperation among key stakeholders and promote partnership in support of UN goals.

The *GC Business Case Story* can be drafted by the company itself or by an individual or organization on behalf of the company. If it is prepared by an external party, coordination with the company is essential. Unlike the *GC Business Case Study*, a *GC Business Case Story* is not prepared independently by an author who stands apart from the company and is not peer-reviewed.

GC Business Case Stories may be used the following ways:

- published as part of a company's *Communication on progress*;
- submitted as an example under 'Learning' on the Global Compact website;
- presented as good practice at Global Compact Learning Forum meetings;
- submitted as good practices for Global Compact publications.

General recommendations for writing a GC Business Case Study:

1. The material is presented in a straightforward fashion, typically chronological, with every attempt made to avoid dramatization or bias.



2. General introductory background on the industry or other relevant players is not typically presented, with the exception of some general company background.
3. The expected length of this type of Business Case Story is approximately 5-10 pages (approximately 3,500 words), depending on the complexity of the case subject and content.
4. The case does not attempt to include all the information needed for an individual decision maker to be able to make the choice described, but rather an account of what decision was actually taken with suggestions of the kinds of data that proved influential and useful.

Template for the GC Business Case Story:

- Description of the problem to be solved or encountered. (i.e., the question to be answered; the outcome to be achieved; the stakeholder to be addressed; etc.)
- Identification of the “drivers” or the motivation for the company to address this issue. Why is the company focused on this problem, and why now?
- Identification of the key players inside the company who are involved in addressing this problem.
- If the trigger for addressing this challenge is linked to the actions of one or more stakeholder groups (NGO, government, community, etc.), a brief description of the nature of the group and its interest/history with the issue at hand will be presented when the group is identified.
- Description of what happened. Which actions were taken, by whom, in what order, and why? In order to answer the “why” question, it is important to ask how the decision makers perceived the potential risks and benefits of different approaches to the case problem. What were the responses of relevant parties (inside and outside the firm) to the actions taken?
- Outcomes and Impacts. What were the measurable impacts of the action taken? What were the non-quantifiable but seemingly relevant impacts of the action taken? What



was considered a success? What was considered a failure? In addition to both qualitative and quantitative impact measures, it is important to ask the question about both short and long term impacts. Include unanticipated outcomes, both positive and negative. The case story should conclude with the remaining unanswered questions, in particular as identified by the company.