



United Nations Global Compact Working Group on the 10th Principle against Corruption

Media Engagement Initiative

→ Overview of Anti-Corruption Success Story program

May 2010



The United Nations Global Compact

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- The United Nations Global Compact (UNGC) is the **world's largest corporate citizenship and sustainability initiative**.
- It is both a **policy platform and a practical framework for companies** that are committed to aligning their operations and strategies with **ten universally accepted principles** in the areas of human rights, labour, environment and anti-corruption.
- As of today, the UNGC comprises of over **7.700 corporate participants and stakeholders** from over 130 countries.

As the importance of the 10th Principle (Anti-Corruption) is further gaining momentum, the UNGC is implementing **concrete actions, such as:**

- Guidance on Anti-Corruption Reporting
- Anti-Corruption Tools and Resources
- Supply Chain
- CEO Statement initiative
- **Media Engagement Initiative**

These actions are implemented through different multi-stakeholder Taskforces (including non-governmental organizations, anti-corruption experts and business practitioners).



The Media Engagement Initiative

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Mission

- Identify ways to induce more positive engagement of the media industry on companies' anti-corruption efforts.

Major deliverables*

- **Information and Engagement:** information will be provided
 - to the media in order to help raise awareness of the causes of corruption and how businesses can tackle corruption, and
 - to the UNGC Local Networks in order to engage the media to publish positive stories.
- **Success Story program:** a repository of real-world examples on how Global Compact participants successfully fight corruption in their industry / region will be created.

The Media Engagement Initiative is a truly global, multi-stakeholder endeavor, including the private sector, NGOs, Media and Public Relation Experts and the United Nation.

* This is not a complete list of deliverables. Other areas (such as a media engagement award) will be added when the Taskforce feels that this will significantly support the overall mission of this initiative.

Success Story program – the Vision

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- **In order for the media to contribute to a more positive coverage (rather than solely news on anti-corruption failures), access to real-world stories where companies have successfully implemented practical activities to fight corruption needs to be provided.**
- **The Anti-Corruption Success Story program aims to**
 - **Allow UNGC business participants to share good practice examples in their fight against corruption**
 - **Provide real-world success stories to the media**
 - **Motivate other UNGC participants to follow proven good practices.**
- **A trusted, external party will provide the necessary objectivity, skills and resources.**





Credibility through independence

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- **Credibility of a Success Story** is a key requirement of this program in order to avoid that these stories are merely seen as a strategic marketing or public relations campaign of the featured company.
- Information used in a Success Story will come from the **company itself** as well as from **other sources** (e.g. industry benchmarks).
- A **credible and balanced independent** view is required. Consequently, the author of a Success Story needs to stand apart from the company and other stakeholders.

Academic institutions, in particular International Business schools, are therefore seen as an ideal partner for this UNGC governed Anti-Corruption Success Story program, as these institutions in general provide the necessary objectivity, skills and resources.



General assumptions

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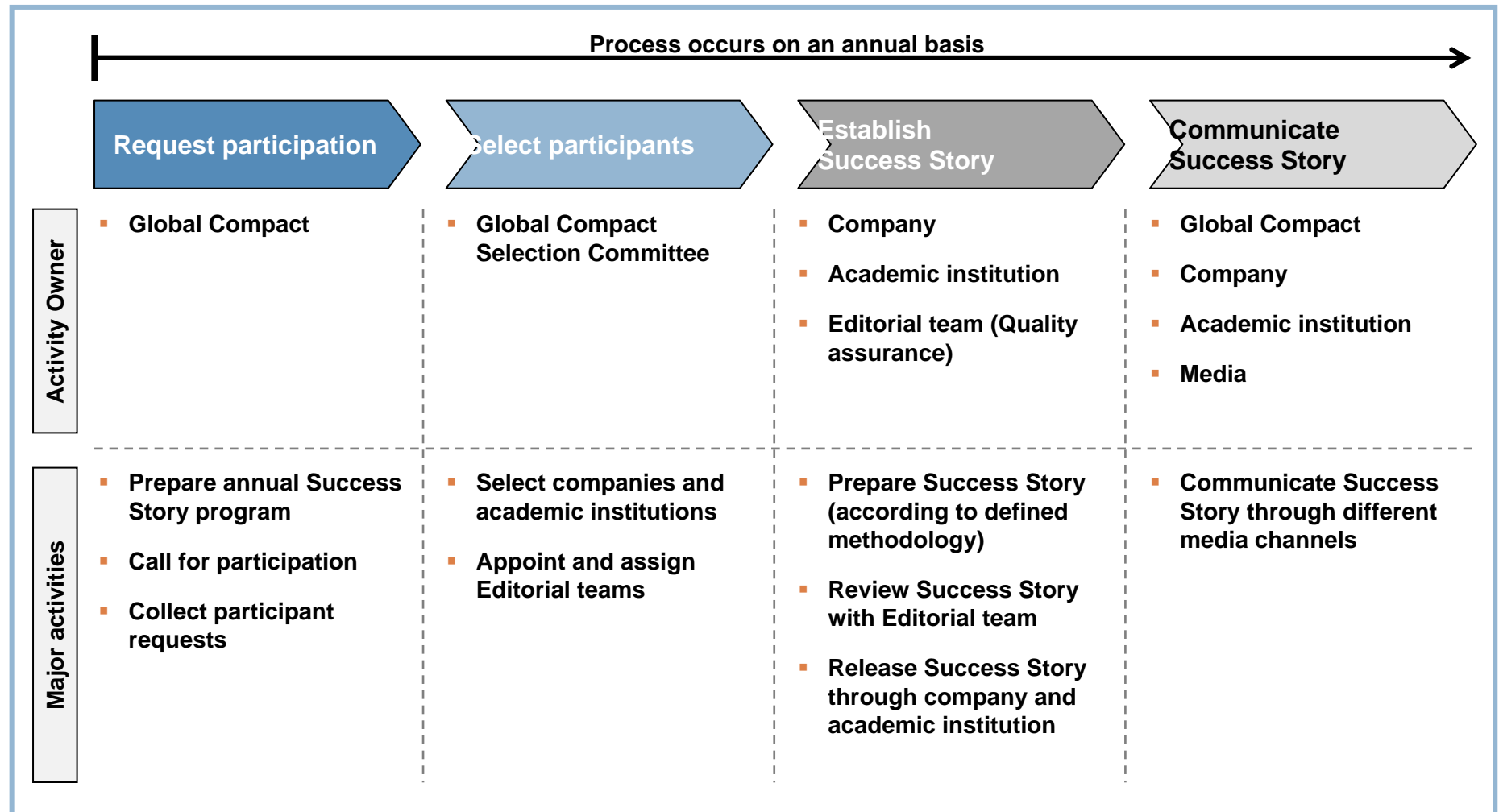
The Success Story program adheres to the following general assumptions:

- The Success Story program is an **annual, reoccurring event**, governed by the UNGC.
- Only companies that are **participants in the UNGC** can share their Success Stories.
- A Success Story will be communicated **through various public communication channels** (e.g. media, internet) and must therefore not contain any information that would prevent such an open communication.
- **The case behind the Success Story must be concluded** and should **not be older than 12-18 months** at the start of the annual program.
- A Success Story should be **easy to read and comprehend**.
- A Success Story can either **feature a named company or be anonymous**.
- Each Success Story must follow a **standardized methodology and format** to ensure comparability.
- Companies do **not finance the development of Success Stories** in order to strengthen the story's independence, but can provide cost coverage for collaboration and publication.



Overall process

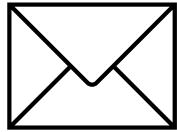
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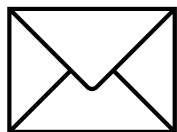


For more information, please contact...

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