

International Workshop on UN Global Compact Networks and Outreach

Berne, 26-27 June 2003, Hotel Allegro, Kornhausstrasse 3, 3000 Berne
Hosted by the Swiss Ministry of Foreign Affairs (SDC/PDIV/PDIII)

Agenda:

THURSDAY, 26 JUNE

TIME	ISSUE
09:00	Opening and Welcome Address by Swiss Government. Serge Chappatte, Vice Director, Swiss Agency for Development and Cooperation (SDC): "Why Switzerland supports the Global Compact. The Relevance of the Global Compact for Development."
09:15	"Workshop Objectives and Programme". Arthur Zimmermann, Workshop Moderator.
09:20	Introduction Part: The Global Compact Now and in Five Years
09:20	"Outreach/Networks in the Context of the GC". Georg Kell, Executive Head, GC Office New York.
09:40	"The Current State of Global Compact Outreach/Networks". Anton Stadler, Head Outreach/Networks Unit, GC Office New York.
10:00	Question and answer period.
10:15	Vision Building: What do we want the Global Compact to be in five years?
11:00	Tea/Coffee break.
11:30	Part I: Faster Growth and Higher Impact through Systematic Outreach
	<u>Objective Part I:</u> The participants have contributed with their ideas and have agreed on the essential points in the future Global Compact Outreach Approach.
11:30	Panel: Six workshop participants Gary Rynhard (IOE), Dwight Justice (ICFTU), Richard Samans (WEF), Hans Hofmeijer (ILO), Syed Asif Hasnain (UNIDO), Casper Sonneson (UNDP) give their views to the workshop on how to achieve faster growth of the number of participating companies and a more intensive engagement by them. How to reach and engage Global 500 companies? How to reach and engage domestic companies in developing countries? How to reach and engage SMEs? How to more effectively approach each

	category? By what order of priority? Questions, comments and other feedback from workshop participants.
12:30	Lunch
14:00	Thought collection through six working groups on key issues around “Faster Global Compact Growth” and “Deeper Global Compact Engagement”: 1. Reaching out better to Global 500 Companies, large TNCs and large domestic companies in North and South. 2. Targeting SMEs in developed, developing and transition countries better. 3. Including (or not) cities, public institutions and administrations, schools, NGOs, etc. as participants in the GC and/or as promoters for the GC. 4. Proposing outreach roles for GC Office, GC Networks, UNDP, ILO, UNEP, UNHCHR, UNIDO, IOE, WEF, ICFTU, Governments, NGOs, others. 5. Positioning/cooperation/synergies of GC outreach with WB, IDBs, OECD, WBCSD, IBLF, WEF, GRI, BSR, CSR Europe, Governments, EC, others to be identified. 6. Introducing fresh ideas on innovative Global Compact Launch events, PR, advertising, etc, (the method is the message).
15:00	Strategic Group: Presentation and discussion on the thought collection and on major conclusions.
15:30	Tea/Coffee Break
16:00	Part II: From Outreach to Coherent and Sustainable Networks
	<u>Objective Part II:</u> The participants have agreed on the essential points leading to a coherent role of decentralized GC Networks.
16:00	“From the General to the Specific Global Compact Network”: On shape, role and management of networks in general terms. How do networks evolve? How can they be organized? What are their strengths and limits? How do they best use ICT? How are they steered or navigated? How much guidance and coherence do they need? Potentials and risks. Why Global Compact Networks; what is their value added to the GC? Deliverables? The example TI? Anton Stadler and Georg Kell. Questions and answers.
16:30	Panel Discussion: Tapping the experience of different Global Compact Networks around the world. Each panelist speaks 5-10 Minutes on his/her network elaborating on how the network came into existence, how it is organized, what it's activities are, what plans for the future and what the network expects from the GC Office and its partners: 1. Global Compact Network Spain (Javier Chercoles)

	<ol style="list-style-type: none"> 2. The Global Compact Nordic Network (Jens Berthelsen) 3. Global Compact Network China (Chen Ying) 4. Global Compact Network India (Uddesh Kohli) 5. Global Compact Network Poland (Karolina Mzyk) 6. Global Compact Network Nigeria (Emmanuel Amieo Evbodague) 7. German Friends of the Global Compact (Hans Michael Holz)
19:00	Conclusions: Lessons learnt from different experiences of GC Networks.
19:10	Feedback about first workshop day by moderator, end of Workday One.
19:30	<p>Aperitif and Dinner at Kornhaus Keller, hosted by Ambassador E.H. Hofer, Swiss MFA, Head Political Division III.</p> <p>Welcome speech by Ambassador E.H. Hofer: "Switzerland, a small industrialized country: The Case for Voluntary Global Norms".</p>

FRIDAY, 27 JUNE

TIME	ISSUE
09:00	<p>Georg Kell introducing Ambassador Peter Maurer, Swiss MFA, Head Political Division IV). Presentation by Peter Maurer on:</p> <p>"The Global Compact in 1999: An innovative idea. The Global Compact today: A growing cluster of networks. The Global Compact in 2008: A major factor to make globalisation humane and inclusive?"</p>
09:20	Georg Kell: The crucial importance of GC Networks.
09:25	<p>Five Working Groups will concentrate on the following issues:</p> <p>Objective Working Group 1 ("Tasks"): Review and re-phrase the eight draft recommendations on the tasks/activities of networks on the GC Website, click "Outreach/Networks". Make proposals how to measure the impact of each activity. Include country, regional and sectorial networks in your considerations.</p> <p>Objective Working Group 2 ("Relationships"): Come up with proposals to the workshop how the relationships between Global Compact Sub-Networks and the Global Compact Office, as well as between networks, should be shaped in the future (communication, website link-ups, knowledge management, facilitation, recognition, top-down, bottom-up, etc).</p> <p>Objective Working Group 3 ("Brand Management"): Propose to the workshop what measures (voluntary and involuntary) you think are needed, to ensure the integrity of networks, to maintain networks coherent with the spirit of the Global Compact, and to minimise the risk of damage to the Global Compact "Brand".</p> <p>Objective Working Group 4 ("Local Engagement"): Elaborate on how the GC central Engagement Mechanisms (Dialogue, Learning, Partnership Projects) can work in practice on</p>

	<p>the level of country, regional and sectorial networks. Learning (e.g., local learning fora, the language barrier, etc), Dialogue (e.g., moving good ideas up, drawing from the global level), Partnership Projects (e.g., how networks in the South can link up with companies). Include engagement synergies local-global/global-local in your considerations.</p> <p>Objective Working Group 5 (“Motivation”): Suggest all measures that should be taken to keep the activities of networks (and the companies participating in them) actively engaged in the long run (sustainability of the Global Compact Initiative as an institution). Also include the internal organization and the financing of the operating expenses of networks in your considerations.</p>
1100	Strategic Group: Presentation and discussion of Working Group Results and on major conclusions. Questions and discussion after each presentation. Agreement on the essential points.
12:30	Lunch
14:00	Continue presentation and discussion of Working Group Results. Questions and discussion after each presentation. Agreement on the essential points, identification of recommendations.
15:00	Tea / Coffee break.
15:30	Panel, the seven Donor Government Experts and UNDP (Casper Sonneson): What can Governments do to support Global Compact Networks in North and South in their activities. In a given country, or region, or sector, as well as Global Corporate Citizenship in General? Questions and Comments by workshop participants.
16:30	Georg Kell: Final conclusions. Where do we go from here? Anton Stadler: Thanks and Farewell.
17:00	End of Workshop.