



THE GLOBAL
COMPACT

The Global Compact

Where we stand today...

on Outreach

on Sub-Networks





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UN Global Compact Outreach

- 53 countries have launched the Global Compact:
37 launches in Developing Countries
16 launches in Developed Countries
- 40 Global Compact Networks
- Nearly 1,000 companies participating today
300 of them are SMEs





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UN Global Compact Outreach

4 staff at GC Office New York (assisted by a host of friendly organisations) support launch events and network building around the world. We hope to work with more friendly organisations after this workshop.

- The Role of IOE/ICFTU/ICC/Others
- The Role of UNDP/ILO/UNEP/OHCHR/UNIDO
- CSR Europe and its Partner Organizations, other CSR
- Role of NGOs
- The SG's Role
- The Media





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Sustainable Outreach and Networks are inter-twined

- How to expand faster?
- How to get deeper engagement?
- How to attract the most serious companies?
- Quality versus Quantity
- Big versus small?
- Regional and sectoral priorities?





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Global Compact Outreach Tools

- The Launch Event
- Launch a Network
- Starting out on an Issue
- Launch a Learning Forum
- Approach companies directly





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Criticism on Global Compact Outreach

„Your making the entry so easy puts a serious engagement later at risk“.

„To wait until somebody calls you, means dancing with everybody“.

„Better give clear mandates in every country“.





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Global Compact Outreach at a Crucial Junction

- Global Compact Brand is relatively known by now.
- Future Focus on Engagement of Companies?
- Launch Events to be replaced by Sustenance Events?
- Management of Network to become priority?





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The Importance of this Workshop for the Outreach and Networks Unit

What we want from this Workshop:

- Ideas and Guidance on how to do Outreach more effectively.
- An Agreement on a Coherent Role of Networks.
- A motivation boost for you, for all networkers present here.
- Beyond Outreach, the evolution of a more clearly defined management structure for the GC Network as a whole.

