



# Implementing the Global Compact through the GLN

Bonn, October 22, 2008



# Agenda

- The Global Leadership Network
- Partnering with the Global Compact
- Learning from emerging markets: Brazil
- Discussion



# GLOBAL LEADERSHIP NETWORK





## Network



## Groundbreaking R & D



## Regional Reach



## Voice of Leadership



- Washington DC May 14<sup>th</sup> 2008 Leading CSR Metrics
- New York City November 2008 ESG Performance Excellence

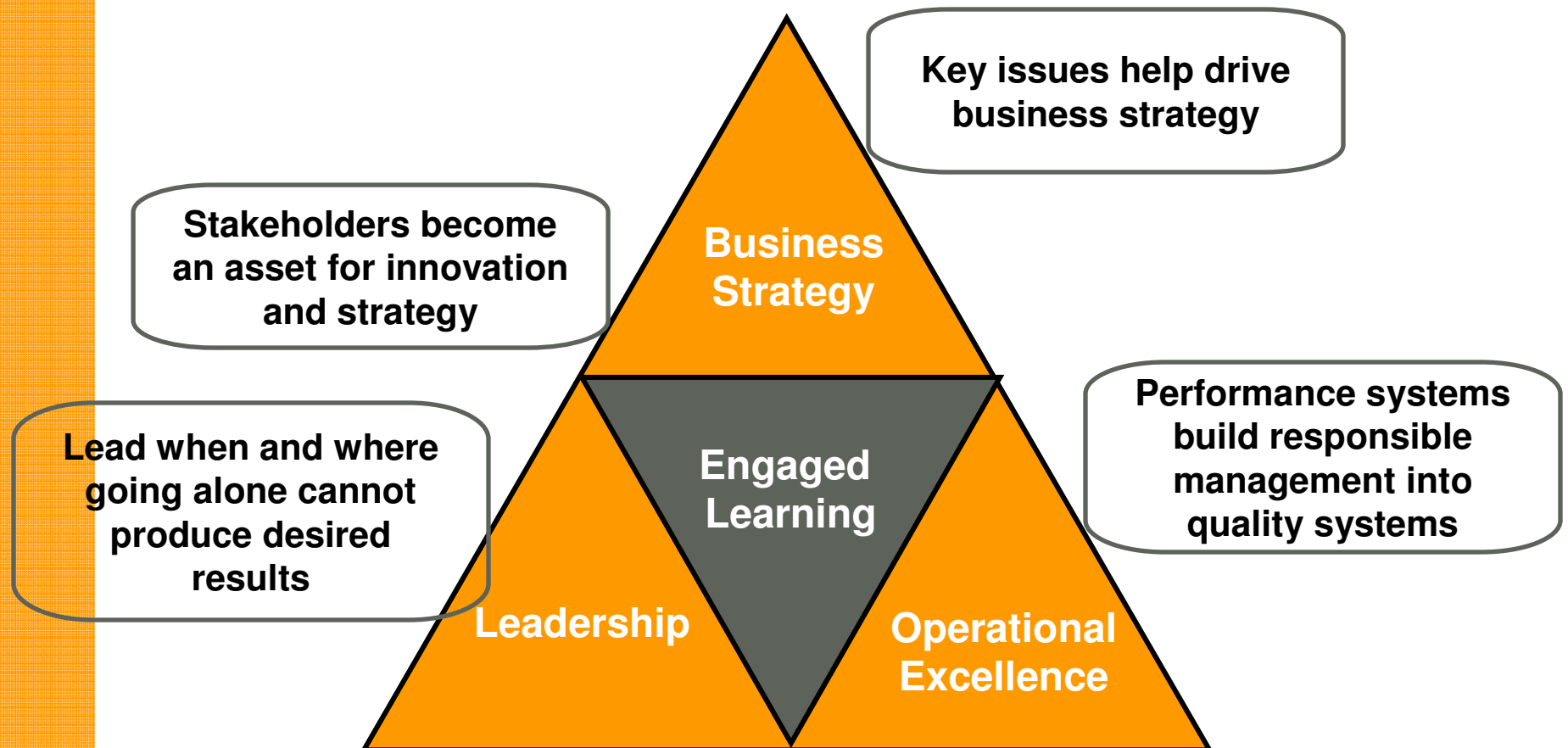
- GLN OpenAccess
- 10 Attributes of leading CSR performers
- ESG Performance excellence system (self-assessment, live benchmarking, implementation guidance)

- Networks: Global, China, Brazil, India
- June 23-27, India GLN P&V Delhi
- IFC emerging markets
- November 11-12 Beijing CFCSR Hall of the People

- GLN guides signatories in how to implement - UN Global Compact Leaders Summit in Geneva on July 5, 2007
- “Transforming the Change Rhetoric into Shared Responsibility”



# Excellence in corporate citizenship



# Partnership with the Global Compact

1. Understand & internalize  
the principles

2. Provide hands on support  
for action

3. Create and measure value  
through ESG activities

## Focus on the issues

### GLN UNGC tool

Launched partnership at  
the Leaders Summit

Released UNGC GLN tool  
specifically for UNGC  
signatories and focal  
points

## Apply support

### P&V pilot workshops

Redesigned Progress and  
Values workshop series based  
on the tool. India pilot

Brazil P&V: practical  
application of GLN UNGC  
model

## Focus on the organization: the value chain

### Attributes of excellence

Global benchmarking study  
on Performance Excellence

Rolling out after Bonn ALNF

# 1. Implementing the Principles

## What

- Help UNGC members implement the 10 principles and support COP

## Why

- Companies eager to advance their performance and become a good corporate citizen. But needed help with how

## How

- The tool enables signatories to understand the Global Compact in terms of business risks, opportunities and value and provides practical guidance with leading change

- Available in 4 languages, for all sizes and sectors
- Contribution from IFC, emphasis on emerging markets
- Benchmarking and COP reports
- Free, available online at [www.gln-openaccess.org](http://www.gln-openaccess.org)

# Application & feedback

- 120 companies registered (Dow, Shalin, Alcoa, China group)
- Identify which Principles and issues are the most material and how the company is managing them
- Scoring helps focus on the most critical issues
- Engage the entire business and empower the task force to achieve success
- Automated and simple COP Guidance output

The tool asks the right questions to connect the Principles to business strategy

Some companies have taken the exercise on and connected their global operations, e.g. focusing on human rights

A one-hour run allows the company to quickly see how material a Principle is

But it is a deep process that requires time and effort- not a quick fix

Many companies need some level from support with application



## 2. Hands on support

### What

- A workgroup-based workshop on how to apply the Principles- designed an innovative action plan model, from strategy to target setting

### Why

- To provide *hands on support* with implementation of the Global Compact

### How

- Put the GLN framework at the core- transferred the GLN tool questions to the group exercises

- Applicable for 1 or 2 day exercise
- Works in conjunction with local tools and GRI
- Tested with success in India and Brazil
- Leads to an action plan matrix and process that participants can replicate in their own companies and which flows into the COP

# Application & feedback

- Used the GLN framework and questions at the core: started with CSM/ Ethos and reporting with GRI
- Set up: interactive groups create their own company, and hence choose their issue area, priority issues and stakeholders
- Tested how each issue reflect business risks and opportunities
- Group delivered detailed action plans with specific activities, targets and timelines

Relevant: builds on existing company activities	Simple and inspiring
Full sense of ownership (each group developed a distinct plan)	Hands on
Highly interactive and very engaged groups	Easy to follow: brief content presentations followed by group-work
Groups helped each other, focused on building action plans for their companies	Better integration between tools
New companies support	Real case studies



### 3. Create and measure value through ESG activities

What

- A ground-breaking work that tells companies *exactly where they need to invest in CSR and how*

Why

- More than ever before, the emphasis is on value creation. CSR teams call for tools that enable to measure and advance the value of their activities

How

- Global benchmarking excellence study with world leaders and select UNGC companies focusing on how companies utilize CSR in their value chain

- Unique benchmarking study and framework on CSR and value chain
- 3 hour interview to understand performance from within
- Apply globally with GLN members; In China with Vanke, China Merchants Bank, Ping AN insurance and more; in Brazil with Petrobras, Banco Real and others
- Regional and sectoral analysis



# The exercise

Determine where you are

Identify key areas to invest in

Advance to create value

Common areas of value creation

HR management reflects CC goals

Advance CC performance through R&D

Build solutions with supply chains

Use marketing and sales to achieve CC priorities

Manage environmental footprint in operations

Apply public policy to solve toughest challenges

Understand development pathways

Mature

On the way

Start-up

Highlight ROI and value-added

Develop metrics to measure value and facilitate progress

Take practical steps to improve performance

Communicate the right information to key audiences



# The proposition

A local workshop within the next 6 months

- Apply the hands on P&V workshop and support members with implementation, including the GLN UNGC tool
- Free participation in the Attributes of Excellence study and receive customized report from GLN with recommendations and leading practices
- Benchmark against GE, IBM, Petrobras and others and see where they are and what practical steps they took to get there
- Feature in prominent publication on the next generation of ESG excellence



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Thank you!

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