



GLOBAL COMPACT NETWORK BULGARIA

Awards and Recognitions A PR Exercise or a Real Need?

Maya Nyagolova, UNDP Public Advocacy Officer,
GC Network coordinator at the Global Compact ALNF-Bonn 2008

maya.nyagolova@undp.org

www.unglobalcompact.bg





ABOUT US

- ❑ **The GC Network in Bulgaria pioneered many initiatives;**
- ❑ **It is about time to assess critically which initiative has worked and which did not;**
- ❑ **The GC Network “own” Awards and Recognitions Scheme didn’t evolve into practice. Why?**
 - Who owns the awards scheme
 - What criteria to assess the winners
 - Which legitimacy to defend

UN Global Compact officially launched in Bulgaria in 2003;
Semi-formal governance structure since 2006;
GC Secretariat hosted by the UNDP Country Office;
Between 2003-2007 over 130 members of the GC Network



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AT THE BEGINNING

- ❑ Monthly/bi-monthly awards - to encourage pro-active participation and recognize efforts to apply the GC principles;
- ❑ September 2004 – Special monthly award;
- ❑ March 2005 – GC Best practices awards for contribution to community, society and MDGs;
- ❑ 2006 – GC members idea to establish special award to media fighting corruption;

Lack of formal governance structure;
Lack of clear list of awarding criteria;
= the regular GC awards idea abandoned





CURRENTLY GC BULGARIA SUPPORTS:

- 1) The **Annual Responsible Business** Contest and Awards Scheme by Bulgarian Business Leaders Forum
- 2) The **Socially Responsible Company of the Year** Contest and Awards - a *new initiative by a* GC member company with partners
 - BBLF Awards - since 2003 - in 5 categories
 - CSR company of the Year - since July 2008 - in 5 areas
 - GC Secretariat and Members of the Advisory Board – members of both juries;



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MAIN LESSONS TO SHARE

- Business and media consider corporate citizenship (CC) awards as PR events and Ceremonials**
 - ◆ Media coverage lacks knowledge of the issue
 - ◆ Business is “lost in translation” of CSR, GC principles, PR, philanthropy, sponsorship;
- GC awards should not become part of a flourishing in-country trend of establishment of different sorts of business awards;**
- GC Secretariat could not be the decision maker about awarding GC members;**
- Partnerships ensure credibility of the awarding schemes;**





RECOGNITION INSTEAD OF FORMAL AWARDS

- ❑ **Annual traveling seminars:** hosted by the best and most active GC companies in recognition of their socially responsible governance and innovative practices
- ❑ **“Notable COPs contest”:** to encourage GC members to report and share the best of their initiatives; to single out “role models companies” as examples to follow;
- ❑ **Best Practices Special Publication:** to recognize the efforts of GC members that apply actively and report about the application of the 10 principles



Bulgaria

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