

UNITED NATIONS GLOBAL COMPACT VI ANNUAL LOCAL NETWORKS FORUM

Bonn / Germany, 21 – 22 October 2008

OUTREACH AND AWARENESS - RAISING



**BOLIVIAN CORPORATE SOCIAL
RESPONSIBILITY FOUNDATION**



Red Pacto Global
Bolivia

What is COBORSE?



The Bolivian Foundation on Corporate Social Responsibility (Fundación COBORSE) is a non profit organization, initially established in Nov. 2004, as a multi stakeholder network to promote and disseminate the concept and practice of Corporate Social Responsibility (CSR) in the Bolivian society, specially among companies.

It is the Local Network of the Global Compact in Bolivia since November 2006.

What was the rationale for or the purpose of your activity?



The diverse outreach activities have helped to raise awareness of the GC, encourage companies and other stakeholders to participate, and have increased local media support.

The rationale for undertaking those activities is simple, given that...

the Global Compact is part of our core business since..."The objective of the COBORSE Foundation is to develop and promote the practice of CSR in order to build a more sustainable and just society, based upon responsible management, the adoption of the United Nations Global Compact principles, and the practice of responsible citizenship among companies that operate in Bolivia".

What has worked well for COBORSE, and why?



Alliances

- Member of Forum Empresa
- Alliances with CSR organizations in Latin America



Events

- Promote and encourage the participation of business leaders to CSR international events and conferences (Ethos & IDB), seminars, and study tours.
- Organize workshops about the importance of the GC and on how to elaborate the COP.
- Contribute to local learning by presenting & explaining the CG and principles in every CSR event.

What has worked well for COBORSE?



Research and Development on

- ❑ The state of the art of CSR in Bolivia and best practices among companies.
- ❑ Media coverage of CSR

Publications of

- ❑ Manuals and guidelines on CSR for companies, cooperatives, and journalists.

Multistakeholder participation

- ❑ Inviting non- business actors such as Foundations and Organizations to ensure the inclusive nature of the CG.

What lessons did we learn in this process?



- 1. In order for a company to have better chances of success in introducing and consolidating CSR and the 10 principles of the GC as part of the business, the commitment and leadership of the owners and main executives becomes essential.**
- 2. Becoming part of the CG is not a way of “doing things”, it a way “of being”. This requires effort in order to change the philosophy and organizational culture.**
- 3. Companies have some difficulties understanding the value of alliances when the main objective is to build “public goods”.**

What lesson did we learn in this process?



- 4. Most businesses, media, civil society organizations, government entities, and people in general tend to confuse CSR and activities to promote the CG with philanthropy.**
- 5. A few consulting companies see the GP as an opportunity to do business and, therefore, tend to charge high prices for their advice (including assistance on how to elaborate the COP).**
- 6. There are diverse ways to trigger business leaders interest in the GC, so that they integrate the 10 principles in to their operations and organizational culture... Use most of them since once a company has started the process, it is hard to go back.**

What will it take to scale up these activities?



- ❑ **More active participation of companies and other organizations that are part of COBORSE.**
- ❑ **Leaders that commute with the principles and advocate them / spokesmen and women.**
- ❑ **Mobilize efforts to motivate the participation of SME's.**
- ❑ **Establish strategic alliances with entities dealing with human rights, labour, environment and anticorruption (in and outside the UN).**
- ❑ **Organize specific events to gain the support of additional companies (such as “study tours abroad”)**
- ❑ **Secure sustainable funding.**

THANK YOU



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