



# US Network Education Initiatives



**TOPIC:**  
**“LOCAL NETWORKS AS A PLATFORM OF LEARNING”**

**TUESDAY, 21 OCTOBER 2009**  
**BONN, GERMANY**

# The US Network



- **280 MEMBERS**
- **SAMPLE MEMBERS:**
  - Accenture, Calvert Group, Cisco Systems, Coca Cola, DuPont, eBay, Ford, Gap, General Mills, Hewlett-Packard, Levi Strauss & Co, Microsoft, Nike, Pfizer, Starbucks, Dow Chemical, The Cleveland Clinic, WPP
- **NETWORK FOCUS**
  - No membership fees; two meetings per year
  - Focus:
    - Recruiting new members
    - Facilitating discussion on how to implement the principles
    - Bringing together companies and NGOs

# Recent Developments



- **WEBSITE LAUNCH**

- <http://weatherhead.case.edu/ungc-us/>

- **SECRETARIAT**

- The Center for Business as an Agent of World Benefit  
The Weatherhead School of Management  
Case Western Reserve University, Cleveland, Ohio.

- **UPCOMING MEETING: 3 NOV. 2008**

# EDUCATIONAL INITIATIVES



## *Highlighted activity:*

Biannual US Network meetings

## *Rationale:*

To facilitate intra-network dialogue and learning

## *Purpose:*

To highlight key topics relevant to society

To integrate civil society into the discussion

To facilitate discussion around key topics

To share innovations and best practices among members

To highlight issues and players related to topics



## Biannual US Network meetings

### RESPONSIBLE PROCUREMENT

San Francisco

22 October 2007

Key Speakers:

- Aron Cramer, chief executive of Business for Social Responsibility
- Speakers from Sun Microsystems, American Express, eBay, and others

### HUMAN RIGHTS

Harvard Business School

28 April 2008

Key Speakers:

- Mary Robinson
- Prof John Ruggie
- Speakers from GE, the World Bank, Ford, the Danish Institute for Human Rights, and others



***UPCOMING SEMINAR:***



# Water in the 21<sup>st</sup> Century

Managing the Business Risks  
and Opportunities

*Monday, 3 November 2008  
United Nations, New York*



## *What has worked well and why:*

Brining civil society and business together in the same room

Bringing US network members into the same room

- Facilitates discussion and networking
- Builds sense of shared responsibility to the network

Maintaining topical focus at meetings

- Allows for in-depth discussion
- Topics call upon certain companies to participate and take leadership roles
- Topics are tied to current events / press interest
- Provides an opportunity for out-of-Network experts/speakers to get involved



## *Lessons for others:*

US Network model represents how to:

- Maintain manageable schedule of activities across distances
- Periodically facilitate discussion and networking, without burdening network members
- Build sense of shared responsibility to the network
- Call upon certain companies to participate and take leadership roles (in relation to meeting topics in which they may have expertise)
- Garner press interest
- Get out-of-Network topical experts to join and get involved

# Moving Forward, Scaling Up



- Developing website
- Building online networking tools
- Creating relationships with other country networks (co-hosting meetings; comparing notes on meetings of similar topics)

- Strengthening role of Secretariat
  - Representative from BAWB
- Maintaining biannual meeting schedule
- Procuring regular feedback from members through surveys and direct communication

## *Feedback from 2008 Survey:*



*The majority of respondents indicated the ideal meeting would:*

- Be interactive with time for networking
- Share stories of how other members are implementing the principles
- Educate attendees on specific tools to implement corporate citizenship in their every day operations

# Contacts



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