

# Incorporation of new companies into the Global Compact net: The COCEP case.

Monterrey - October 16, 2007

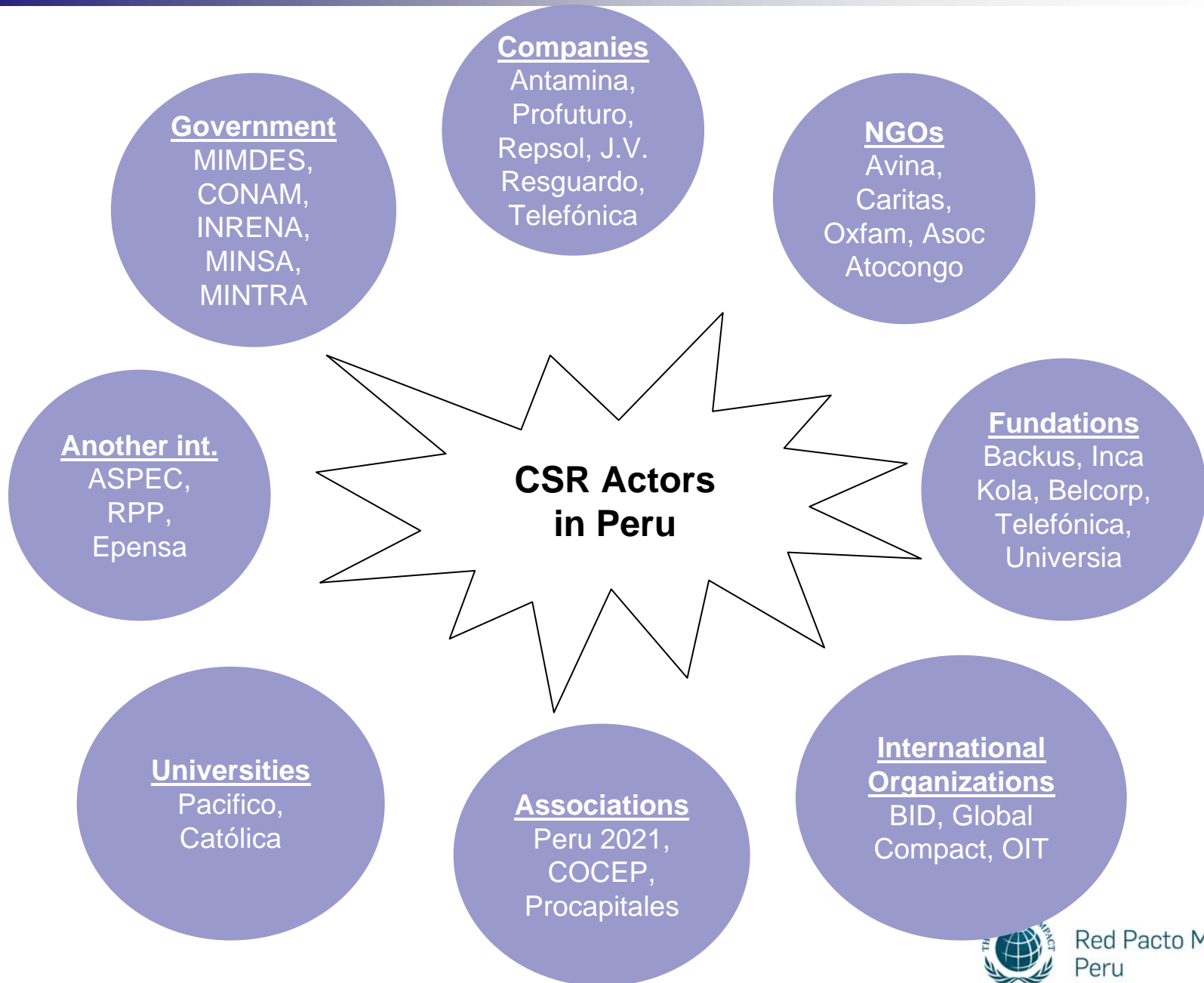


Red Pacto Mundial  
Peru

## CSR: What we found in Peru?

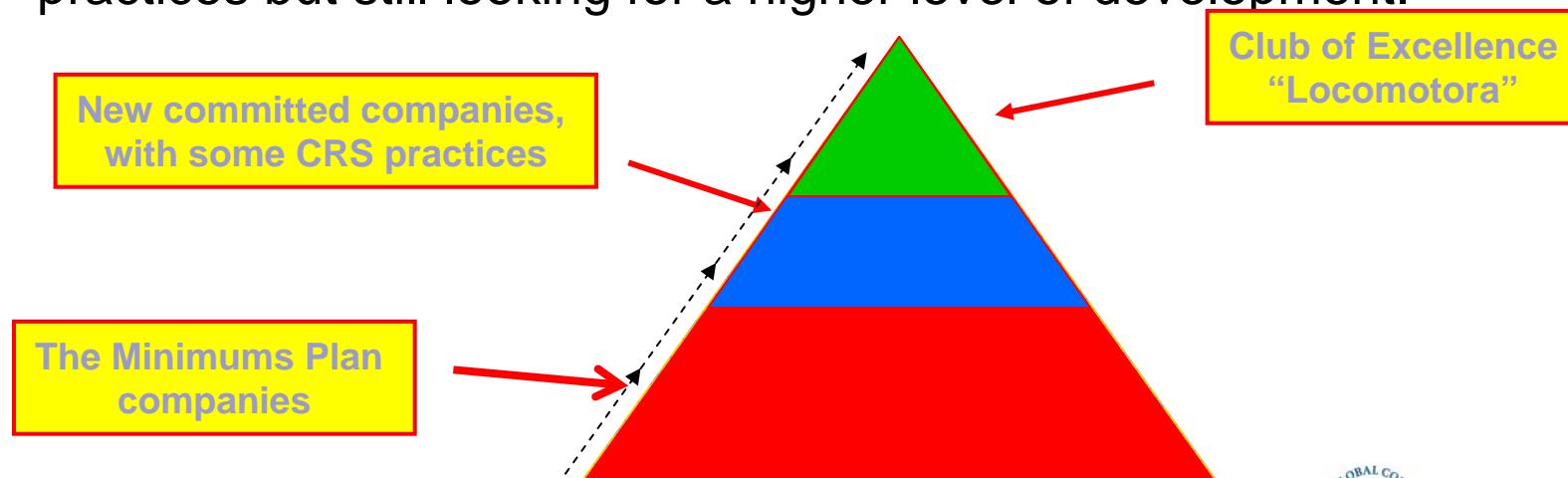
- Peru2021: association of 53 companies.
- CSR = Philanthropy = only to improve corporate image.
- Lack of institutions.
- Absence of the government in peri-urban and rural areas.
- High level of informality.
- CSR = Law compliance.





## The Escalation Proposal

- The Minimums Plan is a step by step politic for the commitment with the CSR and the development of good practices.
- On the top, big multinational spanish companies and CSR global standards subscribers should be placed.
- In the middle should be found those companies with some CSR practices but still looking for a higher level of development.



# It's time for action

## The Minimums Plan

- Associated companies will committ with the CSR through the implementation of good practices such as:
  1. A Code of Ethics, which must include the Global Compact principles.
  2. Social standards in contract subscription with suppliers: child labour, discrimination, environmental standards, etc.
  3. Subscription into the Global Compact at the Peruvian Local Network (COFIDE).
  4. Count with a CSR coordinator.



# It's time for action

## The Minimums Plan

- The Spanish Chamber of Commerce (**COCEP**) and its CSR committee will collaborate with the companies subscribers giving them regular information through the company CSR coordinator: Global Compact, GRI, ISO 26000, local and international cases of study, etc.
- The Spanish Chamber of Commerce (**COCEP**) and its CSR committee will follow and encourage new associates to develop good practices.
- The members of the CSR committee will meet every 60 days to discuss common issues. Also will bring an external guest.



## ¿How to join the Global Compact?

1. Sends a letter from the Chief Executive Officer (and endorsed by the board) to the Secretary-General of the United Nations expressing support for the Global Compact and its principles.
2. Sets in motion changes to business operations so that the Global Compact and its principles become part of strategy, culture and day-to-day operations (described below).
3. Is expected to publicly advocate the Global Compact and its principles via communications vehicles such as press releases, speeches, etc.
4. Is expected to publish in its annual report or similar corporate report (e.g. sustainability report) a description of the ways in which it is supporting the Global Compact and its ten principles.



### Sample Entry Letter

(company letter-head)

(Date)

**Ban Ki-moon**

Secretary-General  
United Nations  
New York, NY 10017  
USA

Dear Mr. Secretary-General,

I am pleased to confirm that \_\_\_\_\_ (name of company) supports the ten principles of the Global Compact in respect to human rights, labour rights, the protection of the environment, and anti-corruption. With this communication, we express our intent to support and advance those principles within our sphere of influence.

We commit to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company and undertake to make a clear statement of this commitment - both to our employees, partners, clients and to the public.

We support public accountability and transparency and will report on progress made in a public manner.

Please find attached some general information regarding our company as well as the contact person responsible for contacts with the office of the Global Compact.

Sincerely yours,

(signature)

(name Mr./Ms. \_\_\_\_\_)

(title\* CEO/Managing Director)

\* The letter must be signed by the highest executive in the company

## 2. ¿How to Join the Global Compact?



THE GLOBAL  
COMPACT



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Organization Information to the Global Compact					
Type of Organization	<input type="checkbox"/>	Company	<input type="checkbox"/>	Labour	
	<input type="checkbox"/>	Business Associations	<input type="checkbox"/>	NGO	
	<input type="checkbox"/>	CSR Organisation	<input type="checkbox"/>	City	
	<input type="checkbox"/>	Other (please specify)			
Name of the Organization					
Address		City			
State / Province:		Postal Code		Country	
Telephone:		Fax:		Website:	
Approximate number of employees		(direct)		(indirect)	
Type of activity/s					
Name and title of highest executive					
		(name)		(title)	
Name and title of contact person					
		(name)		(title)	
Telephone:		Fax:		Email:	
Sector:					
<input type="checkbox"/>	Agriculture	<input type="checkbox"/>	Media, Communications & Entertainment		
<input type="checkbox"/>	Automotive	<input type="checkbox"/>	Mining and Metals		
<input type="checkbox"/>	Aviation	<input type="checkbox"/>	Oil and Gas		
<input type="checkbox"/>	Chemicals	<input type="checkbox"/>	Pharmaceutical		
<input type="checkbox"/>	Commerce and distribution	<input type="checkbox"/>	Professional Services		
<input type="checkbox"/>	Construction and Building	<input type="checkbox"/>	Public Services		
<input type="checkbox"/>	Consulting and Auditing	<input type="checkbox"/>	Pulp and Paper		
<input type="checkbox"/>	Education	<input type="checkbox"/>	Rail		
<input type="checkbox"/>	Energy	<input type="checkbox"/>	Real Estate		
<input type="checkbox"/>	Finance and Insurance	<input type="checkbox"/>	Textile and Leather		
<input type="checkbox"/>	Food and Drink	<input type="checkbox"/>	Tourism and Leisure		
<input type="checkbox"/>	Health Services	<input type="checkbox"/>	Transportation and Storage		
<input type="checkbox"/>	Hygiene, Cosmetics and Perfumery	<input type="checkbox"/>	Waste and Water		
<input type="checkbox"/>	Information and Communications Technology	<input type="checkbox"/>	Others		
<input type="checkbox"/>	Manufacturing				
If 'Other' please specify _____					

## 2. ¿How to Join the Global Compact?



## Key findings and recommendations

- Do not wait until the company is totally covered – **the important thing is to START.**
- If it's only possible to act and inform about a **part of your company**, it's already an advance, and it declares the future commitment with the rest of the company.
- **Don't start from zero.** A lot of information could be found inside the company, and it will describe the commitment with the implantation of the principles.
- Start contacting with the areas of: Human Resources, Suppliers, Environment, Institutional and Community Relations.



## COCEP CSR committee's actions

- Collaboration on the joining and implementation processes.
- Meetings every two months to follow the company performance and understanding through workshops and relevant information.

### **The fact:**

There are 72 institutions locally registered into the Global Comact.  
14 from those are COCEP members.

**After this new politic 11 new companies were incorporated**



# COCEP CSR committee's actions

## New subscribers of the Global Compact

- Avanzit – January 15, 2006
- Cobra – November 30, 2006
- Llorente y Cuenca – December 2, 2006
- Santillana – December 5, 2006
- Certicom – December 7, 2006
- Hotel Meliá – December 19, 2006
- Abengoa – December 19, 2006
- Kia – January 15, 2007
- Redesur – June 11, 2007
- Telefónica del Perú – August 10, 2007
- Telefónica Móviles - August 10, 2007



# COCEP CSR committee's actions

## Development of good practices

- List of good practices for each group of stakeholders.
- This list will encourage companies to assume commitments with the CSR.
- This list will allow COCEP to register good practices from its companies.
- For example:
  1. With clients: Data protection, certifications of quality.
  2. With investors: Corporate Governance.
  3. With suppliers: local purchase, Pymes, social standards in contracts.
  4. With employees: Dialogue practices, training, balance work-family, social benefits.
  5. With the community: Development of sustainable projects.
  6. With media: Transparency.



# COCEP CSR committee's actions

## 2006 Meetings

- 1) May 25 (Ordinary Session)
- 2) May 30 (CONFIEP)
- 3) July 5 (Extraordinary Session)

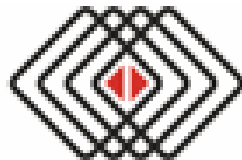


- 4) August 9 ( I Workshop)
- 5) November 8 ( II Workshop)



# THANK YOU!

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**CONFIEP**