

COLLABORATION WITH UNIVERSITIES

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UNIVERSITIES, KEY PLAYERS IN CHILEAN LOCAL NETWORK

In 2006, the local network in Chile was entrusted upon the UNDP organization at it's Santiago headquarters.

As this operation, was quite inactive, at that time, the global compact started the search for an alliance with a university, following some very few examples worldwide, choosing the best alternative. At the end of 2006, reached an agreement with Universidad Andrés Bello.

This is the largest private university in Chile with more than 30.000 students, 3 campuses in Santiago and 2 in other major cities.

In January 2007 the local network begun it's work at Andrés Bello, starting with 20 adhering companies, no organization nor resources.

Today, June 2010, our focal point has a staff of 5, 43 partners companies (paying an annual quota of \$2.000), 49 member companies (non quota paying affiliates) and 12 alliances with media institutions (contributing with free of cost publications for the focal point).

Among associated members we have enlisted 9 other universities, thus covering the entire country with higher studies institutions as direct collaborators...

At the same time utilizing their local presence and infrastructure as operational bases and their local clout to capture other local companies as members of the national group.

Andrés Bello at it's Concepción campus..... (the epicenter of last February 8.9 Richter scale earthquake) is our regional base, organizing a regional council with local companies and media institutions functioning twice a month. An alliance was achieved with an important local newspaper allowing for quite an efficient dissemination of our principles and local activities.

I have recently attended the presentation of the annual report of Foodcorp, a fishing company of Norwegian origin and was asked to present a critic of such a report.

This type of participation with our associates have reinforced the relationship with them, clearly and effectively establishing our interest in having them feel part of a team and at the same time, encouraging the participation of other new members.

For the second consecutive year, both in the Concepción campus, as at the university headquarters in Santiago, a COP workshop was organized to increase small and medium companies abilities to produce those reports.

At another further south city, Valdivia, at its principal university there, Universidad Austral, a second operational base has been established and an agenda of activities with research and seminars concentrating on a subject that resulted specially sensible for them; the inclusion of disabled. Commencing next July, a campaign at nationwide level will be put in motion to persuade compact member associates to implement a % of disabled hiring in their employment policies.

Corporate social responsibility conscience and its transversal inclusion is a tough job.

Even at our university, this has resulted a complex process.

All of our faculties do know about the university involvement with the compact and are quite conscious of the subscription of the global compact principles for management education.... But motivating different areas to do more about it.... Is not easy.

This year, under the encouraging of UN ECLAC a multi agreement was signed for sustainable campuses by 9 universities....among them, Andrés Bello These campuses on Santiago metropolitan area pledged measures to enhance environmental issues.

This year, as well, Andrés Bello has initiated the university's COP, involving itself in intense research and information compilation to be ready in two months. Reports of this nature have been presented by only 2 universities in Chile.only 1 of them using the GRI method.

Having more than 50 cop reports by associated companies, many, following the GRI methodChile's focal point feels the need of developing the capacity to analyze and revise this material.

Associated companies are developing as well, a growing practice to demand observations commentaries and critics from the local focal point, in order to improve their future report performances.

In response to this positive development, Andrés Bello has been working on an initiative we have called SIPP (spanish for " information, promotion and positioning system for reports") with the collaboration of professors and students of the school of business.

This effort is requiring the creation of an "equivalence of measurement mechanism" to allow information for the procurement of comparative data related to the local fulfillment of global compact principles by sectors....such as, banks, retail, mining, manufacturing.

The idea is forming a local benchmarking for those companies that wish to subject themselves to comparative measuring of their performances.

This benchmarking will culminate with an annual seminar in which final results will be presented by areas.... Human rights, labour relations, environment, anticorruption.

Out of this analysis , a final list of participants could be selected as best cops....which could then be proposed to global compact headquarters for notable final selection.

There is no doubt that universities can aid local focal points in obtaining a platform for research and studies, thus enhancing and strengthening local focal points capacities.

Our experience is that universities are naturally prepared and, by definition better endowed to assume global compact causes contributing non remunerated work force both from students and faculty.

I hereby finish this presentation stressing the idea of inviting these kind of institutions to adhere to local focal points, assigning them different roles according to local realities.... To be able to strengthen contents in local networks....invigorating intentions, prestige, methodology and procedures, for local associated partners.