



OUR IMPACT

Global Compact Pakistan Local Network

New York Presentation

By

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Introduction Of Un Global Compact Pakistan Local Network

- Employers Federation of Pakistan led Global Compact Pakistan Local Network was formed on 22.12.2005 with 50 members voluntarily subscribing to Global Compact Principles at the Global Compact launching Ceremony presided over by Mr. Muhammad Mian Soomro, Chairman, the Senate of Pakistan.

Objectives of UNGCPLN

The following are the objectives of the Global Compact Pakistan Local Network:-

- i. To be the lead provider of knowledge, information, ideas and initiatives for promoting the principles of Global Compact.
- ii. To attract more and more business enterprises within the Global Compact Network by creating awareness.
- iii. To assist business operations in addressing social responsibilities, providing practical guidance related to areas of corporate social responsibility and help develop the social outlook of business organizations as a new dimension of competitive edge.
- iv. To facilitate communication with the Global Compact office and among co-participants of the Network through its focal point.
- v. To actively support efforts by participants to develop Communication on Progress and to help find solutions related to the integrity measure.

Objectives of UNGCPLN

- vi. To engage in training, learning, dialogue and partnership with the participants and among stakeholders, academia, Civil Society and other networking to increase awareness and intensify the promotion of and internalization of global compact principles.
- vii. To collect and disseminate best practices and success stories on internalization of the principles of the global compact among participants.
- viii. To produce Annual Activities Report on global compact activities and initiatives.
- ix. To liaise and coordinate with global and regional networks and focal points for updating members on actions and initiatives besides fostering unity of action and understanding on key issues.
- x. To undertake such other activities as Network may feel desirable to accomplish its objectives.

Governance of UNGCPLN

The Management & Control of the Affairs of the Network rests with the Steering Committee comprising of 25 members as under:

- a. President
- b. Two Vice Presidents
- c. Secretary
- d. 16 members from general membership
- e. 1 member from academia membership
- f. One representative to be nominated by Co-opted and from FPCCI
- g. One representative to be nominated by Women Chamber
- h. One representative to be nominated from Pakistan Workers' Federation
- i. One representative to be nominated by Civil Society

Membership Subscription

| S. No. | Member Type | Entrance Fee (in PKR) | Annual Fee (in PKR) |
|--------|---|--------------------------|------------------------|
| a. | For large industrial and commercial establishment employing more than 150 persons | Rs. 20,000 | Rs. 5,000 |
| b. | For medium size industrial & commercial establishments employing more than 50 but less than 150 persons | Rs. 5,000 | Rs. 3,000 |
| c. | For small industrial & commercial establishment employing less than 50 persons | Rs. 3,000 | Rs. 1,000 |
| d. | For others | Rs. 3,000 | Rs. 1,000 |

Activities Of Pakistan Local Network Can Be Broadly Categorized In The Following Five Areas

MOBILIZATION

SUPPORT

RECOGNITION

TRAINING

RESEARCH

Mobilization

ACTIVITIES

- Promoting GC Principles and inviting business to join Global Compact for achieving competitive advantage and sustainability in Global Market
- So far, Local Network has 57 members comprising of: Companies – 42, SMEs – 12, NGOs - 3
- Entered into Memorandum of Agreement with FPCCI, apex body of Pakistan Business Community for joint collaborative initiatives to promote Global Compact among clusters of Pakistani business with focus on export-oriented domestic companies and engagement of multinational subsidiaries



Support

ACTIVITIES

- We support business organizations in developing their CSR activities and internalizing GC Principles in day to day working of the organization by providing consultation services, CSR/GC Audit and OD Interventions
- In collaboration with Responsible Business Initiatives(RBI) and Employers' Federation of Pakistan(EFP), we organize BUSINESS TALK CSR Meetings every month in the premises of a Network member which provides a platform to our members for sharing their experiences and best practices in CSR/GC Principles related activities
- Since September 2007, 24 Business Talk CSR meetings have been organized in major cities of Pakistan including Karachi, Lahore, Faisalabad, Quetta, Peshawar, and Hyderabad
- An example of CSR/GC activities in a Network Member Company can be seen from the video footage prepared for being sent to the Global Summit Video 2010 (video)

Recognition

ACTIVITIES

- In partnership with RBI the Local Network announced “Living the Global Compact Responsible Business Award 2009” to recognize business enterprises that showed tangible progress towards mainstreaming responsible business practices in line with the UNGC Business Principles. The nominations were scrutinized by International Jury for conferment of Award
- Six UNGC Network Member companies were selected for this prestigious Awards; two each in the categories of: Multinational/Subsidiary Category, Large National Category, and SMEs Category
- The awards were given to winning companies at the UNGC’s annual get together. This award will now be a regular annual feature
- The Network also instituted best performing Asian Regional Network Recognition Shield at Regional Network Meeting held in 2008 at Seoul, Korea. So far this shield has been awarded to China Network 2008 and Sri Lanka Network 2009

Training

ACTIVITIES

- Local Network organized training programs in COP and assisted defaulting companies in preparing and sending their COPs. A cell within GCPLN has been established to provide COP Facilitation Services on regular basis
- Training in Theory of Change sparked particular interest among UNGC members
- Local trainers have been developed for conducting TOT Programs I4D Tools

Research

ACTIVITIES

The Network collects Best CSR/GC Practices of business enterprises through surveys and research in Best Practices by engaging students of business schools. Our publications include:

- a. CSR/GC Principles Awareness Survey Report conducted of 400 small, medium, and large enterprises
- b. Best Practices sharing of 12 companies
- c. Periodic Network's communication on progress/news bulletin
- d. Annual Activities Report
- e. Best Practices of 6 Companies winning the "Living the Global Compact Responsible Business Award 2009"

Conclusion

- Philips Kotler in his latest book being launched in June 2010 with the title Marketing 3.0 unravels the journey of Global Market from products to customers to the human spirit and suggests that the companies today are being challenged globally to move from marketing 2.0 to marketing to 3.0 because consumers were looking towards companies not only to satisfy their needs but also problems in the society and their capacity to link their socially responsible activities with issues like MDGs
- No wonder therefore that UN Secretary Generals' Vision 2000 calling upon business enterprises to embrace 10 Principles of Global Compact relating to human rights, labor rights, environment and anti-corruption has today within a period of 10 years become the central theme of professional marketers for the current and the following decades as a guarantee for business survival and sustainability

THANK YOU