

GLOBAL COMPACT NETWORK COLOMBIA



LAUNCHING

The United Nations Global Compact Network began operating in Colombia in May, 2004 as part of the international dialogue about private sector and conflict policy which the New York office promoted for the 2003-2005 period in several countries of the world. Since then, 220 companies and some civil society organizations have adhered to and become members of the network. Colombia has now more than 100 multinational companies that belong to the Pact and which operate from their headquarters. The Network has a government structure with 21 members, and follows a strategic plan that is updated every year. The network is making a great effort to train companies and organizations in the skills necessary to implement its 10 principles.

STRUCTURE

The government structure of the Colombian Global Compact Network has several levels:

- General Assembly of Participants.
- Committee of Agencies of the United Nations System
- National Board
- Operations Committee
- National Coordination Office



The National Board has 21 participants: 3 representatives from academia, 4 company associations and 14 companies.

The companies are: Aviatur, Empresa de Energía de Bogotá, Indupalma, Empresa de Telecomunicaciones de Bogota, Anglogold Ashanti, Interconexión Eléctrica s.a., Fundación social, Endesa, ISAGEN, Telefónica, Hocol, SanMiller, Gas Natural and Caracol televisión.

The company associations are: The National Association of Entrepreneurs (ANDI), the Colombian Chamber of Construction (CAMACOL), the Bogotá Chamber of Commerce, and the Association of Public Utility Companies (ANDESCO).

The academic organizations are: Universidad Externado de Colombia, Instituto Pensar of Universidad Javeriana and the School of Social Responsibility (Escuela de Responsabilidad Social).

The Committee of Agencies of the U.N. System for the Global Compact is formed by: The United Nations Development Program – UNDP, The International Work Organization – OIT, The United Nations Industrial Development Organization – UNIDO, The United Nations High Commissioner for Human Rights – UNHCHR, The United Nations Children Fund – UNICEF, United Nations High Commissioner for Refugees – UNHCR, United Nations Office on Drugs and Crime – UNODC, and the U.N. Economic Commission for Latin America and the Caribbean – ECLAC.

TRAINING

With regards to training, the Colombian Global Compact participates in and supports the following projects:

- Graduate program in Social Responsibility - with Universidad Externado de Colombia. As of 2007, 5 groups of students have graduated, with a total of 80 students.
- Graduate program in Development, Organizations and Responsibility – with Universidad de los Andes’ support. As of 2007, 20 students have graduated.
- Escuela de Responsabilidad Social Empresarial: It has been created with the alliance of the Forum of Presidents of Bogotá Companies, Colsubsidio, Cemex, Universidad del Rosario, Universidad de los Andes, and Instituto Pensar of Universidad Javeriana. This school offers free training to small and medium-size Colombian companies. To this date, 150 companies have been trained. With the support of GTZ and Fundación Carolina, the school has initiated the process of opening branches in two regions of Colombia: Norte de Santander and Caldas.

COLLECTIVE ACTIONS

HABITAT VALUE CHAIN

The attention paid to deficiencies in housing quality and quantity, the fast increase of infrastructure construction, and the re-design of land use and urban settlements in Colombia have made of the construction industry one with the biggest growth sectors, one which has created employment and has projected the country's economy into the international arena.

In order to profit in an efficient way from these opportunities and to introduce, in its strategic plans, the social, environmental and governmental abilities that are derived from the implementation of UNGC plans, the Network's office in Colombia – together with the U.N. programs for Habitat (UN-Habitat) – have created a program called Habitat Value Chain. It expects to achieve the following results:

- The intention, principles, and vision with regard to the country's Habitat within the perspective of the value chain organizations.
- To clarify, complement and project the Social Responsibility role (SRR) concept, specifically for the Habitat value chain.
- To identify the Social Responsibility Role (SRR) of organizations, in the development of the general development strategy of the Habitat value chain.
- To define Habitat policies and strategies of SRR.
- To create skills and conditions in participating organizations on how to implement the SRR's agenda.
- To act as a cluster on the subject of social responsibility.
- Creation of dialogue scenarios, for interest groups, with organizations of the Habitat value chain.

This program involves all the companies, trade unions, civil society organizations and interest groups that are part of the Habitat value chain. This includes supplying companies, builders, public utility companies, architects, local and national governmental organizations, financial companies, etc.

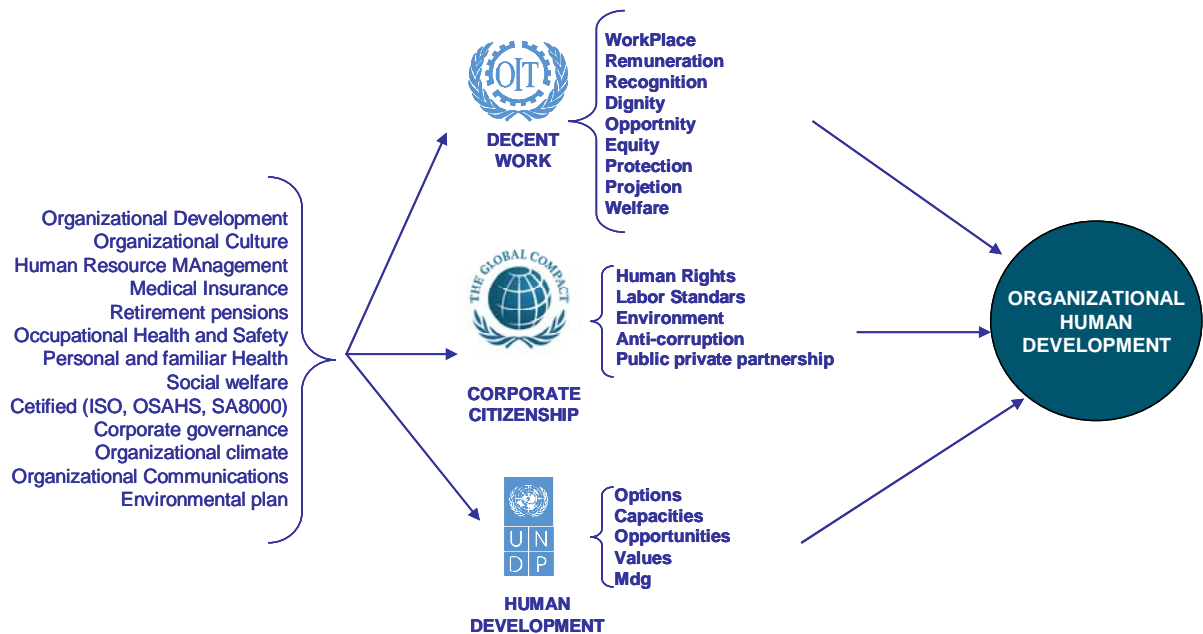
ORGANIZATIONAL HUMAN DEVELOPMENT IN THE VALUE CHAIN

Human management within a company is a very important aspect - both for the opportunities it creates as well as for the risks involved when it is wrongly managed. In Colombia there are still difficulties transforming job relationships in such a way that they turn into the engine for the company's development. There are still job conflicts, and both the employers' and the employees' organizations are lacking a coherent strategy for action that would permit constructive management of differences and controversies in the work place in favor of the company's collective development, the value chain and society in general.

Human management in organizations has multiple perspectives. Unfortunately, they do not always complement each other nor are they well coordinated. There are usually scattered efforts that generate only some impact and, in some cases, a negative attitude from employers when approaching certain subjects related to the work place.

The “Organizational Human Development” program seeks to create a new approach to the human management concept in companies, and to establish a political scenario where dialoguing would permit a transformation of work relations in the country.

The objective of the program is to formulate, develop and apply a model of human management in companies in order to help them find opportunities, to avoid the risks derived from contemporary social tendencies, and to integrate the current different human management approaches (organizational development and culture, human resources, work relations, social welfare, etc.) and to integrate, as well, the International Labor



Organization’s principles on Decent Work, Human Development of UNDP, and the Principles of the Global Compact. Companies have to be the scenario for the development of people at the same time that they reach corporate levels of excellence and increase their social value.

This integral model is called “Organizational Human Development (OHD)” and its main sources of knowledge are seen in the above chart.

SOCIALLY RESPONSIBLE REGIONS

The Global Compact network in Colombia has set in motion a program - the goal of which is to achieve collective actions of enterprises and their interest groups in specific territories called “regions”. A region is a geographic space where people share the same cultural, social, political and production characteristics that are the basic unit for the region’s development.

The program complements the local development promoted by UNDP which generates processes in different geographic units. The intention is, through these units, to create social, political and productive conditions that foster integral development of the region.

The “Socially responsible region” program is formed of a coalition of all the businessmen, government, and social organizations of the region - with three basic objectives:

- To introduce the concept of social responsibility as one of the objectives and as one of the mechanisms that help achieve local development.
- To achieve agreements and action coordination in favor of local development on the part of all social actors through multiple scenarios of the government and public and private alliances.
- To set a collective agenda of organizational social responsibility in motion – based on the implementation of UNGC principles.

In this program’s dynamics, other projects and programs of the UNGC network in Colombia are combined - such as training, actions of the value chain, and HHRR and Human Development programs. In this sense, the “responsible regions” program seeks the integration and coherence of UNGC actions, themselves, and of those that are carried out in favor of development. It also seeks social responsibility from other perspectives.

This program is carried out in 6 regions of Colombia. Each of them has a work committee with multiple parts which, in the future, may be transformed into structural units of the network operation in Colombia.

SPECIAL PROGRAMS

THE COMPANY AND HUMAN RIGHTS

With regards to the complex circumstances of company operations in Colombia - such as the country’s ongoing armed conflict, institutional weakness and social deterioration in some regions of the country (all of which have an impact on Human Rights) - the Global Compact network in Colombia (UNGC) and a representative of the High Commissioner’s Office for Human Rights have reached agreements with different business sectors to initiate a program that will identify, increase, protect and defend human rights, within the context of UNGC principles.

The objective of the program called “Companies and Human Rights” is for the companies to:

- Understand the role of Human Rights within society
- Learn the international agreements for Human Rights that are promoted by the UN.
- Learn the national and international mechanisms for Human Rights.
- Learn the global trends on incorporating HHRR in the functioning of contemporary economies.
- Learn the internationally known HHRR and the way they are integrated with company practice – both to defend and promote them as well as to avoid infringement to them.
- Assimilate HHRR management tools within the entrepreneurial environment with special emphasis on company operations within contexts of conflict, or social and institutional weakness.
- Design and put into practice an business case in HHRR.

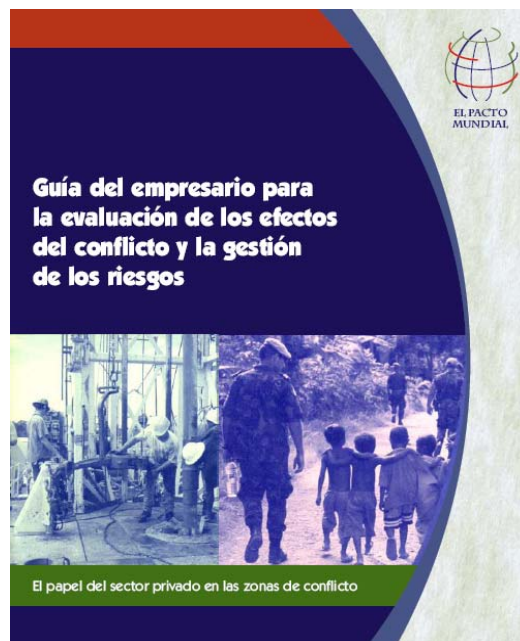
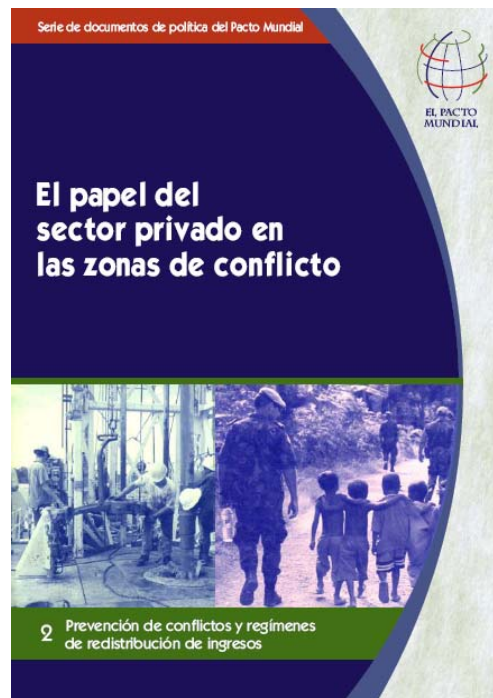
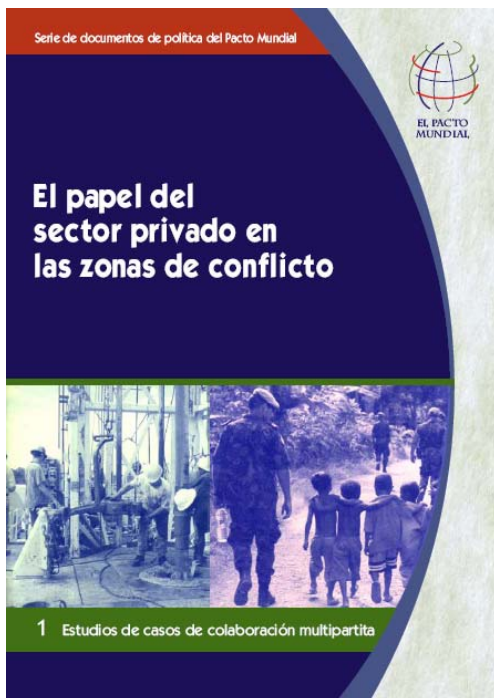
The program is divided into three complementary phases: the first one is oriented towards the understanding of the multiple dimensions of HHRR and how these dimensions have an influence on the company, market functioning and contemporary economies. The second one seeks to generate company competencies through training, leadership promotion and the creation a learning environment within the organization. The third phase is the design of the “HHRR businessl case” and putting it in motion within the organization’s scope of influence.

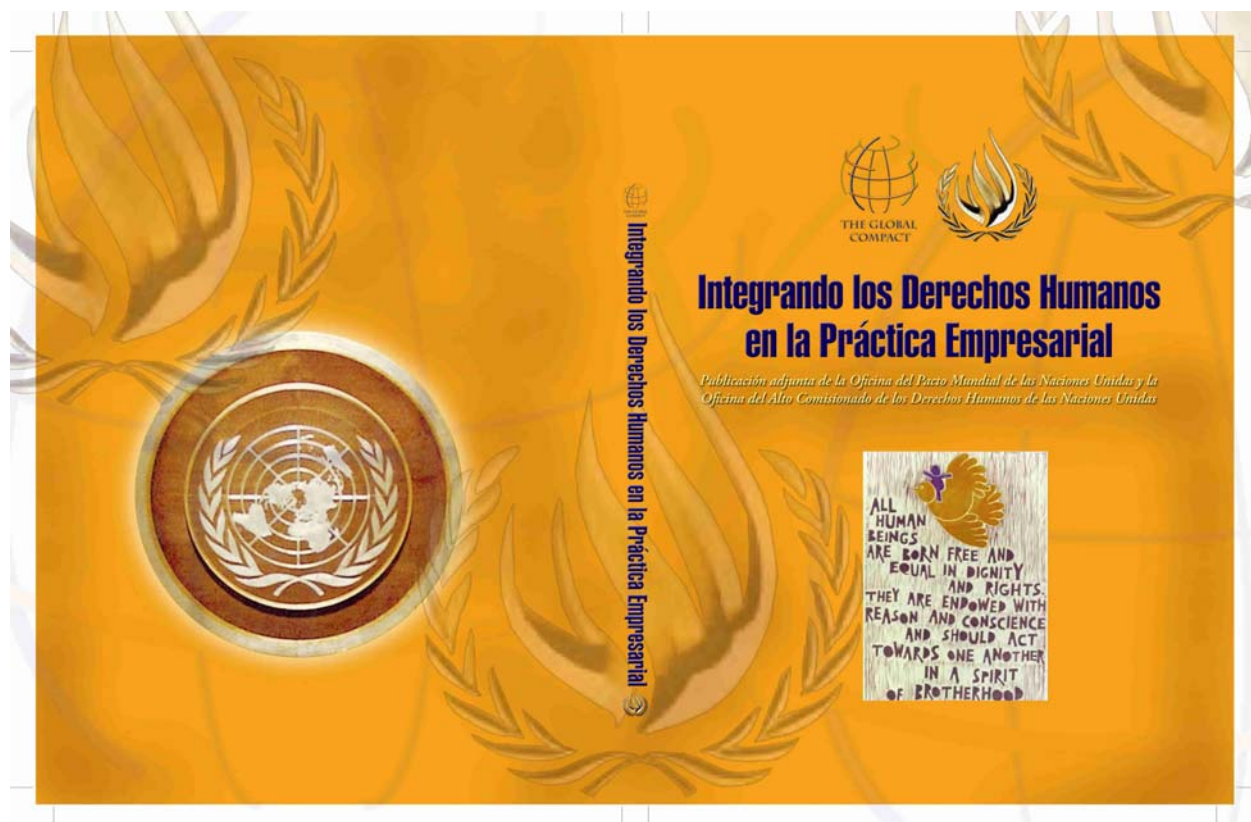
The program includes two in-depth modules in the training and in the entrepreneurial case incorporation. The first one is about the business operations in conflict zones related with global work which is directed from the UNGC office in New York, and the second one is oriented towards the prevention and management of involuntary displacement of communities caused by company operations. This is managed by UNHCR’s office in Colombia.

The program has strategic members that provide financial, technical and logistic support. They are the U.N. Development Program - UNDP, the German Technical Cooperation Program - GTZ, and the United States Agency for International Development – USAID.

PUBLICATIONS

The Colombian network has translated and published plenty of material. Among them are a series of documents on policies of the private sector and the conflict, made up of two reference booklets and a work guide. Also, together with Ideas for Peace Foundation (Fundación Ideas para la Paz), the “Conflict sensitive business practice toolbox” - from International Alert, was translated and adopted. With the GTZ, an adaptation was made of this tool for the forestry sector. Finally, with Universidad Externado de Colombia, the book “Embedding Human Rights in Business Practice” was translated. Following you may find some of these materials.





Photos

The National Network Coordinator . Value and implementation workshop in Colombia



The National coordinator in a Panel with the Senator of Colombia Cecilia Lopez about the role of governments in CSR during a national seminar on CSR “Responsible Colombia”



The president of Colombia: Alvaro Uribe, The philosopher Peter Singer and some Colombian Estate Ministers at the “Responsible Colombia forum” about CSR supported by the Global Compact Network-

