

# Global Compact Network News



Issue 1, November 2003

The Spanish GC Network Convened its First Meeting on 22 October. Representatives from more than 200 compa-

## Spanish Network Convenes First Meeting

nies gathered in on 22 October during the "Week of Corporate Social Responsibility" for the first meeting of the



Spanish Global Compact Network.

Georg Kell, Executive Head of the Global Compact read a message from U.N. Secretary-General Kofi Annan, highlighting the commitment of Spain's business community to corporate citizenship and social responsibility. He also congratulated the Spanish Network on its pioneering work, and hoped that many more will follow their example.

During the event, the Spanish network also announced plans for the first Congress of the Global Compact in Spain, to be held

## Dear Networkers,

This is the first Global Compact Network Newsletter, which will be sent to all networks every two months. We would like this newsletter to be a communication tool for networks to stay informed about the activities in other networks and to offer you a platform to promote news and events. Hence, we invite you to read the newsletter, to forward it to whoever you think may be interested, and to send us news items and relevant information for the next Newsletter by 10 February 2004 (we will postpone the January newsletter until February because of the December holidays).

As you know, almost fifty networks have been established since the Global Compact became operational three years ago. You can find all the information about these networks on our website ([www.unglobalcompact.org](http://www.unglobalcompact.org)) under "Around the World". By clicking on any given country on the list, you will find a listing of participating companies, the contact addresses for the network, as well as a link to the website of the country network (where applicable).

Thank you for all your continued support to the Global Compact. We very much appreciate your efforts and are always ready to assist you with queries, ideas or suggestions you might have.

**Anton Stadler, Head Outreach/Networks, UN Global Compact Office**

in March/April of next year. Network representatives also launched the official website of the Global Compact in Spain, which can be accessed at [www.pactomundial.org](http://www.pactomundial.org). This was the first public event promoted by the Square Table, a body created by the Spanish Coordinating Committee as a key element

in the consolidation of the Global Compact. The Square Table includes representatives of companies, labor unions, the public sector, NGOs and academic institutions.

## Compact Discussed in Berlin

A Global Compact Meeting "Global Partnerships from idea to practice - the Global Compact in Germany" was held on 24 October 2003 in Berlin. The meeting was organized by the GTZ in cooperation with the Foreign Office (AA), the Ministry for Economic Cooperation and Development (BMZ), and the German Association for the UN (DGVN).

More than 120 representatives from government, the private sector, trade unions, civil society, academia and international organizations participated in this event.

Several companies presented their "best practice" in implementing the nine principles. The aim was to sensitize companies to consider partnerships in a development context and produce case studies about experiences made. Another goal was to increase the number of participating firms among those, that have already been partners in one of several Public Private Partnerships (PPP).

In the afternoon five workshops covered GC issues such as:

1. UN initiatives for human rights and the responsibility of the private sector
2. Securing social and labour standards worldwide - but how?
3. Partnerships for sustainable development
4. The implementation of the nine principles worldwide - global supply chains
5. Lessons learned: How to do a GC case study?

The second annual Asian Forum on Corporate Social Responsibility was convened on 18-20 September 2003 in Bangkok. It was primarily organized by the Asian Institute of Management's Ramon V. del Rosario, Sr. Center for Corporate Responsibility (research and program center within the Asian Institute of Management), and the Population and Community Development Association (PDA).

## CSR Forum Convenes in Bangkok

This year's conference theme was "Business, Government and Civil Society Collaboration: Meeting the Challenges Ahead". The conference convened various expert speakers representing business, governments and civil society, including Former Prime Minister of Thailand, H.E. Khun Anand Panyarachun.

The three-day conference featured plenary sessions, addressed by keynote speakers; breakout sessions on learning, on best practice and on specific issues related to CSR; an expo/trade show highlighting companies' CSR programs; and optional field visits to innovative CSR program sites in and around Thailand.

The primary objectives of this forum were to promote CSR by highlighting the best practices and programs of corporations in Asia and by information dissemination; to strengthen the understanding of CSR and its importance in addressing both business and social needs and problems; and to build a network of CSR practitioners and promote new standards and thinking on CSR as a strategy.

The trade/expo show highlighting the best CSR practices and CSR programs was one of the important elements of the Asian Forum 2003. A total of 47 exhibitors participated. A joint UNDP/OHCHR Global Compact booth was also set up for the occasion. The booth generated considerable interest from many representatives from business, academia and civil society. The most frequently asked questions were: How can a company become a member of the Global Compact? How will the membership benefit companies? What is the Global Compact?

***Would you like to contribute to our newsletter? Please send all suggestions, comments and news articles to Susana Weyer at [weyers@un.org](mailto:weyers@un.org)***

## Regional Launch in Bulgaria

The Global Compact was launched in Vidin on 22 October 2003. This regional launch featured presentations by UNDP as well as B B L F Chairman M a x i m Behar on the impor-

tance of business ethics, how they bring Bulgaria closer to EU integration and how they will assist in attracting more foreign investment. Participants included representatives from the Vidin Municipality, the Ministry of Labour and Social Policy and local officials of various political parties. The next regional launch of the Global Compact in Bulgaria is scheduled to be held in Russe on 19 November 2003. More information on the unique challenges and opportunities of the Vidin district can be found at : <http://avto.bcvidin.org/>

The Sofia Echo, Bulgaria's English language newspaper, has recently joined the Global Compact. The paper has published several articles on HIV/AIDS in Bulgaria, and has also reported on the first presentation of the recently introduced GC Best Practice Award. Apart from highlighting GC participants' efforts in the public health sector, The Sofia Echo has also pledged to cover other efforts in relation to the GC's nine principles. More information on the Sofia Echo can be found at: <http://www.sofiaecho.com>

An upcoming new version of the GC brochure will be available in the coming weeks as a PDF and in hard copy. This

brochure in English and Bulgarian language will contain some of the best practices from Bulgarian companies already putting GC principles into action, setting the standard for further action.

For more information on the Global Compact in Bulgaria please contact Anne-Monique Souyris at [anne-monique.souyris@undp.org](mailto:anne-monique.souyris@undp.org) ([www.undp.bg/globalcompact](http://www.undp.bg/globalcompact)).

The interest in corporate social responsibility has gained momentum in Latvia since the introduction of the Global Compact. UNDP Latvia signed a Memorandum of Understanding with the Latvian Employers' Confederation (LDDK) in mid-2002. The LDDK agreed to create a web page on the Global Compact in Latvia, draw up guidelines and initiate the work of the Advisory Council, as well as to promote and raise awareness of the Global Compact and corporate social responsibility through its information sessions to be held throughout Latvia.

In connection with the activities of the LDDK, a local business consulting firm was contracted to develop an implementation manual on the Global Compact, as well as an information brochure. The purpose of the manual was to give a general overview of the Global Compact and corporate social responsibility; and to provide examples of how firms can implement the principles of the

Global Compact within their daily activities. In early June 2003, the manual, web site and the information brochure were launched at UN House in Riga. The UNDP representative of Latvia, the presidents of the LDDK and LBAS as well as most of the 12 Latvian Global Compact companies were present at the event, as were members of the media and other partners that have participated in the Global Compact process in Latvia. The launch was very successful and garnered some attention in the print media.

In a September 2003 meeting, the advisory board in Latvia was established. It was decided that a Managing Director of one of the participating companies would be the chairperson, while the president of LBAS would be the vice chairperson.

Also in September, during the 10th Anniversary of the LDDK, the president of the organisation spoke extensively about the Global Compact, and the UNDP resident representative outlined the nine principles of the GC. This was a high-impact event reaching a very wide audience and attended by the deputy prime minister, business community leaders, and several ambassadors (USA, EU, China, etc.).

## The Latest from Latvia

## Upcoming Events

The Global Compact will be **officially launched in Peru** on 26 November 2003, in an event organized by UNDP and ILO. The other GC Core Agencies, OHCHR, UNEP and UNIDO have been invited to participate.

### Peru

The national partners are the national Confederation of Private Enterprises (CONFIEP) and PERU 2021, a civil society organization created in 1991 by several of business leaders who have been promoting social and environmental corporate responsibility in Peru. Some of their activities are decentralized projects, international conferences, research projects, publications and the awards Peru 2021 for corporate social responsibility.

The event will take place at el Club Empresarial with representatives from business, the government, labour, international and local NGOs, universities, civil society and the church. Several large companies will sign the letter of commitment of the Global Compact.

United Nations participants include Martín Santiago-Herrero, Representative of UNDP in Peru who also launched the GC in Uruguay; Eduardo Araujo, Regional Director of ILO and Antonio Assefth, Representative and Director of UNIDO's regional office.

The UN system is planning to launch the **Global Compact in Pakistan** later this year, as a framework for better interaction and increased partnership between the public and the private sectors, with the ultimate objective to promote and support development in Pakistan. As an introduction to the Global Compact Launch in Pakistan, a media briefing has already been held on 15 May 2003 in Islamabad.

### Pakistan

As a part of the Global Compact promotional efforts, the Employer's Federation of Pakistan organised a Pre-Launch Workshop on Global Compact in Karachi on 27 September 2003. Chief Executive Officers and Heads of Multinational and Local Enterprises in Pakistan, as well as prominent members from abroad, were invited to address the participants.

After the successful Media Launch of the Global Compact (GC), the UN Country Office in Pakistan proposed a Global Compact Steering Board to oversee the implementation efforts and follow-up activities of the launch. The Minister for Commerce is the Patron of the Board, the UN Resident Coordinator serves as the chairman. The first Steering Board was convened on 1 October 2003 in Islamabad. The purpose of this meeting was to establish a common understanding of the roles and responsibilities of GC Steering Board and other stakeholders, and to set a direction for the GC process in Pakistan.

A Forum of the **French Friends of the Global Compact** will be officially launched on 27 January 2003. Secretary-General Kofi Annan and Georg Kell will launch the Forum. This meeting will gather the French Companies which are GC participants.

### France

The Forum will be administered by a Steering Committee chaired by Mr. Bertrand Collomb, Chairman of Lafarge. It will be composed of twelve members: six CEOs of multinational companies as well as six CEOs of SMEs.

Ethos Institute is coordinating efforts to set-up a **Brazilian Committee for the Global Compact**. The institute and other Brazilian partners, Fundacao Dom Cabral and Fiemg, will convene a preparatory meeting on December 9th in Nova Lima, Brazil. The main goals are the official launch of the committee; defining the committee's governance, structure and processes; and defining a draft agenda of activities for 2004.

## Brazil

The meeting will take place prior to the opening of the III International Global Compact Learning Forum Meeting. It convenes Global Compact participants (national Brazilian and multinationals with business in Brazil), UN agencies, business associations, civil society organizations and labour.

Please contact Marcelo Linguette, Institution Affairs Management of Ethos Institute, [mlinguette@ethos.org.br](mailto:mlinguette@ethos.org.br) (+55 11 3897-2418).

The next **Global Compact Nordic Network** meeting will be held 8-9 December 2003 in Helsinki, Finland. Co-hosting the event are UPM-Kymmene, Stora-Enso, Metsäliitto Group and Nokia.

## Nordic Network

This meeting will address Global Compact principles **3** and **6**, which focus on discrimination and freedom of association. There will also be a discussion on GC news and developments, as well as on internal meeting procedures or arrangements that need attention.

Presentations will be given by Göran Hultin from the ILO, Kevät Nousiainen from Helsinki University as well as from labour representatives.

The launch of the **Global Compact in Egypt** has been scheduled for February 2004. Throughout 2003 the Steering Committee of the GC Egypt, composed of representatives of business, the government, civil society and other UN Agencies, has organized a number of introductory workshops, held a meeting with the companies who already joined the GC, designed a website ([www.un.org.eg/GlobalCompact](http://www.un.org.eg/GlobalCompact)) and produced information brochures in Arabic.

## Egypt

Apart from this first launch in the Arab region, several activities are scheduled for 2004. They include the integration of the Global Compact and CSR into the curricula of Cairo University's faculty of Commerce, a series of awareness workshops on corporate social responsibility and the role of the media, as well as workshops with local and foreign chambers of commerce. The Office of the UNDP Resident Coordinator will support follow-up initiatives with businesses in the implementation of the principles and facilitate networking and exchange of best practices. Moreover, UNDP will test a corporate volunteerism initiative that is currently being developed by UNV Egypt.

For further information please contact Guillaume DELALANDE at [guillaume.delalande@undp.org](mailto:guillaume.delalande@undp.org) or at +202 394 90 29.

## Switzerland

A **Swiss Global Compact Network** consisting of some large transnational companies, the Philiias Foundation (partner of CSR Europe), business schools, and possibly the Swiss government will be established in January 2004. This was announced on 13 November during the first National Conference on Corporate Social Responsibility in Geneva.