

United Nations System Private Sector Focal Points Meeting 2008

DRAFT AGENDA

Exploring the Challenges and Opportunities of Collaboration throughout the Partnership Life Cycle

**Centre International de Conférences (CICG)
Rue de Varembé 17**

**Geneva, Switzerland
2-3 October, 2008**

Co-hosted by:



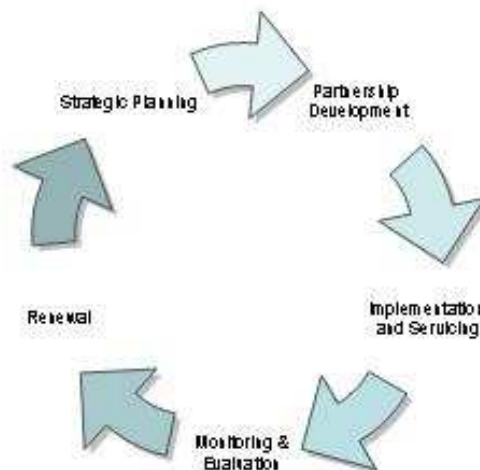
Objectives of the Meeting

The Annual UN Private Sector Focal Points Meetings seek to accomplish the following objectives:

1. **Enhance Communication:** Basic information sharing and dissemination about partnership-related activities across the United Nations system including at the country level.
2. **Strengthen Learning:** Education and training support for Private Sector Focal Points and other important players in the UN system and utilizing the Private Sector Focal Points as multipliers to inform and educate staff in country/regional UN offices.
3. **Advance Coordination:** Effective networking with staff from across the UN system working on partnership issues.
4. **Improve Collaboration:** Contribute to community-building and a sense of ownership among UN staff working in partnership with business.

This year's meeting will address common areas of interest for UN Agencies, Funds and Programmes from across the UN family regarding UN-business collaboration throughout the partnership life cycle. The sessions are focused on overcoming issues and challenges linked to the key stages of the partnership life cycle - beginning with strategic planning, through to evaluation and renewal.

The Partnership Lifecycle



United Nations System Private Sector Focal Points Meeting 2008

DAY 1: Thursday, 2 October

8:30 - 9:00 Registration

9:00 - 9:30 1. Opening Plenary Session and Introductory Remarks

- Mr. Georg Kell, Executive Director, UN Global Compact Office
- Ms. Cécile Molinier, Director, UNDP Office in Geneva
- Mr. Philip O'Brien, Director, Private Fundraising and Partnerships, UNICEF
- Ms. Shari Klugman, Chief Operating Officer, UN Office for Partnerships

Meeting Facilitator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

9:30 -10:50 2. Plenary Session and Discussion: Enhancing UN-Business Relationships

Innovative partnerships with business have become a common phenomenon across the UN System and a wide range of UN Agencies, Funds and Programmes are leveraging the skills and resources of the private sector towards the goals of the Organization. Although all UN entities are distinct in their mandates and engagement strategies, and while progress varies, there have been a number of notable developments and valuable lessons learned which should be reflected upon.

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

Speakers:

- Mr. Casper Sonesson, Officer in Charge, Private Sector Division, UNDP
- Mr. Philip O'Brien, Director of Private Fundraising and Partnerships, UNICEF
- Mr. Mario Fetz, Director of Private Donor Relations, WFP
- Mr. Paul Hengeveld, Director, UN Programmes, Microsoft Corporation

Question and Answer session

10:50-11:00 The New UN-Business Website Platform

- Ms. Sally Begbie, Director, Global Hand

11:00-11:15 Coffee break

(Kiosks will be available for participants to explore the new UN-business website platform in further detail.)

11:15-11:35 3. Plenary Session: UN-Business Guidelines

Eight years of implementation experience have accumulated since the UN's "Guidelines between the United Nations and the Business Community" were developed in 2000. UN Secretary-General Ban Ki-moon recently decided to launch a process, to be chaired by the Deputy Secretary-General, to revise these guidelines. This plenary session and working group discussions will provide participants with an opportunity to make recommendations and share lessons learned that should be taken forward in the context of the revision process.

- *How can the UN-business guidelines be improved to place a greater emphasis on the facilitation of partnerships?*
- *Is there scope to simplify the partnership creation process without jeopardizing the UN's credibility and brand?*
- *Under what circumstances could greater UN collaboration be helpful (i.e. partner selection processes; use of the UN name and logo; partnership modalities)*

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

Speakers:

- Mr. Georg Kell, Executive Director, UN Global Compact Office
- Ms. Linda Stoddart, Chair, UN Working Group on Knowledge Management, Office of Information and Communications Technology

11:35-12:30 Working Groups

A. Better Articulating the Nature of the UN's Engagement with the Private Sector in the new UN-business guidelines

Participants will discuss how we might introduce more useful partnership language into the guidelines (i.e. partners sharing risks and responsibilities vs. procurement approach), and explore how to reflect and include such language into the new UN guidelines.

Participants will explore the maturation of the UN – Business partnership landscape by discussing the new types of partnerships and the different roles played by the UN in the context of these new forms of collaboration. Participants will develop recommendations that will input to the revision of the UN-business guidelines process.

Lead Discussant: Ms. Regina Castillo, Chief, Private Sector Partnerships, UNAIDS

B. Risk Management Criteria for Partner Selection - Towards a common UN framework

The 2000 UN Business Guidelines set out a broad range of eligibility criteria for partnership. Experience has shown a need to further articulate a minimum set of common benchmarks and standards that would be applied systematically across the UN family in its partner selection. In this session you will be presented with recent developments in research approaches applied by the Socially Responsible Investment (SRI) industry and discuss how the UN can draw from these experiences and apply them to its own partner selection criteria. Participants will consider options for common screening principles and approaches across the UN System.

Lead Discussant: Mr. Andy White, Managing Director, Innovest Strategic Value Advisers London

C. Speeding up the development and finalization of agreements with companies

Participants will explore if there is space for accelerating the timeframe for finalizing partnership agreements and contracts in order to move more quickly from a UN-business partnership concept and opportunity to implementation.

- *What are the primary constraints and opportunities to expediting UN-business partnership agreements?*
- *What are good practice examples among UN System organizations that have contributed to expediting the finalization of partnership agreements, contracts in order to move to implementation?*
- *How can the UN's experience in forging partnerships for humanitarian emergencies inform the approaches of agencies undertaking developmental partnerships?*

Lead Discussant: Mr. Olivier-Pierre Delarue, Director, Division of External Relations, UNHCR

12:30-13:00 Reporting-back session

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

Speakers:

One person from each working group will provide a brief overview of the key outcomes of the discussion.

13:00-14:00 Lunch (participants are required to cover their own expenses)

14:00-15:30 4. Working Groups Session #1: Sharing and Comparing: Experiences throughout the Partnership Life Cycle

Participants will choose to participate in one of the following parallel working group sessions:

A. A “Core-Business/Market-Based” Approach to Partnerships

Increasingly aid organizations are engaging in partnerships that yield positive effects both for profitability of private investments as well as for sustainable development and poverty alleviation. Limited experience shows that although the approach is still relatively new and challenging, it has the potential to have an enormous positive impact on development because markets can help create scale as well as sustainability. In this session, various approaches to the “responsible market development” concept will be illustrated and participants will discuss the opportunities and challenges of programming and operationalizing such partnerships.

Moderator:

- Mr. Casper Sonesson, Director OIC, Private Sector Division, UNDP

Speakers:

- Ms. Barbara Kreissler, UNIDO, Industrial Policy and Private Sector Development Branch, United Nations Industrial Development Organization (UNIDO)
- Mr. David Lamotte, Director, Job Creation and Enterprise Department, International Labour Organization (ILO)
- EDF (tbc)

B. Measuring & Communicating Partnership Success: Alliance Implementation Beyond the Launch

This session previews various implementation plans and activities within individual alliances, highlighting the work “behind-the-scenes” that is necessary to keep the alliance fresh and the creativity flowing.

Moderator:

- Ms. Nicole Brown, Chief of Corporate & Foundation Fundraising, UNICEF

Contributors:

- Ms. Christelle Loupforest, Donor and External Relations Section, UN Office for the Coordination of Humanitarian Affairs
- Mr. Zeynep Basarankut, Resource Mobilization Analyst, UNFPA
- Ms. Judy Milnes, Partnership Manager, UNICEF UK National Committee “The British Airways- Change for Good Programme”

C. Partnership Assessment and Evaluation Tools

Partnerships have become increasingly popular tools to advance development objectives. However, there is no guarantee that a partnership will be a success and there is a significant potential to improve the impact and value of these alliances. As a result, numerous partnership resources and tools have been developed over the past few years. In this session, participants will learn about three such tools – developed by AccountAbility, the Global Alliance for Improved Nutrition (GAIN) and the UN Global Compact Office (in collaboration with the UNDP, UNITAR and UNOP) - and how they aim to improve partnership success. The session also aims to map the existence of tools covering different phases of the partnership lifecycle for participants to gain a better understanding of what is already available for partnership practitioners and to identify where further work is needed.

Moderator: UNITAR (tbc)

Speakers:

- Mr. Steven A. Rochlin, Head - North America, AccountAbility
- Ms. Béragère Magarinos, GAIN
- Ms. Cecilie Hultmann, Communications and Partnership Manager, UN Global Compact Office

15:30-16:00 Coffee Break - Mr. Andy White, Managing Director, Innovest London will provide a demonstration of I-Rating - a global database that provides access to Innovest's complete library of proprietary company ratings, sector reports, Weekly Stock Monitors, Screening services and other specialized research materials.

16:00-16:30 Partnership Assessment and Evaluation - the LBG Model

Alison Braybrooks , Associate Director, The Corporate Citizenship Company will provide a brief overview and introduction to the London Benchmarking Group's approach to evaluating and assessing social investments. Numerous companies and industries use the London Benchmarking Group's approach not only in making decisions about where to make social investments, but also in evaluating their programs. Alison will explore how this model might assist in outreach to and in structuring relationships with corporate partners. This will be a rare opportunity for you to gain insights from two in what is important to corporate partners, especially in the area of leverage, outputs and impacts.

16:30-17:30 5. Plenary Session: Partnering with the private sector as ONE UN at country level

This session will showcase how agencies at country level are collaborating to outreach to the private sector as ONE UN. The value added and challenges of this approach will be discussed. Presentations will showcase the approaches and management tools available under RC System that can be applied.

Specific issues to be explored include: developing a private sector outreach strategy as the “UN Family”, integrating a private sector strategy into UNDAFs and CPAPs, financing, and using the Global Compact as a platform to outreach to business.

The discussion will focus on exploring options for replication in other countries and identifying practical recommendations for institutionalizing this approach at the global level.

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

Speakers:

- Ms. Elena Panova, Private Sector Officer, UN Ukraine
- Mr. Jock Mendoza-Wilson, Director of International and Investor Relations, System Capital Management

17:30-18:00 6. Report-back session from working groups earlier in the day

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

18:00-19:30 Cocktail/Networking Reception hosted by UNICEF (location tbd)

DAY 2
Friday 3 October, 2008

9.00 – 9.15 7. Re-Cap of Day 1 & Overview of Day 2

- **Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum Jane Nelson, Moderator**

9.15-10.30 8. Plenary Session (perspectives from the business community)

Business Representatives will share their motivations with regard to UN-business collaboration and provide their perspectives on the benefits and results that these partnerships can achieve. Speakers will highlight the keys to success and reflect on challenges, lessons learned and areas for improvement. The objective of this session is to generate a candid discussion among participants with a view to developing recommendations that will enable the UN to improve its relationships with business and in so doing enhance the development impact of UN-business partnerships.

Moderator:

- Ms. Lesli Creedon, Executive Director, Partnership Development, UN Foundation

Speakers:

- Mr. Richard Dion, Policy and External Relations Advisor, Shell
- Mr. Gary Cohen, Executive Vice President, Becton Dickenson
- Ms. Marian Barner, Head of the IKEA Social Initiative, IKEA
- The Coca-Cola Company (tbc)

10:30-10:45 Coffee Break

10:45– 12:15 9. Working Groups Session #2: Capacity Building: “Overcoming the Challenges of Partnerships”

Participants will choose to participate in one of the following parallel working group sessions:

A. Enhancing UN Communication Platforms: the New UN-Business Website & UN-Business Private Sector Focal Point Newsletter

With a focus on the new UN-business website platform (to be launched in early 2009) and the UN-Business Focal Point E-Newsletter (an important System-wide communications platform since 2006), participants will explore the following questions:

- How can we foster greater information-sharing and learning across the UN?
- How can we improve the Organization’s communications with the private sector?

- How can we launch and market the new UN-business website platform?

Moderator:

- Ms. Christelle Loupforest, Donor and External Relations Section, UN Office for the Coordination of Humanitarian Affairs

Speakers:

- Ms. Sally Begbie, Head, Global Hand (New UN-business website)
- Mr. Wade Hoxtell, Research Associate, GPPi (UN-Business Focal Point E-Newsletter)

B. The UN Global Compact

The Global Compact Office encourages all UN Agencies, Funds and Programmes to use the Compact and its 10 universal principles as a platform for engagement with the private sector. The Compact's network of over 5,000 participants from over 120 countries is uniquely positioned to serve as an entry point for business to engage in the work of the Organization. The Compact's 10 principles are universal values firmly embedded in the UN's mission and objectives - providing both a strong moral compass and a practical framework for action.

This session will provide an overview of the Global Compact, the value of the Compact as a platform for working with the private sector and an exploration of the range of opportunities for UN Agencies, Funds and Programmes to work more closely with the Global Compact Office.

Moderator:

- Ms. Melissa Powell, Project Manager, UN Global Compact Office

Speakers:

- Mr. Giovanni Gallo, Crime Prevention Expert, Corruption and Economic Crime Section, Division for Treaty Affairs, UNODC
- Ms. Karolina Myzk, Programme Officer, Private Sector Division, UNDP
- Ms. Elena Panova, Private Sector Officer, UN Ukraine

C. Creating an Enabling Environment for Partnerships within your Organization

In this session participants will explore the following questions:

- What processes have proven effective for developing and securing senior-level buy-in for a strategy to engage the private sector as a partner?
- How was an enabling environment created? What are the key elements of a successful strategy?
- How have UN-business partnership strategies and approaches to more effectively respond to the present realities and needs of both parties?

Moderator:

- Mr. Willam Kennedy, Senior Programme Officer, UN Office for Partnerships

Speakers:

- Ms. Hiba Frankoul, International and Corporate Alliances Specialist, UNICEF
- Ms. Donna Keher, Chief, Partnerships and Communications Group, UN Volunteers (UNV)
- Mr. Mario Fetz, Director, Private Donor Relations, WFP

D. The importance of branding in advancing the development agenda

In this session participants will examine examples of how branding and building brand value can successfully contribute to advocating issues, raising awareness and support Resource Mobilization

Moderator:

- Mr. Giuseppe Fusco, Deputy Director Sales and Marketing, UNICEF (TBC)

Speakers:

- Mr. David Evans, Manager, Private Sector Resource Mobilization, The Global Fund to Fight AIDS, Tuberculosis and Malaria “Red Campaign”
- Ms. Michelle Siegel, Brand Specialist, UNICEF “The UNICEF Brand, the strategy and its applications”
- Ms. Lesli Creedon, Executive Director, Partnership Development, UN Foundation “Nothing but Nets” Campaign

12:15 – 13:00 11. Concluding Plenary Session: Priorities and Next Steps

Moderator:

- Ms. Jane Nelson, Director, Corporate Responsibility Initiative, Harvard University, and International Business Leaders Forum

Ms. Jane Nelson will also provide a brief overview of key partnership trends and her vision of how the partnership agenda is evolving.

- **Closing Remarks by Lead Organizers**