Corporate Responsibility and Older Persons

30 April 2015 at 10 am EDT
Agenda

1. Welcome Remarks
   - Shubha Chandra, United Nations Global Compact

2. Background on AARP and the Business Case for Older Workers
   - Bradley Schurman, AARP International

3. Engaging Multiple Generations
   - David Stafford, Michelin

4. Global Development and the Ageing Demographic - The Dignity of Age
   - Chris Gray, Pfizer

5. Question & Answer

6. Closing Remarks
**Technical Difficulties:** If you have technical issues, please let us know by typing a message in the Questions pane (A). You can raise your hand (B) if we do not respond.

**Q&A:** We will be taking questions on content at the end, but you can send them to us throughout the webinar by using the Questions pane (A). Please specify to whom the question should be directed.

**Example:** Question for John Doe: What is Human Trafficking?
UNITED NATIONS GLOBAL COMPACT

8,000+
Business participants

4,000+
Non-business participants

28,000+
Disclosure reports submitted

Stakeholders
- Business
- Industry Associations
- Investors
- Civil Society
- Labour
- Academia
- Government

Global Network
- Europe
- Latin America
- North America
- Asia & Oceania
- Africa
- MENA

160+
Countries

85+
Local Networks

Platforms & Programmes
- Human Rights & Labour
- Women's Empowerment Principles
- Children's Rights and Business Principles
- Child Labour Platform
- Caring for Climate
- CEO Water Mandate
- Food + Agriculture Business Principles
- Anti-Corruption
- Business for Peace
- Business for the Rule of Law
- Business and Education
- Supply Chain Sustainability
- Global Compact LEAD

Ten Principles
- Anti-Corruption
- Human Rights
- Labour
- Environment

Business Partnership Hubs
- Water
- Climate and Energy
- Social Enterprise
- Anti-Corruption Collective Action
- UN-Business Partnership

Sister Initiatives
- Global Compact Cities Programme
- Principles for Responsible Investment (PRI)
- Principles for Responsible Management Education (PRME)
- Sustainable Stock Exchanges (SSE)
Relationship between the UN Global Compact’s Principles and the Guiding Principles

**HUMAN RIGHTS**

**Principle 1** Businesses should support and respect the protection of internationally proclaimed human rights; and
**Principle 2** make sure that they are not complicit in human rights abuses.

**LABOUR**

**Principle 3** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
**Principle 4** the elimination of all forms of forced and compulsory labour;
**Principle 5** the effective abolition of child labour; and
**Principle 6** the elimination of discrimination in respect of employment and occupation.

**ENVIRONMENT**

**Principle 7** Businesses should support a precautionary approach to environmental challenges;
**Principle 8** undertake initiatives to promote greater environmental responsibility; and
**Principle 9** encourage the development and diffusion of environmentally friendly technologies.

**ANTI-CORRUPTION**

**Principle 10** Businesses should work against corruption in all its forms, including extortion and bribery.

The same minimum requirement to **RESPECT** human rights as in the Guiding Principles

Voluntary opportunity to also **SUPPORT** human rights through:

- core business
- strategic social investment / philanthropy
- public policy advocacy
- partnerships / other forms of collective action
Special Initiatives

- Women’s Empowerment Principles (weprinciples.org)
- Children’s Rights and Business Principles (childrenandbusiness.org)
- Child Labour Platform
- Indigenous Peoples’ Rights
- Rights of Persons with Disabilities
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To **promote** independence, dignity and purpose for **older persons**
To *enhance* the *quality of life* for older persons
To encourage older people
"To serve, not to be served"
Our priority is to deliver health security, financial resilience, and personal fulfillment.
AARP Best Employers International
Workers age 50+ are highly valuable within many organizations – particularly in those industries that require highly skilled workers or workers with unique skill sets, such as health care or energy.
In 2002, workers age 50+ made up **24.6 percent** of the workforce. By 2012, they were **32.3 percent**. And by 2022, they are projected to represent **35.4 percent** of the total workforce. These numbers are larger for non-American employers.
65 percent of workers age 55+ are considered “engaged,” while younger employee engagement averages 58 to 60 percent. 5 percent engagement equals 3 percent incremental revenue growth.
THANK YOU.
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Michelin Group Overview

A name recognized around the world

Recent Accolades:
- Thomson Reuters “Top 100 Global Innovators”
- S.C. Manufacturer of the Year from S.C. Chamber of Commerce
- Silver Edison Award for Tweel
- Consumer Reports Recommended Best Buy
- AARP “Best Employers for Workers Over 50”

Sales & Distribution:
- Brands distributed:
  - Michelin
  - BFGoodrich
  - Uniroyal

171 million tires produced in 67 plants in 17 countries · 112,000 employees · 2014 Michelin Group worldwide sales: €19.6 billion

The total value of the MICHELIN brand globally is $4.4 billion
Why do we work for Michelin?
Purpose: Because we believe mobility is essential for human development, we care about giving people a better way forward.

What do we do?
Mission: We innovate passionately to make road mobility safer, more convenient and environmentally friendly.

How do we act?
Our Corporate Social Responsibility
PRM: We meet our economic, social and environmental responsibilities through the Michelin Performance and Responsibility Approach (PRM).
Commitment to Our Employees

Safety and Ergonomics
> Working safely is our top priority

Healthy Options
> Encouraging the health and well-being of our employees

Employee Development
> Emphasizing the talent of all of our employees through career development and long-term learning
Our career management and development process is unique.
Each salaried employee has a dedicated career manager.
Employees have the opportunity to have a challenging career at Michelin – all the way through to retirement.

EMPLOYEE
Primary responsibility for career management

MANAGER
Responsible for developing the people on the team

CAREER MANAGER
Helps employees and managers with managing career development and paths
Our returning retiree program is managed internally and allows retirees to return to work at Michelin with a flexible schedule. Michelin also encourages community involvement for our retirees.
Some highlights of what we do at Michelin:

Interactive, custom built retirement modeler available on the Michelin Personnel Service Center

401(k) match program with encouragement to increase contributions and participate in target-date retirement funds

Pre-retirement seminars

An employee resource group dedicated to helping employees learn more about financial planning and tools and programs related to retirement preparation
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Global Development and the Ageing Demographic

*The Dignity of Age*

Chris Gray, Senior Director, Global Institutions, Corporate Responsibility

April 30, 2015
Pfizer is a signatory to the United Nations Global Compact.

Pfizer fully supports the principles in United Nations Declaration on Human Rights and the International Labour Organization Declaration on Fundamental Principles and Rights at Work.

- Access to Health
- Anti-Discrimination
- Responsible Conduct of Clinical Trials
- Privacy
- Improve Working Conditions in the Supply Chain
Why don't we care about older people as much as children?

Jonathan Glennie

By 2047, the over-60s will outnumber the under-16s, yet older people receive little, if any, consideration when talking about development.

“"The failure of the international community to recognise this major demographic shift, a consequence of increased life expectancy – itself one of the finest symbols of the progress of humankind in the past century – is distorting the development narrative and the policies that accompany it.”
October 1 –
International Day of
Older Persons

"Older persons make wide-ranging contributions
to economic and social development. However,
discrimination and social exclusion persist. We
must overcome this bias in order to ensure a
socially and economically active, secure and
healthy ageing population."
Secretary-General Ban Ki-moon

UN Sustainable Development Goals

“Leaving No One Behind: A Society for All”

• Ensure Healthy Lives and
  Promote Well-being for all
  at all ages

• In proposed SDGs, 23
  references to young people
  and children, compared with
  only three to older people.

Today’s youth are
tomorrow’s older persons.

Older people “do have a UN “day”, if that means
anything any more.” – Guardian article
Pfizer Engagement - Global Aging Policy Forums

Plenary Panel at 2014 International Congress

Raising Awareness of Adult Vaccinations
“Take the Survey Today”

Immunization is a core component of the human right to health, a standard element in any effective, preventative public health approach, and an individual, community, and governmental responsibility. Current advocacy efforts to promote the importance of immunization have focused primarily on children, yet there is a grave lack of awareness about the fact that older people are equally, if not more vulnerable to the spread of infectious diseases.

IFA has created a survey to better understand the uptake of adult vaccinations and to promote awareness of the importance of vaccinations throughout the life course.


Pfizer-Sponsored UN Event
Pfizer Engagement - Strategic Partnerships

LAUNCH OF A PROGRAM SUPPORTING THE PREVENTION AND CONTROL OF NON-COMMUNICABLE DISEASES AMONG OLDER PEOPLE IN TANZANIA

Summary Report

Pfizer and HelpAge International Tanzania held a successful launch of the two year program: Supporting the Prevention and Control of Non-Communicable Diseases among Older People in Tanzania. The event was aimed at improving the understanding of the growing threats caused by NCDs by key stakeholders.

Visit www.pfizer.com/annual

Districts:
- Morogoro
- Kibaha
- Songea
Pfizer Engagement - Combatting Stigmas

LIVING WELL AS LIFE GOES ON

For Pfizer, helping people age well is both a business priority and a social responsibility.

FOGO #9: Losing the Love

Get Old

HEALTHY AGING

GET OLD

GETTING READY FOR DATE NIGHT WILL MEAN FLIPPING A COIN FOR THE REMOTE CONTROL.

I’LL HAVE TO RENAME MY STAIRS MT. EVEREST.

THE ONLY ONE WHO’LL TALK TO ME IS THE MAILMAN...AND I’LL KNOW HIS HEART WON’T BE IN IT.

I WASN’T CRAZY ABOUT LIVING WITH MY PARENTS THE FIRST TIME AROUND...

 LOSING MY CAR KEYS AND THEN DRIVING AROUND TO LOOK FOR THEM.
Get Old Healthy Aging Checklist

Healthy Aging Checklist for All Ages

- Get a good night’s sleep (between 7 and 9 hours).
- Don’t smoke at all or drink alcohol in excess.
- Eat a healthy and well-balanced diet that includes plenty of fruits and vegetables.
- Brush and floss daily to prevent dental disease and visit your dentist regularly.
- Schedule medical check-ups, follow-up, and specialist visits as needed.
- Ask your doctor which screenings and immunizations they recommend.
- Have your blood pressure checked.
- Exercise regularly, but check with your doctor before starting a new routine.
Catalyzing Support for Caregivers

Implications for Business

- Over the course of one year, there were an estimated 65.7 million unpaid family caregivers in the U.S.\(^1\) A report issued by the National Alliance for Caregiving found almost three-quarters of family caregivers of people age 50 or older work while they are caring for a family member or friend, and nearly 70 percent of them make some kind of workplace accommodation—coming in late, leaving early, reducing work hours, taking a leave of absence, choosing early retirement.\(^2\)

- Providing care is keeping 24 percent of employees from working more. When they do work, employed caregivers are less well-rested than employed non-caregivers and have fewer productive days.\(^3\)

- The estimated cost of caregiving in terms of lost productivity to U.S. businesses is $17 to $34 billion annually. These costs are due primarily to replacing employees, workday interruptions, absenteeism and shifts from full-time to part-time work.\(^4\)

- As of 2005, there were an estimated 78.2 million Baby Boomers in the U.S.\(^5\) \(^6\)

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Our Mission

ReACT seeks to support a business environment where the challenges faced by caregivers juggling the demands of both work and caregiving for an adult with a chronic age-related disease are understood and recognized by employers.

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Corporate Leadership for Employee Caregivers

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\(^3\) Pfizer, Gallup. The Wellbeing of Working American Caregivers 2010.


AGE-FRIENDLY CITIES

Pfizer is helping support age-friendly cities in community-based programs across the world.
GOAL: To serve as a catalyst in developing age-friendly U.S. communities through philanthropic support, strategic partnering, resource development and international outreach.

- Further age-friendly work in 5 US communities:
  - Atlanta (Georgia) Metro Area
  - Miami-Dade County, Florida
  - Kansas City (Missouri) Metro Area
  - State of Indiana
  - Phoenix (Arizona) Metro Area

- Create practical resources, materials and tools to develop and promote age-friendly work
- Increase philanthropic support for age-friendly communities
- Establish and deepen collaborations with national and international partners
- Develop sustainability strategies
Continue with Age Friendly City Grants (Pfizer Foundation)

Dijon s’adapte aux personnes âgées

La capitale bourguignonne est la chef de file du réseau français des Villes amies des aînés

The Future is Age Friendly!

What sort of place would I like to grow old in?

- A place where I can engage and participate fully in everything that is going on in the community
- A place where I can easily get to where I want to go, when I want to go
- A place where I can access great quality healthcare and other services without difficulty
- A place where I can have a say in what happens in my county or city if I wish to
- A place where I feel safe and secure
- A place where I can live a healthy and active life
- A place where young and old interact and get along
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Questions?

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