

CSR and Global Compact in practice Workshop

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Helle Johansen
Head of Business Outreach
UNDP Nordic Office



United Nations Global Compact

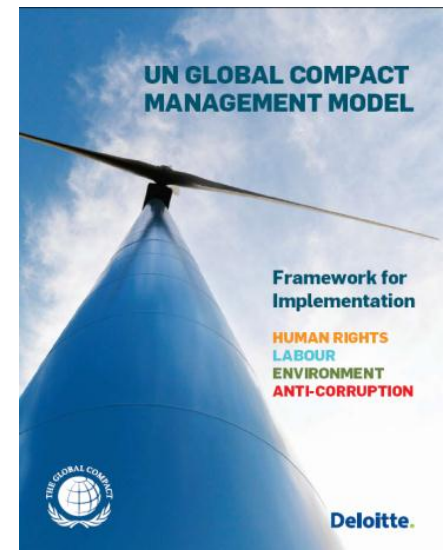
GLOBAL COMPACT MANAGEMENT MODEL

Objectives

- Guide companies in their efforts to implement corporate sustainability through the translation of the Ten Principles into management practices;
- Build convergence within the UN Global Compact (UNGC), establishing a common framework and language for guidance on the four issue areas.



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SIX STEPS TO IMPLEMENTATION

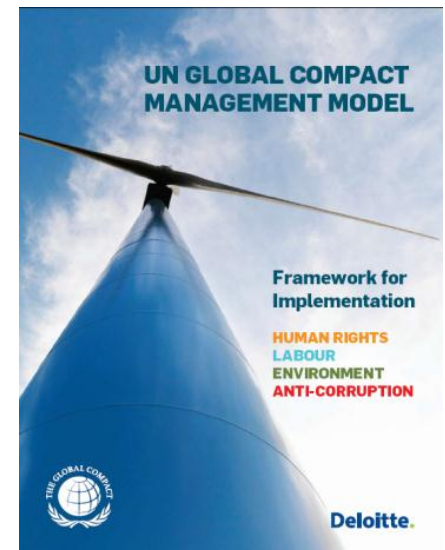


CONTENT OVERVIEW

- Suggested activities and areas of focus for each of the six steps;
- Ideas for new and less experienced companies on how to get started on each step;
Examples of leadership practices for each step;
- Discussion of three cross-cutting efforts: Governance, Transparency and Stakeholder Engagement.



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STEP 1: COMMIT

Leadership commitment to mainstream the UNGC principles into strategies and operations and to take action in support of broader UN goals.

Practical steps

- *Company's CEO and Board signs the UNGC letter of commitment and submit it to the UN Secretary General and completes online registration form.*
- *Leadership commitment to adhering to the ten UNGC principles and to submitting the Communication on Progress on an annual basis.*



STEP 2 : ASSESS

Assess risks, opportunities, and impacts across UNGC issue areas.

Practical steps

- *The company makes sure that it understands the ten principles and reviews appropriate issue area information and tools.*
- *Think about the company's operations to see if it is in alignment with the principles.*
- *Prioritize risks and opportunities.*
- *Identify the company's stakeholders - they are important through the whole implementation process.*
- *The company's (and the product's) impacts - metrics to calculate? Look at performance indicators from Global Reporting Initiative.*



STEP 3: DEFINE

Define goals, strategies and policies.

Practical steps

- *Prioritize high-level and achievable goals to address the top risks, impacts and opportunities.*
- *Set a high-level strategy and action plan to achieve those goals. One or more strategy planning sessions can benefit the company.*
- *But also look for "low hanging fruits"!*



STEP 4: IMPLEMENT

Implement strategies and policies through the company and across the company's value chain.

Practical steps

- *To carry out action plan, the company adjusts relevant processes. Ex. of processes that might be adjusted are product development, marketing, supply chain management, logistics and sales.*
- *Educates employees to the actions and behaviours that will help the company achieve its goals.*
- *The company may set up a communication plan to communicate the new strategies and policies.*
- *Over the time, the company seeks to adopt CSR as a core value. HR policies might be adjusted to compensate and motivate employees to achieve the goals.*



STEP 6: COMMUNICATE

Communicate progress and strategies and engage with stakeholders for continuous improvements.

Practical steps

- *Describe activities undertaken to align with the ten principles in its Communication on Progress report.*
- *Reconfirm the company's commitment to the UNGC.*
- *If a longer-term strategy has been communicated, this strategy should be described as well.*
- *Start engaging with both internal and external stakeholders to improve performance and enhance reputation.*



STEP 5: MEASURE

Measure and monitor impacts and progress toward goals.

Practical steps

- *Start by using a tool to capture and consolidate the metrics and impact measurements identified in the Assess and Define steps.*
- *Implement strategies and policies through the company and across the company's value chain.*

