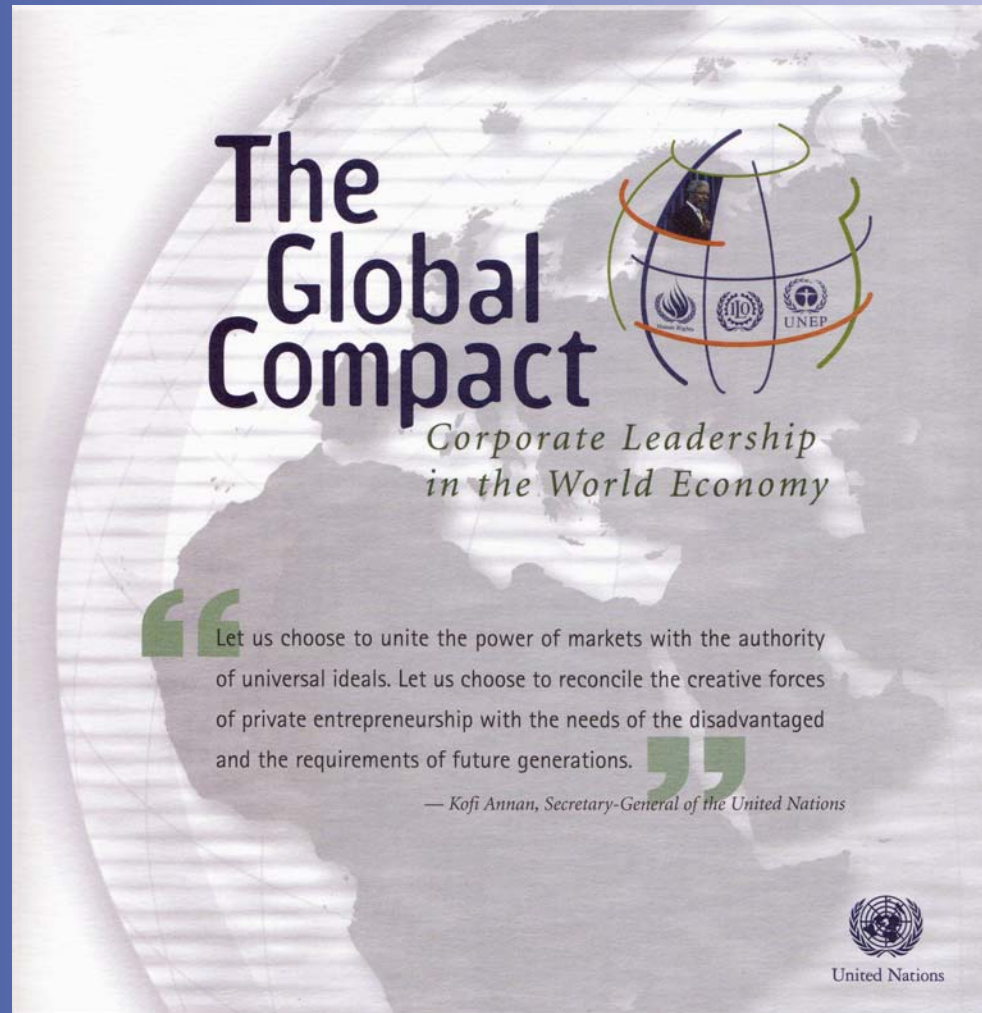


***The United Nations Global Compact
- Engaging Cities with Triple Bottom
Line Thinking for Sustainable
Futures***

David Birch



UN Global Compact principles

1. Businesses are asked to support and respect the protection of international human rights within their sphere of influence and;
2. Make sure their own corporations are not complicit in human rights abuses;
3. Businesses are asked to uphold the freedom of association and the effective recognition of the right to collective bargaining;

- ✦ 4. The elimination of all forms of forced and compulsory labour;
- ✦ 5. The effective abolition of child labour; and
- ✦ 6. The elimination of discrimination in respect of employment and occupation
- ✦ 7. Businesses are asked to support a precautionary approach to environmental challenges;

- ✦ 8. Undertake initiatives to promote greater environmental responsibility; and
- ✦ 9. Encourage the development and diffusion of environmentally friendly technologies
- ✦ 10. Business should work against corruption in all its forms, including extortion and bribery.

Main Objectives

- 1) to mainstream the ten principles in business activities around the world; and,
- 2) to catalyse actions in support of United Nations' goals

Global Compact Aspirations

“the aspirations embedded in the Global Compact are important ones – that all human beings be treated with dignity and respect, that employees be granted certain rights no matter what their status within the enterprise, and that fundamentally businesses (as well as the rest of us) recognise the frugality of the ecological system on which our very breadth depends” (Sandra Waddock)

Kofi Annan's Call

“Let us choose to unite the power of markets with the authority of Universal ideals. Let us choose to reconcile the creative forces of private entrepreneurship with the needs of the disadvantaged and the requirements of future generations.”

“The Global Compact is an initiative to safe guard sustainable growth within the context of globalisation by promoting a core set of universal values which are fundamental to meeting the socio-economic needs of the world’s people, today and tomorrow. It is an effort to give a human face to the global market.”

Engaging with the UN Global Compact

Organisations who engage need to:

1. Issue a clear statement of support for the UN Global Compact and its principles, and to publicly advocate the Global Compact. This may include:

- ◆ Informing employees, shareholders, customers and suppliers
- ◆ Integrating the Global Compact and its principles into the corporate development and training programme
- ◆ Incorporating the Global Compact principles in the company's mission statement

- ◆ Including the Global Compact commitment in the company's annual report and other public documents
- ◆ Issuing press releases to make the commitment public

2. Provide, once a year, a concrete example of progress made or lesson learnt in implementing the principles, for posting on the Global Compact website.

Organisations who engage:

“...have two features in common: they are all leaders; and they all aspire to manage global growth in a responsible manner but take into consideration the interest and concerns of a broad spectrum of stakeholders – including employees, investors, customers, advisory groups, business partners and communities.”

“The Global Compact was created to help organisations redefine their strategies and causes of actions so that all people can share the benefits of globalisation, not just a fortunate few.”

It is functioning as a significant global framework

“...to promote sustainable growth and good citizenship through committed and creative corporate leadership.”

Global Compact Goals:

- ◆ To make the principles part of the strategic vision and operating practices of companies everywhere
- ◆ To provide an interactive and action oriented learning resource based on the experience of hundreds of companies to show case what works and what doesn't

- ◆ To conduct at least one major Issue Dialogue a year that addresses a critical problem where business in partnership with NGOs and other relevant stakeholders can produce recommendations leading to meaningful change
- ◆ To ensure that business, United Nations agencies, labour, NGOs, Government and community groups work in partnership to develop and execute projects that further the principles, and have particular benefits to those most in need

Companies and organisations are encouraged to participate so that they can

- Demonstrate a position of leadership with regard to responsible citizenship
- To share experiences and learnings with likeminded companies and organisations

Corporate Citizenship Research Unit, Deakin University

- To build relationships with other companies, government bodies, labour, NGOs and international organisations
- To partner with United Nations agencies including the International Labour Organisation, the Office of the High Commission of Human Rights, The United Nations Environmental Program, and the United Nations Development Programs

- To maximise business opportunities by broadening the corporate vision to include the social dimensions and by implementing responsible management policies and practices
- To participate in results oriented Issue Dialogues related to the critical problems facing our world

The Global Compact works in three main ways:

1. As a values based social partnership
2. As a global social network for supra-territorial conversation
3. A local or regional boundary breaking convening platform for meetings

(Malcolm McIntosh)

“The Compact is a vehicle for greater and higher quality multi disciplinary thinking and cross sectoral partnerships...based on the theory that in order to engage with the world we need to complement our current disaggregation of the world with a more integrated, co-ordinated and complex view of the relationship between people and planet.”

(Malcolm McIntosh)

Urbanisation

“Urbanisation is exacerbating existing difficulties as well as creating new urban environmental, economic and social problems. Including poverty, personal safety, illiteracy, drugs, and land, air and water pollution, urban issues impact far beyond the geographical limits of the city itself and, in many cases, become more intractable the longer they are left partially or entirely unaddressed’
(David Teller)

The UN Global Compact Cities Program

...”aims to harness the implicit experience, knowledge and intellectual capital present in cities in order to develop solutions to overcome the challenges of urbanisation.”

(David Teller)

Main Complex Problems:

1. Based on shared language, experience, geography, culture and economy, cities have pre-developed and complex 'neural networks'. Significant time, effort and resources can be saved by tapping into these pre-existing networks to develop innovative solutions to urban issues.

2. Many complex issues are already being addressed by government, business and civil society, either independently or in loose coalitions. An opportunity therefore exists to network and catalyse existing work for a given desired outcome
3. Many urban issues are universal in their root causes, impact and ramifications. Therefore, solutions developed in one city can either be directly applied or adapted to other cities facing the same or similar issues.

4. Hypothesis testing around an identified problem solution can be rapidly and effectively carried out in a discrete geographic urban area. Results can be compiled and the proposed solution can be altered as required until the optimal solution is developed.

5. The implementation of a proven solution can be more effectively controlled, monitored and perfected in a confined area.

6. The direct impacts of problems and their proposed solutions on government, business and civil society can be readily qualified and quantified in limited areas.

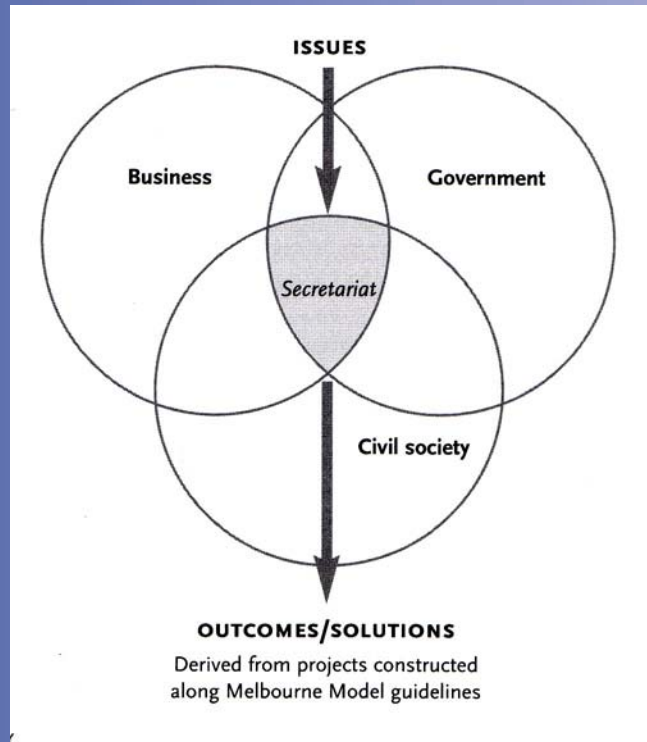
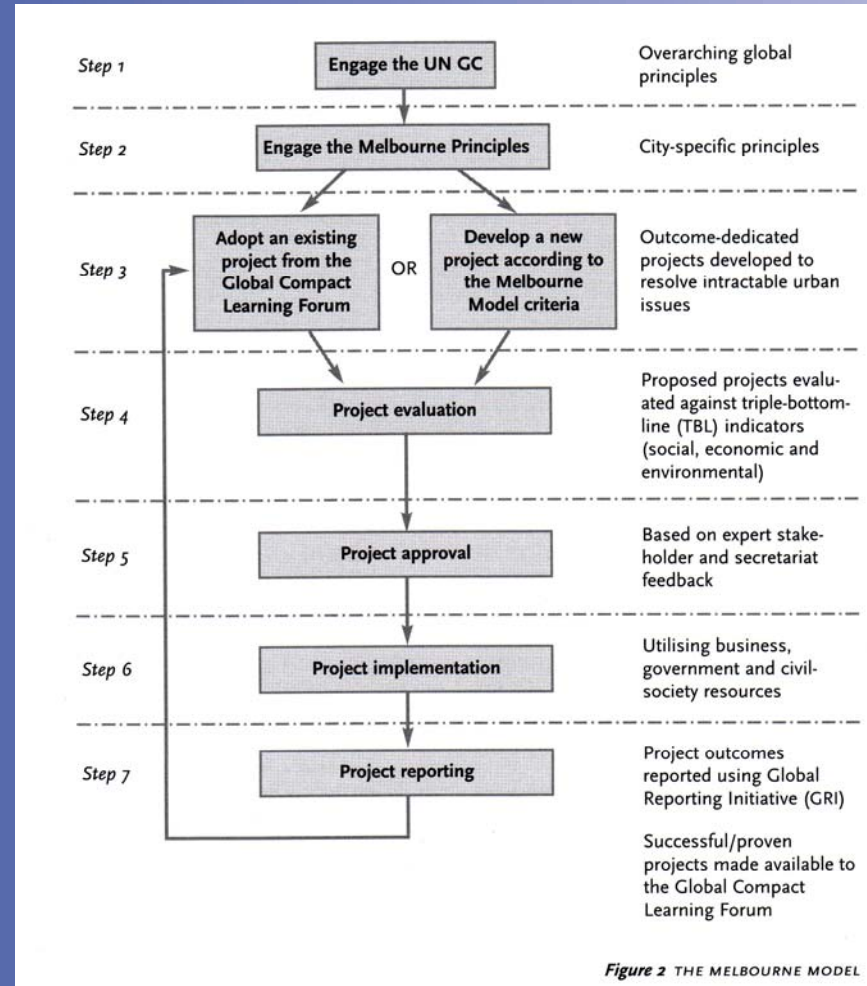


Figure 1 – The City

Corporate Citizenship Research Unit, Deakin University



The Melbourne Principles for sustainable cities.

1. Provide a long-term vision for cities based on: sustainability; intergenerational, social, economic and political equity; and their individuality
2. Achieve long term economic and social security
3. Recognise the intrinsic value of biodiversity and natural ecosystems and protect and restore them

4. Enable communities to minimise their ecological footprint
5. Build on the characteristics of ecosystems in the development and nurturing of healthy and sustainable cities
6. Recognise and build on the distinctive characteristics of cities, including their human and cultural values, history and natural systems

7. Empower people and foster participation.
8. Expand and enable co-operative networks to work towards a common, sustainable future.
9. Promote sustainable production and consumption, through appropriate use of environmentally sound technologies and effective demand management.

What next for a city which engages?

1. To adopt an existing project already running within the city and to place this project within a global compact international learning forum database set up for cities and run by Global Compact Headquarters in New York.
2. To develop a new project according to the Melbourne Model which targets previously unaddressed or unsuccessfully addressed issues in the city.

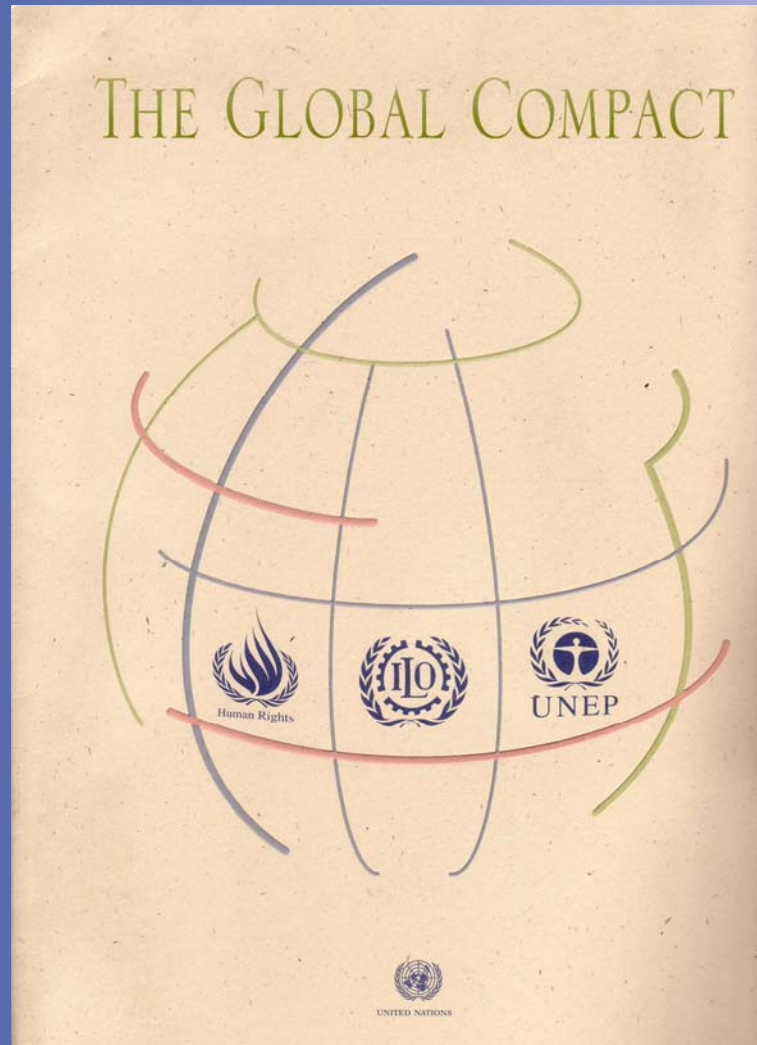
Project Criteria

- ◆ Must be based around an issue that impacts directly on all of the following: business, government and civil society
- ◆ Where the problem can only be resolved efficiently and effectively by the involvement and implication of all three sectors

- ◆ Where the nature, scope and outcome of projects can be qualified or quantified, i.e. where the objectives of the projects are SMART (sustainable, measurable, achievable , realistic and timely)
- ◆ Where the project is unique
- ◆ Where conclusions/lessons/outcomes can be directly applied to and of immediate benefit to, first, the city of origin, and second, other cities facing similar issues.

21. Melbourne Projects

1. The Debt Spiral Prevention
2. Zero net emissions by 2020 Project
3. Water campaign Project



Investigating the sustainability of business through social, cultural and economic innovation

