

## Highlights

### GLOBAL COMPACT LEADERS SUMMIT

Geneva, 5-6 July, 2007, the United Nations convened history's largest and most significant event on the topic of leadership and corporate citizenship - the Global Compact Leader's Summit. Chaired by UN Secretary-General Ban Ki-moon and under the umbrella of the United Nations, the Summit provides a platform for leaders from all sectors to work collectively to ensure that globalization has a human face.

The Summit gathered approximately 1,000 leaders from business, governments, civil society and labour, including nearly 700 chief executives, several heads of State or Government, as well as more than 40 Government ministers. Dozens of journalists representing broadcast, print and online media from around the world attended the Summit.

We are very proud to announce that the Ukrainian GC network was very well represented at the Summit with a delegation of 7 representatives from the following companies: System Capital management, Institute for Oil Transportation, Foxtrot, Geshtald Consulting Group and Donbass Fuel Energy Company. The Ukrainian delegation was accompanied by Ms. Elena Panova, UN Global Compact focal point for Ukraine. The Ukrainian companies were active participants at the Summit, sharing their experience and actively contributing during the discussions on labour, climate change and environmental responsibility, unlocking the corruption dilemma and responsible investments.



“In the beginning, some voiced scepticism about the UN working together with business. Today, I think we can say that the Global Compact has lived up to its promise – bringing business together with other stakeholders, and infusing markets and economies with universal values”, stated Secretary-General Ban Ki-moon in his opening speech to the Leader's Summit. “Power cannot be separated from responsibility. For markets to expand in a sustainable way, we must provide those currently excluded with better and more opportunities to improve their livelihoods”, he added.

Under the umbrella of the United Nations, the Summit provided a platform for leaders from all sectors to work collectively to ensure that globalization delivers the widest possible benefits to all. The Summit gave the Global Compact and its many partners an opportunity to introduce new tools and resources to help businesses integrate the 10 principles into their operations.



**INTERNATIONAL MEDIA FORUM ON THE ROLE OF MEDIA IN CORPORATE SOCIAL RESPONSIBILITY**

Kyiv, 12-13 July, 2007, The United Nations in Ukraine, in partnership with the Expert magazine and MTS Company conducted the first International Media Forum on Corporate Social Responsibility (CSR). The Forum brought together more than one hundred media representatives from all around the world together with experts from the private sector to discuss how media can reinforce the CSR development.



The main objective of the Forum was to launch a debate about the two distinctive roles of media – on one hand as promoter, watchdog and educator on CSR related issues, and on the other hand as business itself which has its social and environmental responsibilities. The two-day international event focused also on frameworks enabling media to promote CSR.

The International Media Forum brought together more than 100 prominent journalists and editors from nine countries together with experts from the private and public sector as well as government and academia to discuss how media can reinforce the CSR development. The speakers of the Forum include Mr. Simon DERRY, Regional Director for the BBC World Service Trust, Mr. Savik SHUSTER, Head of the new projects group TV channel “Inter”, Mr. Kevin MARSH, Editor-in-Chief, BBC College of Journalism, Ms. Ceditha Anne M. RIMANDO, Business Editor of Newsbreak Magazine, Mr. Alexandre Gorelik, UN Information Centre Moscow, Mr. Iskander HISAMOV, Editor-in-Chief of the “Expert-Ukraine”, Kazbek BEKTURSUNOV, Head of “Kyivskiy Media Holding”.

Opening the event, Mr. Francis O’DONNELL, UN Resident Coordinator to Ukraine stated, “Today, corporate social responsibility is becoming of ever greater importance in the world agenda. Media is the main driver in communicating the value of Ukraine’s engagement in CSR and is also society’s watchdog on its implementation”. “Besides, media is, in its own right, business that can promote social and environmental responsibility by observing CSR principles”, he added.



Mr. Taras PETRIV, Head of the National Commission on Freedom of Speech, welcomed the participants on behalf of the President of Ukraine and read out his address.

The experience of leading media such as BBC, Great Britain; Kommersant, Russia; Newsbreak Publishing Inc., Philippines; Inter-news, Ukraine and Edipresse, Ukraine was presented and discussed during the Forum. The panellists shared practices in applying and promoting CSR as integral part of their media business strategy.

The Forum discussions stepped on the understanding that nowadays media is expected to take a real lead and get truly involved in CSR public agenda by becoming a partner, reinforcing transparency and accountability of businesses. It is commonly accepted that media has to play a role of an educator and promoter of CSR by raising awareness and provoking public discussion on the social and environmental responsibility of business.

Being business itself, media has responsibilities similar to other sectors’ organizations, including customer relationship, environmental management, investing and supporting staff, etc. In addition, media has also distinct responsibilities like freedom of expression, responsible editorial policy, creative independence, etc.

As a result of lively debates, the participants agreed and declared to take the following collective actions as a follow up to the Forum:

- To create media coalition for lobbying CSR with establishment of committees on specific CSR related issues;
- To build the capacity of the journalists through publishing manual “CSR for Journalists” and glossary of CSR terms, including terms as social advertisement and PR;
- To organize trainings for journalists on CSR related topics;
- To build common understanding and partnerships through conducting joint discussions and workshops on CSR for businesses, journalists, and media owners;
- To establish working group for developing “Code of Ethics for Journalists” with the engagement of associations of journalists, media companies, etc.;
- To create national rating of socially responsible mass media;
- To conduct survey on the society perceptions of social issues and their reflection in media;
- To promote CSR concept through the organization of “press tours” to companies, organization of “CSR Expo” and display best CSR practices, etc.;
- To get more acquainted with and sign up to Global Compact initiative as the largest CSR initiative globally.



The United Nations in Ukraine will support the implementation of the Forum decisions on the role of media in the area of social and environmental responsibility for the achievement of the country development goals.

For more detailed information about the International Media Forum on CSR, please, visit [www.un.org.ua](http://www.un.org.ua).

## UN DEVELOPMENT PROGRAMME AND INTEL UKRAINE MICRO-ELECTRONICS LTD. SIGNED MEMORANDUM OF UNDERSTANDING

13 July 2007, Kyiv, United Nations Development Programme (UNDP) and Intel Ukraine Microelectronics Ltd. have signed a Memorandum of Understanding for cooperation in the area of youth empowerment and social inclusion. The cooperation between UNDP and Intel aims at development of young peoples' 21st century skills. The partnership will lead to enhancing youth social competencies through establishing e-communities and introduction of innovative ICT based tools.



The two parties agreed to establish a pilot web-based e-community for students from jointly selected universities, organize joint trainings for youth leaders and educators on developing and managing social projects in e-community environment. In addition, UNDP and Intel will foster inter-generational dialogue and solidarity through launching “Living Heritage Treasury” demonstration project which includes the web portal of real life stories gathered by youth from old people thus transferring values and knowledge to youth.

“We are pleased that UNDP and Intel have identified common areas for collaboration to support the development of youth in Ukraine. We are very much interested in expanding public access to ICT and supporting youth social development in Ukraine through offering needful values and knowledge to youth in order to broaden their educational and informational opportunities,” UNDP Resident Representative Mr. Francis M. O’Donnell said during the signing ceremony.

The signing of Memorandum is Intel’s first official initiative with UNDP in Ukraine. “Success in today’s world requires an education focused on building 21st century skills and technology innovation. As a driving force for the digital transformation, Intel is uniquely positioned to help governments transform and enhance their educational and social programs, preparing young people to function in, and shape, the world ahead. Considering long-term experience of representation of UNDP in Ukraine in realization of social programs, cooperation within the limits of the signed Memorandum will expand a spectrum of our initiatives in social and educational spheres,” the head of Representative Office of Intel Ukraine Microelectronics Ltd. Vladimir Sharov said during the signing of Memorandum.

Intel Ukraine Microelectronics Ltd., is one of the world’s leading telecommunications companies and aims at incorporating ICT techniques with innovations support in the area of education through ensuring effective use of the new computer and communication models, increasing of IT literacy, project work skills and analytical thinking among teachers and students. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom).

UNDP is the UN’s global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. Additional information about UNDP is available at [www.undp.org.ua](http://www.undp.org.ua).

## GLOBAL COMPACT MEMBERS ATTEND WORKSHOP ON NON-FINANCIAL REPORTING

Kyiv, 19 June, 2007, United Nations in Ukraine organized a training workshop on Non-financial Reporting for the Ukrainian Global Compact members. The workshop was held at the premises of the President Hotel Kyiv.

The training was conducted by Ms. Elena Topoleva and Mr. Andrey Topolev, international experts with extense experience in consulting companies in Russia and abroad on non-financial reporting.



Throughout the world, the issue of non-financial reporting on economic, environmental, and social performance is becoming increasingly important for companies, and Ukraine is not an exception. The customers, governments, CSO, and investors are calling companies for more transparency, accountability and understanding of their impact on social development and environmental impact.

The workshop provided the participants with an overall view of the development of non-financial reporting internationally and with information on the existing reporting initiatives such as Global Reporting Initiative (GRI) and Accountability 1000. A special focus of the workshop was put on Communication on Progress (COP) reporting as this is one of the explicit commitments that a company makes when it participates in the Global Compact.

“Companies are encouraged to develop social reporting by the society. It is high expectations of the stakeholders and the pressure of the competitors that companies are facing and have to overcome by claiming their leadership and demonstrating responsible social behavior”, stated Ms. Topoleva in her presentation. “Non-financial reporting also is a key that grants access to the capital markets”, she added.

The event gathered 26 Global Compact members in Ukraine representing leading companies in corporate social responsibility. The topic of the workshop proved to be of high interest to the participants and encouraged constructive questions and vital discussion among them.

As a result of the workshop, participants together with UN Global Compact Team agreed to create a working team consisting of the GC member companies-champions that are to develop the Ukrainian template for COP reporting in partnership and with the support of the UN GC Team and taking into consideration the peculiarities of the Ukrainian market. Later, the template will be used by Global Compact members in their annual reporting on the implementation of the ten Global Compact principles.

Global Fund Management and Administration	Finance and Insurance/ Фінанси та страхування
Ukrainian Foundation of Social Guarantees for Soldiers and Veterans of Armed Forces of Ukraine Український Фонд Соціальних Гарантій військовослужбовців та ветеранів збройних сил	NGO/ Неурядова організація
CJSC "Obolon" ЗАТ "Obolon"	Food and Drinks/ Продукти харчування та напої
Association "Gas Traders of Ukraine" Асоціація «Газові трейдери України»	Business association/ Бізнес асоціація
Ukrainian Grantmakers Forum Український Форум Грантодавців	NGO/ Неурядова організація
Hoshva PR Гошва PR-агенство	PR company/ Піар послуги
NAI Pickard NAI Епікард	Real Estate Agency/ Агентство нерухомості
Edipresse Ukraine/ Едіпресс Україна	Publishing House/ Видавництво

The full list of the Global Compact members in Ukraine is available here:  
[http://www.un.org.ua/files/gc\\_members.pdf](http://www.un.org.ua/files/gc_members.pdf)

## **RESPONSIBLE BUSINESS DIRECTORY UKRAINE**

UN Global Compact Office in Ukraine, with the financial support of Institute for Sustainable Communities-Ukrainian Citizen Action Network, and in partnership with the Ukrainian Chamber of Commerce and Industry, European Business Association and the American Chamber of Commerce launches RESPONSIBLE BUSINESS DIRECTORY UKRAINE.

The Directory aims at promoting the socially responsible companies in Ukraine thus improving the perception about Ukraine as a modern market developing in line with the global tendencies.

The Responsible Business Directory will incorporate CSR company profiles into one source of information. The Directory will be also contributing to the establishment of a new business community in Ukraine that justifies its existence not only in terms of profit, but also service to the society at large which becomes a tribute to the international business practice tendencies. The launch will be conducted in September, 2007, the details will follow shortly.

## **GENERAL MEETING OF THE GLOBAL COMPACT NETWORK UKRAINE TO BE HELD ON 27 SEPTEMBER IN KYIV**

The General Meeting of the Global Compact members in Ukraine will be held on 27 September in Kyiv. The governance structure and the organizational principles for the functioning of the network will be on focus during the meeting. The Global Compact members will have the opportunity to learn about the experience of the British and the Bulgarian Global Compact networks, representatives of which will present to the Ukrainian members two existing governance models.

The GC members will also discuss the network's progress to date and the planned activities till the end of 2007. The agenda of the meeting will be distributed to the Global Compact members for comments and suggestions by 7 September 2007.

## **GLOBAL COMPACT UKRAINE WEB SITE TO BE LAUNCHED**

Global Compact's presence on the Internet has as its main purpose to inform and convey the significance and results of specific activities, projects and initiatives that are taking place with the support of UN and in partnership with national and international partners.

The GC web site will be open to public and will provide the wider audiences with the detailed information about Global Compact initiative and all activities carried out within its framework in Ukraine. The web-site will be bilingual in Ukrainian and English.

The presentation of the web site will take place during the next Global Compact Network meeting at the end of September, 2007.

## **ODESSA TO HOST NEXT REGIONAL LAUNCH OF THE GLOBAL COMPACT INITIATIVE**

The pre-launch activities and the official launch of the Global Compact initiative in Odessa are planned for September, 2007. More detailed information about the event will be posted through the GC network. To discover partnership opportunities, please, contact Ms. Aleksandra Afanasieva [Aleksandra.Afanasieva@un.org.ua](mailto:Aleksandra.Afanasieva@un.org.ua).

## Promotional Opportunities

**Global Compact brochures** are now available!



Please, contact Ms. Aleksandra Afanasieva [Aleksandra.Afanasieva@un.org.ua](mailto:Aleksandra.Afanasieva@un.org.ua) to order the brochures to be distributed in your offices.

Become a sponsor of the **Global Compact Ukrainian Publications!**

To learn more, please, contact Ms. Aleksandra Afanasieva [Aleksandra.Afanasieva@un.org.ua](mailto:Aleksandra.Afanasieva@un.org.ua) to find out about the list of publications and sponsorship opportunities.

We are looking for a partner Company to support the next **Global Compact Network Meeting** in September. Both financial and in-kind support will be appreciated. Should you feel interested to participate, please contact Ms. Aleksandra Afanasieva at [Aleksandra.Afanasieva@un.org.ua](mailto:Aleksandra.Afanasieva@un.org.ua).

## Thank You To....

We cordially thank all partners of the International Media Forum on CSR:



Генеральный спонсор



Спонсор



Генеральный медіапартнер



Аналітичний медіапартнер



Генеральный радіопартнер



Головний новостійний медіапартнер



Інформаційний партнер



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