

# Corporate Responsibility and Older Persons

*30 April 2015 at 10 am EDT*



**United Nations** Global Compact

# 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

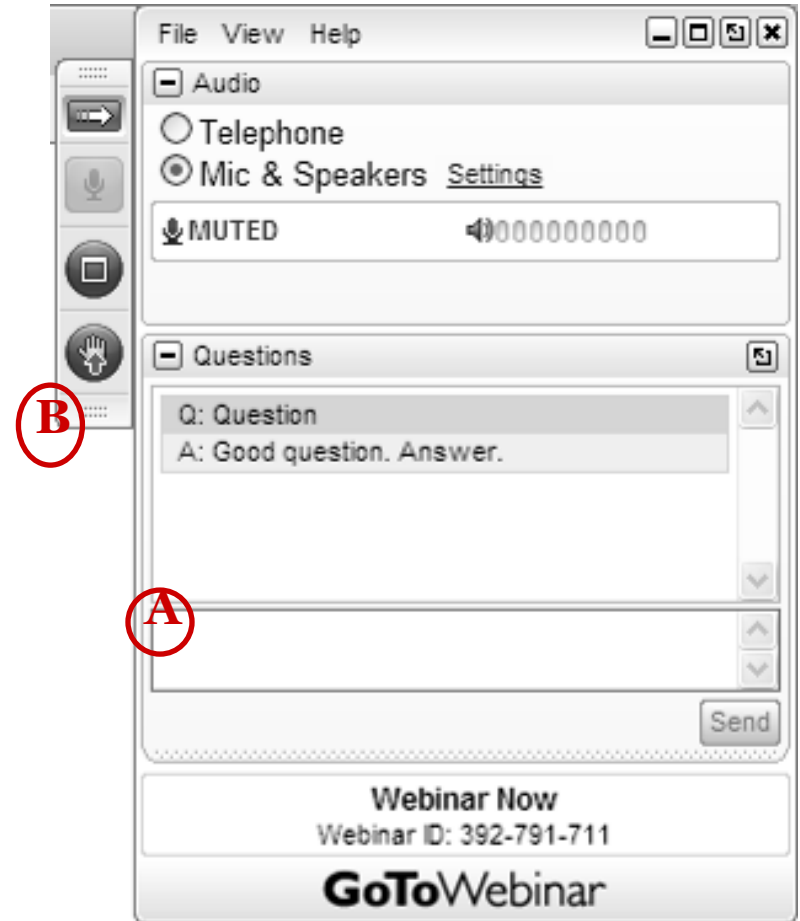


# Questions

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**Example:** *Question for John Doe: What is Human Trafficking?*



# UNITED NATIONS GLOBAL COMPACT

8,000+

Business participants

4,000+

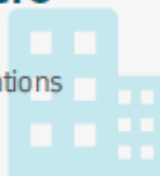
Non-business participants

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

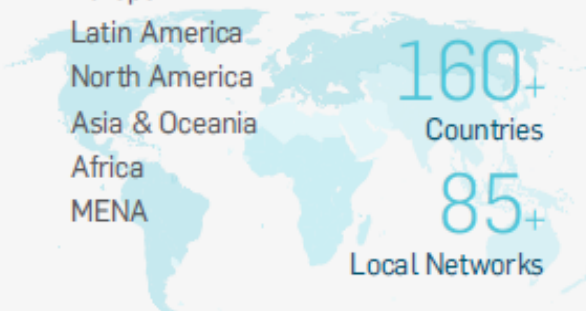
MENA

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



## 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.

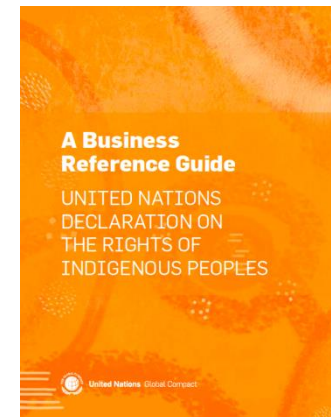
The same minimum requirement to **RESPECT** human rights as in the Guiding Principles

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](http://weprinciples.org))
- Children's Rights and Business Principles ([childrenandbusiness.org](http://childrenandbusiness.org))
- Child Labour Platform
- Indigenous Peoples' Rights
- Rights of Persons with Disabilities



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**AARP<sup>®</sup>**

**Real Possibilities**



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

## NORTH AMERICA

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# A name recognized around the world



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

## Recent Accolades:



**77 total J.D.  
Power &  
Associates  
Awards**

- 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:



The total value of the MICHELIN brand globally is \$4.4 billion



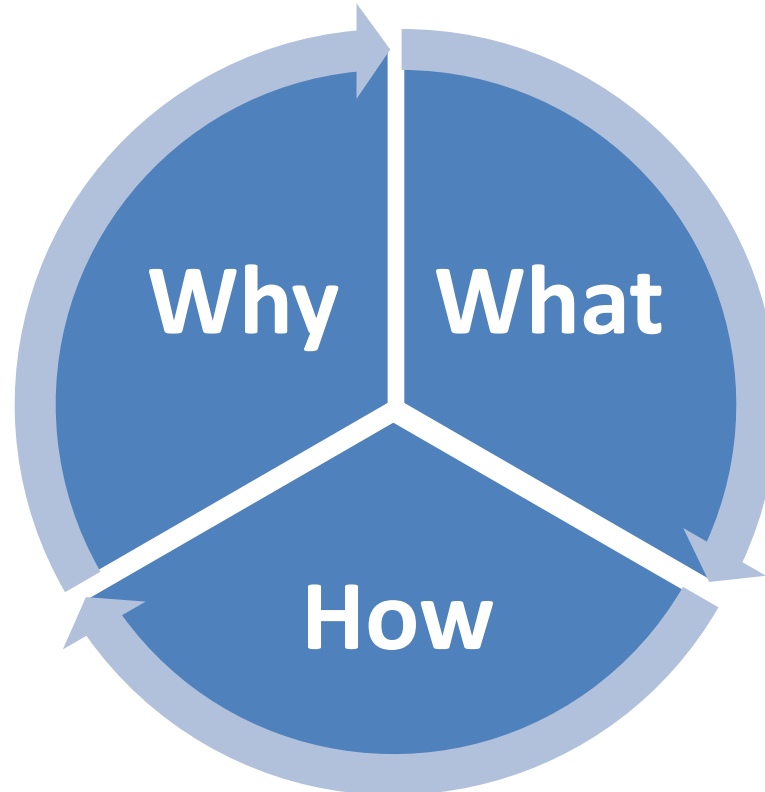
# All Facilities



# PRM: LINKING PURPOSE AND MISSION AT MICHELIN

## 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



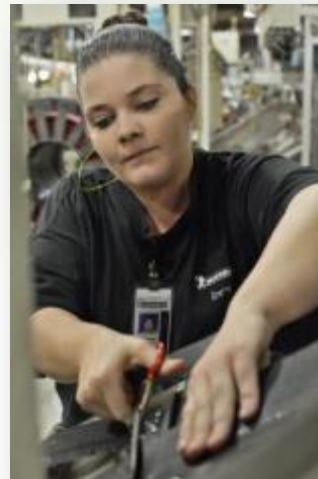
## Safety and Ergonomics

> *Working safely is our top priority*



## Healthy Options

> *Encouraging the health and well-being of our employees*



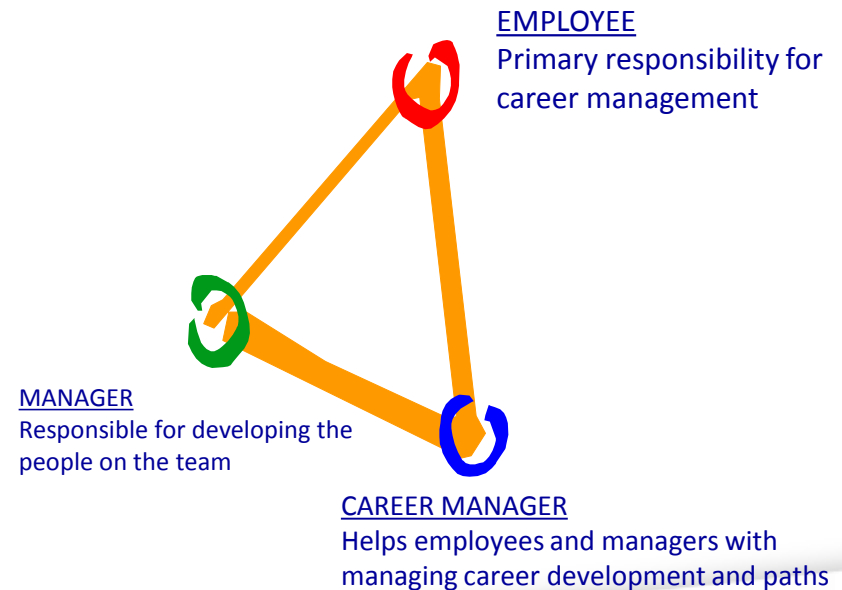
## Employee Development

> *Emphasizing the talent of all of our employees through career development and long-term learning*



# ZOOM: EXPERIENCED WORKERS

- 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.





## ZOOM: EXPERIENCED WORKERS

- 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.



# ZOOM: EXPERIENCED WORKERS

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





Thank you

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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



the guardian

## 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



An elderly Bangladeshi woman sits with her luggage at a railway station in Dhaka. Photograph: AM Ahad/AP

Monday 2 February 2015 07:51 EST

*“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.”*

# UN Recognition - Past, Present and Future

## 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**



**Today's youth are  
tomorrow's older persons.**

Older people “do have a [UN “day”](#), if that means anything any more.” – **Guardian article**

## *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.



# 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.

## Istanbul Initiative – IFA Congress, Oct. 2013



## 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.



COMBATING NON-COMMUNICABLE DISEASES WITH INTERGENERATIONAL PROGRAMS IN TANZANIA

READ MORE



Visit [www.pfizer.com/annual](http://www.pfizer.com/annual)



Districts:

- Morogoro
- Kibaha
- Songea

# Pfizer Engagement - Combatting Stigmas

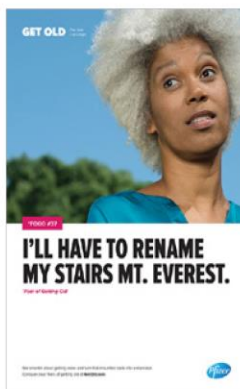
## LIVING WELL AS LIFE GOES ON

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



# Get Old

HEALTHY AGING





# Tools and Resources for Active Aging

## Get Old Healthy Aging Checklist



Get Old

healthy  
Pfizer

Get Old

healthy  
Pfizer



### Healthy Aging Checklist for All Ages

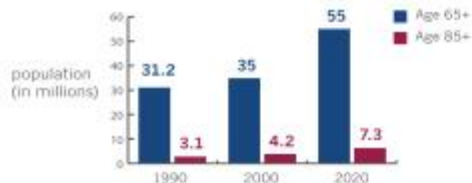
- ☐ Get a good night's sleep (between 7 and 9 hours).
- ☐ Don't smoke at all or drink alcohol in excess.
- ☐ Eat a healthy and well-balanced diet that includes plenty of fruits and vegetables.
- ☐ Brush and floss daily to prevent dental disease and visit your dentist regularly.
- ☐ Schedule medical check-ups, 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.<sup>1</sup>** 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.<sup>2</sup>
- **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.<sup>3</sup>
- **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.<sup>4</sup>

- **As of 2005, there were an estimated 78.2 million Baby Boomers in the U.S.<sup>5, 6</sup>**



## 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.

<sup>1</sup> National Alliance for Caregiving. Caregiving in the U.S. 2009. [http://www.caregiving.org/data/Caregiving\\_in\\_the\\_US\\_2009\\_full\\_report.pdf](http://www.caregiving.org/data/Caregiving_in_the_US_2009_full_report.pdf). Accessed November 9, 2011.

<sup>2</sup> National Alliance for Caregiving. Caregiving in the U.S. A Focused Look at Those Caring for Someone Age 50 or Older 2009. <http://www.caregiving.org/data/FINALRegularExSum50plus.pdf>. Accessed November 9, 2011.

<sup>3</sup> Pfizer, Gallup. The Wellbeing of Working American Caregivers 2010.

<sup>4</sup> MetLife, National Alliance for Caregiving. The MetLife Caregiving Cost Study: Productivity Losses to U.S. Business 2006. <http://www.caregiving.org/data/Caregiver%20Cost%20Study.pdf>. Accessed November 9, 2011.

<sup>5</sup> U.S. Census Bureau. Facts for Features & Special Editions 2006. [http://www.census.gov/newsroom/releases/archives/facts\\_for\\_features\\_special\\_editions/cb06-fise01-2.html](http://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb06-fise01-2.html). Accessed November 9, 2011.

<sup>6</sup> Federal Interagency Forum on Aging-Related Statistics. Older Americans Update 2006. Key Indicators of Well-Being. Federal Interagency Forum on Aging-Related Statistics, Washington, DC: U.S. Government Printing Office, May 2006.



**ReACT**  
Respect A Caregiver's Time  
Corporate Leadership for Employee Caregivers

[ReACTConnection.com](http://ReACTConnection.com)

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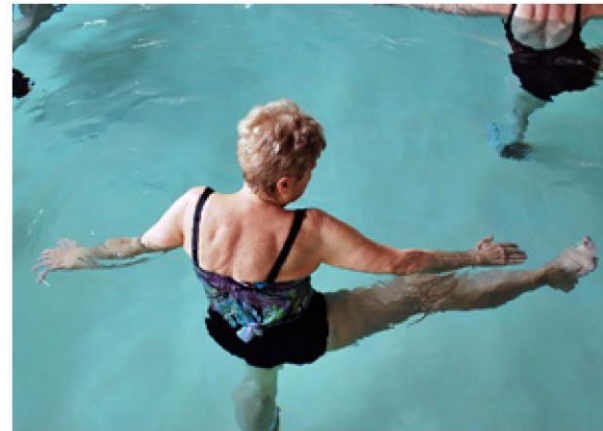
**Corporate Leadership for  
Employee Caregivers**



# Pfizer Foundation: Age-Friendly Cities and Communities

## AGE-FRIENDLY CITIES

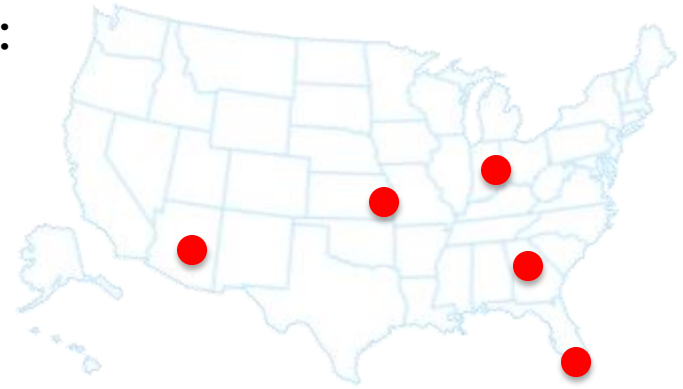
Pfizer is helping support age-friendly cities in community-based programs across the world.



# Community AGeNda - US Age-friendly Program (Pfizer Foundation)

*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)

Le Monde  
Mercredi 2 juillet 2014

## 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



Thank you



*The dignity of age . . .*



*The dignity of age . . . the wisdom of experience . . . the pleasures of reflection—these are but a few of the blessings that come with the passing of the years. And how wonderful it is to reflect on the number of those years that have now been added to the span of life—and on the health and happiness with which they have been filled. The achievements that have made this possible are the achievements of science and of medicine—antibiotics and hormones to fight disease and ease pain . . . tranquilizing agents to bring peace of mind . . . vitamins and minerals to add strength and vigor. And written hard in the history of so many of these triumphs, you will find the name Pfizer. With an ever-accelerated pace, Pfizer research has devoted itself to creating newer, better medicines and better methods for their production. Today, with nearly a thousand scientists and with a world-wide network of manufacturing facilities, Pfizer is a recognized leader in virtually every phase of biochemical engineering. This, then, is Pfizer. Its taskmaster, disease. Its watchword, progress. Its inspiration, the dignity of the human life.*

Science for the World's Well-Being

**Pfizer** Pharmaceutical, Agricultural and Chemical Products

Since 1849

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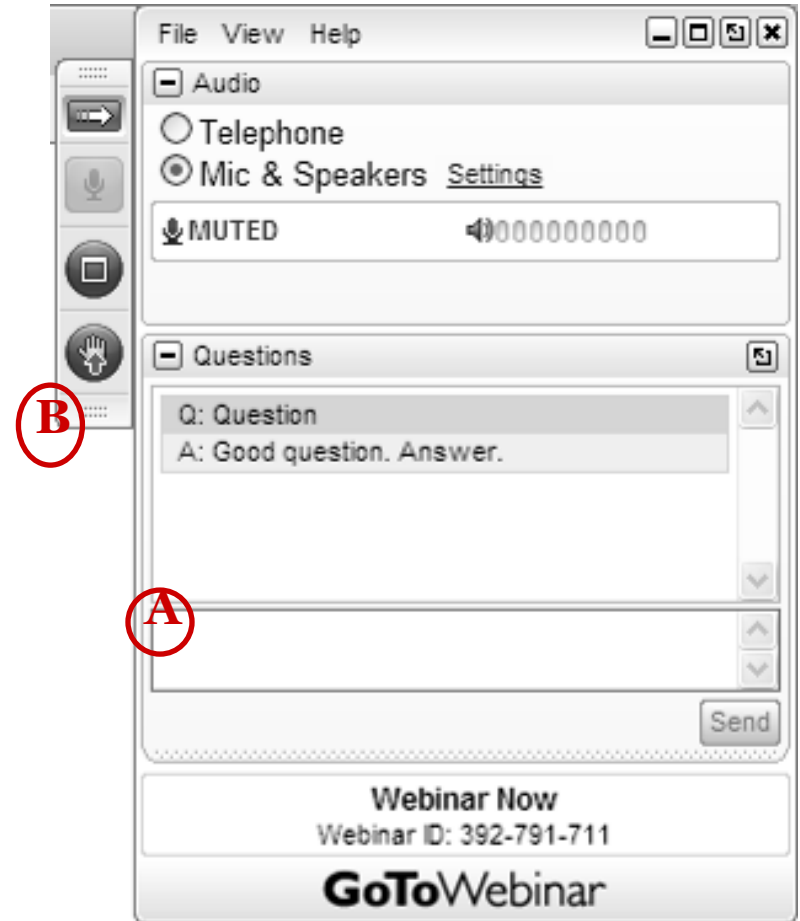


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**Shubha Chandra, Manager, Human Rights, Legal & Policy**  
[chandra@unglobalcompact.org](mailto:chandra@unglobalcompact.org)

[www.unglobalcompact.org](http://www.unglobalcompact.org)



**United Nations** Global Compact