

PARTNERSHIP PASSPORT



Your Journey in Partnering
with the UN



United Nations
Global Compact

WELCOME

TO THE JOURNEY



In 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development officially came into force. The SDGs are a north star for a world in constant change.

To make the SDGs a reality
- to end poverty,
fight inequality,
tackle climate change and
ensure no one is left behind -
we all need to pitch in.

Many innovative companies have already started integrating the SDGs and responsible business principles into their strategies and operations.

But our work has only just begun, and partnerships are critical to taking things to the next level.



LET'S CREATE A GLOBAL PARTNERSHIPS MOVEMENT



The global challenges we face are far too great for any one person, company, sector or government to address alone.

With the adoption of the SDGs, there has never been a better opportunity for business and the UN to collaborate to achieve common objectives. And expectations have never been higher.

Working together, the United Nations and business have tremendous power to affect change and improve the lives of people and communities worldwide.

**This is the most important work of our lifetime:
Mobilizing a global movement of sustainable
companies and stakeholders working in
partnership to create the world we want.**

Time is of the essence. We have 15 years to find solutions to some of the biggest, most important challenges of our era. We must be collaborative if we want to succeed. If we pool resources and expertise, share ideas, and work together, we can accomplish more and travel farther than we could possibly imagine.

JOIN US

The UN Global Compact is calling on companies everywhere to take action on the SDGs in partnership with the UN, governments and civil society.



Let this passport be your guide to finding new partnerships and enhancing existing ones. With **10 inspiring examples of UN-Business collaboration**, tips to plan your own partnerships, and directions for finding UN partners to work with, your journey awaits you.

BOARDING PASS



PARTNERSHIP

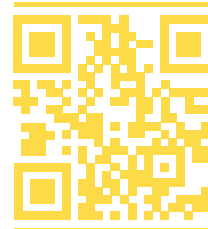


UN



SDG

SCAN ME!



Visit us and start your partnership journey



PRIORITY PASS



<https://business.un.org/passport>



INNOVATE FOR IMPACT

WHAT HAPPENS WHEN YOU BRING TOGETHER:

UNICEF,
A LEADING
CHILDREN'S
ORGANIZATION



ARM,
A LEADING
SEMICONDUCTOR
IP COMPANY

1

You challenge innovators to dream up simple and affordable solutions to make technology work for poor women and children.

Harnessing the potential of technology for business innovation that enables children access to basic services, ARM partnered with UNICEF to create the Wearables for Good Challenge: a competition establishing a unique social impact incubator to help develop new products and guide them to market.



Khushi Baby

A digital necklace for storing infant health and vaccination records.



SoaPen

A pen-shaped soap designed to encourage children to wash their hands.



2

You scale impactful solutions that are already demonstrating results to help reach more vulnerable children.

U-Report, an SMS message platform with over 2.3 million users in 24 countries, encourages young people to speak up about issues affecting them. Together, ARM and UNICEF are working to make U-Report available via a mobile application for the first time. This is the first in a range of solutions the partnership will scale up.

3

You shine a spotlight on opportunities to use technology to tackle some of the world's most stubborn development challenges.

Through market research in several key areas, ARM and UNICEF are encouraging the technology industry to innovate to improve the lives of billions of people around the world.



Learning: The partners are sharing their experiences to demonstrate to others in the tech industry how to drive social impact and business success. The challenge website is being repurposed as a learning platform to catalyse further innovation.



Business Driver: Innovation partnerships can create opportunities to invest in new technologies in emerging markets while also driving social impact.

PARTNERS:
UNICEF & ARM



Partnership Type:
Innovation Partnership





MOBILE TECHNOLOGY TO FIGHT AIDS

Ending AIDS by 2030 will require a range of efforts. One key obstacle to overcome is the difficulty healthcare providers and people living with HIV often face in keeping in touch, particularly in poor or isolated areas.

M-Tew (Orange Mobile Training Everywhere) was developed by Orange in partnership with UNAIDS to address this challenge. The pilot project, taking place in **Cote d'Ivoire**, uses simple technology:



Patients only need a basic mobile telephone and a 2G connection to send and receive text or voice messages.



Healthcare providers can use the system's web-based platform to follow up on patients and collect and analyze useful data. If the pilot is successful – if participating patients get better care than people not enrolled in the project – **the model could be expanded and replicated.**

PARTNERS:

UNAIDS and other UN agencies · Orange Cote d'Ivoire · Ministry of Health and Public Hygiene of Cote d'Ivoire · The Autonomous District of Abidjan · civil society



Partnership Type:
Local Implementation
Partnership



Business Driver: Mobile connectivity and digital platforms can help build healthier communities - and healthier communities can spark social and economic development, which helps grow new markets.



Learning: Partnership projects dealing with personal data need to be carefully designed taking into account privacy and human rights regulations. These factors need to be considered at the earliest stages to avoid delays in project implementation.



THE POWER OF SMALL CONTRIBUTIONS

Ending hunger is an enormous challenge, requiring millions of people around the world to take action.

That is exactly what a partnership between the **World Food Programme and YUM! Brands** is designed to do. They are asking for small contributions from customers at 41,000 KFC, Pizza Hut and Taco Bell restaurants in 125 countries.

Starting in 2007, the partnership has raised over **US\$110 million to support WFP school meal operations in 60 countries**. At the same time, the partnership is raising awareness of the problem of hunger around the world.



As a global restaurant brand, with a widespread network of restaurants, franchisees, employees and vendors around the world, YUM! Brands is able to engage millions of people every day in **working to end hunger**.



Business Driver:

Companies can build brand loyalty by demonstrating a commitment to tackling major global challenges that consumers care about.



Learning: Partnerships designed to generate millions of small contributions can have a huge impact. A global, consumer-facing partnership programme can be a major success.



PARTNERS:

**WFP and YUM! Brands
(KFC · Pizza Hut ·
Taco Bell)**



Partnership Type:
Advocacy Campaign,
Philanthropy



HELPING WOMEN REFUGEES FIT IN



In Brazil, which is receiving increasing numbers of refugees from African and Middle Eastern countries, UNHCR and UN Women have teamed up with local and foreign companies and NGOs to help women refugees navigate the job market.



In less than a year, the partnership succeeded in raising awareness about the issues women refugees face in Brazil. A number of companies have joined the partnership, offering employment and training opportunities. Participating companies are also learning about the important contributions refugees make in the workplace and community.

PARTNERS:

Global Compact Network Brazil • United Nations High Commissioner for Refugees (UNHCR) • UN Women • FOXTIME Human Resources • Itaipu • Lojas Renner • Women's Consulate Institute/Whirlpool • SODEXO ONSITE • Cáritas Arquidiocesana de São Paulo • Support Program for the Replacement of Refugees (PARR-Emdoc)



PARTNERSHIP RESULTS

33

refugees participated in guidance workshops

21

refugees received career coaching and mentoring

20+

job interviews were arranged which resulted in 9 hirings

200

business representatives participated in awareness raising events

Business Driver: Inclusive training and employment practices - such as hiring and empowering refugees - can create a more diverse, productive work force and drive business success. When offered the right support, refugees also have great potential to be entrepreneurs and job creators.

Learning: Companies can show leadership in support of refugees beyond simply providing financial resources - leveraging core business competencies can have a great impact.

➔ **Partnership Type:** Corporate Responsibility Initiative



17 PARTNERSHIPS
FOR THE GOALS



WORKING TOGETHER TO BETTER PREPARE AND RESPOND TO EMERGENCIES

With the scale of need in emergencies fast outpacing the ability of traditional public actors to respond, companies can play a pivotal role in supporting disaster risk reduction, emergency preparedness, response and recovery in their communities.



CONNECTING BUSINESS INITIATIVE



This new partnership between several companies, foundations and UN agencies aims to strengthen and support private sector networks in high risk areas. By sharing knowledge and good practices and encouraging all sectors to work together, the partnership hopes to reduce the toll of disasters and emergencies on local business communities while **accelerating the speed of response and economic recovery.**



Companies involved in the partnership are not only providing financial resources but also world-class logistics and organizational knowledge and skills to strengthen existing emergency prevention and response capacities in local markets and communities worldwide.



Business Driver: By working together, companies can better prepare for and respond to emergencies. Local coordination reinforces business continuity, helps stabilize markets facing uncertainty, and can fast-track economic recovery.

Learning: Designing a global partnership linking different national networks and community initiatives requires a bottom-up approach. Local consultation is crucial to determining the right programme priorities, building strong relationships and securing positive outcomes.



Partnership Type: Global Implementation Partnership

PARTNERS:

UNISDR · OCHA · UNDP · UN Global Compact · UNICEF · WFP · the Conrad N. Hilton Foundation · the UPS Foundation and the IFRC representing the One Billion Coalition for Resilience · Salesforce Foundation · Google · Hewlett Packard · Cisco Systems · Ericsson · Deutsche Post DHL · Henry Schein · International Chamber of Commerce · World Economic Forum · The Governments of Belgium and Turkey

www.business.un.org/passport5



17 PARTNERSHIPS
FOR THE GOALS



ALL TOGETHER NOW: COLLECTIVE ACTION AGAINST CORRUPTION

UNODC and the **business-led Global Compact Local Network** in **Colombia** are bringing together companies, key government offices and large business federations to **stamp out corruption**.

PROGRAMME OBJECTIVES



Reduce opportunities for corruption by enhancing public-private sector dialogue.



Help strengthen government anti-corruption frameworks and legislations.

The partnership is an example of how **collective action can help address, resolve, and prevent corporate misconduct**. The partnership receives funding from Siemens, a large German corporation that agreed to fund a major anti-corruption campaign based on collective action after admitting to paying bribes in an international contract.



With input from a working group of **10 companies, 10 business associations and 5 public institutions**, the partners are conducting wide outreach to increase private sector awareness of corruption and tools on transparency, good practice in procurement and integrity.



Business Driver: Addressing corruption through collective action can help business growth and protect against legal and reputational risks. Anti-corruption efforts can also reduce transaction costs, strengthen fair competition, increase long-term foreign and domestic investment, and accelerate development.

Learning: Securing political buy-in and high-level government support at the outset of a collective action project can raise the profile of an initiative, generate greater business interest, and lay the groundwork for future success.



Partnership Type: Advocacy Campaign, Local Implementation Partnership

PARTNERS:

Global Compact Network Colombia · Bogota Chamber of Commerce · Colombian's Banking Association · Business Alliance for Secure Commerce · American Chamber of Commerce · National Business Association of Colombia · Association of fiduciaries of Colombia · Chamber of Commerce Net · Colombian Association of Insurers · National Federation of Commerce Workers · Collective Action for Energy Sector · Various Colombian Government entities

www.business.un.org/passport6



A RECIPE FOR SUCCESS

While famine is increasingly rare in the modern world, it still strikes in areas with weak links in the local food value chain.

FOOD AFRICA PROJECT

The SDG Fund, which works with UN agencies, governments, business and civil society in over 21 countries, is partnering with the Sahara Group, the Government of Kaduna State and other stakeholders to:

- improve food security and nutrition and alleviate poverty through strengthening of the agro-food value chains
- improve agricultural productivity and yields
- create a food processing facility
- promote access to markets for farmers in Nigeria

PARTNERS:

SDG Fund • FAO • ILO • ITC • Sahara Group • Roca Brothers • Kaduna State Government



The Center will train farmers on **food safety, business planning and product diversification**. As a hybrid public-private facility, the project will eventually be sustained and managed by the community.

THE SAHARA GROUP

An African energy conglomerate, member of the SDG Fund Private Sector Advisory Group and co-financer of the project will bring its business expertise to the programme to ensure the viability of the facility's operations.



Business Driver: Investing in agricultural training, food security and improved nutrition creates healthier communities while enabling productivity gains that can strengthen local markets.

Learning: As part of national SDG planning processes, the UN can play a strategic role convening new public-private partnerships to address critical economic development challenges. Engaging the local business community is key to securing national ownership and investment in such efforts.



Partnership Type: Local Implementation Partnerships

www.business.un.org/passport7



GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT DATA

From health to gender equality, human rights to poverty, and education to energy, **data can change the way business can tackle development challenges and create new markets around the world.**

The challenge: good quality data is either not being produced, not made accessible or not used effectively.

To address these obstacles, the **Global Partnership for Sustainable Development Data** brings together partners from all sectors to remove barriers to the production, sharing and use of better data.



MORE THAN 150 MEMBERS

Members provide monetary and in-kind contributions, including staff time, technology, advice and other assets.

PARTNERS:

150+ members • including: UNDP • UNICEF • UNFPA • UN Women • UN Global Pulse • Facebook • Esri • IBM • Orange • Telefonica • SAP • McKinsey • KPMG • Real Impact Analytics • Tableau • Vizzuality and more



Together, the partners work towards a world where data is used more effectively.



BUSINESSES: drive entrepreneurship, innovation and efficiency, and provide technological solutions



GOVERNMENTS: for policy-making and service delivery, including better aligning budgets to needs



CITIZENS: for making decisions that affect their lives and holding governments accountable for their commitments



Data4SDGs Toolbox: The network has come up with a digital toolbox to help national and local governments navigate their own roadmaps to bigger and better data.



Business Driver: By contributing to public-private data partnerships focused on sustainable development, companies can help improve the health and well-being of their customers and communities, which is good for business.



Learning: As a network rather than an operational entity, the Partnership is adopting a new and unique approach to Monitoring and Evaluation – looking at a variety of indicators and drawing from a variety of sources.



Partnership Type: Innovation Partnership

www.business.un.org/passport8



HOW SMALL CAN ALSO BE GREEN

It can be difficult for entrepreneurs in countries with limited access to technological and financial resources to adopt resource-efficient and cleaner production technologies. As a result, many small and medium-sized enterprises (SMEs) in developing and transition economies miss out on opportunities to become more profitable and have a positive impact on society, economy and the environment.



To address this gap, UNIDO and UNEP teamed up with the private sector, bilateral donors and governments to establish the:

Resource Efficient and Cleaner Production network (RECPnet).

The network is made up of 74 centers from around 64 countries where SMEs can get advice and training on how to access and use these greener technologies.



This long-standing partnership has assisted **HUNDREDS OF THOUSANDS** of **SMEs** and **entrepreneurs** on **FOUR CONTINENTS.**



Business Driver: By engaging in multi-stakeholder platforms like RECPnet, small businesses can access green technology solutions, acquire critical knowledge, and operate more efficiently than they might otherwise.



Learning: Speaking the language of business and making a clear business case for joining multi-stakeholder partnership platforms is critical to achieving results - and crucial to securing financial support from business stakeholders to ensure the sustainability of a long-term initiative.



Partnership Type: Local Implementation Partnership

PARTNERS:

The RECPnet: UNIDO · UNEP · bilateral and multilateral donor governments · private sector partners and clients in 64 countries

www.business.un.org/passport9



WORKING TOGETHER TO CUT THE COST OF DISASTERS

Every year, natural hazards cause **more than US\$300 billion in economic losses around the world.**

To help companies tackle these challenges,

ARISE

brings together 140 business and other organizations with the UN Office for Disaster Risk Reduction (UNISDR) to factor disaster risk reduction into the planning for:



**CAPITAL
INVESTMENTS**



**SUPPLY
CHAINS**



**BUSINESS
OPERATIONS**

The partnership is helping countries cut the costs of disaster response and recovery, freeing up often scarce resources for other development priorities.

**Companies
and other
participants
can join
activities
related to:**

- Disaster Risk Management Strategies
- Investment Metrics
- Benchmarking & Standards
- Education & Training
- Legal & Regulatory
- Urban Risk Reduction & Resilience
- Insurance



Business Driver: Addressing underlying risk factors through investment is more cost-effective than relying on post-disaster response and recovery - and it contributes to sustainable development.



Learning: Develop a strong partnership brand and mission early. Foster a board made up of leaders willing to provide direction and support towards realizing shared goals.



Partnership Type: Global Implementation Partnership

PARTNERS:

140 companies and other organizations active in 150 countries around the world.
2016-2017 Board: AbzeSolar · AXA · Deloitte · Enel Foundation · IBM · Kokusai Kogyo · PwC · SM Prime · STET / Titan America · UPS Foundation · Wal-Mart · Special Representative of the UN Secretary-General for Disaster Risk Reduction

www.business.un.org/passport10

CAREFUL PARTNERSHIP PLANNING WILL TAKE YOU FAR



Pick the right partner(s) with shared interests

As a central entry point for companies looking to collaborate with the United Nations, the UN Global Compact can help you connect with UN entities with common interests and objectives.



Define partner roles clearly at the outset

Each partner should take on a role in the partnership that reflects its comparative advantage and relates to its core competencies. Defining roles also means assigning tasks and responsibilities. Additionally, a clear description of tasks and responsibilities allows for accountability and helps prevent and resolve disputes.



Design a roadmap and timeframe

A roadmap creates a timeline for implementing a partnership. It segments implementation into distinct development stages and assigns activities, required resources, milestones and indicators for performance to each state of development, with steps to realize the desired outcomes.



Define partnership scope - local, regional or global

If a partnership, for example, works with farmers in a single country, it has a local scope, while its scope would be global if the partnership addressed agricultural industries worldwide. As a partnership evolves, it may add or eliminate target groups, focus on new regions or drop areas where implementation failed to be successful. Such a dynamic scope is common and many partnerships operate on more than one level after having existed for a while.



Develop clear partnership governance

When designing a partnership, it's important to seek out the opinions of the people and communities you aim to serve. By listening and carefully considering the needs of your target stakeholders and beneficiaries, and by incorporating them wherever possible in the development of solutions, you lay groundwork for sustainable, long-term impact and success.



Determine governance to ensure the partnership is well managed

Governance structures are necessary to clarify how a partnership functions and how decisions about the partnership are made. Designing a governance structure is challenging, particularly once multiple partners are involved. There is no silver bullet: appropriate governance varies based on the problems addressed, stakeholders involved, and the outcomes and objectives identified.



Measure performance

Monitoring and evaluation (M&E) is critical to ensure a partnership remains on track and to drive success. Effective M&E incorporates key performance indicators to measure inputs, outputs, achievement of milestones and outcomes. Monitoring happens on an ongoing basis, while more substantial evaluations should be conducted at regular intervals.



Learn from both success and failure, and share your experience

Multi-stakeholder partnerships are challenging. Failures can offer lessons on how to improve future collaboration, which can be as important to learn from as success. To effectively track progress and accelerate impact of UN-business partnerships in the SDG era, there are a number of important platforms for partners to share their accomplishments and lessons learned. At regular meetings convened by the UN Global Compact around the world, at annual UN events like the Partnerships Forum, or through online platforms such as the UN Business Action Hub, companies and their partners can achieve more, and faster, by sharing and learning together.



NEXT DESTINATION



To source new partners, share new partnership ideas, join forces with other companies and UN agencies, and take existing partnerships to new heights, visit the UN Business Action Hub:

business.un.org



For detailed guidance visit:

UN-Business
Partnership
Handbook

10-Step Guide for
Creating Effective
UN-Business
Partnerships



business.un.org/handbook

business.un.org/10stepguide

THE UN GLOBAL COMPACT TEN PRINCIPLES:

YOUR TICKET TO PARTNERSHIP SUCCESS

The most important contribution a company can make in support of the SDGs is to first do business responsibly, and then find opportunities to partner to achieve the ambitious global goals.

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The UN expects its business partners to be responsible corporate citizens.

.....



For companies looking to work with the UN on the SDGs, aligning with the UN Global Compact Ten Principles sends an important signal that companies take sustainability and responsible business seriously.



Respecting the Ten Principles – in the areas of human rights, labour, environment and anti-corruption – can boost partnership impact, fast-track SDG progress, and drive new business success and market opportunities.

THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT



HUMAN RIGHTS

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



LABOUR

3. Businesses should 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.



ENVIRONMENT

7. Businesses should 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.



ANTI-CORRUPTION

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