



Commitments to Development

Organizations were encouraged to commit to development-related activities, programmes and partnerships in advance of their participation in the UN Private Sector Forum on 22 September 2010.

Poverty & Hunger

Ballarpur Industries Limited (India) commits to support the development of sustainable tree farming in central India by integrating farmers living in extreme poverty into its paper and pulp supply chain in two states in the country – Orissa and Andhra Pradesh. Through this scheme, smallholder farmers will be provided access to finance to purchase seeds for pulpwood trees, guidance on growing pulpwood, and an assured market through its guaranteed buy-back programme. Farmers will also be given opportunities to diversify their income base through training in agricultural intercropping and livestock husbandry. By 2015, farmers participating in the programme are expected to earn six times more per acre of degraded land than non-participating farmers. *Contact: Shravani Dang, +9811 261 080, shravani.dang@bilt.com.*

Egyptian Food Bank (Egypt) commits to assist organizations interested in implementing the Egyptian Food Bank model and programmes in their country in order to serve the needy. The model has been successfully implemented in Jordan, Saudi Arabia, Bahrain, Lebanon and the UAE. In 2009, the Egyptian Food Bank received \$750 million in donations which was spent towards feeding those in need. *Contact: Wael Nazeem, Saatchi & Saatchi Egypt Company, Client Service Director, +20 237610076 Ext: 126, wael.nazeem@saatchieg.com.*

Engro Corp. (Pakistan) commits to launch a development project in Pakistan to enhance income and employment generation of rural women through livestock skills development. This project seeks to improve food security and the general livelihood of the communities affected by the recent devastating floods. The project will recruit female trainers to develop “lady livestock workers”, with a focus on the technical aspects of livestock management and disease prevention. This project will empower poor, marginalized rural women to become an important member of their community as they rebuild. *Contact: Aman ul Haque, Corporate Communications & Public Affairs Manager, +92 302 829 7059, ahaque@engro.com.*

Monster.com (USA) commits to expand access to job opportunities for rural youth in India by promoting access to Rozgarduniya.com, an Internet job portal, in 40,000 villages across nine states in India. Rozgarduniya.com, which means “the world of employment opportunities” in Hindi, is a joint initiative between Monster.com, and ITC Choupal. The platform enables job seekers to access and apply for jobs through Internet-enabled kiosks that are available in villages throughout India. The bilingual site provides a credible recruitment tool for companies looking to hire local talent. For qualified candidates, the portal provides access to job information from companies expanding their reach into rural areas. *Contact: Nidhi Madan Verma, +91 98114 25115, nidhi.verma@monster.com.*

Maternal and Child Health and HIV/AIDS

Becton, Dickinson and Company (BD) (USA) commits to scaling up “Together for Girls - we can end sexual violence”. The initiative is a partnership between ten major international organizations from the public, private and non-profit sectors, including four UN agencies (UNICEF, UNAIDS, UNFPA and UNIFEM), the Nduna Foundation and BD. The goal of this partnership is to promote coordinated, effective strategies to prevent and respond to sexual violence against girls, driven by data on the magnitude, context and consequences of sexual violence. The President's Emergency Plan for AIDS Relief (PEPFAR) and the Office of Global Women's issues at the US Department of State will join the partnership, which will enhance program capability, expand national surveys on sexual violence into developing and emerging countries, and deploy additional resources for evaluation and monitoring. *Contact: Tim Allan, Managing Director, Portland Communications, Tim.Allan@portland-communications.com.*

LifeSpring Hospitals (India) commits to provide an estimated 82,000 Indian women and their families with access to quality healthcare. Over the next five years, LifeSpring will increase the number of hospitals serving mothers and children throughout India from 9 to 200, which will improve overall standards of care and reduce rates of maternal and childhood deaths. LifeSpring Hospitals, which accommodate 20-25 beds each, provide lower income mothers with high-quality, healthcare and delivery services at 30-50 percent of market rates. LifeSpring Hospitals also provide paediatric care, including immunizations, diagnostic services, a pharmacy and healthcare education to the communities in which they are located. *Contact: Priya Pingali, priva@lifespring.in.*

Sumitomo Chemical (Japan) commits to donate 400,000 of its anti-malarial Olyset Nets to every Millennium Village from 2010-2011. This follows its previous donation in 2006 of 330,000 nets. The new nets will be used to replace existing nets as well as provide nets to households that have not previously received them. The Olyset Net is a highly durable mosquito net that incorporates an insecticide in its fibres that is slowly released to the surface, and retains its efficacy for over 5 years even with repeated washing. It is an effective and economical means of protecting people from the mosquitoes that transmit malaria, and therefore its use has been endorsed by the WHO. The Olyset Net has contributed to reported decreases in the rates of malaria infection in the Millennium Villages. *Contact: Scott N. Mitchell, Vice President - Corporate Branch, +1 212 572 8220, smitchell@sumichem.com.*

Access to Education through Innovative ICT

Dell (United States) commits to give \$10 million towards education technology initiatives this year in conjunction with the United Nations Private Sector Forum on the Millennium Development Goals. More than 70 percent of Dell's contributions will help young people in countries outside of the United States through its giving efforts, including the company's signature program, Dell YouthConnect. Designed to help develop 21st Century Skills like critical thinking and collaborative learning, YouthConnect prepares young people to study and work alongside their peers around the world whose schools may be better resourced. Children also use Dell technology to research and address critical community issues. *Contact: Amy King, Global Communications, +44 (0) 7717 157429, amy.king@dell.com.*

Innovations for Financial Inclusion

Lenox Park (USA) commits to work with investment managers in developing nations to outline investment theses, create marketable infrastructures and present opportunities to investors, including corporate and public pension funds, foundations, endowments and family office groups. In addition, we will present investment opportunities to asset allocators under the United Nations umbrella looking to invest in alternative investment strategies. *Contact: Jason Lamin, Partner, +1 212 893 8890, jason@amuradvisors.com.*

Recipco Holdings (Canada) commits to introducing a new global economic system and trading platform that will be implemented over the next three years to provide developing countries with universal accessibility to markets and new sources of development capital. This economic innovation provides an alternative global market that connects the corporate world and the underprivileged. Recipco's Capacity Exchange will provide a new way to mobilize untapped domestic and international resources to fund existing and emerging MDG implementation gaps with a special emphasis on creating a more inclusive global market and alleviating poverty and hunger. *Contact: Melissa Remoundos, +1 604 689 2770 ext. 222, mremoundos@recipco.com.*

Tameer Bank (Pakistan) commits to further expand banking and aligned MDG customized services, through down stream "Micro-Franchising" in Base of the Pyramid economies for individuals and families. Tameer will launch three projects: Health Bancassurance through Mobil, Women Empowerment Schemes on Mobil, and Social Impact Measurement and Control Technology for Outreach/Dashboards. We will also create financial and non-financial partnerships to further expand services to address each relevant MDG. *Contact: Babar Yousuf, Head of Marketing and Development, +92 333 2241410, babar.yousuf@tameerbank.com.*

Empowering Women and Achieving Equality

AWI Company (UAE) commits to launch several awareness-raising campaigns and programs in Middle East and North Africa region (MENA) about human rights violations committed against women. AWI, the leading publisher in the MENA, will be partnering with international NGOs, women's association, individuals of all social groups, faith, academic and business institutions to stand up in favour of Arab women. The regional advertising campaign "Women's Rights in the MENA: Supporting the Fight for Freedom and Equality" will be launched in more than 32 Arabic and African cities. The advertising campaign will be featured in magazines and newspapers, as well as on radio stations, social media sites and local/regional television. The advertising campaign will be supported by influential Arab women. *Contact: Nehmat Constantine, +971559811668, nehmat.constantine@awicompany.com.*

ExxonMobil (USA) commits to a partnership with Ashoka's Changemakers, the International Council for Research on Women, and Thunderbird Emerging Markets Laboratory (TEM Lab) to support innovators who are developing high impact, sustainable technologies that advance women economically in the developing world. These technologies will help women increase their productivity and participate more effectively in the economy. This \$1 million commitment includes grants to innovators identified through a global search, consulting support, connections with other social entrepreneurs, and the identification and sharing of best practices. The programme is expected to directly benefit more than 13,500 people, with indirect benefits reaching more than 475,000 in the next two years. This programme helps advance a number of the Millennium Development Goals and specifically targets the promotion of gender equality and empowerment of women. *Contact: Karen Matusic, Corporate Media Advisor, +1 972 444 1107, karen.p.matusic@exxonmobil.com.*

The Cherie Blair Foundation for Women (UK) commits to implementing a Women Entrepreneur and Mobile Technology programme which aims to support 100,000 women entrepreneurs over four years with integrated business development support, access to mobile technology and value added services. The programme will focus on regions where the gender gap in mobile ownership is largest, namely South Asia, Africa and the Middle East. The programme forms part of a larger *mWomen* initiative developed and led by the GSMA Development Fund. *Media Contact: Ms Jillian Convey, +442075635057, jc@cherieblairfoundation.org.*

UPS International (USA) commits \$2 million to the World Association of Girl Guides and Girl Scouts (WAGGGS) to empower women through women's leadership and environmental sustainability programming in 145 countries. In addition, in 2010 and 2011, UPS contributed \$2 million to support UNICEF's emergency preparedness and rapid response efforts, including Haiti relief efforts and projects to build UNICEF's logistic capacity. UPS also established an urgent humanitarian response fund that will enable UNICEF to quickly mobilize resources anywhere in the world to assist the most vulnerable populations. *Contact: Rebecca Lenda, +1 404 828 8396, rtreacylenda@ups.com.*

Women's Empowerment Principles – In an effort to bolster high-level leadership for gender equality, top executives of organizations are invited to sign a CEO Statement of support for the Women's Empowerment Principles. CEOs of the following organizations – attending the UN Private Sector Forum – have signed the CEO Statement of support: **Avon, Banco do Brasil, Cebu, Chemical Industries Development (CID), Novartis, P.T. Rajawali Corporation, Sri Lanka Institute of Nanotechnology (SLINTEC), Tryg and World Bank Group.**

Green Economy

Federacion Nacional de Cooperativas de Servicios Sanitarios de Chile (FESAN) (Chile) commits to strengthen local water and sewage services within Chile by integrating small operators to improve technological capability and management. The project will create seven "Community Learning Centres" which will reach 150,000 families. These centres will operate with environmentally-friendly waste water treatment technology. FESAN also commits to providing training to these treatment centres on aspects of design, construction, operation and maintenance. *Contact: Guillermo Saavedra Bascuñan, President, FESAN, +562 695 5044, gsaavedra@fesan.coop*

Sri Lanka Institute of Nanotechnology (SLINTEC) (Sri Lanka) commits to replacing the hazardous carbon black in solid rubber tires with natural nano-composites which immediately add value to the environment and thereby provide consumers a green option. *Contact: Girindra Tennakoon, Human Resources and Corporate Communications, +94777538880, girindraT@susnanotec.lk.*

Viyellatex Group (Bangladesh) commits to building sustainability into our business model so that profitable growth makes a positive impact on society. We are aiming to reduce our carbon foot print 25% by 2013 based on a 2010 benchmark. We also plan to extend our experience and support to other industries in Bangladesh to adopt our sustainable initiative. In addition, we have planned a six million tree plantation by 2016 to neutralize our carbon emissions and make our entire business carbon neutral. *Contact: David Hasanat, Chairman, dhasanat@viyellatexgroup.com.*

WaterHealth International (India) commits to promote access to clean water for 175,000 people in under-served communities in Bangladesh and India. This commitment is part of a pledge to the Business Call to Action (BCtA). WaterHealth, which relies on ultraviolet light technology to kill waterborne diseases, has committed to build 75 water purification plants in Bangladesh and expand its existing network of water purification plants to an additional 100 villages in India. The company's plants are constructed by people living within the community, using locally-sourced components. Through this scheme, customers can buy purified water at prices that are up to 20 times lower than traditional water service providers through its decentralized, point-of-sale distribution model. WaterHealth has over 300 installations of its water purification plants around the world. In India, the company has installed nearly 200 systems, with the capacity to serve approximately 1.6 million persons. *Contact: Kelly L. Kimberly, +1 713 328 5151, kimberly@kimberlypublicaffairs.com.*

General Commitments

Call2Action (USA) commits to contributing eight Sparks, one for each MDG, for one year. The Call2Action Spark is a social media marketing tool that packages cause-based videos and action tools together in a portable widget that can be posted and shared nearly anywhere online. *Contact: Charlotte Rademaekers, CEO and Founder, +1 212 798 7540, Charlotte@Call2Action.com.*

Crescent Petroleum Group (UAE) commits to launching the Pearl Initiative, in partnership with the United Nations Office of Partnerships. The initiative is being established to create an Arabian Gulf-wide regional network of business and community leaders to improve corporate governance, achieve better public reporting and accountability of their activities, and improve CSR practices, leading to a more open and transparent business and public administrative environment and ethos. The Pearl Initiative will use the Global Compact's ten principles related to human rights, labour, environment and anti-corruption in furtherance of its overall goals to catalyze an increase in economic activity and of the United Nations Millennium Development Goals. *Contact: Dr. Ahmed Samerai, CEO, Sahara Communications, +971 4 3298996, samerai@saharagcc.com.*

Qatar Airways (Qatar) commits to a wide-ranging cooperative agreement with UN.GIFT, the specialized agency that fights human trafficking. The agreement includes awareness building through onboard videos, articles in the in-flight magazine, flyers in our sales offices, special training for ground and cabin staff, plus overall campaign support. We view human trafficking as one of the most brutal crimes, which primarily affects women and children. With its commitment, Qatar Airways is doing its part to help fight this horrible crime. *Contact: Sigrid Rath, Senior Corporate Communications Officer GCC and Europecell, + 974 55503937, srath@qatarairways.com.qa.*

SAWA Global (Canada) commits to train and provide income to 1,000 unemployed youth through new media skills in the world's ten poorest countries by 2015. With local media training partners, the youth will document, via short videos, 1,000 locally designed and successfully proven solutions to the MDGs. These solutions will be created by 1,000 local grassroots leaders who live in extreme poverty and found their own solutions to champion their communities out of poverty. The youth reporters will showcase and encourage the replication of these best practices to 20 million people in surrounding communities who endure extreme poverty. UN agencies, Heads of State and Government and private sector leaders are invited to partner with Sawa Global to scale up the 1,000 local solutions to the MDGs. *Contact: Daphne Nederhorst, +1 778 888 7292, daphne@sawaglobal.org.*