



**United Nations System
Private Sector Focal Points Meeting 2011**

**“Transforming Partnerships:
Moving to the next stage of UN-business collaboration”**

FINAL AGENDA

12-13 April 2011

**U N E S C O Headquarters
7, place de Fontenoy
Paris, France**

Co-hosted by:

**UN Global Compact Office
UN Educational, Scientific and Cultural Organization
UN Environment Programme
UN Population Fund
UN World Food Programme**

Tuesday, 12 April 2011

Room IX

8:30 – 9:00 Registration

Participants are asked to use the main entrance to enter **UNESCO Headquarters, 7 Place Fontenoy**. Registration tables will be located in the front entrance and you will be escorted to the meeting room.

9:00 - 9:30 Opening Plenary Session and Introductory Remarks (Room IX)

- Mr. Hans d'Orville, ADG Bureau of Strategic Planning, UNESCO
- Mr. Georg Kell, Executive Director, UN Global Compact Office

Moderator of the Meeting: Ms. Maria Bobenrieth, Global Development Director, The Partnering Initiative, International Business Leaders Forum

9:30 – 11:00 Plenary Session and Discussion #1: Enhancing UN-Business Relations

There is an acute sense that “the time is now” for working to facilitate more strategic and “transformational” partnerships between the UN and the private sector that place a greater emphasis on achieving impact and scale. However, while the number of partnerships and different models proliferate, the conditions under which lasting impact can be achieved are often unclear. This session will introduce a new concept of “transformational” partnerships and encourage participants to reflect upon their own experiences to highlight partnership success criteria. This session should set the stage for a discussion of how we can achieve more “transformational” collaboration.

Discussion Questions: How do we define partnership success? What are the enabling conditions needed to bring successful partnerships to scale?

Moderator: Ms. Maria Bobenrieth, Global Development Director, The Partnering Initiative, International Business Leaders Forum

Speakers:

- Mr. Wade Hoxtell, Research Associate, Global Public Policy Institute (GPPi)
- Ms. Patricia O'Hayer, Vice-President Communications Europe & CSR, Unilever

[In small groups, participants will discuss an example of a partnership they have been involved in which they consider to be very successful. In doing so, they will respond to a series of questions posed by the moderator - What is the name of the partnership? What is the value-add of the partnership? What kind of partnership is it (based on the typology)? What were the conditions for success? Participants will write down their answers on cards and pin their cards in the correct spot on a large representation of the typology. A few participants will be invited to briefly explain their example in plenary.]

11:00-11:15 **Coffee Break - A picture of the group will be taken by the UNESCO photographer in the Japanese garden.**

11:15- 12:30 **Plenary Session and Discussion #2: Enhancing Collaboration with the UN Global Compact Office**

This session will highlight recent developments in the evolution of the UN Global Compact. It will also serve to illustrate the various ways in which UN Agencies, Funds and Programmes can work more closely with the UN Global Compact Office - both at the global level (on issues and initiatives including GC LEAD, the Women's Empowerment Principles, the UN Private Sector Forum among others) – as well as at the country-level with GC Local Networks.

Discussion Questions: What is the status of the Global Compact to date? Why and how can UN Agencies, Funds and Programmes work more closely with the UN Global Compact Office?

Moderator: Ms. Melissa Powell, Head, Strategy and Partnerships, UN Global Compact Office

Speakers:

- Mr. Georg Kell, Executive Director, UN Global Compact Office
- Ms. Laraine Mills, Private Sector Specialist, UN Women
- Ms. Faten Tibi, Programme Specialist, UNDP Syria

12:30 - 14:00 **Lunch - Participants are encouraged to proceed to the UNESCO Cafeteria on the 7th floor for lunch, to be covered at their own expense.**

Working Lunch Session for organizing committee members of the 2010 UN Private Sector Forum. (7th floor, UNESCO Restaurant) Lunch will cost participants 30 Euros per person, to be covered at their own expense.

The objective of this discussion will be to provide lessons learned that will contribute to the planning of this year's event.

Moderator: Melissa Powell, Head Strategy and Partnerships, UN Global Compact Office

A maximum of two representatives of the following UN entities have been invited to participate in this session: FAO, IFAD, ILO, UNAIDS, UN DESA, UNDP, UNEP, UNESCO, UNF, UNFPA, UNGC, UNICEF, UNIDO, UNODC, UN Women, WB, WFP.

14:00 – 16:00 Working Group Session #1

Participants will select one of the following four working groups which will run in parallel:

Working Group(A) Capacity-Building and Staff Exchange Programmes (Room VIII)

How can staff exchange programmes between the UN and the private sector be used to foster mutual understanding and enhance communication? How can we enhance the capacity and skills of UN staff to more effectively manage partnerships with the private sector?

Discussion Questions: What motivates a company to participate in a secondment scheme? How do secondees benefit from their placements? Can the models presented be replicated by other UN Agencies, Funds and Programmes and by other companies?

Moderator: Mr. Joe Bradley, Head, Program Management and Performance Section, WIPO

Speakers:

- Ms. Anne-Claire Marrast, Global Program Medical Director, Novartis
- Mr. Henrik Moller, Senior Programme and Operations Officer, ILO
- Ms. Anja Miller, Compensation Manager, Michelin
- Mr. Shane Kerr, Assistant Brand Manager, P&G Pampers -Western Europe

Working Group (B) Exploring New Media/Social Networks (Room IX)

Rapidly evolving forms of information technology (new media/social networks) create new and dynamic opportunities for the UN to engage with the global public at large - including the private sector. In this session participants will explore: when and how to use new media for communications and outreach; examples of social media currently in use in the UN context; and additional opportunities to make use of social media.

Discussion Questions: When and how should the UN consider employing new media for communications and outreach? What are some examples of social media in use in the UN context? Are the additional opportunities to make use of social media that haven't been explored yet?

Moderator: Mr. Alonzo Addison, Head, Corporate Web Services, UNESCO

Speakers:

- Ms. Nicole Carta, Resource Mobilization Specialist, UNFPA
- Mr. Gabriel Accascina, UN TeamWorks, UNDP
- Ms. Jennifer Campbell, Director of Corporate Philanthropy and Partnerships, L'OREAL
- Ms. Regina Castillo, Head, Private Sector Partnerships, UNAIDS

Working Group (C) UN Brand Management, Due Diligence & Partner Screening (Room VI)

Restricted to UN staff members, this session is an opportunity to further advance a range of issues connected to protecting the UN's reputation when partnering with the private sector. Implementing "to dos" from previous meetings and as a follow up to the implementation recommendations stemming from the review of the UN-Business Guidelines, tools to help agencies with selection of potential partners will be presented. In addition, a representative of a small informal focus group of UN agencies will share the group's perspective on whether and how to proceed with a UN-wide service provider. The session will conclude with a discussion about other possible steps that could be taken to enhance coherence.

Discussion Questions: How are UN Agencies, Funds and Programmes managing reputational risk in the partner selection process? What tools, including commercial due diligence services, can help? What other steps could be taken to enhance coherence among UN entities in terms of partner selection?

Moderator: Ms. Ursula Wynhoven, Head Policy and Legal, UN Global Compact Office

Speakers:

- Mr. Philipp Müller-Wirth, Chief of Promotion Unit, External Relations and Public Information Sector, UNESCO
- Ms. Carlotta Barcaro, Corporate Alliance Specialist, UNICEF
- Mr. Alex Ross, Director, Department for Partnerships, WHO

Working Group (D) Innovative Funding Mechanisms (Room VII)

In a climate of decreasing funding from government donor agencies and fiercer competition than ever for development, sustainability and humanitarian funding, how can UN organizations work together with the private sector to access new, sustainable funding streams? This session will look at examples of non-traditional funding mechanisms and the role of the private sector in their development, with a view to identifying common success traits and replicable models.

Discussion Questions: What are examples of best practice and what can we learn from them? What traits do successful models have in common? How can they be replicated?

Moderator: Ms. Susan Myers, Executive Director of the New York Office, UN Foundation

Speakers:

- Mr. Julien Meimon, Secretariat of the Leading Group on Innovative Financing for Development, French Ministry of Foreign Affairs
- Mr. David Evans, Manager, Private Sector and Non-Government Donors, The Global Fund to Fight AIDS, Tuberculosis and Malaria
- Mr. Kelly Brooks, Director, Stakeholder Relations, The Coca-Cola Company
- Ms. Laure Duault, Responsable Pôle Entreprise, UNICEF France

16:00 – 16:15 Coffee break

16:15 – 17:15 Reporting-back Session (Room IX)

One person from each working group will provide a brief overview of the key outcomes of the discussion.

17:15-17:30 Concluding Remarks by the Moderator

Ms. Maria Bobenrieth, Global Development Director, The Partnering Initiative, International Business Leaders Forum

17:45-19:00 Cocktail Reception sponsored by the UN Foundation and the World Food Programme (WFP) at the UNESCO Restaurant on the 7th floor.

Wednesday, 13 April 2011

Room IX

9:00-10:00 Plenary Session: Enhancing the UN-business partnership gateway
www.business.un.org (Room IX)

One year after the launch of the UN-Business partnership gateway, how effective has it been in facilitating collaboration between the United Nations and the private sector? What kinds of connections have been made via the platform? The site provides a wealth of inspiration/information and a useful matching function designed to better link UN needs with the resources of businesses around the world. How can we enhance usage and better promote this central resource – both internally and externally?

Discussion Questions:

What partnerships between UN and business have been brokered through the website?

What have been the successes and challenges of the site since its launch?

How can we most strategically scale up usage of the site, both internally and externally?

Moderator: Mr. Sean Cruse, Research, Communications, Web Editor, UN Global Compact Office

Speakers:

- Ms. Maja Bott, Programme Specialist, UNDP Sudan
- Ms. Isabelle de Muyser-Boucher, Chief, Logistics Support Unit, UN OCHA
- Mr. Wyn Baptiste, Head of Production, Silverfish Media

10:00-10:15 Coffee Break

10:15-12:15

Working Group Session #2

Participants will select one of the following three working groups which will run in parallel:

Working Group (A) Delivering as “One UN” with the Private Sector at the Country-Level (Room VI)

UN Reform has inspired efforts to improve UN system-wide coherence through development of “Delivering as One” pilots, Joint Programmes and special issue initiatives. The process is also creating new opportunities for the private sector to engage and support the UN’s efforts to streamline its work and improve coordination at the country level. The session is intended to provide an opportunity to share views and discuss how the UN can better collaborate with the private sector in the spirit of UN Reform. A candid look at the successes and challenges of two cases will be presented to frame the conversation.

Discussion Questions: What are the incentives for private sector entities to engage with the UN Country Team (UNCT) versus individual agencies, funds and programmes? Is the UN Country Team viewed as an entry point to UN System by the private sector? Is the UN providing frameworks that are conducive to private sector engagement with UN Reform-inspired programmes and initiatives?

Moderator: Ms. Barbara Kreissler, Industrial Development Officer, UNIDO

Speakers:

- Mr. Lars Tushuizen, Head of UN Resident Coordinators Office, UN System Papua New Guinea
- Ms. Katie Elmore, Director of Communications, Population Media Center
- Ms. Joy Marini, Director Corporate Contributions, Johnson & Johnson
- Ms. Nicole Carta, Resource Mobilization Specialist, Private Sector Partnerships, UNFPA

Working Group (B) Sustainable Procurement (Room VII)

Sustainable procurement is not only a tool for the UN to “walk the talk” but also a tremendous business opportunity for many of the 6,000 plus companies in the developed and developing world that are making efforts to implement the Global Compact principles. This session will provide an opportunity to discuss what the UN is doing in the area of sustainable procurement - touching upon the sensitive issue of commercial relationships. Experience thus far shows that sustainability in procurement is possible and that business is ready to respond - but does the UN have the tools to engage?

Discussion Questions: What kinds of collaboration can we set in motion to facilitate more demand for sustainable goods and services from the UN, to meet with responsible companies that exist in both developed and developing countries who are ready to meet this need? What are the legal and trade issues related to sustainable procurement? What is the role of the International Chamber of Commerce and its national-level chambers in preparing the supplier base for contract requests highlighting sustainability from the UN? What is the role of private sector focal points in encouraging companies to meet the need for more sustainable goods and services for the UN?

Moderator: Mr. Ferdinand Piatti, Managing Director, PriceWaterhouseCoopers

Speakers:

- Ms. Isabella Marras, Programme Officer, Division of Technology Industry and Economics, UNEP
- Mr. Niels Ramm, Procurement Officer, UNOPS
- Ms. Louise Kantrow, Permanent Representative to the United Nations, International Chamber of Commerce (ICC)
- Ms. Nadine-Lan Hönighaus, Senior Manager Sustainability Coordination, BASF

Working Group (C) Supply Chain & Value Chain Issues (Room VIII)

This working group will examine three perspectives on supply chain/value chain partnerships: 1) global businesses embracing sustainable sourcing; 2) successful partnership example; 3) value chain partnership work-in-progress.

Discussion Question: How can UN agencies partner with the private sector across key value chains to strengthen local economies and help break the cycle of poverty?

Moderator: Mr. Casper Sonesson, Deputy Director, Private Sector Division, UNDP

Speakers:

- Mr. Farid Baddache, Director, Business for Social Responsibility Europe
- Ms Nina-Alexandra von Radowitz, Head of Corporate Social Responsibility, Metro AG
- Ms. Ricarda McFalls, Chief of the Multinational Enterprises Programme, ILO
- Ms. Monica Marshall, Head of Global Private Partnerships, WFP
- Mr. Oswaldo da Costa e Silva, Vice President, Nutrition Improvement Program, DSM

12:15 – 13:00 Reporting-back and Concluding Plenary Session (Room IX)

- One person from each working group will provide a brief overview of the key outcomes of the discussion.
- Moderator and Organizers to provide summary closing remarks.

*** Participants may proceed to the UNESCO Cafeteria on the 7th floor for lunch, to be covered at their own expense.**

14:00-17:30

*** Following lunch, all confirmed participants of the Global Compact LEAD Working Group Meeting should proceed to Room VIII . The meeting will commence at 14:00 sharp.**