United Nations Global Compact
20th Anniversary Campaign
Overview
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"I propose that you, the business leaders gathered in Davos, and we, the United Nations, initiate a global compact of shared values and principles, which will give a human face to the global market."

— UN Secretary-General Kofi Annan at the World Economic Forum
REFLECTING ON 20 YEARS OF PRINCIPLES-BASED BUSINESS
In 1999, former UN Secretary-General Kofi Annan called upon the global business community to unite for good. This idea sparked a movement.

The following year, the UN Global Compact was launched on 26 July with commitments from 44 global companies, two labour organizations, 12 civil society representatives and six business associations.

This was the start of a global corporate sustainability movement inspired by UN principles.
THE TEN PRINCIPLES OF THE UN GLOBAL COMPACT

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.
20 years later, the UN Global Compact has grown into a global movement with more than 10,000 companies that have committed at CEO-level to upholding the Ten Principles and making the Global Goals local business.

**THE INITIATIVE AT A GLANCE...**

- 68 Local Networks
- 161 Countries
- 66,600 Public Reports
- 10,400 Companies
- 3,400 Non-Business Organizations

**Helpful Links:**
- UN Global Compact website
- Ten Principles of the UN Global Compact
- The 17 Global Goals
The next decade needs to be about action and impact. In 2015, the 17 Sustainable Development Goals of the 2030 Agenda resulted from an inclusive process with Governments involving business, civil society and citizens from the outset. The Global Goals represent a path to end extreme poverty, fight inequality and injustice, and protect our planet.

Fulfilling these ambitions will take an unprecedented effort by all sectors in society — and business has to play a very important role in the process.

The UN Global Compact has been developed as a united front to help companies get involved in three main areas:

1. Act Responsibly
2. Find Opportunities
3. Inspire and Advocate
EVERYONE CAN PLAY A PART
In our 20th year, we want to raise our voices in celebration of the businesses that have come together to create a new era of action and attract others to join our movement. We won’t be able to do that without all of you.

This guide has been developed to support all stakeholders who want to help spread the word about the UN Global Compact and inspire new companies to commit to the Ten Principles and the Global Goals.
Participating companies are the drivers and enablers of the UN Global Compact. By committing to the Ten Principles, they have stepped up to change the world.

Participants across industries are changing the way they operate to implement responsible practices and develop innovative solutions to address issues such as poverty, inequality, education and peace, to name just a few. We’re proud of the many success stories we’ve helped establish.
To mark our 20th anniversary, we’re inviting all companies to proudly celebrate their participation in the UN Global Compact.

Over the next year, we are calling on companies to step up their commitment and inform, educate and engage their audiences around the Ten Principles and the Global Goals — raising awareness of the UN Global Compact and inspiring others to take actions that advance societal goals.
The United Nations Global Compact is celebrating 20 years of uniting business for a better world.

Launched in 2000, the UN Global Compact was initiated to bring business and the United Nations together to give a human face to the global market.
Business has a key role to play in creating a world where both people and planet can thrive. When businesses unite, they can be a powerful force for good by upholding universal principles in the areas of human rights, labour, the environment and anti-corruption.
Important progress has been made, but from runaway climate change to widening inequalities, our actions do not currently match the ambition and pace necessary to achieve the Sustainable Development Goals by 2030.

All stakeholders must unite to transform our collective aspiration into reality.
2020 kicks-off a new Decade of Action to deliver the 17 Global Goals — the boldest agenda for humanity ever adopted. Responsible companies are ramping up their action and impact by embedding our principles-based approach into strategies and operations.
Through our Local Networks and over 10,000 companies around the world, the UN Global Compact is taking corporate sustainability from the fringes to the mainstream and uniting business for a better world.
1. UN Global Compact CEO & Executive Director; Communications and Events
2. 68 Global Compact Local Networks
3. 10,000 participating companies and their employees
4. Global Compact champions: SG, DSG, Board Members, SDG Pioneers, Expert Network advocates, LEAD companies
5. UN and NGO partners
6. Government Group
UNITED IN THE BUSINESS OF A BETTER WORLD
CAMPAIGN NARRATIVE FOR COMPANIES

“The United Nations Global Compact is uniting the global business community to change the world for the better. We are united despite our differences, despite our branding, despite corporate red tape.”

“We are united because this is bigger than one business. Because we are better together. We are united across the globe for the globe. We are united for our children, for your children, for their children's children. We are united no matter what language we speak. No matter what the stock market thinks. No matter how daunting the task may seem.”

“We are united by possibilities. We are united because we believe in order to change the world, we need to unite as one. Of all the things that divide us, the common good is what unites us.”
20TH ANNIVERSARY CAMPAIGN LOGOS

United Nations
Global Compact

Uniting business for a better world
LINKS TO THE DECADE OF ACTION TO DELIVER THE GLOBAL GOALS
United Nations Global Compact

Uniting business for a better world
EMAIL SIGNATURES

Name
Job Title, Team Name
United Nations Global Compact
O: +1 000-000-0000 | M: +1 000-000-0000
demail@unglobalcompact.org | unglobalcompact.org
Facebook | Instagram | LinkedIn | Twitter

Name
Job Title, Team Name
Pacto Global Red Chile
O: +1 000-000-0000 | M: +1 000-000-0000
demail@unglobalcompact.org | unglobalcompact.org
Facebook | Instagram | LinkedIn | Twitter
BUSINESS CARD MOCKUP

<<Name>>
<<Title>>

<<Address Line>>
<<Phone>>|<<Mobile>>
<<email>>
www.unglobalcompact.org @globalcompact

#UnitingBusiness

<<Name>>
<<Title>>

<<Address Line>>
<<Phone>>|<<Mobile>>
<<email>>
www.unglobalcompact.org @globalcompact
HASHTAG: #UnitingBusiness
Mensaje recomendado:
Como Red Local del @globalcompact de la ONU, estamos celebrando 20 años #UniendoEmpresas para un 🌍 mejor.

Unete mientras todos emprendemos una nueva década de acción e impacto empresarial:
unglobalcompact.org/UnitingBusiness
SAMPLE IMAGERY

Social Media Toolkit: spark.adobe.com/page/ULxV4jwMGx6RA/
Trello Board: trello.com/b/6FXiUcAe
20th Anniversary Campaign Milestones

**Commission on the Status of Women (CSW 64)**

- **9–20 March 2020**
- New York, United States

The Women’s Empowerment Principles Annual Conference will be a special celebration of progress to advance gender equality and women’s empowerment in the workplace, marketplace and community.

**Global Sustainable Transport Conference**

- **5–7 May 2020**
- Beijing, China

The second UN Global Sustainable Transport Conference will seek to chart the course for sustainable transport to help reach the Goals of the 2030 Agenda for Sustainable Development.

**UN Ocean Conference**

- **2–6 June 2020**
- Lisbon, Portugal

The overarching theme of the UN Ocean Conference is “Scaling up ocean action based on science and innovation for the implementation of Goal 14: stocktaking, partnerships and solutions.”

**UN Global Compact Leaders Summit 2020**

- **15–16 June 2020**
- New York, United States

The Leaders Summit will convene more than 1,500 of the world’s foremost corporate sustainability leaders to discuss and debate the role that principles-based business can play in driving progress on Global Goals.
DAY ONE
UNITED NATIONS HEADQUARTERS
GENERAL ASSEMBLY HALL

DAY TWO
JACOB J. JAVITS
CONVENTION CENTER

UN GLOBAL COMPACT
LEADERS SUMMIT 2020
20th Anniversary Campaign Milestones

High-Level Political Forum on Sustainable Development
7–16 July 2020
New York, United States

The theme of this year’s High-level Political Forum will be "Accelerated action and transformative pathways: realizing the decade of action and delivery for sustainable development."

United Nations General Assembly
15–22 September 2020
New York, United States

During UN General Assembly Week, UN Global Compact will host the Leaders Week and the Private Sector Forum events.

UN Day & Expo 2020
24 October 2020
Dubai, United Arab Emirates

As it commemorates its 75th anniversary, the United Nations have dedicated a pavilion at Expo 2020 under the theme “We the Peoples: Shaping Our Future Together.”

UN Climate Change Conference (COP 26)
9–19 November 2020
Glasgow, UK

The UN Global Compact together with UN Environment and UNFCCC secretariat will convene the eighth annual High-Level Meeting of Caring for Climate at COP 26.
United Nations
Global Compact

Uniting business for a better world

unglobalcompact.org

Join the conversation on social media using
#UnitingBusiness and tagging @globalcompact