

# Corporate Sustainability: Business Contributions to Sustainable Development

**Georg Kell**

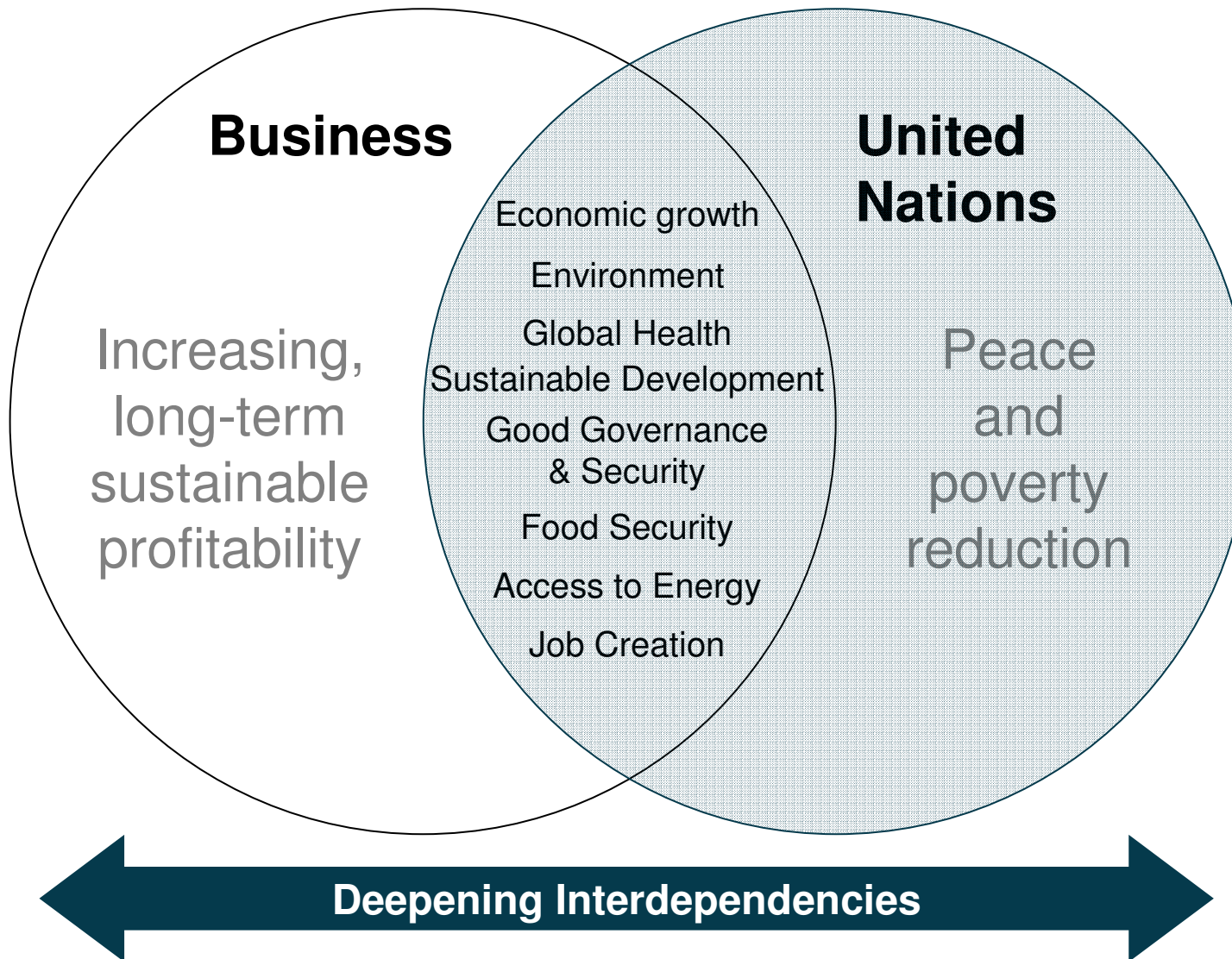
**Executive Director  
UN Global Compact Office**



**United Nations** Global Compact



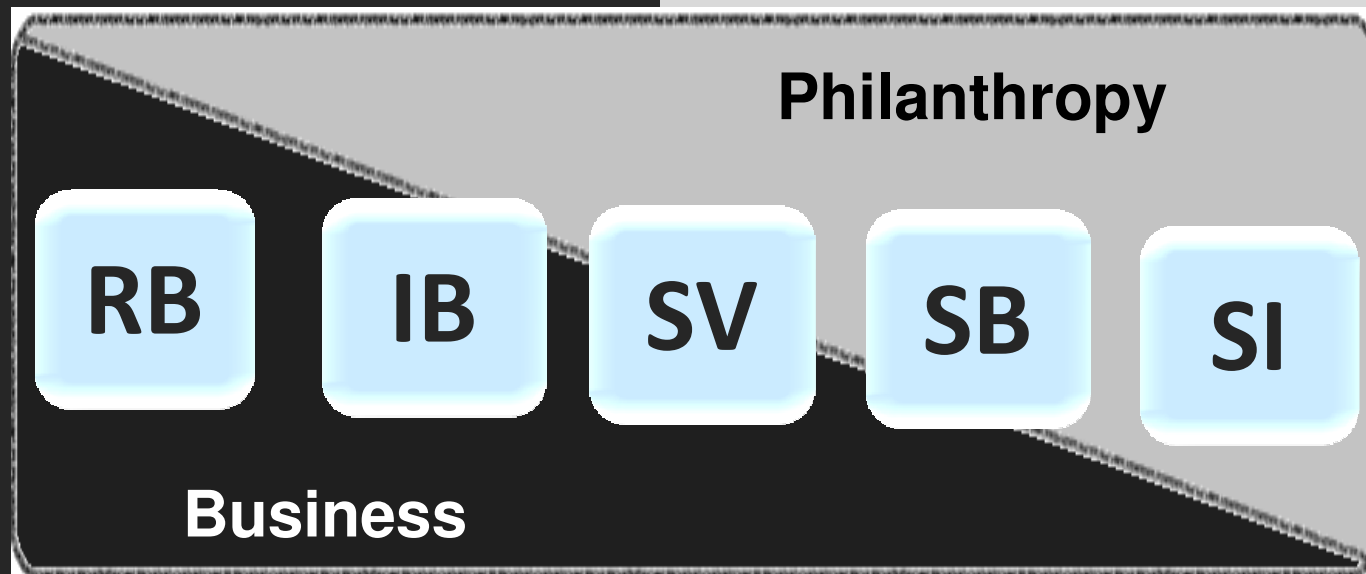
# The UN and Business: New Era of Partnership



# Blueprint for corporate sustainability leadership



# Re-conceptualizing Business Contributions: How Business and Philanthropy blends



**RB: Responsible Business**

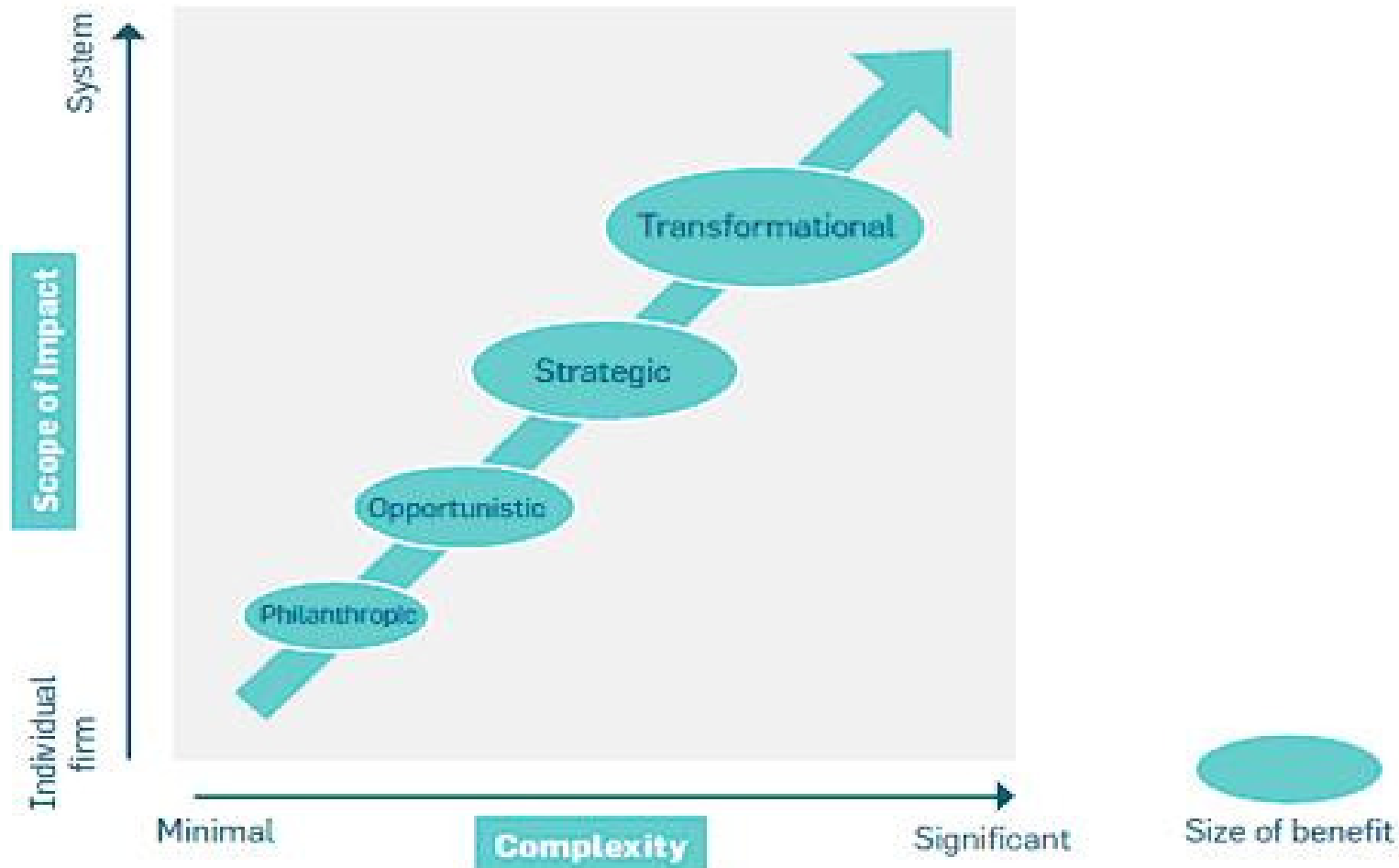
**IB: Inclusive Business**

**SV: Shared Values**

**SB: Social Business**

**SI: Strategic Investment**

# Partnerships: Towards Transformation



# Transformative Partnerships: Criteria

- Addressing a systematic issue
- Enforcing existing rules or instituting new rules
- Correcting market failures: altering the incentives of businesses or removing obstacles
- Shifting behavioural norms
- Involving all stakeholders who play a necessary role
- Leveraging the core competencies of partners (i.e. convening power, resources, local presence, technical expertises, etc.)
- Built-in capacity to reach scale and leave a lasting impact

# Transformative Partnerships: 10 Steps for Implementation

1. Find the most suitable partner(s)
2. Seek wide buy-in and depoliticise projects
3. Develop a clear governance structure before proceeding
4. Create a single monitoring and evaluation framework focused on partnership impact
5. Forecast future partnership resources and conditions
6. Plan for sustainable funding and impact
7. Design partnerships for scale
8. Initiate partnerships with a pilot phase
9. Create mechanisms for regular re-assessment
10. Create a process for knowledge management

# GC: From Dialogue to Action

