



Enhancing UN-Business Collaboration Business.un.org

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United Nations Global Compact



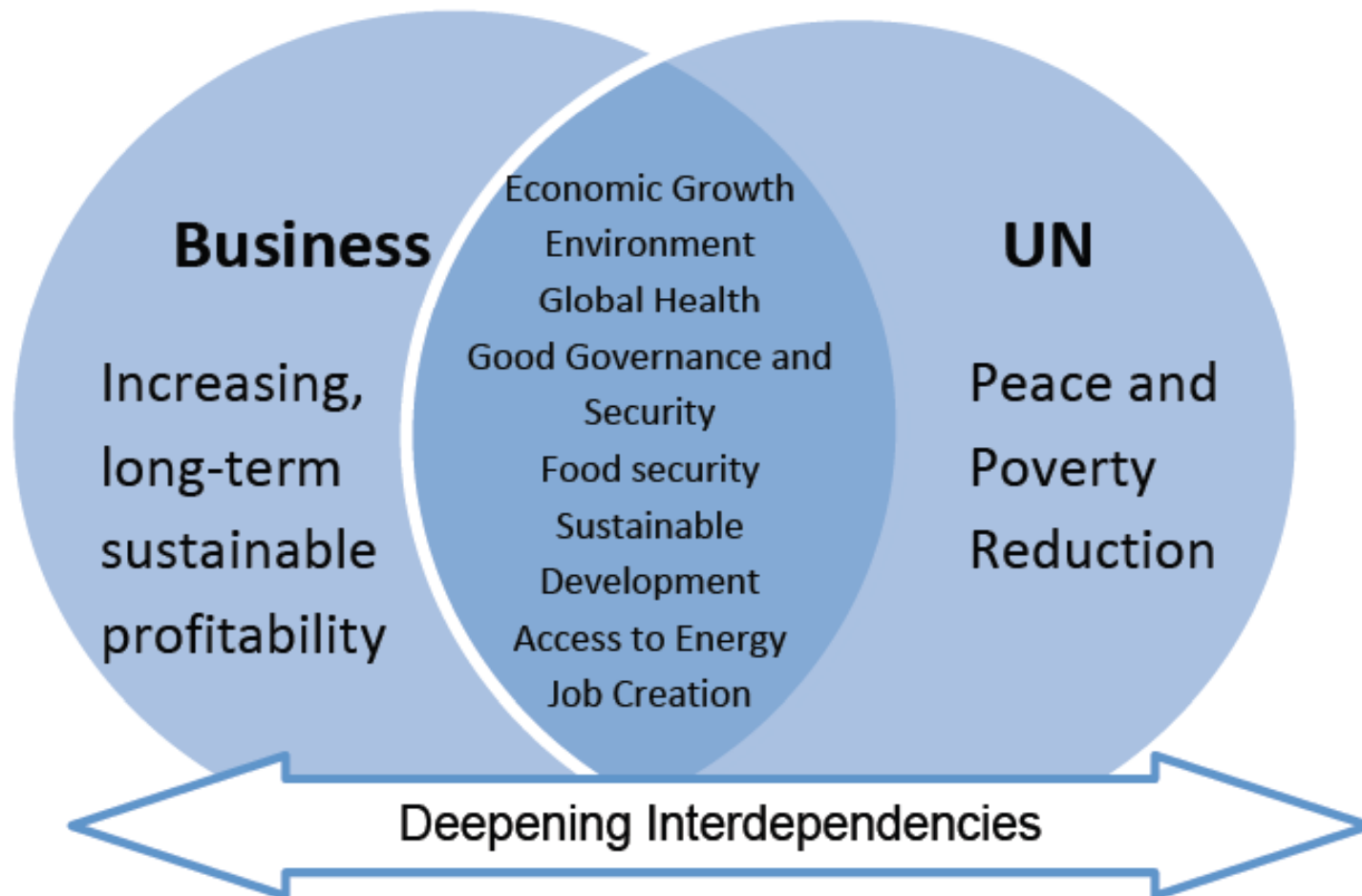
UN-Business Collaboration Since 2000

Progress: Significant effort to enhance the capacity of the UN to more effectively engage in partnerships

- GA Resolutions “Towards Global Partnerships”
- UN-Business Focal Point E-Newsletter
- UN System Private Sector Focal Point Annual Meetings
- Sustainanalytics – new pooled service for due diligence
- Thought leadership – Catalyzing transformational partnerships, partnership toolbox
- Growth of the Global Compact – 7000 participants



The UN and Business: A New Era of partnership





Find Out What You Can Do

Business is a critical partner in the United Nations' efforts to address global challenges.

This website offers a user-friendly process to match business resources with needs from UN organisations. Use it to get ideas and inspiration, tell us what your company would like to do, and we will link you to potential UN partners. Companies interested in a commercial relationship with the UN should proceed to the [United Nations Global Marketplace](#).

Thank you for your interest in partnering with the UN!

For information in detail, see our [Frequently Asked Questions](#).

▶ L'Oréal and UNESCO's Awards For Women in...



How is business partnering with the UN?

Browse by business name...



Browse

Getting started!



Option 1. See how you can partner
Browse stories, videos, FAQs, speeches and more to find ideas and inspiration.

1. See



Option 2. Search the UN need list
Narrow your browse to a list of needs requested by UN organisations.

2. Search

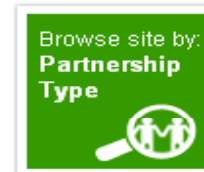
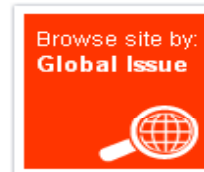


Option 3. Say what you want to do
Whether or not you selected a UN need, you are welcome to describe your idea for partnership.

3. Say

\$ Donate cash

[Click here for options in donating cash.](#)



Disasters / emergencies in focus:

Select from drop down or [click here for all disasters / emergencies](#).

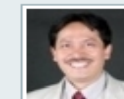
Browse by disaster / emergency in focus...



Go

Partnership feature:

[Support Education First](#)
[View more stories](#)



"This co-operation (with DHL) underlines the important role that companies can play in complementing the

UN's programs to benefit more people across the world."

Puji Pujiono, Regional Disaster Response Advisor for Asia, OCHA

[Millennium Development Goals](#)

[Corporate Responsibility & UN Global Compact](#)

Support Education First

The United Nations Secretary-General Ban Ki-moon is calling on companies to make commitments to action that will support his new initiative, Education First. Education First is a... [Click here for more](#)

Business is willing to engage...

- Soft launch - January 2010 (just before Haiti)
- June 2010 - six languages
- Most of the UN system has a presence on the website
- Importantly: **the private sector wants to partner with the UN**

Sep 20, 2012 - Oct 21, 2012

8,606 people visited this site

Visits: **9,807**

Unique Visitors: **8,606**

Pageviews: **25,022**

Pages / Visit: **2.55**



United Nations Global Compact

Business.un.org - Goals of the Platform

1. Bridge the disconnect between the private sector and the UN – a user-friendly interface to maximize the potential for partnerships.
2. Provide clarity to the private sector in terms of the needs and competencies of the UN system.
3. Provide a channeling function that will match suitable company offers/partnership ideas with the needs and interests of UN entities - where no UN interest, with NGOs.
4. Opportunity for the UN to be more transparent about its partnerships with the private sector and provide a way for companies of all sizes and from all countries to explore opportunities.



Key Challenges

Issues with the UN

- Skeptical view of the private sector.
- Promotions, staffing, incentive structure.
- Budgets lack flexibility - often most \$ is spoken for by member states' projects.
- Due diligence concerns.
- See private sector only as a source of 'funding'.

Issues with business

- Don't sufficiently recognize the benefits of integrating UN goals into their business models.
- Indicators to measure success don't always account for social & environmental externalities. Focus on short-term quarterly earnings.
- Not always clear on what the company is willing to do



Business.un.org Challenges/Next Steps

- Variable quality of offers from private sector/needs from the UN - some unclear descriptions
- Few UN responses to (quality) proposals
- Some UN groups still unclear/unaware about site
- Staff changes require handover, more training materials needed

Next Steps:

- Deeper connection with key focal points
- Enhance quality of UN needs/requests
- Take partnerships to the ground
- Strategic matchmaking



How can business.un.org can support the humanitarian sector?

- Limited resources to broker partnership during time of greatest need:
 - Put needs up on business.un.org now
 - Creation of a private sector emergency action group?
 - Explore pre-vetting companies?
 - Agreement on set of specific actions private sector partners can take in event of disaster
 - Humanitarian sector outline its typical disaster requirements



Conclusions

- Business.un.org is one tool - change in culture & attitudes is required.
- UN is positioned to bring engagement to the next level if we continue to:
 - develop a more strategic & coherent approach to partner selection & engagement
 - expand the range of private sector partners (SMEs, developing countries)
 - better align global partnerships with country development agendas
 - build capacity of UN staff, commit adequate human & financial resources
 - measure & reward UN staff for performance that contributes to impact
 - improve evaluation & impact assessment of partnerships



Thank you!

Questions?

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