



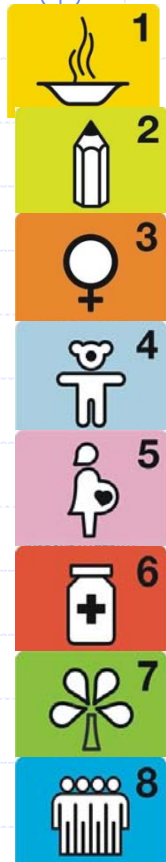
Corporate Social Responsibility (CSR) and Millennium Development Goals (MDGs)

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Paradigm Change in Public-Private Partnership (PPP)

- ◆ **1970s-80s**: Confrontation between Third World nations and multinational corporations
- ◆ **1990s**: Formation of new public-private partnership with globalization
- ◆ **2000s**: Participation in resolving development issues as members of the globalized world

Millennium Development Goals: MDGs



- (1) Eradicate extreme poverty and hunger
- (2) Achieve universal primary education
- (3) Promote gender equality and empower women
- (4) Reduce child mortality
- (5) Improve maternal health
- (6) Combat HIV/AIDS, malaria and other diseases
- (7) Ensure environmental sustainability
- (8) Develop a global partnership for development

- ◆ Target 17: In cooperation with pharmaceutical companies, provide access to affordable, essential drugs in developing countries
- ◆ Target 18: In cooperation with the private sector, make available the benefits of new technologies, especially information and communications

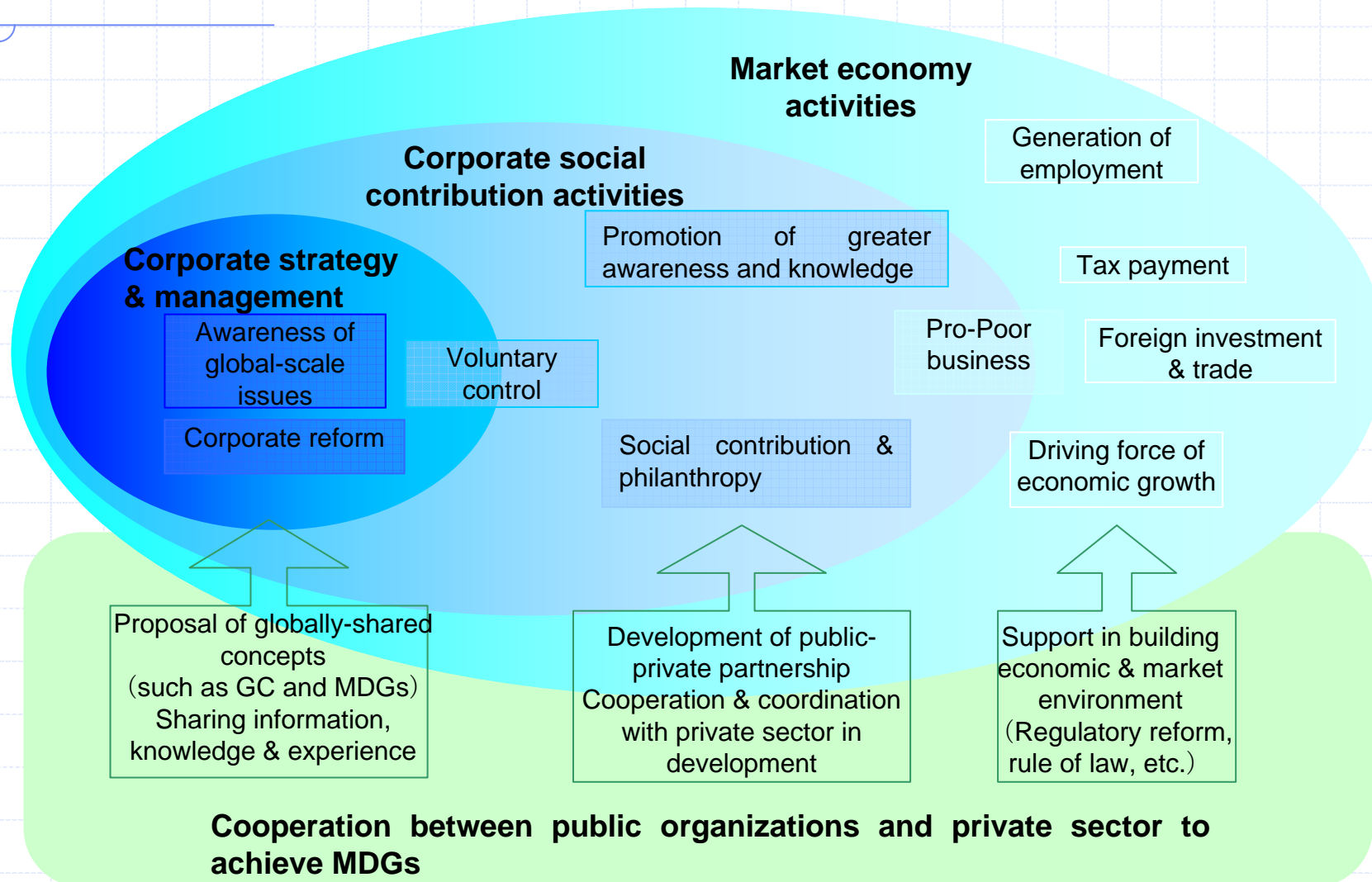
UN Action in Achieving MDGs

- ◆ Progress monitoring
- ◆ Research, analysis & recommendations
- ◆ Promotion of greater awareness and knowledge
- ◆ Promotion of development projects

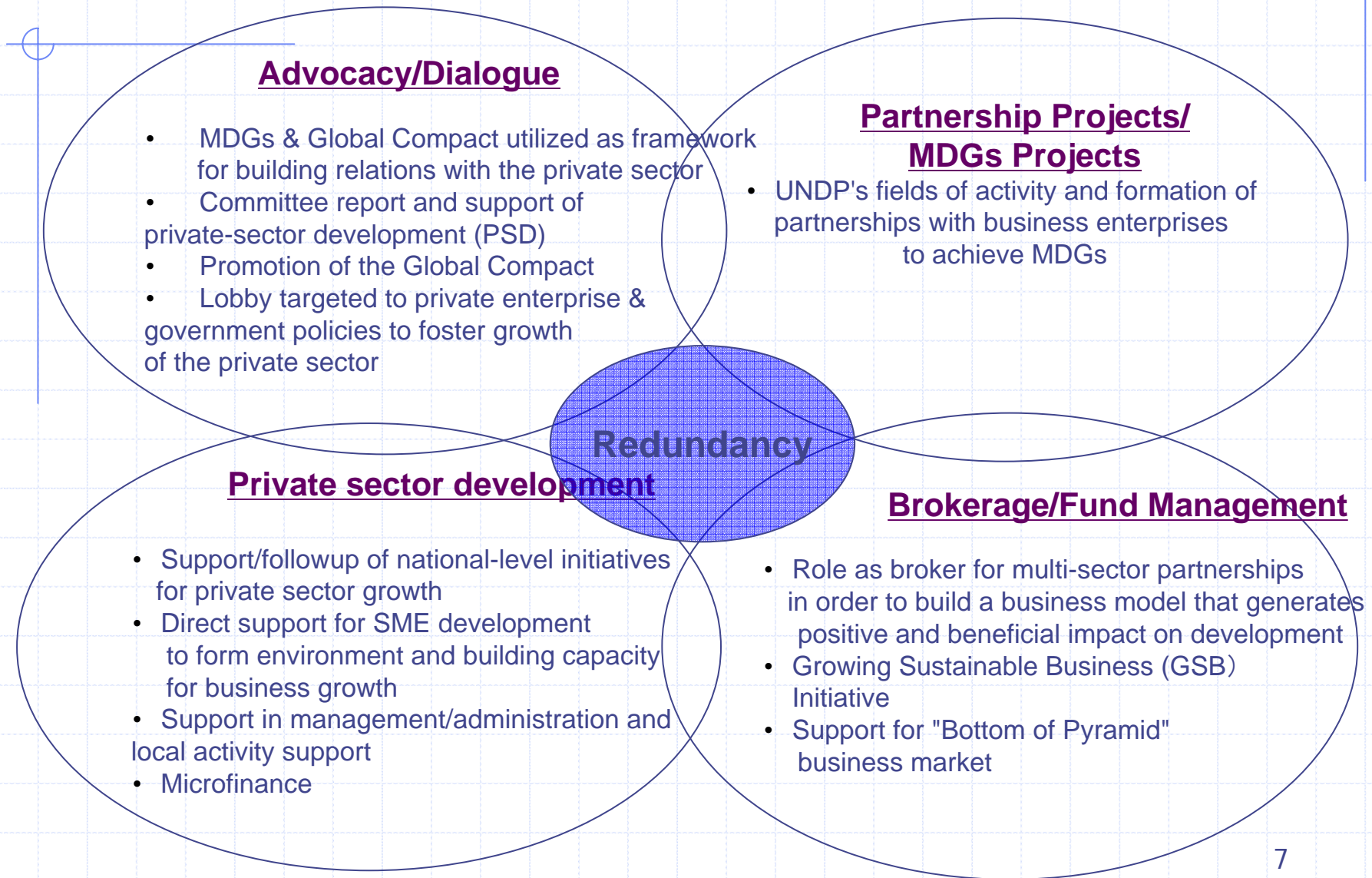
Why MDGs are Important for the Private Sector

- ◆ Fulfill responsibility as global citizens to resolve the many problems likely to emerge from the globalized world
- ◆ Keep the global market healthy to maintain business activities
- ◆ Reduce direct costs and risks caused by setbacks in globalization
- ◆ Increase new business opportunities in the future

Private Sector Contribution to Achieve MDGs



Framework for UNDP-Private Sector Cooperation



Achieving MDGs through UN-private sector cooperation: Possibilities and examples (1)

◆ Corporate management & strategy

CSR activities	Possible Forms of Cooperation & Examples
Business management bearing fiscal, social and environmental responsibilities, with understanding of the various problems in the globalized world and awareness of corporate responsibility and liability as global citizens in achieving MDGs	Promotion and dissemination of understanding for MDGs through seminars, study meetings and publicity campaigns on MDGs and development issues Promote business partnerships for development through GC, etc., and encourage the private sector to bear greater responsibility to achieve MDGs
Participation in the Global Compact (GC)	Support of Global Compact projects in developing countries

Achieving MDGs through UN-private sector cooperation: Possibilities and examples (2-1)

◆ Social Contribution Activities -- Awareness Promotion & Development

CSR Activities	Possible Forms of Cooperation & Examples
<p data-bbox="322 687 943 791">Awareness promotion & publicity to achieve MDGs</p> <p data-bbox="322 874 1115 1018">Participation & contribution to advocacy & awareness promotion initiatives organized by UN & civic society</p>	<p data-bbox="1167 687 1944 815">Gaining free publicity space from various mass media to place advertisements and commercials</p> <p data-bbox="1167 834 1778 922">as part of a "Poverty Eradication Campaign"</p> <p data-bbox="1167 994 1912 1169">Cooperation with "Stand Up Campaign" ("Hottokenai Campaign " in Japan); support of "White Band" and other movements</p>

Achieving MDGs through UN-private sector cooperation: Possibilities and examples (2-2)

◆ Social Contribution Activities -- Philanthropy and Social Contribution

CSR Activities	Possible Forms of Cooperation & Examples
<p>Engage in social contribution activities such as volunteer work and contributions in kind in order to achieve MDGs</p>	<p>Honda scholarship in Malaysia for children from low income families in cooperation with UNDP to provide higher education, job training, etc.</p>
<p>Support of existing projects of UN organizations by contributing funds or other resources (such as manpower, knowledge, expertise & goods)</p>	<p>Joint effort by Canadian Nexen Petroleum Yemen to supply safe water in Yemen</p>
<p>Organization and management of development projects under public-private partnerships</p>	

Achieving MDGs through UN-private sector cooperation: Possibilities and examples (2-3)

◆ Social Contribution Activities --Pro Poor Business

CSR Activities	Possible Forms of Cooperation & Examples
Products and services provided to the poor and deprived at low prices	Microfinance project in Kazakhstan to support development of small businesses in cooperation with Citigroup and Chevron Texaco
Development of products and services that are useful and reasonable for quality of life improvement for the poor and businesses that are commercially viable and at the same time helpful in reducing poverty (Growing Sustainable Business: GSB)	Providing information to Japanese businesses promoting Pro-Poor projects (GSB) and promoting development of partnerships

Achieving MDGs through UN-private sector cooperation: Possibilities and examples (3)

◆ Market economy activities

CSR Activities	Possible Forms of Cooperation & Examples
Participation in the policy development process from the private sector standpoint to promote effective economy planning	Promote private sector participation in revision of corporate laws in Vietnam in order to eliminate commercial regulations that deter business growth
Contribution to development and reinforcement of market economy mechanisms	Establishment of emission rights exchange in China where private enterprises are able to trade CO2 and other greenhouse gas emission rights
Introduction of labor-intensive production technology that contributes to vitalizing local communities when starting up business in developing countries	Business management and marketing training courses for young entrepreneurs in Oceania in cooperation with Body Shop and local NGOs
Fostering quality in local labor	

UN and CSR: Direction of Future Action in Achieving MDGs

We know from past experience that the private sector creates employment and income and contributes to a fair and affluent society, and development work is merely laying its foundation.

Kofi Annan, 7th United Nations Secretary General, July 2003



- ◆ Support to the private sector in order to enable voluntary action as global citizens with fiscal, social and environmental responsibility
- ◆ Promotion of private participation in policy dialogue and financial assistance to developing countries, which were regarded as "public" areas administered by the bureaucracy, and increase in public-private collaborative action
- ◆ Further promotion of business projects such as GSB that extend beyond philanthropy and help eradicate poverty while maintaining commercial feasibility at the same time