



# **United Nations Global Compact 20th Anniversary Campaign Overview**



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# HELP US MARK THE 20<sup>TH</sup> YEAR OF THE UNITED NATIONS GLOBAL COMPACT



***“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.



HUMAN RIGHTS



LABOUR



ENVIRONMENT



ANTI-CORRUPTION



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**

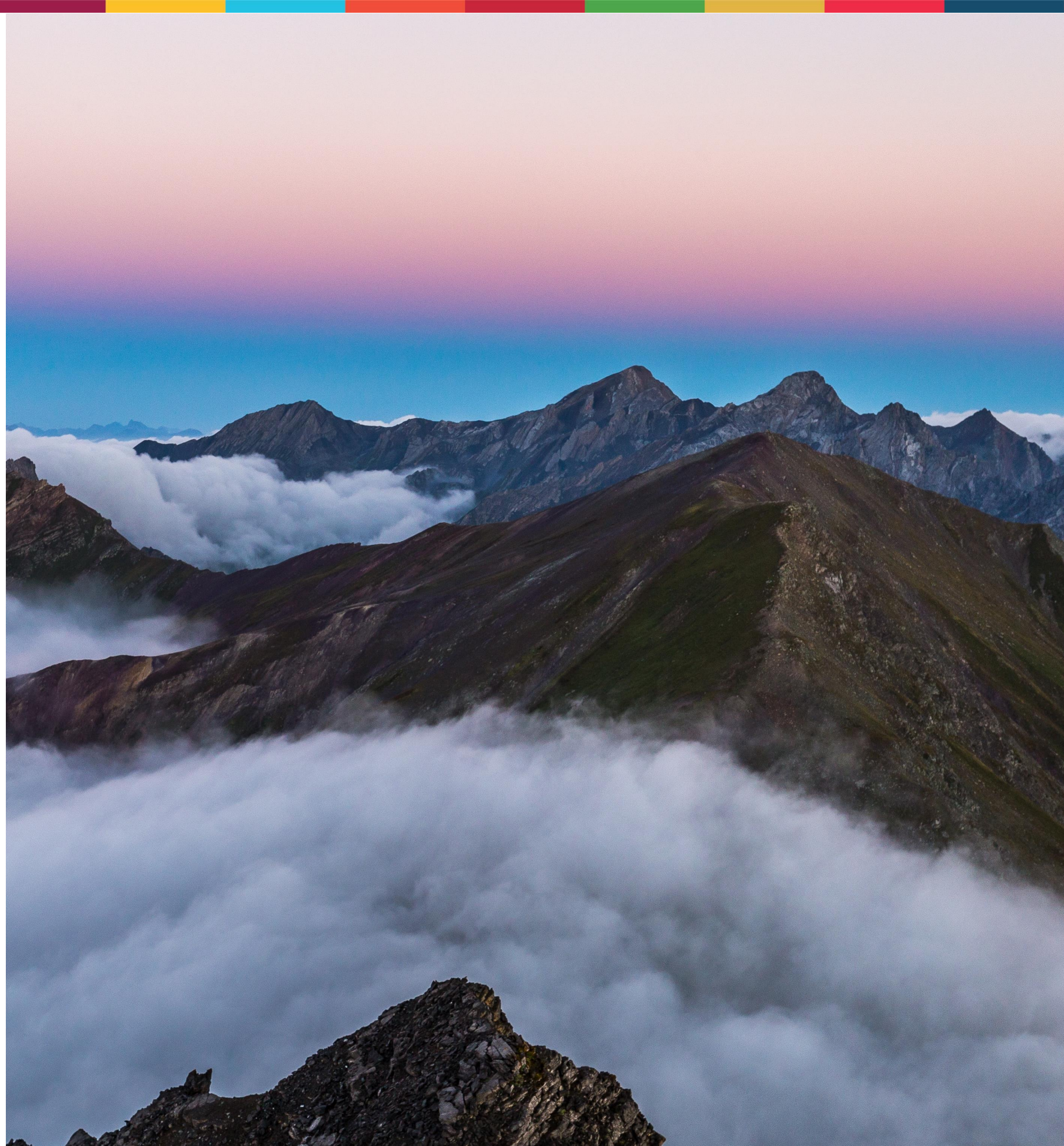


**EVERYONE CAN  
PLAY A PART**



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.





# United Nations Global Compact



Uniting business for a better world

**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.**

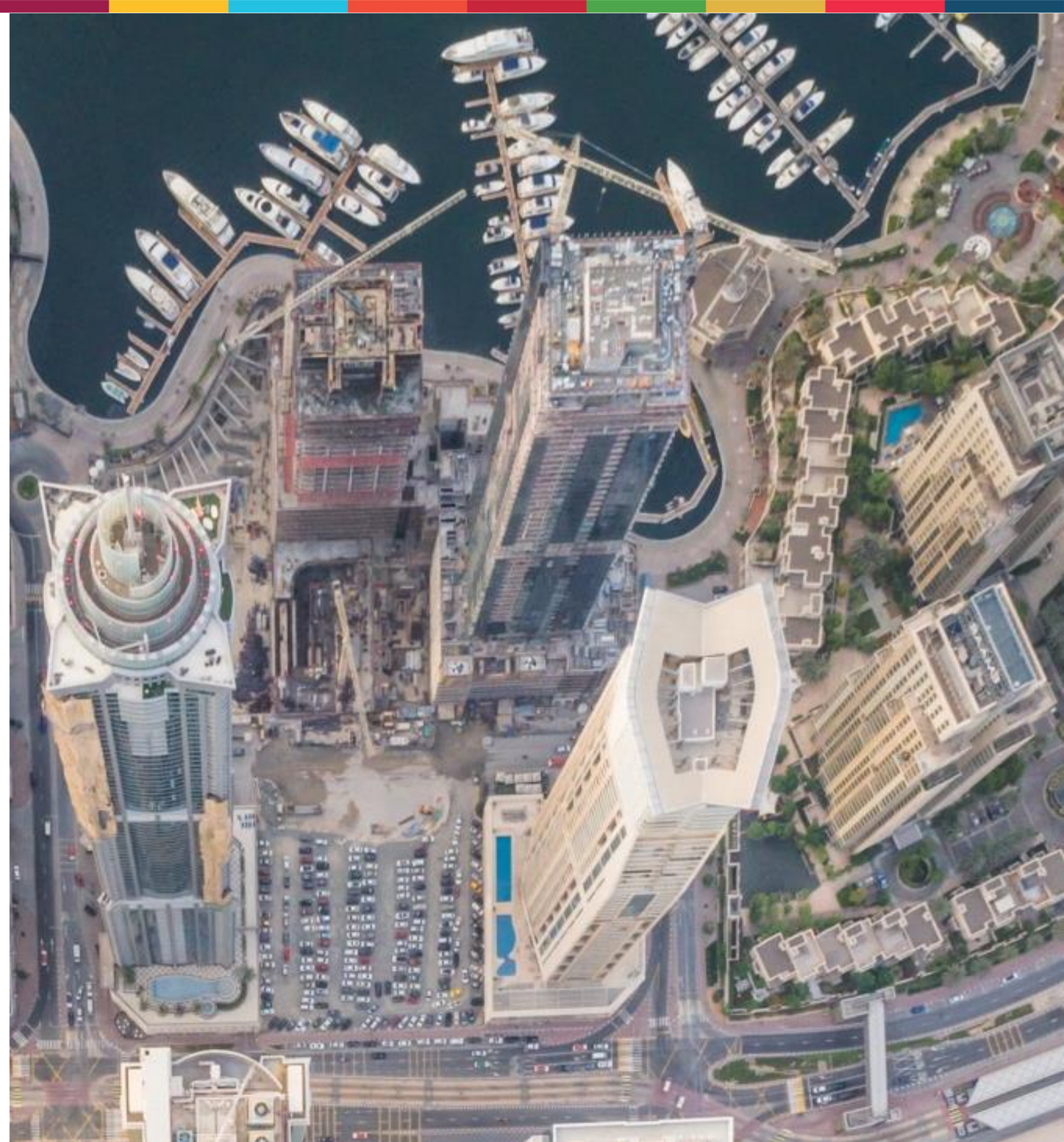


**Through our Local Networks and over 10,000 companies around the world, the UN Global Compact is taking corporate sustainability from the fringes to the mainstream and uniting business for a better world.**



# CHANNELS

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.”



# 20<sup>TH</sup> ANNIVERSARY CAMPAIGN LOGOS



**United Nations**  
Global Compact



Uniting business for a better world



# LINKS TO THE DECADE OF ACTION TO DELIVER THE GLOBAL GOALS



# 20<sup>TH</sup> ANNIVERSARY CAMPAIGN LOGOS



**United Nations**  
Global Compact



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# EMAIL SIGNATURES



**Name**  
Job Title, Team Name  
United Nations Global Compact  
**O:** +1 000-000-0000 | **M:** +1 000-000-0000  
[email@unglobalcompact.org](mailto:email@unglobalcompact.org) | [unglobalcompact.org](http://unglobalcompact.org)  
[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#)



Pacto Global  
Red Chile

**Name**  
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[email@unglobalcompact.org](mailto:email@unglobalcompact.org) | [unglobalcompact.org](http://unglobalcompact.org)  
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Uniting business for a better world



**20 years of the UN Global Compact:**  
Uniting business for a better world



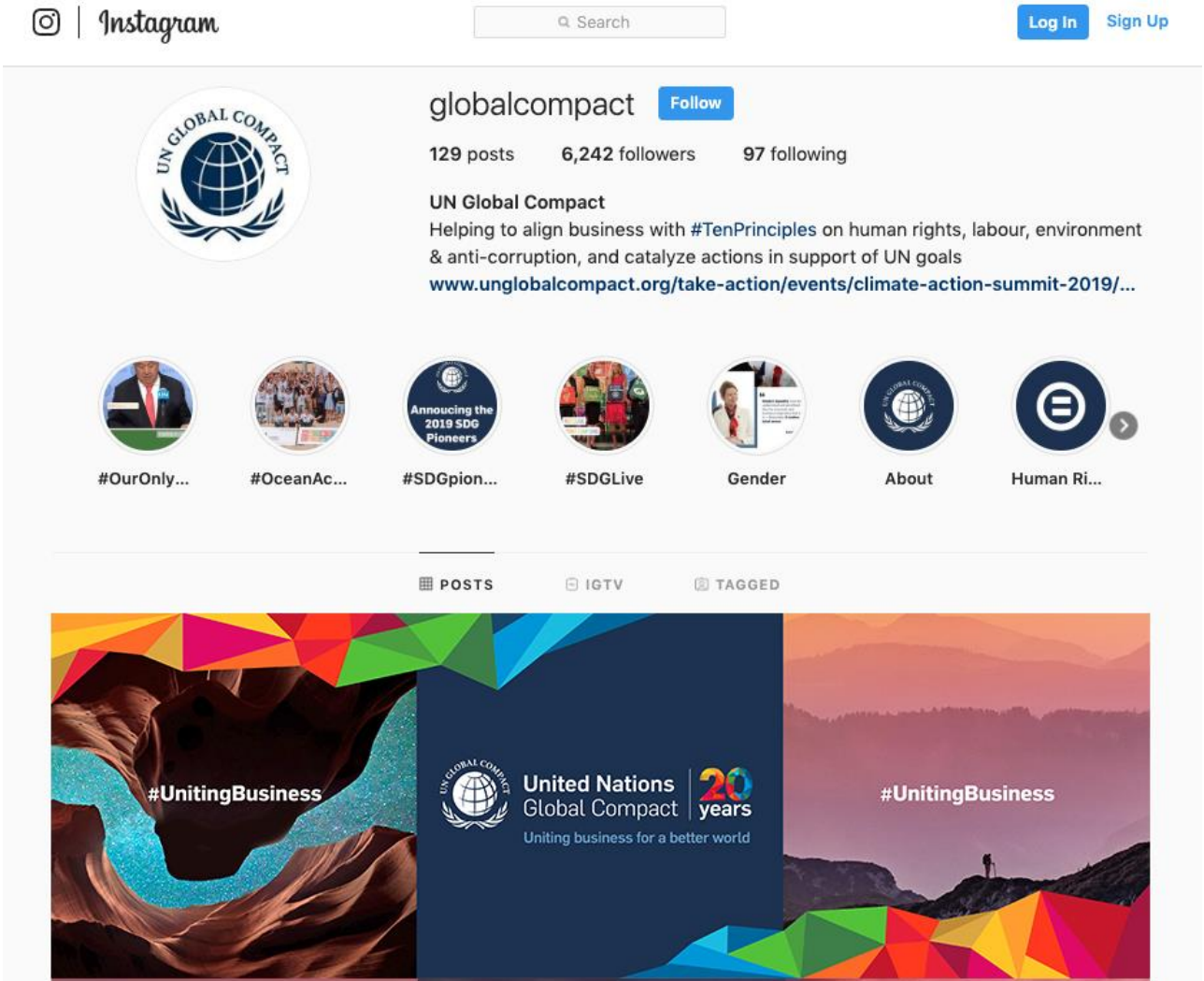
# BUSINESS CARD MOCKUP



A photograph of a modern glass skyscraper at night. The building's facade is composed of a grid of dark window frames. Through the windows, the interior of many floors is visible, illuminated by warm, yellowish-white lights. Some floors show office desks with computers and chairs. The overall scene is a dense, multi-layered grid of light and dark, creating a sense of depth and activity. The text 'SOCIAL MEDIA' is overlaid in white, bold, sans-serif font on the left side of the image.

# **SOCIAL MEDIA**

# SAMPLE SOCIAL MEDIA CONTENT



**HASHTAG:**  
**#UnitingBusiness**



# SAMPLE SOCIAL MEDIA CONTENT TRANSLATION

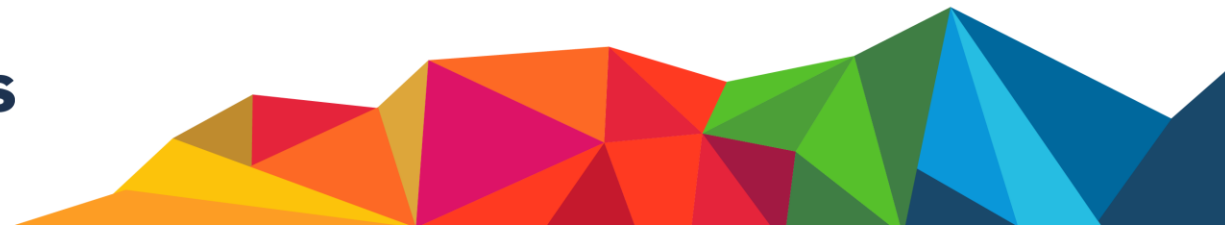


**United Nations**  
Global Compact

**20**  
years

Uniendo empresas por un mundo mejor

**#UniendoEmpresas**



**HASHTAG:**

**#UniendoEmpresas**

**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](https://unglobalcompact.org/UnitingBusiness)**

# SAMPLE IMAGERY



**Social Media Toolkit:** [spark.adobe.com/page/ULxV4jwMGx6RA/](https://spark.adobe.com/page/ULxV4jwMGx6RA/)  
**Trello Board:** [trello.com/b/6FXiUcAe](https://trello.com/b/6FXiUcAe)

# 20<sup>TH</sup> 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**

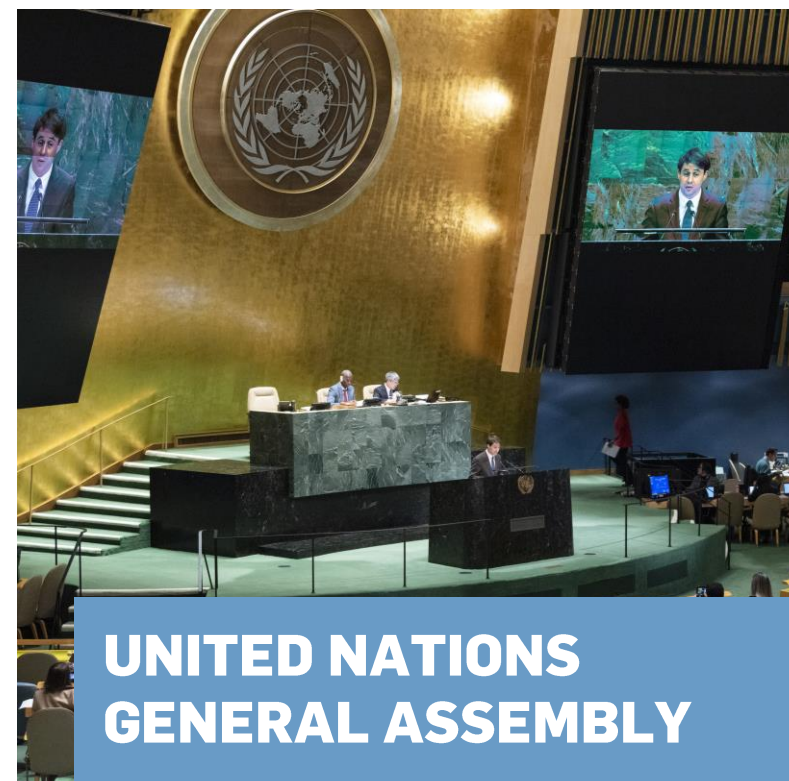
# 20<sup>TH</sup> ANNIVERSARY CAMPAIGN MILESTONES



## 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 75<sup>th</sup> 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

20  
years

Uniting business for a better world

[unglobalcompact.org](http://unglobalcompact.org)

Join the conversation on social media using

**#UnitingBusiness** and tagging **@globalcompact**

