

**United Nations System
Private Sector Focal Points Meeting 2010**

FINAL AGENDA

**International Labour Organization
4, route des morillons
1211 Geneva
Switzerland**

13-14 April 2010

Co-hosted by:



Objectives of the Meeting

The Annual UN Private Sector Focal Points Meetings seek to accomplish the following objectives:

1. **Enhance Communication:** Basic information sharing and dissemination about partnership-related activities across the United Nations system including at the country level.
2. **Strengthen Learning:** Training support and capacity-building for Private Sector Focal Points and other important players in the UN system and utilizing the Private Sector Focal Points as multipliers to inform and educate staff in country/regional UN offices.
3. **Advance Coordination:** Effective networking with staff from across the UN system working on partnership issues. Further enhance mechanisms to share best practices and lessons learned System-wide.
4. **Improve Collaboration:** Contribute to community-building and a sense of ownership among UN staff working in partnership with business.

Background

In 2009, the fifth Secretary-General's Report to the General Assembly on "Enhanced cooperation between the United Nations and all relevant partners, in particular the private sector" was developed and a resolution was adopted under agenda item 59 "Towards Global Partnerships". The Resolution reaffirms the critical role of the private sector in supporting UN goals and acknowledges the significant progress achieved at the level of Agencies, Funds and Programmes and by the United Nations System.

Despite good progress - notably the revision of the UN-business guidelines and the launch of the new UN-business website - additional efforts are needed to place a greater emphasis on impact, transparency, accountability and sustainability. This year's meeting will help advance the agenda at the global level and at the country-level with a focus on:

At the global level:

- Develop a more strategic approach for working with the private sector
- Build capacities to enhance both fundraising and core business partnerships
- Develop a more coherent approach to partner selection and engagement
- Improve evaluation and impact assessment
- Build a more enabling framework for United Nations-Business partnerships including through the implementation of the recommendations resulting from the revision of the UN-business guidelines process

At the country-level:

- Ensure alignment between global partnerships and country development agendas
- Enhance partnership opportunities with small and medium-sized companies as well as companies from low-income countries

United Nations System Private Sector Focal Points Meeting 2010

DAY 1:
Tuesday 13 April, 2010

ROOM XI

8:30 - 9:00 **Registration (Lobby of the Visitor's Entrance)**
Participants will enter the ILO building through the ILO Visitor's Entrance (R 2 North Level). Please provide photo identification to security officers.

9:00 - 9:15 **1. Opening Plenary Session and Introductory Remarks**

- Ms. Alette van Leur, Director, Partnerships & Development Cooperation, ILO
- Mr. Georg Kell, Executive Director, UN Global Compact Office
- Mr. Simon Zadek, Meeting Facilitator and Visiting Senior Fellow, Centre for Government & Business, Kennedy School of Government, Harvard University

9:15 -10:45 **2. Plenary Session: Leveraging the Business Contribution to Development and the MDGs**

During 2010, the world will undertake an extensive review of progress against the MDGs and will make an effort to accelerate achievement of the Goals. The session will focus on the efforts undertaken by the private sector so far and will discuss pro-active approaches for the achievement of the MDGs. It will include a presentation of the preliminary findings of a Cap Gemini study on UN – business partnerships for the MDGs that will be launched at the GC Leader's Summit in June. Presentations by corporate representatives of promising initiatives (both philanthropic and core business) towards the achievement of MDGs will be included.

Moderator: Mr. Casper Sonesson, Deputy Director, Private Sector Division, UNDP

Lead Discussants:

- Mr. Thomas Stelzer, Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs, DESA
- Ms. Christina-Anne Kyösti, Vice President, Capgemini Consulting
- Ms. Nada Dugas, Associate Director of External Relations, Procter & Gamble
- Mr. Chris Burgess, Director of Corporate Responsibility, Vodafone Group Services Ltd.

10:45-11:00 **Coffee break**

11:00-12:30 **3. Plenary Session: Partnering with the private sector to respond to humanitarian crises – lessons learned from Haiti**

The enthusiasm and commitment from the private sector during the Haiti Earthquake response was extraordinarily valuable. However, we must move beyond one-off disaster response to partnerships that are more systematic and scaleable, and address the full range of needs of affected populations from preparedness, response to reconstruction and recovery. What are the lessons learned and how can the UN better leverage the skills, resources and capacity of the private sector?

Moderator: Mr. Philip O'Brien, Director, Private Fundraising & Partnerships, UNICEF

Lead Discussants:

- Ms. Susanne Meier, Vice President, CSR Strategy and Policy, DHL (Deutsche Post AG)
- Mathilde Panigel Nguyen, Veolia Environment
- Olivier Delarue, Head of Partnership Section, UNHCR
- Mr. Mark Cutts, Senior Humanitarian Coordinator, OCHA

12:30-13:30 Lunch (ILO Cafeteria - participants are required to cover their own expenses)

13:30-13:50 Keynote Remarks: "Coke, Obama & UN Business Partnerships... What do they have in common?" (ROOM XI)

- Mr. Omar Mahmoud, UNICEF Chief of Market Knowledge and Research

13:50-15:20 4. Plenary Session: Enhancing UN-Business Relationships

Moderator: Mr. Georg Kell, Executive Director, UN Global Compact Office

This session will provide business representatives (with significant experience in working in partnership with the UN) with an opportunity to offer a candid critique of their partnership relations. What are the expectations of the private sector when it comes to partnership with the UN? What has the private sector learned from their positive and negative partnership experiences? The objective of this session is to provide lessons learned and concrete recommendations that will enable the UN to improve its relationships with business.

- Mr. Afzaal, Malik, Vice President, International Government Relations, The Coca-Cola Company
- Mr. Ismail Jaroudi, CEO, MTN Syria
- Ms. Raquel Gonzalez, General Office Director, International Trade Union Confederation (ITUC)
- Ms. Patricia Plasencia, Marketing Manager, Futbol Club Barcelona

15:20-15:30 Introduction to the Working Groups Session by Simon Zadek, Facilitator

15:30-15:45 Coffee Break

15:45-17:15 5. Working Groups Session: Enhancing UN collaboration

Participants will select ONE of the following three working groups and proceed to the break-out rooms.

**Group A) Partnership Key Performance Indicators (KPIs) and Evaluation
(ROOM I)**

As the partnership agenda evolves, there is an increasing recognition that traditional programme assessment and evaluation methodologies do not adequately respond to the needs of evaluating the transformative potential of partnerships or their effectiveness as a tool in achieving the desired outcome. In this session we will explore a range of elements that can help us enhance our partnership outcomes including the development of key performance indicators, the application of partnership exit strategies and review of our experiences with available tools and methodologies including the partnership assessment tool.

Lead Discussant:

- Mr. Tom Harrison, Development Director, The Partnering Initiative

**Group B) Delivering as One UN with the Private Sector at the Country-Level
(ROOM Elimane Kane)**

The session is intended to provide an opportunity to share views and discuss how the UN can better collaborate at the country-level in the spirit of “Delivering as One”. Could Global Compact Local Networks serve as an entry point for the private sector to partner with UN Agencies, Funds and Programmes at country level? Is the UN Country Team viewed as an entry point to UN System by the private sector? UN Resident Coordinators and GC networks representatives will share experience and dilemmas in working together on the ground.

Moderator: Mr. Casper Sonesson, Deputy Director, Private Sector Division, UNDP

Lead Discussants:

- Mr. Aeneas Chuma, Resident Coordinator, Kenya
- Mr. Ismail Ould Cheikh Ahmed, Resident Coordinator, Syria
- Mr. Ismail Jaroudi, CEO, MTN Syria

Group C) Improving Humanitarian Response (ROOM X)

Business can be a critical partner in addressing global humanitarian challenges, and not just as a kind of “global ATM” machine. The 2004 tsunami was a pivotal moment in the evolution of that partnership. The private sector reacted swiftly and massively during the tsunami, not only with cash, but through the contribution of expertise, products, and personnel. How can the private sector play a key role in mobilizing attention and resources to meet the dramatic rise in humanitarian needs? How can we harness the innovation that the private sector can bring to our work? How can we enable the private sector to find ways to work together more effectively in a way that is scaleable, so that our combined impact is greater in meeting the needs of the affected communities – both before and when a natural disaster occurs?

Moderator: Mr. Mark Cutts, Senior Humanitarian Coordinator, OCHA

Lead Discussants:

- Mr. Jan-Erik Kjaer, Senior Vice President, EMC
- Olaug Bergseth, Responsible for Corporate Sector Relations and Partnerships, IFRC

17:15-18:00 6. Reporting-back and Concluding Plenary session

- One person from each working group will provide a brief overview of the key outcomes of the discussion.
- Closing Remarks by Mr. Simon Zadek, Meeting Facilitator

18:00-20:00 Cocktail/Networking Reception hosted by the UN Foundation (ILO Restaurant)

Welcoming Remarks by Mr. William Layton, Director, Foundation Relations, United Nations Foundation

DAY 2:
Wednesday 14 April, 2010

Room XI

Restricted to UN Participants

- 8:30-8:40** **1. Opening Plenary: Introduction to Day 2**
- Mr. Simon Zadek, Meeting Facilitator

- 8:40-10:15** **2. Working Session and Discussion: The UN-Business Guidelines from Theory to Practice**

Now that we have revised UN-business guidelines, what steps can we take to implement them? How can we operationalize the most relevant implementation recommendations stemming from the process? This session will provide insights into how some UN Agencies, Funds and Programmes have developed and are implementing their own guidelines to complement the UN-business Guidelines. It will also provide an opportunity to share lessons learned and identify next steps.

Moderator: Ms. Noha Bawazir, Programme Specialist/Cooperation with Private Sector and Foundations, UNESCO

Lead Discussants:

- Ms. Melissa Powell, Head, Strategy and Partnerships, UN Global Compact Office
- Mr. Joe Bradley, Head Program Management and Performance Section, WIPO
- Ms. Elvira Goetz, Focal Point, Public-Private Partnerships, ILO
- Ms. Nicole Carta, Resource Mobilization Specialist, UNFPA

- 10:15-10:35** **Coffee Break**

- 10:35-12:15** **3. Working Session and Discussion: Partner Selection: A Focus on Sensitive Industries**

While UN entities are distinct in their mandates and engagement strategies with different types of companies, the UN as an organization confronts a number of common challenges which we need to overcome if we are to more effectively collaborate with business. This session is devoted to an exploration of the reputational risks for the UN when partnering with companies from sensitive industries. From companies in the extractive sector to those who produce infant formula, to tobacco companies - how can the UN decide if a partnership is worthwhile? What are the grey areas and how can we enhance UN collaboration?

Moderator: Ms. Ursula Wynhoven, Head Policy and Legal, UN Global Compact Office

Lead Discussants:

- Mr. Philip O'Brien, Director, Private Fundraising and Partnerships, UNICEF
- Ms. Natalie Vaupel, Senior Partnership Manager, Private Partnerships, WFP
- Mr. Johan Weijers, Chief, Co-financing & Partnership Section, Division for Policy Analysis and Public Affairs, UNODC

12:15-14:00 Lunch - ILO Cafeteria - participants to cover their own expenses

Working Session over lunch for participants interested in exploring collaboration in the area of joint due-diligence processes for partner selection.

Discussion Leader: Ms. Ursula Wynhoven, UN Global Compact Office. (*Advance registration is necessary as only 20 participants maximum can be accommodated.*)

14:00-15:30 4. Working Session and Discussion: Improving Internal and External Communications Channels

Effective Communications (both internally & externally) are central to building value, learning and promoting the UN-Business agenda. In this session, we will explore current UN-Business communication channels and their effectiveness with a view to enhancing our approaches. This session will highlight the UN-business Focal Point E-Newsletter and the recently launched UN-business partnership gateway (business.un.org). Practical information on utilizing the new website will also be shared.

Moderator: Mr. Tim Hunter, Deputy-Director, Private Fundraising and Partnerships, UNICEF

Lead Discussants:

- Mr. Eric Falt, Director, Outreach Division, Department of Public Information
- Mr. Wade Hoxtell, Research Associate, Global Public Policy Institute (GPPi) and Editor, UN-Business Focal Point Newsletter
- Ms. Melissa Powell, Head Strategy and Partnerships, UN Global Compact Office and Mr. Sean Cruse, Research & Communications, UN Global Compact Office

15:30-16:00 Coffee Break

16:00-17:15 5. Innovation in UN-Business Partnerships

This session will highlight examples of innovative UN-Business collaboration. The focus will be on emphasizing partnerships with innovative features and with potential for scale up or replication. The session will include sharing and comparing significant lessons, challenges and factors for success of innovative UN business partnerships.

Moderator: Mr. Kevin Cassidy, Communications and External Relations, ILO

Lead Discussants:

- Ms Garrette Clark, Programme Officer, Business and Industry Unit, UNEP

- Ms. Zoritz Urosevic, Executive Secretary, Business Council, World Tourism Organization (UNWTO)
- Mr. Conor Boyle, Better Work Programme, ILO
- Ms. Regina Castillo, Head, Private Sector Partnerships, UNAIDS

17:15-17:30 6. Concluding Plenary Session: Priorities and Next Steps

- Mr. Simon Zadek, Facilitator