



UNITED NATIONS
UNIVERSITY

CSR: What's Your Next Step?

Partner with the UNU-ESD in building a sustainable society through research and capacity building.

United Nations University Environment and Sustainable Development Programme
Public-Private Partnership Initiative

What is the United Nations University Environment and Sustainable Development Programme Public-Private Partnership Initiative (UPI)?

Today's global crisis, now more than ever, requires global solutions. As the private sector continues to bring Corporate Social Responsibility (CSR) issues to the forefront of its business strategies, the United Nations University (UNU) is rallying its international community of scholars and their commitment to research and capacity building for sustainable development. The UPI offers an opportunity for these two sectors to create strategic partnerships in order to achieve their common goals.

The mission of the UNU is to contribute, through research and capacity building, to efforts to resolve pressing global problems that are the concern of the United Nations, its Peoples and Member States. The University focuses its work within two thematic areas — Environment and Development, and Peace and Governance. The UNU Environment and Sustainable Development Programme (UNU-ESD) Public-Private Partnership Initiative (UPI) was founded in September 2006 in order to support and advance the University's mission by facilitating partnerships with the private sector in a variety of research and capacity building projects. The UPI aims to make its research findings accessible to all UN organizations and partners as well as the general public.

Why partner with the UNU-ESD Public-Private Partnership Initiative?

- Partnerships as corporate assets

A partnership with the UPI is a bridge for your company to the United Nations system and the international academic community. It not only offers a venue for the further development of your company's CSR issues but also provides access to the UNU-ESD's global consortium of scientific experts and research institutions. The UPI will publish project updates and present results at all relevant UN conferences. A partnership with the UPI will improve your brand image on a global level.

- Partnerships as learning tools

In addition to learning from other private sector partners and the greater UN community, a partnership with the UNU-ESD offers individual companies industry-specific learning tools. The UNU-ESD conducts research and organizes workshops on both CSR and supply chain management issues with its partners.

What is the procedure for companies wanting to partner with the UNU-ESD?

Please indicate your interest by contacting the UPI via e-mail at partnership@hq.unu.edu. As a first step, we will set up a meeting and/or teleconferences for you to learn more about the UNU-ESD activities and to discuss your company's wishes and needs.

When evaluating a potential partnership, the UPI places high value on prospective corporate partners who show a strong commitment to Corporate Social Responsibility and to United Nations values. The UPI also complies with the UN Guidelines on Cooperation between the United Nations and the Business Community. Please visit <http://www.unu.edu/esd/pi> for more details.

▼ Introducing Partnerships — Examples of Success

Case 1: The StEP Initiative

The Solving the E-waste Problem (StEP) initiative was founded under the UNU Zero Emissions Forum programme to address the abundant waste of electronic equipment. Every day a vast number of electronic devices end up as waste. The unregulated disposal of these devices is gradually creating a serious environmental problem that has yet to attract much attention from the international community. The StEP initiative promotes research and dialogue from a holistic, science-based, non-dogmatic standpoint, across the public and private sectors, in order to find sustainable solutions that will reduce environmental risks and advance development.

Active participants of the initiative include members from government, international organizations, NGOs, academia and corporations such as AER Worldwide, Ausmelt Ltd., Cisco, Dataserv, Datec Technologies, Dell, Ericsson, Flection, GOAB, Hewlett-Packard, MicroPro, Microsoft, Nokia, Philips CL, Sims Recycling Solutions, Taizhou Chiho Tiande, and Umicore.

The StEP initiative is one of the best examples of successful endeavours to work with a wide range of affected private corporations toward common goals.

➡ Testimonial

"Ericsson believes that StEP will make a valuable contribution to industry, in particular in establishing global best practices for evaluating recycling, waste treatment and asset management businesses."

Per Jomer

Vice President, Ericsson Group Strategy

➡ Testimonial

"HP has joined StEP to help countries work through the many legal, scientific and practical issues involved in managing e-waste, treatment standards, and innovative design to maximize re-use and recycling. The cooperation of universities, NGOs, producers, government agencies and UN institutions under the leadership of the United Nations University is a perfect set-up to ensure that basic solutions, workable in countries around the globe, will be developed."

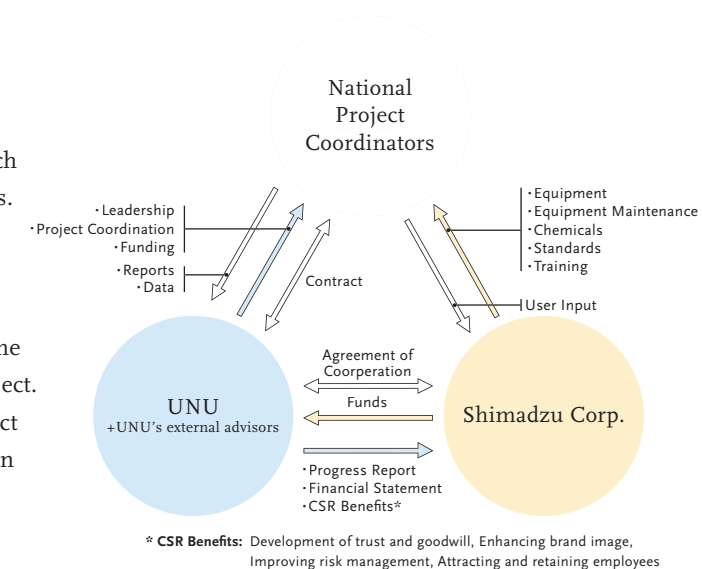
Klaus Hieronymi

Environmental Business Manager, Hewlett-Packard Europe, Middle East and Africa

Case 2: Shimadzu

The UNU-ESD's partnership with Shimadzu Corporation is a dynamic relationship that has flourished for more than ten years. The main objective of the project is to enhance research capacity on environmental chemicals in developing countries. Shimadzu is providing financial assistance, laboratory equipment and training to ten institutions nominated by the UNU-ESD under the Environmental Monitoring and Governance in the Asian Coastal Hydrosphere project, and the UNU-ESD is responsible for the overall execution of the project.

Shimadzu Corporation has been an excellent, active project partner, collaborating on joint project design, implementation and evaluation in addition to its contribution of financial, technical and managerial resources.



➡ Testimonial

"Since we joined the Coastal Hydrosphere Project in 1999, our laboratory has acquired the expertise to analyse pesticides in waters. In addition to facilitating environmental research, our ability to analyse water has provided the technical expertise that has enabled the water service providers of Manila to include organochlorine pesticides in the routine monitoring of drinking water, thus enhancing

the assessment of the safety of the public water supply in the country. For these reasons, I would say, one of the main objectives of the project, which is to assist in capacity building of member laboratories, has been achieved exceptionally in our case."

Evangeline C. Santiago, Ph.D.

National Project Coordinator, the University of the Philippines

Case 3: Dialog Telekom

Access to rainfall information is of utmost importance for the agricultural sector to prepare irrigation plans and for the general public to prepare for natural disasters such as floods and landslides. Unfortunately, present monitoring methods are either highly expensive or involve manual observation and recording that preclude immediate interpretation. The UNU-ESD, together with the University of Moratuwa in Sri Lanka, has entered into a partnership with the Sri Lankan telecommunications service provider Dialog Telekom Ltd. in order to create an automated system that is expected to significantly improve the reliability and usefulness of rainfall monitoring. As a corporate partner, Dialog Telekom has equipped the University of Moratuwa with a Mobile Communications Research Laboratory, funded a research scholar at the university, and provided the project with free network access for the development of a prototype system. The United Nations University funds the project's registration fees and hardware development as well as jointly supervises the research for a master's degree with the University of Moratuwa.

This public-private sector partnership is a good example of how corporations from developing nations may contribute to finding solutions to local problems and, by sharing the results of the project openly, to assisting in achieving sustainable development solutions on a global level.

➡ Testimonial

"As the research scholar in this project, I developed the electronic interface to a tipping-bucket raingauge which automatically sends Short Message Service (SMS) notification with rainfall readings to a central station. The central station software was also developed by me. The prototype system has been running at the University successfully for several months now. I am currently working on optimization of the system while balancing communications costs and frequency of rainfall reporting.

As a result of this project, we at the Dialog-University of Moratuwa Mobile Communications Research Lab have developed considerable expertise in telemetry over mobile networks that can be extended to many similar applications. The collaboration with Dialog Telekom Ltd. has thus produced a valuable technology, which is specially suitable for developing countries. I am proud to have been a part of the first project of this kind in Sri Lanka."

Shamali Dahanayake

Student of the University of Moratuwa, Sri Lanka

Who are we looking for?

The UPI's successful business partners have been able to demonstrate responsible citizenship by showing support for UN causes, missions and core values as reflected in the UN Charter. Generally, the principles of the United Nations Global Compact (see <http://www.globalcompact.org>) are used by the UPI as a point of reference when choosing its partners. Within their sphere of influence, private enterprises should preferably be able to demonstrate a certain commitment to meeting or exceeding the principles of the Global Compact by having translated them into operational corporate practice.

The UPI's partnerships are based on transparent principles drawn from legal, ethical and operational criteria. All the UPI's partnerships are supportive of the UNU's mission and work while addressing the mutual interests and objectives of all partners. Therefore, the UPI takes much care to ensure that transparency, accountability, non-exclusivity and other issues that could create conflicts of interest are highlighted and addressed before any partnership is formalized.

About The United Nations University

The United Nations University (UNU) is an autonomous organ of the United Nations established by the General Assembly. In its 30-plus years of operation, the University has grown to encompass UNU Centre in Tokyo, a global network of 13 research and training centres/programmes, liaison offices at UN Headquarters and UNESCO Headquarters, and 21 UNU Associated Institutions.

The UNU operates as an international community of scholars with the mission of contributing "to efforts to resolve the pressing global problems that are the concern of the United Nations, its Peoples and Member States". UNU research, capacity development and dissemination activities are focused within five thematic areas: peace and security; good governance; economic and social development; environment and sustainability; and science, technology and society.

Contact

For more information about partnerships with UNU, please contact the UNU-ESD Public-Private Partnership Initiative: partnership@hq.unu.edu

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