

## ARTICLE 13's UNGC 2008 Initiatives

### May

**Business Call to Action for the MDGs** Neela Bettridge, director of Article 13 signed the Business Call to Action for the Millennium Development Goals on behalf of the Article 13 Group. We have also further integrated the MDGs into our business activities by dedicating at least one action to each goal. We have approached and set up links with charities and NGOs that advocate the eradication of child labour, poverty, hunger and illiteracy through a range of campaigns and initiatives.

### June

**All Party Parliamentary Group on Corporate Social Responsibility** Article 13's director Jane Fiona Cumming attended the All Parliamentary Group on Corporate Responsibility on 10<sup>th</sup> June 2008. The Group's aim is to promote debate and understanding of social and environmental responsibility among parliamentarians. The key points of the discussion were broadening the base of stakeholder engagement from design phase to a deep understanding of process.

### July

**Paper Cup Tax** Article 13 decided to sharpen its in-house green procedures by initiating a Paper Cup Tax. The aim is to further reduce the amount of paper we use in the office by taxing every coffee bought in a paper cup. Contributions will go to our 'Paper Bank' and collected money will be spent on buying thermo mugs. Furthermore Article 13 will promote brewing coffee in the office and using porcelain cups instead of paper ones.

**Call to action to overcome extreme poverty – The October 17 Organisation** Members of Article 13 signed the Call to Action to overcome extreme poverty initiated by the October 17 Organisation. As Article 13's UNGC strategy has the central theme of fighting global poverty and hunger, we strongly support the "Road to Peace" campaign. October 17 is the World Day to Overcome Extreme Poverty.

**G8 Hokkaido Toyako Summit in Japan** Article 13 followed the G8 Summit in Japan, where world leaders discussed the world economy, environmental concerns and African development. Article 13 was an active observer who provided useful information for its business partners and network groups and worked on disseminating awareness of the most important issues through its online communication systems.

**Article 13's Staff Individual Footprint** Article 13 has calculated its staff, directors' and the office's quarterly individual footprint. Our target is to reduce our energy consumption by 25% by December 2008. Thanks to the regular reporting and continual efforts we have seen a vast improvement. Article 13 is proud to announce that its June CO2 travel emissions have declined by over 50%!

**Human rights – Catalyst for Tibet (Beijing Olympics)** Regarding the controversial situation in Tibet, Article 13 registered for the International Campaign for Tibet Action Network. Article 13 joined the team of thousands of participants worldwide who are not only concerned about Tibet, but are poised to take urgent action to convince decision makers of their concerns. Thanks to the ICT Network Article 13 is regularly updated as to what is happening in Tibet and informed of actions and initiatives taken.

### August

**Georgian crisis** Russia and Georgia have a long history of tension, but the recent hostilities were sparked over a small region called South Ossetia, which is seeking sovereignty from Georgia. Members of Article 13 signed an online petition to support the call for a ceasefire. Avaaz.org will publicise the petition in the media and deliver it the UN Security Council and Russian government.

**International Day for the Remembrance of the Slave Trade and its Abolition 23.08.2008** August 23rd commemorates the night of August 22 to August 23, 1791 on the island of Santo Domingo, where an uprising took place which set forth events leading to the abolition of the transatlantic slave trade. Article 13 celebrated the UNESCO designated day to remember the transatlantic slave trade by disseminating information and further awareness of its significance to our staff. To learn more, read Article 13's brief summary of the day with links to further information.

**Action Aid Hunger FREE** Article 13 supported HungerFREE by signing their online petition. This campaign by ActionAid aims to tie governments into delivering on their commitments to halve world hunger by 2015. This is symbolic of the first MDG: 'Eradicate extreme poverty and hunger'.

**Rising Food Prices – The Economist debate** With the main theme of our UNGC strategy; advocating the eradication of global poverty and hunger, Article 13 organised an in-house discussion on rising food prices. The subject was recently also taken up in the Economist and the results of Article 13's in-house discussion posted on the Economist's website. See Article 13's statement here.

**World Water Week in Stockholm, Sweden 17 – 23.08.2008** As part of our environmental management and the protection of natural resources Article 13 supported the World Water Week. The main celebrations took place in Stockholm, Sweden. Article 13 donated its staff unused mobile phones through the WaterAid's recycling scheme which aims to provide lasting supplies of clean water, sanitation and hygiene education for developing countries. An average of £5 is donated to WaterAid for every working handset sent in to be recycled, meaning that Article 13 contributed to providing tools and spares kit for a hand pump in Mozambique. Additionally Article 13 promoted World Water Week through disseminating advocacy for water conservation and the wider impacts of access to clean water in developing countries. Alongside this press release Article 13 staff added a link and directions for further information to their email signature. Please also see Article 13's water feature for more information.

**“Making UK Management and Leadership Skills World Class by 2020: Pioneering Change”** Article 13 participated in a discussion and event by the Management Standards Centre (MSC) 13.08.2008 in the City Hall in London. The aim of this event was to introduce the MSC's standards to the large number of companies and employees. A dedicated team member joined the event and reported back to staff with key discussion points. A few relevant areas were: modern management techniques, academic qualification or work experience, skills versus productivity, amongst others.

## September

**CopenMind – Copenhagen, Denmark 1 – 3.09.2008** Article 13 will follow CopenMind, global event and unique combination of academia and business; a cutting-edge platform for partnerships creating the world's truly global marketplace for university-industry interaction in relation to technology transfer and research partnerships.

**Article 13's 10<sup>th</sup> Birthday** Article 13, a leading corporate social responsibility consultancy is celebrating its 10th Birthday. Rather than throwing an extravagant birthday party we will donate £1000 to the ChildReach International charity. Furthermore Article 13 will send out a special birthday card to our vast array of clients, associates, suppliers and network members and invite them to support us in donating to ChildReach projects which advocate children's rights and global poverty alleviation.

The Article 13's appeal can also be accessed by visiting <https://secure.efundraising.org.uk/tailored/donation.asp?charity=73394>. We urge you to join us in this extremely valuable initiative and pledge your support to making a difference.

**140<sup>th</sup> annual Trade Union Congress – Brighton 8 – 1 1.09.2008** Article 13 supports the TUC's agenda, including equal rights, global solidarity, learning and skills and others. Article 13 will follow the Trade Union Congress and disseminate its outcomes to our network through online communications. For further information on related trade union work CR principles see our case studies.

**Tree-Athlon – London 20.09.2008** Article 13 is sponsoring team members Fiona Banyard, Monika Balcerzak, Jim Ormond, Plamen Raychev, and Simon Forester in London's Tree-Athlon on 20<sup>th</sup> September 2008. The event resonates with our values of protecting the environment and raising awareness of the need for urban regeneration.

If you are interested in supporting Article 13 in their endeavor please visit [www.justgiving.com/article\\_13](http://www.justgiving.com/article_13) and give generously to protecting our environment!

**European Day of Languages – 26.09. 2008** Article 13 will celebrate the European Day of Languages (EDL) by website communications aimed at accessibility, interaction and learning. The EDL is organised by The Council of Europe to encourage lifelong language learning, increase awareness and appreciation of all languages and promote cultural diversity. EDL is celebrated throughout the UK and in 45 countries across Europe. Visit Article 13's website in the last weeks of September to view this campaign.

## OCTOBER

**'Women as Leaders' conference, London - 2 October** Article 13 supports gender equality, diversity and the empowerment of women. We are, therefore, glad to follow the 'Women as Leaders' conference by the Institute of Directors. The aim of this one day conference is to hear from leading women in the UK business arena who have achieved remarkable feats in their relevant fields.

**World Day for Decent Work - 7 October** Article 13 celebrates World Day for Decent Work through online communications amongst our network. Furthermore, a designated member of our staff will carry out a mini-survey within our in-house team.

**World Food Day: the Challenges of Climate Change and Bioenergy - 16 October** Article 13 supported World Food Day and raised awareness of both sides of the debate to its team, network and website viewers. We have, therefore, posted a brief outline of the factors, the main arguments, and the FAO's link for further information. On the day we took a few moments in-house to discuss the implications of these challenges on simple commodities such as sugar.

**International Day for the Eradication of Poverty - 17 October** One of the main themes in our UNGC strategy is advocating the eradication of global poverty and hunger. Therefore, Article 13 commemorated the International Day for the Eradication of Poverty. We, at Article 13, believe that every individual and organisation has an impact on their surrounding environment. We invite you to listen to a courageous and inspiring speech made by a teenage girl during the United Nations Conference on Environment and Development, also known as the Rio Summit in 1992.

**1st General Meeting of Caring for Climate Signatories, Geneva - 20-21 October** Article 13, as a signatory of the UNGC and Caring for Climate initiative, will follow the first General Meeting of Caring for Climate in Switzerland. The aim of this meeting is to take stock of progress to reduce emissions, review the priorities, and address challenges and opportunities. The UNGC UK network, of which Article 13 is a member, will also attend the event, feeding back at the end of October 2008.

**Article 13's staff volunteering days** We are happy to announce that three members of Article 13 provided practical support to our local community through various volunteering days. We have chosen three organisations: Christian Aid, The Inspiring Futures Foundation and Fawcett Society. These initiatives aspire to make a difference in our own backyard, by Article 13 being an active member of our local society. See below to see what they got up to on their day in the community

**Christian Aid** Article 13's participation at Christian Aid revolved around handing out information, helping with logistics and talking with other volunteers and campaigners at the launch of their new campaign on climate change. On 15<sup>th</sup> October Christian Aid supporters from all over the UK massed in London to demand an escalation of the fight against climate change. Together with staff from the development agency's London headquarters, they formed a People Map of the United Kingdom (with each participant holding aloft banners identifying the place they represented) to demonstrate that nationwide support exists for a tough new international climate deal (see attached picture). The rally marked the launch of Christian Aid's Countdown to Copenhagen campaign which says that the new

deal that will be discussed when the international community meets in Denmark next year must prevent catastrophic climate change while ensuring the world's poorest people still have the right to development. Christian Aid want carbon cuts of at least 80 per cent by 2050, and help for poorer countries that will compensate them for the damage already caused with a commitment from rich countries to help pay for poor countries to develop cleanly, and adapt to the impacts of climate change. In addition to the People Map, all participants signed a pledge reading: 'I believe in a world free from the poverty and injustice caused by climate change.'

**The Inspiring Futures Foundation** One member of our in-house team recently volunteered at the Inspiring Futures Foundation; an organisation who run programmes for school kids to assist in directing them in their career choice. . The day was spent facilitating a group of 160 kids through a pre arranged programme that asked them to develop an innovative idea, market the product, role play the funding process, and showcase its PR. It is done through exposing them to a range of skills they may or may not already possess in the hope that they will be aware of particular skills needed in the workforce, as well as individual areas of excellence and for improvement. The day very much focused around team work and hands on practical activities designed to encourage real life situations of team work, compromise, leadership, amongst others.

**The Fawcett Society** Thanks to our team member volunteering day at Fawcett Society, Article 13 has become more aware of various campaigns promoting women's rights. This is significant because one of the main themes of our in-house UNGC strategy is advocating gender equality and empowering women. One example being Women No Pay Day on 30 October through online communication amongst our network. *"Women working full-time in the UK get paid 17% less than men. That is the equivalent of women working the last two months of the year for free."* (Fawcett Society)

## November

**ARCHS Second Annual Conference on Sustainable Enterprise Economy and Human Security 31<sup>st</sup> October – 1<sup>st</sup> November** A dedicated member of the team will be attending this conference held at the Wessex Water site in Bath The themes of this conference include water, climate change and sustainable enterprise and will explore such questions as 'How do we make the Transition to a Low Carbon Sustainable Enterprise Economy?' and 'How can we harness the best of what it means to be human - sharing, caring, enterprise, innovation, creativity and problem solving - to create peaceful, socially just and environmentally sound enterprises and a sustainable enterprise economy?' Speakers for this event will include practitioners from business, government and civil society and is expected to be a truly informative and inspiring weekend.

**Child Labour** The 5<sup>th</sup> Principle of the UNGC states that "Business should support the effective abolition of child labour". Therefore Article 13 has focussed our November efforts to coincide with International Children's Day which is celebrated on the 20<sup>th</sup> of November. A dedicated Article 13 member will raise awareness to our network and website visitors by highlighting the issues of child labour using examples of how companies have changed behaviour, acted in support to abolish child labour conditions and what still needs to be done. An estimated 211 million children between the ages of 5 and 14 are working around the world according to the International Labor Organization, of which 120 million are working full time. Article 13 would like to you to watch a few short films on child labour by the Ethical Trade Initiative and Save the Children.

**International Day of Tolerance 16 November** This day is observed to generate public awareness of the dangers of intolerance. Intolerance is often rooted in lack of awareness and fear: fear of the unknown, of the "other", other cultures, religions and nations. On this day UNESCO will announce the winner of the Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence and we at Article 13 are looking forward to finding out who this highly regarded prize will be given to. We also plan to take a few moments out to discuss the circumstances in which intolerance arises and what can be done to combat it.

**International Day for the Elimination of Violence against Women 25 November** At least one out of every three women around the world has been beaten, coerced into sex, or otherwise abused in her lifetime — with the abuser usually someone known to her. It is not a subject which should be brushed

under the carpet and we would like to take the opportunity to highlight the existence of this very real everyday occurrence. To show support of this injustice we will support the Say No to Violence campaign by disseminating information to our network base.

## DECEMBER

### World AIDS Day

*"There are now 33 million people living with HIV worldwide and 80,000 people living with HIV in the UK." (<http://www.worldaidsday.org/hiv-facts-and-stats/what-is-hiv.aspx>)*

The UK theme for World AIDS Day 2008 was 'Respect & Protect: More people than ever before are living with AIDS in the UK and new infections continue. AIDS is a serious long-term condition and people living with AIDS often face discrimination. Article 13 supported the Respect & Protect campaign by advocating its objectives through email signatures and disseminating advocacy throughout its network for the week of December 1<sup>st</sup> 2008. We also attributed our support of the campaign to Goal 6 of the MDG's which is to combat HIV/AIDS, malaria and other diseases. This forms part of our UNGC commitment to support and advocate initiatives such as World AIDS Day and aims to raise awareness. Please find out more by visiting <http://www.worldaidsday.org>

[Global Anti-Corruption Day](#) Corruption potentially hurts the poor disproportionately, by diverting funds intended for assisting development. It also undermines a government's ability to provide basic services, through feeding inequality and injustice, and discouraging foreign investment and aid. Today there are signs of a growing intolerance towards corruption. More and more politicians and chief executives are being tried and convicted. The United Nations Convention against corruption is the first legally binding, international anticorruption instrument.

The following short case studies exemplify the need for cooperative action against corruption;

- An Eastern European country used anti-corruption tools to remove or demote corrupt tax collection officials. Tax revenues increased 32 per cent the following year.
- A Western African country created a commission which not only ferreted out corrupt officials but succeeded in recovering billions of dollars that had been stolen and hidden in bank accounts outside the country.
- Two news reporters uncovered fixed bidding in a Central American country, leading to the arrest of two former Presidents of the nation.

Article 13 maintains the fight against corruption and advocates this within its own business operations and advocacy efforts. Article 13 also attended the Anti-Corruption Forum in October 2008 which raised in-house awareness and understanding of the issues by relaying information and areas for discussion. Additionally, links for further information and resources are included in our anti-corruption and transparency information section of the website.

### Human Rights Day on December 10<sup>th</sup> 2008

*"Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status." (<http://www.un.org/Overview/rights.html>)*

Article 13 advocates the Universal Declaration of Human Rights and has signed up to the 2008 Declaration's anniversary. We encourage you to also read and take the pledge at <http://www.everyhumanhasrights.org/>.

In support of universal Human Rights Article 13 has dedicated our annual feature to human rights articles and best practice case studies. See for example Barloworld - helping to shape human rights history in South Africa or Ketchum - the role of communication in preventing the abuse of human rights

Migration is not a recent phenomenon. For centuries, people have moved across borders for economic and political reasons. *"Contemporary labour migration, however, is characterized by its feminization,*

*its temporary nature, its poor working conditions, and frequent abuses and violations of human rights.”*  
(<http://www.december18.net/web/general/page.php?pageID=51&menuID=65&lang=EN>)

In 1990 The United Nations adopted the International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families.

One of the major challenges for the coming years is to have it ratified by more countries and to get these countries to adapt their legislation. Article 13 supports the rights of migrants and advocates an acceptance of non-discriminatory rights. We are proud to have updated our diversity and equal opportunity policy as well as having recently signed up to a Gold Standard diversity accreditation.

**The Salvation Army Christmas Present Appeal** As part of our UNGC commitments to combating local discrimination and making a positive difference in our community this Christmas, Article 13 has donated our Christmas presents to the Salvation Army youth Christmas present appeal. The gifts will be distributed to needy local children and their families in our community through The Salvation Army's own networks, health visitors and social services. We invite you to do the same to help make Christmas special for local children. Presents can be donated at all Superdrug stores nationwide.