

# World Confederation of Businesses Communication on Engagement



## Organization Profile Information

MPBM Co.

Filing number: 800386005

Registered in the State of Texas, United States.

Commercial name (DBA): WORLD CONFEDERATION OF BUSINESSES (WORLD COB)

### MAIN OFFICE

**Address :** *Address: 825 Town & Country Ln. #1200, Houston, TX 77024, USA*

**Call center :** (713) 339-9900 (Houston)

**Fax :** (713) 339-9323

[www.worldcob.org](http://www.worldcob.org)

[www.worldcob-csr.com](http://www.worldcob-csr.com)

**WORLD COB is a Business Association with presence in more than 130 countries and with more than 3.500 company members.**

### Major products and services brands

**THE BIZZ:** International Recognition of Business Excellence

**WORLD COB-CSR:** Corporate Social Responsibility Certification

**EXPOBIZZ:** Business Conventions

**BIZZNEWS:** Entrepreneurial and General Business News

**BIZZTRAINING:** Business Seminars and Training Services

**WORLD COB TRUST SEAL:** Business Trust Seal

## **Organizational Structure:**

The organization is guided by a Board of Directors and supported by an Honorary Committee made up of outstanding WORLDCOB members from around the world. The Board of Directors is composed of three dedicated executives and two experienced professionals, all from different countries.

[http://www.worldcob.org/en/aboutus\\_board.html](http://www.worldcob.org/en/aboutus_board.html)



**Jesus J. Moran, President**



**Michael L. Bellido, Vice President**



**Kelly Taravay, Brand Director**



**Nancy Branger, Director of Human Development**



**Nicolas Caffaro, Director of International Relations**



**Daniel Javier, Director of Quality and CSR**

## **I. ETHICAL DOCUMENTS AND PRINCIPALS**

### **MISSION:**

To globally promote business growth and provide opportunities through education, networking, and motivation.

### **VISION:**

WORLDCOB's vision is to become the business organization with the largest global presence by reaching every continent. WORLDCOB seeks to open more branches worldwide to be closer to its Associate Members, in order to reach more markets and offer its services in a more personalized way.

### **CORPORATE SOCIAL RESPONSIBILITY POLICY:**

WORLD CONFEDERATION OF BUSINESSES undertakes, as an organization, to:

- Act consistently with the 10 principles of the United Nations Global Compact.
- Develop a Social Responsibility management system inside the organization and a corporate culture governed by ethical principles with regard to economic, environmental and social matters.
- Promote and disseminate Corporate Social Responsibility values among its associate members, as well as all of the organization's stakeholders.
- Seek out and develop tools to be made available to its associate members to ensure their participation in a culture of Corporate Social Responsibility.
- Work for a better world, guided by the mission and vision established by the organization.

## CODE OF CONDUCT:

WORLD CONFEDERATION OF BUSINESSES is a participant of the United Nations Global Compact, according to which it undertakes to:

- Ensure that its behavior as an organization is consistent with the 10 principles of the United Nations, as well as to promote and disseminate such principles.
- Act in the best interest of its associate members.
- Respect the confidentiality of the information of its associate members.
- Work against corruption and promote ethical business practices.

Employees are understood as all persons working in and for the organization, and shall act consistently with the commitments assumed by the organization.

They shall, at all times, act correctly and with common sense, consulting their direct superior in case of doubt.

They shall always act in accordance with the laws, honestly and loyally.

They shall prioritize the interest of the organization and its associated members before their own.

The members of the Confederation shall be required to behave consistently with this code, collaborating for such purpose with all available resources.

If any representative of any stakeholder of the Confederation believes that there is a situation which is incompatible with the principles of the UN Global Compact or the code of conduct, he/she shall report it to a member of the Certifying Team, so that the situation may be investigated and corrected if necessary.

More information available: <http://www.worldcob.org/index.php/about-us>

**WORLDCOB is a member, participant or supporter of:**

WORLDCOB is an associate member of the U.S. Chamber of Commerce.

WORLDCOB is an associate member of the Greater Houston Partnership.

WORLDCOB is signatory of the UNGC.

WORLDCOB is an organizational stakeholder of GRI.

WORLDCOB is a DUNS Registered organization. Dun and Bradstreet provide credit information on businesses and corporations. <http://www.dnb.com/us/>

## **2. - REPORT OF ENGAGEMENT**

Since 2010 WORLDCOB has promoted CSR through:

- 1. CSR Standard and Certification as a tool for our members: WORLDCOB-CSR:2011.3**
- 2. CSR Workshops: to members and the general public at no cost.**
- 3. Participating in UNGC activities.**
- 4. Supporting and promoting GRI reporting guidelines.**
- 5. Providing its members with free consulting and free diagnostics in CSR aspects**
- 6. Through alliances with governments and private organizations.**

### **2.1. WORLDCOB-CSR: [http://www.worldcob.org/en/b\\_csr.html](http://www.worldcob.org/en/b_csr.html)**

WORLDCOB-CSR is an international certification developed by WORLDCOB, based on the WORLDCOB-CSR:2011.3 standard that establishes the requirements that must be met by an organization to be recognized for holding a CSR policy that adheres to a culture of ethical values, is managed by a framework of CSR, and it is in a process of continuous improvement in key areas related to this standard.

The current third version has been edited with the review of **The British Standards Institution (BSI Ltd)**<sup>1</sup> according to the highest international standards and is inspired in the 10 Principles of the UNGC.

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<sup>1</sup> The British Standards Institution (BSI) is The United Kingdom National Standards Body. ([www.bsigroup.com](http://www.bsigroup.com))

WORLDCOB developed this private standard consistently with its own corporate mission where it is publicly committed to promote Corporate Social Responsibility values among its members and reach of influence. This commitment inspires WORLDCOB to continually develop and offer tools for companies to adhere to such values.



An organization that is certified with WORLDCOB-CSR: 2011.3 has made public commitments, as required by the standard, which will benefit its stakeholders and community. WORLDCOB's role is to provide the framework, assist in the implementation process, and finally audit the results. In addition to the direct benefits to the parties outlined, the certification will create benefits for the organization itself, as its prestige is increased, along with employee and consumer confidence and loyalty.



The standard became available to members in 2011. By the end of 2019 more than 500 members have been certified or are in process.

<b>WORLDCOB-CSR</b>	<b>2018</b>	<b>2019</b>
<b>Pre-Evaluation process</b>	268	220
<b>CSR Certification process</b>	13	24
<b>CSR Revalidation process</b>	24	28

During 2018 and 2019 almost 500 companies have received free evaluations and free advice in implementing a CSR management system and more than 100 companies were certified under our standard or started the certification process.

## **2.2\_ CSR WORKSHOPS**

### **2.2.1\_ 2016 and 2017 CSR WORKSHOPS (LATIN AMERICA)**

WORLDCOB actively promotes ethical business practices and the fight against corruption with its 3,000 member companies around the world. It actively promotes CSR, and specifically, the ten principles of the UN Global Compact, through a range of events and publications.

In 2016 and 2017, the aforementioned workshops have promoted CSR with an emphasis on the ten principles of the UN Global Compact.

International experts on the topics of human rights, labor issues, responsibility, business ethics, and the environment contributed to the events. The videos of the talks given by the experts are available for free viewing online.

In order to collaborate with the PRME and to put together the academy and the private sector, in the last two years we have co-organized the CSR events with the best universities in each country. To cite some: Universidad Nacional Autónoma de México (UNAM), Benemérita Universidad Autónoma de Puebla, MX; Universidad de Guadalajara, MX; Universidad del Rosario (Colombia); Pontificia Universidad Católica del Ecuador; Universidad Peruana de Ciencias Aplicadas; Universidad de Palermo, Argentina, among others. Several universities have been certified under the WORLDCOB CSR standard.



Organizado por:

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**Próximos encuentros 2016:**

**COLOMBIA**  
03 NOV  
BOGOTÁ

**BOLIVIA**  
09 NOV  
SANTA CRUZ

**PERÚ**  
11 NOV  
LIMA

**ECUADOR**  
16 NOV  
QUITO

**MÉXICO**  
30 NOV  
D.F.

**ARGENTINA**  
06 DIC  
BUENOS AIRES

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**Agenda:**

<b>2:00pm</b> Registro	<b>2:30pm</b> Palabras de Bienvenida	<b>2:50pm</b> Primera Conferencia Director de RSE de WORLD COB
<b>3:10pm</b> Segunda Conferencia Organización invitada	<b>3:30pm</b> Tercera Conferencia Testimonio de empresa certificada	<b>3:50pm</b> Cuarta Conferencia Organización invitada
<b>4:10pm</b> Ronda de Preguntas al Panel Debate	<b>4:40pm</b> Entrega de Certificados y Constancias	<b>5:00pm</b> Cocktail de clausura

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Somos miembros y participantes de:

Telephone: +1 713 339 9900 / Fax: +1 713 339 9323

info@worldcob.org

www.worldcob-csr.com

# CSR WORKSHOPS

19 sep Ecuador / Quito

06 oct Colombia / Bogotá

27 oct México / Guadalajara  
28 nov México / Puebla

14 nov. EAU / Dubái

05 dic Peru / Lima

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## AGENDA

<p><b>Registration</b> 2:00pm</p> <p><b>Welcome Speech</b> 2:30pm</p>	<p><b>Panel discussion 1: CSR Communication</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">Media 2:50pm</td> <td style="width: 33%;">Advertising / Communication Agency 3:00pm</td> </tr> <tr> <td>Media 3:10pm</td> <td>Round of questions 3:20pm</td> </tr> </table>	Media 2:50pm	Advertising / Communication Agency 3:00pm	Media 3:10pm	Round of questions 3:20pm	<p><b>Panel discussion 2: CSR´s Succesfull Experiences</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">WORLD COB 3:40pm</td> <td style="width: 33%;">University 3:50pm</td> <td style="width: 33%;">CSR Organization 4:00pm</td> </tr> <tr> <td>Testimony of certified company 4:30pm</td> <td>Delivery of certificates and diplomas 4:40pm</td> <td>Round of questions 4:10pm</td> </tr> <tr> <td></td> <td>Closing Cocktail 5:00pm</td> <td></td> </tr> </table>	WORLD COB 3:40pm	University 3:50pm	CSR Organization 4:00pm	Testimony of certified company 4:30pm	Delivery of certificates and diplomas 4:40pm	Round of questions 4:10pm		Closing Cocktail 5:00pm	
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CSR is actively promoted to WORLDCOB members, and they are offered evaluations under WORLDCOB-CSR: 2011.3 standards and/or CSR advisory services.

Over 500 companies from around the world have begun the process for the pre-evaluation and certification. For more information on the companies, please visit:

<http://worldcob-csr.com/certified-co/>

WORLDCOB **directly promotes the 10 principles of the UNGC**. Readers are invited to read the COE submitted to the UNGC and to visit the following sites:

[www.worldcob.org](http://www.worldcob.org)

[www.worldcob-csr.com](http://www.worldcob-csr.com)

[https://www.facebook.com/worldcobcsr/photos\\_stream](https://www.facebook.com/worldcobcsr/photos_stream)

Pictures and more information about CSR Workshops: <http://worldcob-csr.com/#csr-meetings>





**2.2.2\_ WORLDCOB has developed partnerships and agreements with media outlets to promote the CSR Workshops:**

<https://www.facebook.com/media/set/?set=a.724025017695317.1073741842.120171151414043>



WORLDLOB-CSR activities can be followed on LinkedIn, Facebook, Twitter, YouTube and on [www.worldcob-csr.com](http://www.worldcob-csr.com) .

**The UNGC and its principles are strongly promoted in all WORLDLOB-CSR workshops and activities.**





**2.3 \_ WORLDCOB participated in the 2013 UNGC Leaders Summit in New York City.**

**2.4 \_ WORLDCOB was invited and participated in the Global Compact Network USA Consultation on the Food and Agriculture Business Principles on March 25, 2014 in Washington DC.**

**2.5 \_ WORLDCOB also participated as an Organizational Stakeholder and part of the North American delegation in the GRI Sustainability and Reporting Conference in Amsterdam in 2013.**

**2.6\_ WORLDCOB signed in 2014 an agreement with the Gobierno Autónomo de Extremadura, España, for the approval of the WORLDCOB-CSR:2011.3 standard, in order to consider certified companies as deserving of the benefits that this government determines.**



**JUNTA DE EXTREMADURA**

El Presidente ▾ Junta de Extremadura ▾ Servicios y Trámites Gobierno Abierto ▾ Comunicación ▾ Directo

## Noticias

 Escuchar

### Extremadura une lazos empresariales con EE.UU a través de la Responsabilidad Social Empresarial con la firma de un nuevo convenio

18:55 Lunes 2 Jun de 2014 **Economía, Competitividad e Innovación** Empresas 

La vicepresidenta, portavoz y consejera de Empleo, Empresa e Innovación, Cristina Teniente, y el director de Calidad y RSE de la organización internacional empresarial World Confederation of Businesses, Walter Daniel Javier, han firmado hoy un convenio de colaboración que contribuye a que Extremadura una lazos empresariales con EE.UU a través de la Responsabilidad Social Empresarial.



La firma de este relevante acuerdo entre la Consejería de Empleo, Empresa e Innovación y World Confederation of Businesses— cuya sede está ubicada en Houston, contando con más de 3.000 empresas asociadas en más de 65 países del mundo— ha tenido lugar este mediodía en la sede de Presidencia, donde también ha estado presente la directora general de Trabajo, M<sup>a</sup> Angeles Muñoz.

En concreto, este convenio define las condiciones de la homologación de estándares de Responsabilidad Social Empresarial 'Worldcob CSR' de la organización internacional de acuerdo a la ley 15 /2010 de RSE de Extremadura, para ser verificados y homologados por la Oficina de Responsabilidad Social Empresarial de la Dirección General de Trabajo y puestos a disposición de las empresas extremeñas que realicen buenas prácticas que repercutan en el conjunto de ciudadanía.

<http://www.gobex.es//comunicacion/noticia&idPub=12859#.VxIYcPkrLIU>

## **2.7\_ WORLDCOB CSR standard reviewed by THE BRITISH STANDARDS INSTITUTION**

During 2015 we have worked with the BSI to review our standard and add value to the certificate. The outcome is the third version of the standard that is already available for our members.

The review of the Private Standard have included:

- a) Editing and formatting it in accordance with ISO/IEC Directives, Part 2, Rules for the structure and draft of International Standards;
- b) Incorporating references to existing ISO standards in this area; and
- c) Identifying any significant gaps when compared against these existing standards



## **2.8\_ COOPERATION AGREEMENT WITH CORRESPONSABLES**

In 2015 we have consolidated the partnership with Corresponsables of Spain.

In 2016 we became part of the Observatory of Communication (ObservaRSE) and the Technical Committee facing the organization of the seventh edition of the Awards. The Observatory of Communication (ObservaRSE) was born with the purpose of helping to value responsible and sustainable activities of all types of businesses and organizations.

We acted as part of the Jury on the last edition of the Corresponsables awards in Iberoamerica.



## **2.9\_ COOPERATION AGREEMENT WITH WOCCU MEXICO. (World Council of Credit Unions)**

In 2017 we signed an agreement to promote CSR among their members.

## **2.10\_ COOPERATION AGREEMENT WITH PERU RESPONSABLE**

The Peru Responsible Program of the Ministry of Labor and Employment Promotion, aims to promote and articulate from the State the Corporate Social Responsibility for the promotion of employment, employability and self-employment in favor of vulnerable groups at the national level (In order to be signed)



Contact for questions regarding the report or its contents:

[www.worldcob.org](http://www.worldcob.org)  
[www.worldcob-csr.com](http://www.worldcob-csr.com)

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