



Confederation of Danish Industry

Global Compact

Annual Communication on Progress





Confederation of Danish Industry



This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact**.

We welcome feedback on its contents.

Company Name	Confederation of Danish Industries (DI)
Address	1787 København V
Country	Denmark
Contact name	Dorte Gram Nybroe
Contact Position	Advisor
Contact telephone no.	(+45) 3377 3769
Date	2011-08-01
Membership	2001
Number of employees	
Sector	Local Business Association



Nature of business

The Confederation of Danish Industries (DI) is a private organisation funded, owned and managed entirely by its members who consist of approximately 10,000 companies within processing, transportation, trade, business, service and energy industry. DI aims to provide the best possible working conditions for Danish businesses.

DI is a combined business organisation and employers association. In its capacity of trade organisation DI ensures that the Danish business community has the optimum basis for competing, developing and manufacturing in Denmark and internationally. In its capacity of employers association DI is responsible for collective bargaining, at the national level and within the individual sector or enterprise.

DI's aim is to increase awareness and knowledge of the conditions Danish companies are working under. Therefore, the core of DI's work is dialogue and achieving influence. It is vital for DI to create results that will enable Danish companies to contribute to the development of society – in cooperation with people, politicians, and organisations worldwide.

More information about the The Confederation of Danish Industries is available at di.dk/English/

Statement of support

The Confederation of Danish Industries (DI) is strongly committed to the UN Global Compact which offers companies a voluntary framework founded on internationally recognized principles. During the last decade the Global Compact framework has been adopted by several Danish companies as it offers a truly global framework for integrating sustainability into the way of doing business. The flexibility of the Global Compact allows companies to integrate the principles in their business strategy and hereby create shared value for both the company and the society.

DI is pleased to have worked with the United Nations since 2001 to raise awareness of Global Compact among Danish companies. We see the Global Compact as a great opportunity for our member companies to contribute to a more sustainable growth and as a way to improve their competitiveness through the variety of tools and best practice sharing instruments that are at the very core of the Global Compact.

DI engages in various national forums related to the CSR agenda. CSR is the voluntary contribution of companies dealing with current and future social, environmental and economic challenges. DI also represents the voice of business in the public debate where we stress the importance of supporting the Global Compact as the global business driven framework for working with CSR.



Over the past years, DI has built considerable experiences with regard to the implementation of the UN global Compact principles, working with our member companies, government agencies, and non-governmental organizations. DI is committed to taking advantage of this expertise on a large variety of issues ranging from participation in political forums to arranging seminars focusing on the ongoing process of bringing the principles, values and ideas of the Global Compact into action. This is a natural extension of our long-standing effort to provide expertise and practical tools that that can help companies manage the challenges and dilemmas that are inherent to doing business internationally.

With this COP we wish to show our commitment to the principles of the Global Compact – a commitment which is at the very heart of DI's CSR activities.

Initiatives in support of the Global Compact principles

DI's contribution to the Global Compact takes place at various levels including participation at political forums. The primary emphasis of DI's engagement has however always been on facilitating networks and developing practical and useful tools which can support the business driven efforts taking place in companies.

It is one of DI's most important tasks to assist our members when doing business internationally, and to help our members deal with the challenges that arise from working in a global world. It is hence a natural thing for DI to also play a strong role in supporting the Global Compact and assisting our member companies in implementing the ten principles in practice.

Political forums

Being the biggest business organisation in Denmark DI is represented in a number of specific councils and forums dealing with CSR issues. The below mentioned initiatives are among the lead initiatives driving the national CSR agenda.

DI is a member of the Danish Council on Sustainability which was established by the Danish Government in June 2009. The council is a multi-stakeholder advisory body for the Danish Government on CSR related issues. Major achievements of the council are the publication of guidelines for responsible supply chain management and recommended actions for a future national action plan on CSR.



DI's largest political forum, the annual Top Summit.



One of the lead business driven initiatives is the Danish Council for Sustainable Business where DI is an associated member. The primary purpose of the Council is to share concepts, knowledge and tools within sustainable business development and to suggest sustainable political solutions that will also benefit the long-term competitiveness of Danish businesses.

DI is one of the founders of Climate Consortium Denmark, a focal point for business related cleantech activities in Denmark. The purpose of Climate Consortium Denmark is to increase awareness of the competences and solutions that Danish cleantech offers, and in the long run increase Danish export and attract cleantech investors to Denmark.

Another important initiative is the Forum for Sustainable Procurement which aims at sharing best practice when it comes to including environmental and social considerations in corporate and public procurement.

DI consistently advocates for a strong linkage between national as well as international initiatives and the Global Compact principles.

Networks

In the true spirit of Global Compact, DI hosts several CSR networks where companies are invited to share examples of innovative corporate practices and lessons learned.

One of the cornerstones of DI's support to the Global Compact continues to be the active participation in the Global Compact Nordic Network. DI was among the founders of the network in 2003. The network includes some of the largest corporations from Denmark, Finland, Iceland, Norway, and Sweden. The network convenes at least four days a year to discuss and share experiences concerning the implementation of the Global Compact principles as well as other CSR related issues. In July 2011 DI took over the role as the Focal Point of the Nordic GC Network. This position plays a key role in DI's aspiration to inspire more Danish and Nordic companies to join the UN initiative.

In addition, DI hosts two networks on sustainability. Several of the leading Danish companies are members of these networks where they exchange experience and knowledge. DI's networks are not only an offer for our member companies to engage in discussion on CSR issues, but also a means to promote dialogue between business, public sector and civil society.

DI's extensive network within the private, public and civil society sectors is being used strategically to identify CSR-issues that are particularly relevant for Danish companies. On this basis, DI is constantly raising awareness, advocating, and engaging in open policy dialogues with key stakeholders from the civil society and public sector.



Greece's President visits Denmark and goes on an Energy Tour with Climate Consortium Denmark



Conferences, seminars and meetings

On a regular basis, DI arranges conferences, seminars and workshops on different CSR issues, inviting both companies that are familiar with CSR and Global Compact and companies that are merely just beginning.

As a contribution to the fight against corruption, DI hosted an anti-corruption seminar in April 2010. The primary objective of the seminar was to inform companies on how to take preventive measures against corruption with a special emphasis on whistleblowing.

In December 2010 DI held a conference on supply chain management and Human Rights. The primary purpose of the event was to introduce different approaches to supply chain management – the approaches were illustrated by specific company cases. Furthermore the conference explored potential new business opportunities linked to supply chain management.

In May 2009 DI had the honour of hosting a very special meeting as the United Nations Secretary-General Ban Ki-moon attended a session hosted by the Minister for Development Cooperation and the Global Compact Nordic Network. 20 top executives from Nordic companies having signed the Caring for Climate initiative met the Secretary-General and presented proposals designed to help the business community fight climate change.

Furthermore, DI regularly hosts information meetings on CSR issues. An example of such a meeting was when the Danish Consumer Ombudsman introduced new guidelines on the use of ethical and environmental claims in marketing in 2010. DI followed up on the new guidelines by hosting a meeting inviting companies to meet the Ombudsman and discuss the practical implications of the guidelines.

Other topics of such information meetings/workshops have been climate change (November 2009 and September 2010) and CSR-reporting (September 2009). At such meetings the UN Global Compact is always being put forward by DI as a very useful framework. DI both refers to the overall framework of the Global Compact, but also emphasizes engagement opportunities on specific topics such as the “Caring for Climate” initiative.

Strategic CSR-implementation

A substantial part of the DI contribution to the Global Compact takes place in the daily interaction with our member companies. Our members consist of approximately 10,000 companies facing CSR issues of different kinds. DI is often asked to join board meetings where CSR issues are being discussed. On these occasions DI brings forward the Global Compact including the tools and publications which are highly valued by companies.



UN Secretary-General's visit to DI



In 2010 DI introduced a programme called "Sustainable management". The programme addresses how CSR issues transform to internal challenges and opportunities within the construction sector. Companies participating in the programme are introduced to several CSR tools among which the Global Compact is suggested as the overall point of reference.

Consultancy

DI has expertise on a large variety of CSR-related issues. The confederation assists individual member companies with support and advice developing coherent CSR strategies, not only at a national, but also at an international level – the latter from its offices in Moscow, Shanghai, Mumbai, Sao Paulo, New York and direct assistance in various developing countries. Thus allowing DI to provide its members with end-to-end CSR solutions.

DI also assists in securing private sector commitment to local Global Compact networks. DI assists UNDP Kenya and UNDP Ghana in transferring the local networks to private sector driven network secretariats. Work in Kenya commenced in 2008 and is already starting to show good results. The process of transferring the network in Ghana has just begun.

The implementation of CSR strategies is also a vital component in the "twinning projects" that DI has with its sister organizations in developing countries. DI has facilitated twinning projects with a range of business membership organisations in Nicaragua, Bolivia, North Africa and the Middle East, Sub-Saharan Africa, and Asia. The long-term capacity-building projects of business associations are seen as a contribution to the creation of a business environment favourable to sustainable business in the developing countries.

Business guides and tools

DI has always opted for an operational approach to CSR and strive to translate international concepts and principles into concrete actions for companies. This approach has led to the development of several web based tools and publications.

Some of these contributions have been endorsed by the Global Compact which DI highly appreciates as it greatly increases the visibility and use of these tools.

Global Compact contributions

The Global Compact Self Assessment Tool was launched at the 10th anniversary of the Global Compact in June 2010. Based on the very practical approach that DI has taken to CSR, we cooperated with the Danish Institute for Human Rights and the Danish Commerce and Companies Agency to develop a new tool for self assessment. The tool translates the expectations raised by the ten principles into a number of practical self-assessment questions and performance indicators for companies.



DI CEO, Karsten Dybvad, meets with CEOs of East African business associations

globalcompactselfassessment.org



It thus enables companies to diagnose their performance across all four areas of the Global Compact, inspire continuous improvement, and can assist in the development of a Communication on Progress (COP).

In May 2009 the Global Compact Nordic Network had the honour of welcoming Ban Ki-moon, the Secretary-General of the United Nations. Having joined the “Caring for Climate” initiative, 20 executives from Nordic companies met with the Secretary-General to discuss climate change. At this occasion DI developed a publication called **”Caring for Climate – Nordic best practices”**. The publication displays company approaches to achieve energy efficiency and reduction of carbon footprint.

In September 2003 DI launched a Global Compact guide made for companies who have joined the Compact as well as companies that might be interested in becoming members.

Other business guides and tools

The Climate Compass was launched in 2008 as the result of a cooperation between DI and the Danish Commerce and Companies Agency. The compass offers inspiration in terms of preparing a climate strategy to reduce emissions of CO₂ and other greenhouse gases. The Climate Compass can also help companies calculate their carbon footprint by using The Carbon Calculator and provide inspiration to greenhouse gas reduction. The compass presents cases with companies which each in their own way have reduced their climate impact and used it to strengthen business.

klimakompasset.dk

In 2005 DI presented the CSR compass developed in cooperation with the Danish Commerce and Companies Agency and the Institute for Human Rights. The CSR compass focuses on the role of the companies in global supply chains. The purpose is on the one hand to help Danish companies establish a supplier code of conduct and on the other hand to make it easier for Danish companies to demonstrate that they live up to the CSR requirements posed by their business customers. The CSR compass is today available in all Nordic countries.

csrkompasset.dk

For more than a decade, DI has cooperated with the Danish Institute for Human Rights on human rights issues relevant to companies doing business in countries where human rights issues are widespread. One of the concrete results of this cooperation is a Human Rights Compliance Assessment Tool developed by the Danish Institute for Human Rights. The HRCA is designed to help companies avoid violating the human rights of employees, inhabitants of the local area, and other stakeholders affected by business operations. It is a web-friendly computer programme comprising 1000 indicators and 350 questions together forming a searchable database.

humanrightsbusiness.org



Furthermore DI has published a number of other publications touching on CSR issues. The guides are being used by a broad array of Danish companies.

di.dk/Marked/CSR/Redskaber-ogPublikationer/Pages

- ⊕ Brightgreen Technologies for Sustainable Growth (2009)
- ⊕ Brightgreen Technologies for Sustainable Growth (2009)
- ⊕ Danish Technologies for sustainable growth (2008)
- ⊕ Trade and Responsibility - how to work with CSR in SME's (2008)
- ⊕ Working with the Bottom of the Pyramid (BOP) (2007)
- ⊕ The responsible company – environmental initiatives in companies (2007)
- ⊕ Avoid Corruption – preventive measures against corruption (2007)
- ⊕ Integration of employees in organisations (2007)
- ⊕ Responsible supply chain management (2006)
- ⊕ Handling HIV/AIDS in the workplace – risk assessment, policy identification, prevention and care (2004)

