

# Communication on Progress 2010/2011

## UN Global Compact participation of:

### A.C.A. Riegelsberger, Mannheim, Germany

#### 1. Statement of Continued Support

A.C.A. Riegelsberger has been part of the Global Compact Network nearly since the very beginning of the initiative and its managing director and staff continue to consequently support and enact the 10 core principles of the Compact.

As a consultancy company, A.C.A. Riegelsberger is committed to setting high standards in all four areas of the Global Compact and tries to transform them into concrete action internally as well as externally.

Part of this external promotion is the continued and intensified work for and within the Rhine-Neckar Metropolitan Region – one of the strongest economic areas of the Federal Republic of Germany. The Rhine-Neckar Metropolitan Region up to now is the first and only economic region to commit to the Global Compact principles and participates proactively in the network. As the initiator of this process Mr. Wolfgang Riegelsberger, managing director of the Art Consulting Agency (A.C.A.) Riegelsberger, has been named Global Compact representative of the region and it is his ambition to raise more and more awareness for the values and goals of the Global Compact.

#### 2. Specific Aspects of A.C.A Riegelsberger

As a SME A.C.A Riegelsberger is a communication consulting company and the company's strength, in relation to its Global Compact participation, lies in its size! A team of communication experts and administrators out of one office branch does not have the same internal communication challenges as a transnational company with many thousands of co-workers inevitably has.

Every employee continuously is asked and expected to keep themselves informed by attending relevant lectures, internet and personal trainings about what the Global Compact is, not is, how it works today and what exactly its values are. Literature and information material about the GC are provided by A.C.A. For the members of the A.C.A. team the Global Compact also has to be understood as a personal commitment first and – based on that – establishes the internal licence to operate in and for the company.

Principles of the Global Compact which are actively endorsed and lived out every day are, for example, commitments to gender equality, sustainability and a healthy work/life balance. The management is committed to an elimination of discrimination, a non-hierarchical workplace and social and environmental responsibility.

The impact A.C.A. hopes to have inside its spheres of influence is to promote and strengthen the values of the Global Compact and to have more and more people (private and public bodies) recognize and implement the core principles by joining the GC network.

This objective shows itself in different forms:

- a. The regional development of the [Rhine-Neckar Metropolitan Region](#), which includes the cities of Mannheim, Ludwigshafen and Heidelberg, with a rising awareness of the Global Compact.
- b. The cooperative and supporting work, A.C.A. does for the [UN Habitat](#), United Nation Human Settlements Programme, Nairobi, Kenya.

- c. A.C.A.'s "GC business case" called "CCC – Cultural Customer Communication" – workshops, during which the values of the Global Compact are set in relation to art, paintings specifically, and therefore are no longer abstract constructs but also sensually grasped experiences of sustainability and responsibility.

### 3. Processes and Actions

#### a.) Rhine-Neckar Metropolitan Region

The Rhine-Neckar Metropolitan Region is the sixth-largest economic space in Germany. Due to A.C.A. Riegelsberger it is the only economic region in the world to participate in the GC to date. Many past multi-stakeholder events such as dialogue-sessions, table-talks or public talk-shows, which were in the first line initiated and realised through A.C.A., have raised awareness for the GC and its crucial importance.

In the period under report of the current communication of progress, A.C.A. was able to develop several important initiatives and strategies for the region which culminated in a Regional Conference for Energy and Environment attended by about 500 key figures on June, 8th 2011. The aim of this conference was to take a regional survey focused on climate; to identify and define existing problems, propose solution strategies and implement these. Technical as well as service based solutions were researched, defined and checked for economic feasibility. To reach a broad, multi-stakeholder based process, clusters were created. In the future these clusters will have to be managed to work target oriented.

To also include the general population of the Rhine-Neckar Metropolitan Region and promote the "spirit" of the GC, A.C.A. established a Benefit-GALA event. Target audience of this gala are people in the region who take active social responsibility. The benefit gala – called "[Churfürstlicher Hofball](#)" – attracts approximately 600 guests and a lot of regional media attention. The opening speeches as well as during press conferences, TV interviews and the programme itself clearly communicate the aims of the Global Compact.

In 2011 the GALA Event was officially declared as >The GALA of the Region< by the regional administration because of its relation to the GC and is therefore now in an even stronger position to act as a communication tool for the Global Compact.

The proceeds of the gala go to the UN Habitat, especially the project KIBERA, which builds water-kiosks for children in the Kenyan slums.

In Mai 2011, the managing director of A.C.A. Riegelsberger, Mr. W. Riegelsberger, was officially appointed as >Representative of the Global Compact in the Rhine-Neckar Metropolitan Region<.

#### b.) UN Habitat

At the beginning of this year Wolfgang Riegelsberger, managing director of the A.C.A. and artist, had the honour of opening the [UK Coffee Week](#) in London by presenting his paintings to a greater public. This gave Riegelsberger the opportunity to promote the Global Compact during his many interviews and in turn led to his appointment as an UN Habitat Youth Goodwill Envoy by Habitat's "Governing Council" in Nairobi, Kenya.

As part of numerous [art exhibitions](#) during 2010 and 2011, Riegelsberger offers "atelier-talks" and hereby has the opportunity to explain not only the nature of the Global Compact, but also the immanent targets and strategic goals by and through his paintings. In 2010 approximately 1000 people visited the exhibitions. In 2011, after his appointment as UN Habitat Youth Goodwill Envoy, the number of people who have been reached has doubled, at least.

Since the beginning of 2010 Riegelsberger's art catalogue "Ars Maculae", which is focused on showing the spirit and aims of the Global Compact through art, has sold 5000 copies. It is out of print since June / July 2011.

Furthermore, A.C.A Riegelsberger was able to contribute promotional activities for the Global Compact during cultural sessions at the UN Habitat World Urban Forum in Rio de Janeiro in March 2010 and during Habitat's "Governing-Council" in Nairobi, April 2011.

### **c.) The A.C.A Business Case: Cultural Workshops**

At the beginning of 2010, A.C.A. Riegelsberger has designed a unique workshop concept called "CCC – Cultural Customer Communication". The aim of these workshops is to communicate the central aspects of sustainability – which are also the core principles of the Global Compact – into a sensual experience for all workshop participants.

National and international companies promote these workshops as internal further education and training for their employees. Since mid-2010 six workshops have been realised, in 2011 eleven workshops have already taken place. Generally, between 20 to 40 people participate in a workshop, most belonging to the middle and higher management levels of their company.

The main idea of the workshop is to reflect about aspects of visual balances, architectural structures and about the composing of colours and partly diverging materials on the canvas of a painting in order to finally be in the position to transform the sensual perception into the sphere of sustainable development processes in / of societies. Based on the understanding, that art as a cultural expression is sustainable "per se", Riegelsberger successfully transforms aesthetic aspects of balance, structure and harmony into the sphere of the challenge how to create and moderate multi-stakeholder dialogue processes in order to establish an even stronger Global Compact understanding in the future. In his workshops he underlines the need of tolerance and responsibility by explaining and demonstrating balanced situations in paintings. Interactive dialogues and finally the own creation of a painting opens the experience of "balanced interests" for each and every workshop participant.

## **4. Perspectives**

In May 2011 the first idea of what would become the initiative "WorldyouthXchange for employability & empowerment" was presented. In October 2011 the project will be launched during the "[Week of Communication](#)" under the patronage of the Mayor of the City of Frankfurt / Main, Mrs. Petra Roth. The project wants to show the varied living conditions of youths worldwide and assist them in strengthening their social and professional development. New global communication avenues will be key in dialogue oriented learning and proactively connecting people across all continents. Intercultural exchange will give the young generation new perspectives for a worthwhile future shaped by their own ideas and ideals. The new initiative of A.C.A Riegelsberger will be realized and supported by the German Association of Post, Telecommunication and Information-technologies ([DVPT](#)) and UN Habitat – the UN Human Settlements Programme in Nairobi, Kenya. ([www.worldyouthXchange.com](http://www.worldyouthXchange.com))



Signed:  
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September, 23rd 2011