

Communication on Progress

A.C.A Riegelsberger, Mannheim, Germany

Statement

The management and staff of A.C.A Riegelsberger underline their commitment to the Global Compact and declare that these values will provide the basis for enterprising plans, decisions and actions in the future to come. As a participant in the UN Global Compact Network from the beginning of this world's biggest corporate responsibility initiative, Wolfgang Riegelsberger, the managing director of the art consulting agency (A.C.A Riegelsberger), tries to transform the ten principles of the Global Compact into concrete action in the metropolitan region of Rhine-Neckar. Riegelsberger initiated the participation of the metropolitan region Rhine Neckar to become one of the first metropolitan regions to participate in this corporate social responsibility initiative. In consequence, it is his ambition to combine the strengths and core competencies of his own company and the resources that the metropolitan region offers in order to promote the issues and values of the UN Global Compact Network to the different stakeholders within the metropolitan region and to sensitize the different sectors for a greater sustainable awareness.

Specific Aspects of A.C.A Riegelsberger

A.C.A Riegelsberger is a marketing communications company and the company's strength, in relation to its Global Compact participation, is to bring together the different stakeholders of the metropolitan region of Rhine Neckar. In order to reach this goal A.C.A Riegelsberger communicates its participation by using one of its core competencies, which is the organisation of events. For A.C.A Riegelsberger it has always been clear that it can only implement the UN Global Compact principles by addressing a wide range of leaders from the business sector as well as representatives from civil society and especially by acting within its own sphere of influence. Therefore, A.C.A Riegelsberger initiates and organizes different projects with a long-term impact. These projects are closely linked to each other for the purpose of strengthening and improving already existing partnerships. For that reason, A.C.A Riegelsberger was able to start an important partnership with the UN Habitat in Nairobi, Kenya for the first time in 2007 (intercultural music project cf. COP 2007). In order to raise awareness for the goals and ideas of the Global Compact network and to create concrete actions, A.C.A Riegelsberger continued this effective path by implementing the UN Global Compact principles through the organisation of continuous follow-up projects in 2008 and 2009.

Internalization of the Global Compact principles within A.C.A Riegelsberger

Our Commitment

A.C.A Riegelsberger is not only externally committed to the implementation of the Global Compact principles but also internally. As a SME our employees represent our capital for the present and for the future. Therefore, we don't have a hierarchical structure but the team-building factor plays an important role for the success of our marketing communication company. As a result, A.C.A Riegelsberger follows a special *team policy* in order to secure that the needs and different expectations of our employees can be satisfied. We are convinced that the daily work being done by our employees can only be productive if we are acting based on the values of the Global Compact principles and at the same time to assist every single employee in their personal and individual development.

A brief description of our Processes

In order to make sure that we constantly improve the employees' situation we introduced a sustainable '*phase of life management program*' (related to Principle 6). Depending on the life phase that the individual lives in, we want to assure that the employees working situation is also appropriate in relation to his actual life situation. This process plays an important role in many different occasions.

- In case of a pregnancy
- by supporting a continuous professional development of our employees
- to find solutions that employees can combine their university studies with their daily work at A.C.A Riegelsberger
- to help single mothers who have to handle a double challenge with raising their child and having to work at the same time

A.C.A Riegelsberger wants to constantly improve the Work life-balance for its employees and to make sure that the employees of A.C.A Riegelsberger orient their work on the principles of the UN Global Compact.

Actions implemented in the last year

- In 2008 and 2009 we have given two employees the opportunity to work part-time in order to facilitate their goal to combine their studies and to be able to work at the same time. Furthermore we have laid a focus on the continuous professional development of our employees. Some of them were encouraged to participate, during the normal working time, in events for further education.
- In September 2008 employees from A.C.A Riegelsberger participated in the international Symposium "Cities-Cultures-Languages" in Mannheim (17.-19.9.08) which was organized by the Goethe-Institute.
- One of our employees was able to accompany the managing director of A.C.A Riegelsberger to the World Urban Forum which took place in November 2008 in China and organized by the UN Habitat.
- In the last year we have successfully introduced a monthly meeting bringing together all employees to discuss general topics concerning the UN Global Compact but also the Global Compact activities that A.C.A Riegelsberger organized and will organize in the future. In this way we believe to deepen the understanding of our employees for the idea and values of the UN Global Compact.

Measurable Results

The continuous investment in our employees and the constant productive discussion about the ideas and values of the UN Global Compact created a deeper identity our employees for A.C.A Riegelsberger and our work in general. Through the intensive exchange about Global Compact activities within A.C.A Riegelsberger our employees internalized the values of the Global Compact in their day-to-day work which prepares our company for a sustainable future.

Moreover, our engagement in the UN Global Compact gave us the chance to create a new position in our company in 2009. The new employee will give us the opportunity to intensify our Global Compact activities internally and externally. As a result we can profit from our intensive engagement in UN Global Compact activities also economically.

Our success as a marketing communications consultancy strongly depends on a wide and large network and enormously on good contacts to the business sector and civil society representatives. Given this fact, our external activities and projects, like for instance, the water supply project in Nairobi, also have a strong impact internally. As a result there is a strong link between our external and internal activities and outcomes concerning the UN Global Compact. By organizing the 'Churpfälzischer Hofball' we could not only enlarge our international network and partnerships by cooperating with UN Habitat but also our regional network. In consequence, we were able to arrange new contacts for our company and possible cooperation in fields that are not directly related to our Global Compact engagement.

The planned international climate protection conference (fall 2010) in the metropolitan region of Rhine Neckar presents another good example how we are able to combine our engagement in the UN Global Compact with our need to be profitable. As an initiator and company in charge of organizing this international event A.C.A Riegelsberger can profit directly and indirectly. On the one hand we profit directly by organizing this event and on the other hand we profit indirectly by using this international platform to generate new partnerships on a regional, national and international basis.

External Partnerships

In 2008 and 2009 A.C.A Riegelsberger organized a charity event in order to inform a broad public about the Global Compact, to raise awareness for this initiative and to strengthen the existing partnerships for future projects. One main focus of this special event called 'Churpfälzischer Hofball' was to invite representatives from different service clubs such as Lions Club, Rotary Club, Ladies Circle, Round Table and Zonta. Members of these service clubs engage themselves highly for social responsibility and a sustainable development, provide humanitarian service, encourage high ethical standards and help build goodwill and peace in the world. Furthermore, the members of these clubs are very often influential leaders in society and as a result it was a main goal to inform these people about the values and the opportunities that the Global Compact Network offers to them and to society in general. With the help of this charity event, A.C.A Riegelsberger is going to spread the idea of the Global Compact network in the region in order to be able to develop new partnerships, to support the exchange of ideas and in particular to develop the evolution of new and sustainable projects in the years to come. In 2008, the 'Churpfälzischer Hofball' hosted 600 guests from all different sectors of society of the metropolitan region and with more than 350 of them being from regional service clubs. In 2009, the 'Churpfälzischer Hofball' could even increase the number of participants to 800 with more than 500 of them being members from the regional service clubs who participated in this special charity event.

Participation 'Churfürstlicher Hofball'

	2008	2009
Total Number of Participants	600	800
Members from Service Clubs	350	>500

A.C.A Riegelsberger intensely promoted the positive progress of this event by inviting all members of the service clubs individually. As a member of the UN Global Compact Network A.C.A Riegelsberger was able to inform a high number of leaders from society and the business sector about the ideas and values of the Global Compact Network in general and to fill the participation with concrete action. With the help of this event A.C.A Riegelsberger was able to deepen the stakeholder-dialog in the region, to create the basis for future partnerships and to continue the already existing partnership with the UN Habitat.

Measurements

In order to reach as much practical impact as possible with the donations collected from the charity prom, A.C.A Riegelsberger cooperated with the UN Habitat in Nairobi, Kenya. The UN Habitat is currently involved in a program called: „Slum Upgrading Facility“in Kibera, one of the biggest slums in the world on the brink of Nairobi.

Total Amount of Donations from 'Churfürstlicher Hofball'

2008	2009
5000 Euros	6000 Euros

With the support of the donations collected at the 'Churpfälzischer Hofball' A.C.A Riegelsberger actively supports a pilot project of the UN Habitat which tries to meliorate a basic germfree water supply with a so called „water-kiosk“. With the help of this water-supply each day 400-600 children (from the age of 6 to 16) living in the slums of Kibera profit from this pilot project. In order to strengthen these efforts and to secure a sustainable effect of this project, A.C.A. Riegelsberger invited a representative from the UN Habitat to inform the audience at the charity event about this humanitarian project and Wolfgang Riegelsberger himself travelled to Nairobi, Kenia so as to get information about the project and to help finding a place where this „water-kiosk“should be build. The intention of A.C.A Riegelsberger is to enlarge this charity event constantly with the goal to be able to supply not only a small percentage of the Kibera slum inhabitants with germfree and fresh water but all of the Kibera slum in the nearer future. In order to measure the improvements and achievements made, Wolfgang Riegelsberger is going to travel to Nairobi, Kenia on a regularly basis so as to assure a sustainable development of this project and a constant advancement of the water supply situation in the Kibera slum.

The charity event represents only one pillar in the concept of A.C.A Riegelsberger. In the long term a cooperation between the metropolitan region of Rhine Neckar and the metropolitan region of Nairobi is planned not only in this specific project but also in other sectors like, for instance, in energy and environmental matters. With the help of new partnerships in the metropolitan region and the international cooperation with UN Habitat A.C.A Riegelsberger is expecting the outcome that in the coming years companies from both regions cooperate with each other to improve the difficult situation in Kibera not only with donations but especially through the exchange of innovations and technologies. The metropolitan region of Rhine Neckar lays one focus of its activities in the further development of its cluster Energy and Environment. Therefore, A.C.A Riegelsberger initiates and supports these projects in order to implement especially the principles related to Human Rights and Environment. For

this reason, the challenge for A.C.A Riegelsberger in the past two years was to sensitize the metropolitan region and its leaders for the Global Compact concept in order to be able to start new partnerships and to deepen the existing ones.

Perspectives

The partnerships created in the last two years led to the opportunity for A.C.A Riegelsberger to plan an international climate protection conference together with UNEP, UN Habitat, business representatives and other stakeholders in the metropolitan region of Rhine Neckar for the fall of 2010. A.C.A Riegelsberger as an initiator of this conference and the metropolitan region of Rhine Neckar as the host will bring together different stakeholders from a regional, national and international level in order to discuss the challenge of climate change and to develop practical ways to confront this global phenomenon. This conference represents the next step in the efforts of A.C.A Riegelsberger to use its core competencies for the transformation of the Global Compact principles into concrete action. Like already realized projects and events in the past, this conference will bring together a high number of experts from the scientific and the industrial sector trying to find and discuss environmental solutions which will have a great positive impact to society.