

Communication on Progress

A.C.A Riegelsberger, Mannheim, Germany

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.

COP:

“Sustainability is a state of mind. Not only does it determine the thoughts, plans and actions of people, but it can also be interpreted as an impulse bringing about the entrepreneurial, personal or social moulding of the future. Accepting responsibility for tomorrow’s world requires reflection on the state of things today and the pursuit of personal interaction through dialogue. In order to truly make an impact, however, it is imperative to implement thoughts and plans that were developed subsequent to action. It is only through such actions that the future of a world worth living in can be influenced.” Wolfgang E. Riegelsberger, managing director and creative head of the marketing consultancy A.C.A Riegelsberger, as well as his management team, firmly believe the pro-active support of United Nations Global Compact implies the duty of putting thoughts into action.

As an SME located in the heart of the “Metropolregion Rhein-Neckar”, also a supporter of Global Compact, A.C.A Riegelsberger must rely on the forging of strategic partnerships. It is through the coherent use of these partnerships that ideas can be realised, goals can be met and impacts can be made.

In the past months, A.C.A Riegelsberger was able to establish several long-term partnerships, by effectively implementing their core competency: the organisation and realisation of events. One of the main focuses of these partnerships is to create awareness for sustainable thoughts as well as action.

Here, music plays a special role; its power and its ability to awaken emotions can contribute substantially to Global Compact. Moreover, the contemplative quality of the pictorial arts may stimulate similar impulses.

A.C.A Riegelsberger has established close ties with Rolf Stahlhofen, singer, entertainer and former frontman of “Söhne Mannheims”, the internationally renowned band founded by Xavier Naidoo. It was through this partnership that important strategic cooperation was established; firstly, with UN Habitat and secondly, with the “Pop Academy Baden-Württemberg”. The result of these efforts is an extensive intercultural music project. High standing artists from the creative network “Messengers of Truth”, started by UN Habitat, work together with Rolf Stahlhofen in order to develop a “musical statement”. This statement, brought about in cooperation with the “Pop Academy Baden-Württemberg”, will be debuted by the means of a concert in November 2007 in Mannheim. GidiGidi, a veritable music legend from Kenya, as well as Lam, a superstar from the Sudan, and Samsaya from India, will perform on stage with Rolf Stahlhofen and students of the Pop Academy, artistically highlighting the need for political action in the name of development. The concert itself, which is entrance free, will be introduced by a 90-minute discussion panel, in which artists, journalists and selected representatives of UN Habitat from Nairobi will take part. A further strategic partner from the German network of Global Compact supporters has established contact with more than 400 professors from the universities in the Metropolregion, in order to “spread the word” and generate interest for the event amongst their students. Due to the planning and organising of this event, the interest of further parties, from both business and academic sectors, in Global Compact has been piqued.

Through the cooperation with a Swiss development aid organisation, an exhibition with paintings by Wolfgang Riegelsberger will open in the halls of the Stuttgart Stock Exchange in September 2007. Under the patronage of the General Consul of Switzerland, the works of art, which are created using coffee and its derivatives, will be on sale. A substantial part of the proceeds will be donated to a coffee plantation project in Kenya. The exhibition titled “Ars Maculae – Zukunft gestalten” will initiate a long-term partnership between the Swiss NGO and A.C.A Riegelsberger.