

## GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS

<b>Company Name</b>	Confederation of Danish Industries	<b>Date</b>	2007-10-15
<b>Address</b>	H.C.Andersens Boulevard 18 DK-1787 Copenhagen	<b>Membership date</b>	2001
<b>Country</b>	Denmark	<b>Number of employees</b>	
<b>Contact name</b> <b>Contact Position</b>	Ole Lund Hansen Senior Advisor	<b>Sector</b>	Local Business Association
<b>Contact telephone no.</b>	(+45) 3377 3691		

### Brief description of nature of business

The Confederation of Danish Industries (Dansk Industri - DI) is a private organisation currently funded, owned and managed entirely by approx. 7,000 companies within manufacturing and service industry. DI aims to provide the best possible working conditions for Danish businesses.

DI is a combined trade 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 also has more than 60 member associations, as well as multi-trade communities. These cover e.g. the food industry; IT, telecommunication, electronics and communication; the building material industry; the energy industry; the service industry; the automotive industry; the Danish Management Board; the wood and furniture industry and the machinery and metal industry.

Full details of The Confederation of Danish Industries are available at [www.di.dk/English/](http://www.di.dk/English/)

### Statement of support

The Confederation of Danish Industries is strongly committed to the principles of the UN Global Compact. We are pleased to have worked with the United Nations since 2001 to raise awareness of Global Compact among Danish companies. The UN initiative is recognized as a genuinely global framework for integrating sustainability into the way of doing business on the international markets. DI sees Global Compact as a great opportunity for our member companies to contribute to a more sustainable growth and, increasingly, as a way to improve their competitive advantages.

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 to assist individual member companies in the ongoing process of bringing the principles, values and ideas 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.

In the true spirit of Global Compact, DI is striving to create business-led networks where companies are invited to share examples of innovative corporate practices and lessons learned. 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. The broad variety of networks is a crucial element in the creation of an enabling environment favourable to innovation in sustainable business.

As a devoted member of Global Compact, DI has taken on the role as focal point of the Nordic GC Network which includes some of the largest corporations from Denmark, Finland, Iceland, Norway and Sweden. This position plays a key role in DI's aspiration to inspire more Danish and Nordic companies to join the UN initiative.

#### **Initiatives in support of the Global Compact principles**

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.

DI's activities related to the Global Compact consist of facilitating business networks, arranging seminars and conferences, building practical tools, and supporting initiatives that support companies in understanding and managing the ethical challenges related to globalisation and the further internationalization of business.

#### **Networks**

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.

DI has been an active member since the beginning of the Nordic GC Network, which includes some of the largest corporations from Scandinavia. 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 June 2007 DI took over the role as the Focal Point of the Nordic GC Network.

In addition, DI hosts a Network for Sustainable Development that was founded in 2003 and that consists of approx. 20 leading Danish businesses exchanging experiences and knowledge with regard to CSR. Further, DI is an associated member of the Danish Council for Sustainable Business Development, which was founded in 2006 by a broad circle of Danish Businesses. 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 hosted the Council's first major conference

on the 14th December 2006

### **Seminars**

On a regular basis, DI arranges conferences, seminars and workshops on a variety of 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 a conference in 2006 on how to take preventive measures against corruption. The purpose of this conference was to discuss how companies can prepare for competition on markets with widespread corruption, without having to compromise universal values and without violating international law.

In June 2007 DI held an international conference in cooperation with *The Danish Industrialisation Fund for Developing Countries* on bottom-of-the-pyramid business strategies in emerging markets. The highly profiled conference was an unique opportunity to discuss the experiences of Danish companies with this new business concept together with one of its "fathers" professor Stuart L. Hart, Cornell University. The primary objective of the conference was to underline the crucial role of the private sector and the need for innovation in CSR and public-private partnerships to attain the UN Millennium Development Goals.

In August 2007, DI hosted - in cooperation with UNDP and the Danish Ministry of Foreign Affairs - a conference titled "CSR and Global Compact - from principles to action". The primary purpose of this conference was to inspire more companies to join the Global Compact-

### **Business guides**

The Confederation of Danish Industries launched its Global Compact guide in September 2003. The guide is made for companies who have joined the Compact as well as companies that might be interested in becoming a member.

As a consequence of the growing problem of HIV/AIDS in regions where an increasing number of Danish companies establish subsidiaries, DI has published the guide "Handling HIV/AIDS in the workplace in cooperation with the Danish AIDS-foundation and the private company, Kjaer Group. The guide offers specific advice as to how companies can work with HIV/AIDS risk assessment, policy identification, prevention and care.

To promote the fight against corruption, DI issued a guide for our member companies "Avoid Corruption" that was republished in 2007. The guide provides concrete guidelines for companies on how to implement preventive measures against corruption.

### **CSR-tools**

In June 2005 DI presented the CSR compass developed in cooperation with the Danish Ministry for Economy and Business and the Institute for Human Rights ([www.csrkompasset.dk](http://www.csrkompasset.dk)). 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.

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 (HRCA) 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. The questions, (based on the Universal Declaration of Human Rights, the ILO Core Conventions, and several other major human rights treaties and conventions) are drawn wide enough to enable companies to select and modify the programme to suit their particular requirements. If applied successfully, they will also generate concrete indications of areas of non-compliance ([www.humanrightsbusiness.org](http://www.humanrightsbusiness.org)).

### **Business initiatives**

DI has recently launched a new business initiative called Creative Nation for companies that strategically apply creative innovation in their business. One of the main events is a conference in New York under the title "*Working Together Towards Sustainability*". The conference will illustrate the trends in building sustainable business

### **Consultancy**

DI has expertise on a large variety of CSR-related issues, and DI's consultants assist individual member companies with support and advice in developing and implementing a coherent CSR strategy.

### **Twinning projects in the developing countries**

The implementation of CSR strategies is a vital component in a growing number of the "twinning projects" with sister-organizations in developing countries that is undertaken by the Business Environment unit under DI. The unit has facilitated twinning projects with Kenya Association of Manufacturers, Hanoi Business Association, Uganda Manufacturers Association, the Zambian Association of Chambers of Commerce and Industry, Federation of Egyptian Industries, Leningrad Chamber of Commerce, La Confédération Générale des Entreprises du Maroc and Cámara de Industrias de Nicaragua. The long-term capacity-building projects of business association is seen as a contribution to the creation of a business environment favourable to sustainable business in the developing countries.

