

## **Global Compact Communication on Engagement**

### **By Cynnal Cymru – Sustain Wales**



#### **A. Statement of support for the Global Compact from Cynnal Cymru Co-Director Mari Arthur**

Cynnal Cymru are proud to be a member of the UN's Global Compact, the world's largest corporate sustainability initiative. We align all of our strategies and operations with the universal principles on human rights, labour, environment and anti-corruption, and take actions that advance societal goals. We believe that by committing to sustainability, business can take shared responsibility for achieving a better world.

Cynnal Cymru specifically focuses on promoting initiatives relevant to the Environment – principles 7, 8 & 9 of the 10 principles of the UN Global Compact. As a charity our objects are to promote sustainable development for the benefit of the public by:

- i. the preservation, conservation and the protection of the environment and the prudent use of resources;
- ii. the relief of poverty and the improvement of the conditions of life for those socially and economically disadvantaged;
- iii. the promotion of sustainable means of achieving economic growth and regeneration;
- iv. the advance of the education of the public in subjects relating to sustainable development;
- v. any other charitable purposes.

As the leading organisation for sustainable development in Wales, we support business and organisations in Wales through our consultancy, events and training to deliver on sustainable development. Cynnal Cymru's overall focus is on developing and promoting a sustainable, resource-efficient and low-carbon society through engagement with public and private enterprises, the third sector and communities. This work connects pan-Wales local and national organisations to help each other develop more sustainable services and operations in-line with the Global Compact mission.

Cynnal Cymru is a charity working towards making Wales a sustainable nation. We are therefore providing communications on engagement regarding the activities we carry out such as developing partnership projects on corporate sustainability and engaging companies in Global Compact-related issues. We also deliver education on topics related to the Global Compact and organise learning and dialogue events, workshops and training for our members on corporate sustainability.

#### **B. Description of the practical actions that the organisation has taken to support the Global Compact principles.**

##### **Develop partnership projects on corporate sustainability**

Cynnal Cymru have been involved in a number of partnership projects encouraging corporate sustainability.

One of these projects is the Emergence-Eginiad project working in partnership with Volcano Theatre Company. The project developed a movement for change within the arts in Wales so that the arts could lead cultural change towards a low carbon society.

Cynnal Cymru also worked in partnership with Environment Wales to deliver the Supporting Sustainable Living (SSL) Grant Scheme aimed to bring about long-term changes in behaviour and lifestyle to help reduce Wales' greenhouse gas emissions and help organisations and communities

adapt to the impacts of climate change. The scheme was the first in Wales to apply behaviour change methodologies to climate change issues and was seen as a ground breaking and bold initiative. It was a 'test-bed' to help inform the way forward in bringing about effective and sustainable changes in behaviour to help avert the worst potential impacts of a changing climate. It promoted and enabled multi-sector collaboration across academic, business and community organisations and provided a staged scheme to allow the scoping, piloting and roll out of interventions necessary to help meet this challenge.

Cynnal Cymru is also developing a pan-Wales sustainability network where we connect organisations together to increase corporate sustainability. Our members are already working together to benefit each other and become more sustainable organisations. One example of this is our bringing together of like-minded or related organisations to further develop their existing projects. We did this recently with two of our members; Natural UK (a company that recycle nappies to 100% landfill avoidance) and a local nursery. They are not only working together but have just launched a pilot to extend the scheme to parents and as a service to local families. Another partnership which is developing is that of the Principality Stadium and the Low Carbon Research Institute, following our introduction these two organisations have been exploring the option of a pv roof on the stadium to move the venue closer to becoming entirely energy efficient. Our pan-wales Sustainable Nation Network aims to develop more partnerships like these.

#### Engaging companies in Global Compact-related issues

In September 2015 Cynnal Cymru-Sustain Wales hosted a meeting with key organisations in Wales as part of the World's Largest Lesson as part of Project Everyone, a not-for-profit initiative with a mission to make the new UN Sustainable Development Goals better known and more effective. The aim of the World's Largest Lesson is to engage the generation of young people whose choices and creativity, as they grow up over the next 15 years, could make the vision of these goals a reality.

Cynnal Cymru brought organisations in Wales together to support the World's Largest Lesson and frame it in a Welsh context related to the UN Sustainable Development Goals and the Well-being Goals in the Well-being of Future Generation Act, new world-leading sustainable development legislation soon to be introduced by the Welsh Government.

Cynnal Cymru also runs the Welsh Government Sustainable Development Charter. The Sustainable Development Charter encourages and enables organisations in Wales to become more sustainable – to make decisions that produce the best long-term outcomes for themselves and for the future of Wales. The Sustainable Development Charter is Wales' highest profile commitment to sustainable development. Signing the Charter is a voluntary commitment aimed at improving the economic, social and environmental well-being of Wales. Almost 400 organisations have demonstrated their commitment to sustainable development by signing the Charter and are creating momentum for positive change. Signatories come in all shapes and sizes and hail from a variety of sectors. They include major multinationals, key public sector organisations and high profile voluntary groups. Cynnal Cymru runs events and training for signatories to improve their operations to become more sustainable.

Cynnal Cymru is also a growing membership based organisation. We run networking events across Wales to highlight initiatives that can help organisations become more sustainable. These events

have led to around 60 members of Cynnal Cymru in Wales and strong partnerships with organisations.

#### Delivering education on topics related to the Global Compact

Cynnal Consult offers professional development training through accredited courses, workshops and training. We are concerned with helping businesses become adept at making their core aims and mission coherent with the principles of Sustainable Development. Our training helps organisations develop strategies and integrated sustainability reports that quantify the value of financial, environmental and social benefits and the way these support each other. Our Training Manager provides training on new world-leading sustainable development legislation to a range of organisations. We also run sustainable development business management workshops as well as a 12 week work-based learning course accredited by Cardiff Metropolitan University for business professionals within organisations entitled “Business Leadership for Sustainable Development.”

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