

## **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 is 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 and stakeholders 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 around different themes. Cynnal Cymru organises shared learning event with businesses that showcase best practice within different practices and how they can be made more sustainable. So far we have run events on Coffee, the Future of the Car, Sustainable Procurement, Fashion and Design. These events have been run in partnership with Jacobs, Orangebox, St Davids Shopping Centre, Public Health Wales, Arup, Melin Homes and Cardiff University. We are also working with the Principality Stadium on an exciting project to make the stadium an energy island and one of the most sustainable stadiums in the world.

### Engaging companies in Global Compact-related issues

Cynnal Cymru is a membership based organisation. Cynnal Cymru has around 100 members which are a mixture of private, public and third sector organisations. We are a growing community of doers and thinkers, people who turn ideas into practical reality, organisations that do good while doing well, entrepreneurs and innovators with infectious optimism who find a new way forward, campaigners and voluntary activists who believe in better. Our community of mutually supportive members provides an opportunity to share learning, challenge thinking and inspire change. We connect people and organisations together to build a sustainable society based on best practice and a shared vision. Cynnal Connect is a platform for our members to build their business and build their profile amongst those with a similar interest and mission. Cynnal Cymru provides networking opportunities for our members, cross-sector pan-Wales, events showcasing the most innovative technologies and business opportunities, advice and support from our experienced staff and new project opportunities and collaborations with our members and our wider network.

### 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.” Cynnal Cymru are also the first organisation in Wales to offer certified Carbon Literacy training. The Carbon Literacy Project aims to ensure that every citizen receives at least one day’s worth of training so that they understand the links between human activity and climate change while empowering individuals, communities and organisations to take action to reduce emissions of carbon dioxide and other greenhouse gasses. Each Summer, Cynnal Cymru also hosts a Low Carbon Summer School for students from North China University of Technology. The students receive lectures from Professors with expertise in sustainable architecture and visit sustainable organisations, buildings and tourist attractions. Cynnal Cymru also provides the secretariat for the Low Carbon Research Institute and raises awareness of research being undertaken in universities across Wales which will help build a more sustainable Wales.

### Delivering the Living Wage campaign in Wales

In November 2016, Cynnal Cymru became the accreditation body for the Living Wage in Wales. The Living Wage is an independent movement of businesses, organisations and people who believe a fair day’s work deserves a fair day’s pay. The real Living Wage is independently-calculated each year based on what employees and their families need to live. Cynnal Cymru campaigns and raises awareness of the need for individuals to be paid the Living Wage and works with employers to implement the Living Wage throughout their organisation. We work closely with Citizens Cymru to

organise events and projects around the Community Jobs Compact which encourages organisations to sign a pledge committing to better employer and recruitment practices to improve equality.

### **c. Measurement of outcomes**

Since January 2016 Cynnal Cymru have dramatically increased our number of members working to create a more sustainable Wales from around 25 to over 100. Cynnal Cymru have also increased the number of accredited Living Wage employers in Wales by more than 30% in the last year from 80 to 122. Over 50 people have now received training from Cynnal Cymru through our range of courses which will ensure that organisations across Wales are taking steps to become more sustainable businesses. 65 students have taken part in the Low Carbon Summer School over the last two years and have learnt more about sustainable architecture. We run the Sustain Wales Awards in November each year and receive over 60 applications for the Awards and receive over 4000 public votes. We host a range of networking events and conferences throughout the year, with over 500 people attending overall. We regularly post news articles on our website demonstrating the projects which have grown from our activities which are all contributing to building a more sustainable Wales.

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