

oebu - Swiss Business Council for Sustainable Development Communication on Engagement 2021

Statement of continued support Feb 2021 – Feb 2023

To our stakeholders:

oebu joined the UN Global Compact in February 2015, supporting the ten principles with respect to human rights, labour, environment and anti-corruption. oebu's admission is based on the fact that the Global Compact principles are in line with oebu's purpose, expressed in its two strategic pillars: support the implementation of sustainable business methods in companies and political and societal influencing towards a more sustainable future.

In 2021, oebu refined its strategy and intensified its actions in the defined thematic focuses: circular economy, sustainable supply chains, biodiversity, digitization & sustainability, climate change & energy, and sustainable management. In addition, it oriented its commitment towards the 17 goals in the 2030 Agenda for Sustainable Development issued by the UNO Community of States in September 2015 (Sustainable Development Goals SDG).

The Communication on Engagement is part of our annual report that is published [here](#) (in German).

Sincerely yours,



Olmar Albers
CEO oebu – Swiss Business Council for Sustainable Development

Zurich, December 7th, 2021

Description of Actions

oebu was official partner of the First Swiss Global Compact Network Dialogue on February 2nd, 2017. In cooperation with Global Compact Network Switzerland (GCNS) oebu continued to organize meetings of the working group "Sustainable Supply Chains". This working group gives the members of oebu and GCNS the opportunity to discuss their challenges within a familiar framework. Besides this direct cooperation, oebu displays public events of GCNS in its online event database and its newsletter on a regular basis.

oebu runs a high-quality public information service about sustainable development in general and respective best practice and success stories of member companies on its website www.oebu.ch.

When acquiring new members, oebu communicates about its participation in UN Global Compact and links to the website of UN GCNS.

Finally, oebu carried out several public events on the following topics in the past two years:

- circular economy
- supply chain management
- sustainability reporting
- sustainable procurement
- resource efficiency

Measurement of outcomes

The library of our information service found on our website is very comprehensive and can be searched and filtered according to keywords of sustainable development. We thus measure the traffic on our website and set goals to reach more companies every year. Our newsletter reaches around 7000 individuals. Furthermore, oebu uses its resources to develop media relations and to set out press releases and customized articles to a various set of newspapers. In cooperation with a local publisher, oebu regularly publishes articles about sustainable development in a technical magazine with an audience of at least 3500 individuals. Considering its huge network of experts on sustainable development, oebu acts as a mediator of expertise and connects journalists and experts upon demand.