

Global Compact Communication on Engagement

By Cynnal Cymru – Sustain Wales 2021



A. Statement of support for the Global Compact from Cynnal Cymru Director Sarah Hopkins

Cynnal Cymru is proud to be a member of the UN's Global Compact, the world's largest corporate sustainability initiative. We align our strategy 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 has three core and interrelated work programmes towards achieving a (i) Fair and Just Society, a (ii) Low Carbon Economy and (iii) a thriving Natural Environment. Our work under programme (i) as the real Living Wage accreditation partner for Wales focuses on principles 1 and 6 whilst our other two programmes focus 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 sustainability specialists, we provide advice, training and connections to help organisations take action towards a fairer and more secure future.

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 local and national organisations to help each other develop more sustainable services and operations and 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.

Supporting clients on corporate sustainability

We have helped four social housing providers identify a carbon footprint baseline and move from environmental compliance to a holistic sustainable development perspective. We have written environmental management action plans for three social enterprises. We have welcomed one of Wales' leading companies into our membership. We have supported networks of media and arts

practitioners to address environmental impacts and increase progress towards zero carbon and zero waste targets.

Engaging companies in Global Compact-related issues

Cynnal Cymru currently has around 60 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.

Since 2019 we have operated a Foundational Economy community of practice for the Welsh Government, bringing local businesses, social entrepreneurs and public officials together to address local economic challenges in areas including housing, food and social care. In 2021, the Welsh Government continued their support for our role and we have continued to provide regular engagement and shared learning events for businesses operating within the scope of the Foundational Economy, fostering supportive business to business relationships.

To complement our work with housing associations on Carbon Literacy, we also co-Chair with Community Housing Cymru a Community of Practice on tenant engagement in decarbonisation. The aim of this is to bring together housing providers, businesses working on retrofit, academics and the third sector to ensure that housing tenants are being involved in decarbonisation plans and the businesses are creating opportunities for education and skills development in local areas.

During CoP 26 we co-hosted an event for high growth SMEs with a large retail bank. We managed a discussion on action towards achieving net zero and how decarbonisation relates to other areas of business growth and responsibility. Companies presented their current challenges and received ideas and advice from ourselves and their peers. We summarised the discussions in a report containing a list of solutions and sources of further help.

Delivering education on topics related to the Global Compact

In 2021, demand for our Carbon Literacy training has tripled. We have provided training to the executives and elected leaders of three local authorities. We have collaborated with Manchester Metropolitan University to train 200 officers and elected members across five unitary authorities, one health board, one fire service and one police service in a regional Carbon Literacy training project. In total, we have provided training to twelve large public bodies this year. We have trained the executive leadership team of one of Wales top ten performing private companies and started negotiations with the Institute of Directors in Wales to provide Carbon Literacy training for business leaders nation-wide.

We have designed and launched our eco literacy course (Nature Wise) to enable private and public sector organisations to directly address the biodiversity crisis.

Delivering the real Living Wage campaign in Wales

In November 2016, Cynnal Cymru became the accreditation body for the real Living Wage in Wales. The real Living Wage is an independent movement of businesses, organisations and people which now has 8000 accredited employers UK wide.

The real Living Wage is independently-calculated each year based on what employees and their families need to live and the new rate is announced each November during Living Wage Week. 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.

We are seeing positive growth of the Living Wage in Wales, with a total of 360 employers now accredited. This has seen benefits to over 13,000 workers uplifted to the real Living Wage and an economic benefit of £59million. In 2021/22 FY we have seen three times the number of Living Wage accreditations compared to 2020/21, the majority in the private sector.

We are working with Welsh local and national Government to ensure the real Living Wage is linked to the wider Fair Work agenda in Wales and to promote more Living Wage Places which involve cross sector groups of Living Wage employers setting strategies on increasing Living Wage accreditations in the local area.

c. Measurement of outcomes

We are a team of 6 FTE staff:-

- We have maintained a membership of between 60 and 80 organisations.
- We have trained over 500 senior managers and team leaders from around 60 organisations in Carbon Literacy.
- Our Carbon Literacy training has achieved a 100% endorsement rate
- We have created an eco-literacy course called Nature Wise and won funding to implement it across Wales
- We have won six major contracts to help clients deliver practical sustainable development
- We have secured > £90,000 in grants from trusts and government to support our work and secure specific outcomes
- There are 360 accredited Living Wage employers in Wales which has meant over 13000 workers being uplifted to the real Living Wage



Sarah Hopkins

Director, Cynnal Cymru