



# The Role of Communications in Sustainability

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“ I propose that you, the business leaders... and we, the United Nations, initiate a **global compact of shared values and principles**, which will give a human face to the global market.

– **Kofi Annan, 1938–2018**



**United Nations**  
Global Compact

# UN GLOBAL COMPACT: OVERVIEW



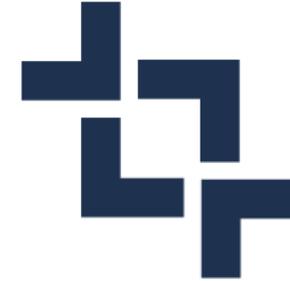
**HUMAN RIGHTS**



**LABOUR**



**ENVIRONMENT**



**ANTI-CORRUPTION**

**17,000+**  
businesses committed  
to the Ten Principles of  
the UN Global Compact

**3,000+**  
non-business  
members

**177**  
countries with UN  
Global Compact  
participants

**60**  
Local Networks

**100**  
million employees

# A TRANSFORMATIVE AGENDA

## To meet the needs of People & Planet



A FRAMEWORK  
for responsible business based on  
UN declarations and conventions

A close-up photograph of António Guterres, the UN Secretary General, speaking. He is wearing a dark suit, a light blue shirt, and a red patterned tie. He is holding a microphone with a red top. The background is a blue wall with the UN logo. The text is overlaid on the right side of the image.

**“We cannot go on  
like this”**

António Guterres, UN Secretary General

# Awareness



Public  
Consciousness



Social Media



Transparency

Today, more brands now support the “**make the world a better place**” or to “**leave the world better than we found it**” idea.

## BRAND ACTIONS

- Take Responsibility
- Accountability
- Implement Transitional Shifts

# SHIFT 1: From Environmental Sustainability To Sustainable Development



# INITIAL BRAND ADOPTIONS



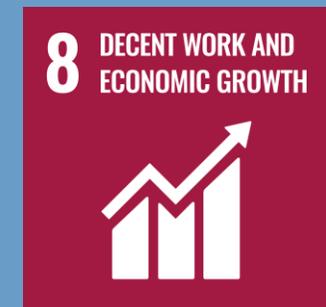
# THE ROADMAP



# EXAMPLES



Unilever defines SDGs as  
“a once-in-a-lifetime  
opportunity” to promote  
sustainable growth that  
works for everyone



# SHIFT 2:

From Shareholder Economy

To Stakeholder Economy



## STAKEHOLDER ECONOMY:

- Investors
- Customers
- Communities
- Employees
- Partners
- Everyone



# The Great Outdoors



REI is helping its customers  
redefine outdoor life by  
implementing initiatives such as

- #OptOutside
- Cooperative Action Fund
- Path Ahead Ventures
- Wild Diversity

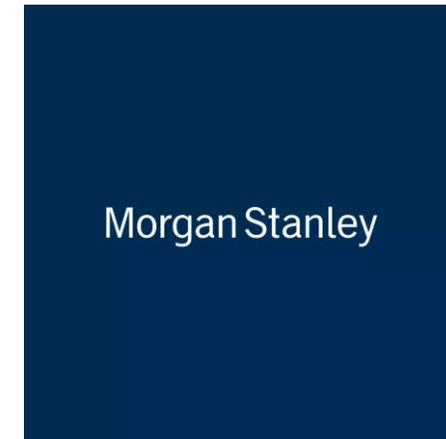
# SHIFT 3:

From Zero Impact

To Positive Impact



# Examples



Publishes progress reports annually highlighting achievements and future projections.

Morgan Stanley Impact Quotient provides clients with comprehensive framework on social and environmental impact preferences.



# COMMUNICATING SUSTAINABILITY

# 1

## THINK ABOUT SOCIETY



Think about the impact your brand has on the society



# 2

## CLIMB THE LADDER



Positive impact is the ability to provide unique functional, emotional and societal benefits



# 3

## MAKE IT YOURS



Make your desired impact related to your core business and brand identity

4

DO, THEN SAY



Celebrating your impact is the best way to celebrate your purpose



5

LEAVE A LEGACY



Aim to make a lasting and meaningful impact



6

MEASURE EVERYTHING



Your impact must be measurable or try harder!

# unitingbusiness.zone/v-es

¡Únete a nuestra campaña para involucrar a las empresas por un mundo mejor!

Hacer negocios es algo más que ganar dinero. Los Diez Principios del Pacto Mundial de las Naciones Unidas hacen un llamado a las personas de las empresas para que defiendan los derechos humanos, promuevan el trabajo decente para todos, protejan el medio ambiente y combatan la corrupción. Estos Principios y otros valores en los que creemos son positivos para los negocios y ayudan a alcanzar los Objetivos de Desarrollo Sostenible. Únete al Pacto Mundial de las Naciones Unidas para involucrar a las empresas por un mundo mejor agregando tu foto a uno de estos mensajes y extiéndelo difundándolo en tus redes sociales. ¡Es bueno para los negocios!



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FOTOS

AÑADE TU FOTO



# United Nations Global Compact

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