

**Statement of Charles Moore
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Committee Encouraging Corporate Philanthropy**

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Presentation at ECOSOC Chamber**

There are challenges in life that are worth a lot of hard work. We have witnessed tremendous accomplishments in our lifetimes – from moments of peace in war-torn countries to the launch of the internet to extraordinary generosity in response to natural disasters. We, as a global community, have proven that we can step up and face difficult challenges with innovative solutions and strong determination. It is with this resolution that we come together today to discuss creative partnerships to help achieve the Millennium Development Goals.

CECP is honored to participate in this special event with our good friends at the United Nations. I have known Amir Dossal of the UN Office for Partnerships for many years, and we have long discussed the tremendous opportunity of presenting a collaborative program for the business community and the United Nations. We are delighted to partner in this event today.

For those in the audience not familiar with our organization, the Committee Encouraging Corporate Philanthropy is the only international forum of business CEOs and Chairpersons pursuing a mission focused exclusively on corporate philanthropy. Our mission, simply stated, is to lead the business community in raising the level and quality of corporate philanthropy. It is our job to inspire business leaders to make a lasting commitment to community giving.

To add context to the conversation, today the corporate community celebrates National Corporate Philanthropy Day. This morning more than 40 CEOs gathered to address the issue of “The CEO’s Challenge: Leading the Company, Shaping Society,” with particular emphasis on business’s contract with society, clearly relevant to our conversation this afternoon. CECP also presented three Excellence in Corporate Philanthropy Awards for CEO leadership, innovation, dedication to measurement, and partnership. The winners are currently at the New York Stock Exchange ringing the closing bell, and this evening you’ll notice the Empire State Building lit in blue and green in celebration of National Corporate Philanthropy Day.

As we explore how business, working in collaboration with other sectors, can mobilize resources for development, we find ourselves focused on expanding economic opportunity and sustainability in the areas of most urgent need, working to achieve the Millennium Development Goals (MDGs).

Successful collaboration involves a few important elements: the players [“actors”], the need, the challenges, and the process for successful collaboration.

Let’s start with the constituents, or players. In this room we have gathered some of the world’s most influential leaders in state governance and philanthropy – from UN member states, corporate foundations and community affairs, academia, social investment companies, and other fields. Each community

represented today offers unique assets, and it is essential for us to agree that cooperation is possible in achieving the MDGs.

- The UN community offers on-the-ground knowledge, a history of experience in developing nations, and clear objectives upon which we can build our collaborations through the Millennium Development Goals.
- The corporate sector brings tremendous resources, beyond financial contributions, including: product donations, vendor partnerships, distribution channels, micro-loans, and knowledge and expertise through corporate pro bono service.

CECP recently engaged FSG Social Impact Advisors to survey our members; they found that among CEOs, corporate philanthropy is viewed as an integral part of the business, and is increasingly:

- Aligned with the business strategy, markets and competencies
- International
- Integrated with CSR
- Focused on measurable impact
- Important to employees
- And managed by giving professionals rather than the CEO

Let's turn now to "the need". We are all familiar with today's startling statistics regarding world hunger, and disparities in access to health care, education, and clean water. I encourage all participants from the corporate sector to review the Millennium Development Goals, included in your event packet, and learn more about these concrete, lofty, but measurable opportunities for addressing poverty. I would like to think that our conversations today will resonate with participants and steps will be taken in support of these critical goals.

I commend the significant work undertaken by the UN through ECOSOC and the World Economic Forum, and by other institutions like the Corporate Social Responsibility Initiative at Harvard and the International Business Leaders Forum, which have recently published important research on the ways in which the business community can better support the UN and the MDGs through philanthropy and responsible business practices. We are fortunate to have Jane Nelson, one of the key researchers in this area, participating in a panel today. She also serves on the jury for our organization's Excellence in Corporate Philanthropy Awards.

There are clearly challenges that must be addressed for successful collaboration. Many of our corporate members speak of "strategic" philanthropy, focusing on causes that are directly relevant to the business. This typically means issues in the communities where their employees live and work, causes that are intrinsically tied to business strategy, and opportunities that leverage corporate resources beyond the dollar.

Per CECP's research, international corporate giving by U.S. firms has increased over the last three years, from roughly 10% to 13% of total giving; manufacturing companies, on average, giving 18% to international causes, compared to service companies at 4%. U.S. companies still have a long way to go to distribute their giving in proportion to their off-shore revenues, profits or number of employees.

Since the MDGs relate to regions of the world that are often untouched by multinational corporations, companies are being asked to reach beyond their comfort zone. As Professor Jeffrey Sachs noted at our Summit last summer, companies have the power to pull these regions out of isolation through both responsible business endeavors and corporate philanthropy. Relatively small grants can have a tremendous impact and when invested properly the effect can be extraordinary.

I have profound respect for the international governmental bodies that have long supported these marginalized communities. And I think it is very wise for this UN community to strive to tap into the resources available through corporate philanthropy.

As we often discuss among our members, successful collaboration involves the setting of clear goals and defining ownership, building trust, and ensuring accountability from both partners. There are significant obstacles to overcome for cross-sector partnerships, such as cultural differences and perceived conflicting goals. However, through a shared commitment to success and continuous

dialogue, there is also enormous potential for strong cooperation between the business and governmental communities.

Today, I challenge each of you to explore the potential of achieving better cooperation across sectors to help eliminate extreme poverty. I hope that today's program challenges our communities to better work collaboratively to build the necessary bridges and move forward in advancing the Millennium Development Goals, together.