

Leadership for Good: Combining Business Skills with Social Needs



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UN partnerships, such as the Measles Initiative, vaccinate children around the world against life threatening diseases.

the strategic strengths of disparate organizations together to address common goals.

In recent years the UN has increased its efforts to foster partnerships. The UN Fund for International Partnerships (UNFIP) was established in 1998 after Ted Turner announced his gift of \$1 billion to support UN causes the year before. Turner set up a public charity called the United Nations Foundation (UNF) to administer this gift. UNFIP works with Turner's UN Foundation to fund and develop programs and to build new partnerships for the UN. The success of this partnership has spurred a multiplier effect that has attracted and fostered additional partnerships.

In the past, public private partnerships often meant: *you give us your money and we'll spend it.* Today, partnership means truly working together – sharing intellectual and financial resources and benefiting from each other's comparative advantage. There are three levels of opportunities for partners to align socially responsible activities with UN goals: advocacy, cooperation on the ground, and strategic partnerships (leveraging each partners' strengths). It is ideas, not money, which will bring successful cooperation.

Examples of innovative partnerships UNFIP facilitated include:

The Citigroup Private Bank in partnership with UNDP and UNFIP brought a dozen of the bank's clients to Mozambique and South Africa in April 2004 to explore opportunities to support UN projects. Thirteen projects sites were visited and specific follow up includes support by the Citigroup Foundation for projects in Mozambique and increased initiatives for micro-credit projects. In addition, the Citigroup Foundation's President was a panelist discussing the importance of the Millennium Development Goals at the European Foundation Centre's annual conference in Athens this June, and the UN is exploring how best to utilize Citigroup's leadership in employee volunteerism.

The Vodafone Group Foundation, the UN and the UN Foundation announced in June a five-year partnership agreement worth \$27.4 million to vaccinate 200 million chil-

Corporate America, by engaging in public private partnerships, is showing how good business and good philanthropy can sit at the same boardroom table. Such partnerships continue to grow in importance in a world where traditional boundaries between business versus social responsibilities are increasingly blurred, and where problems such as AIDS and climate change extend beyond national boundaries. Hence there is great benefit in bringing

dren in sub-Saharan Africa against measles by the end of 2005; the World Heritage program of the United Nations Educational, Scientific and Cultural organization (UNESCO), which seeks to protect the world's most valued places such as the Galapagos Islands and Mount Kenya National Park in Africa; and the global HIV/AIDS pandemic.

The partnership aims to share knowledge and expertise to create the maximum positive impact. Vodafone will seek ways to use its mobile communications technology to enhance the effectiveness of UN projects and also hopes to encourage its 60,000 employees and 133 million customers to become personally involved in awareness programs and fundraising efforts over the five-year program.



Improving access to quality primary education is one of the Millennium Development Goals, a set of time bound goals and targets a number of UN partners use a framework to focus their activities.

Coca-Cola Africa is a major supporter of HIV/AIDS Prevention Campaigns through partnership with UNAIDS, UNICEF and the Nigerian Government. Their in-kind support, focuses on social awareness through the production and distribution of information, education and communication materials; use of billboards strategically located around the country and placement of advertisement and jingles in the press, radio and television. The company has also dedicated their refrigerated trucks so that large quantities of polio vaccine could be transported to remote villages.

What can industry leaders do?

Partnering with the UN to alleviate complex social problems such as poverty, exploitation, human rights abuses and the spread of diseases has many advantages.

Partners with the UN can:

- Build capacity in emerging markets,
- Help promote political stability and good governance,
- Battle corruption and human rights abuses,
- Encourage innovation and new ways of thinking,
- Improve health, education, the environment and social well-being.