

Communication on engagement

CSR Greenland

June 2013 – June 2015

Dear Stakeholder,

It is my pleasure to present the first Communication on Engagement (CoE) from CSR Greenland to the UN Global Compact. As this is our first CoE, it contains a brief background on our activities and then focuses on the period June 2013 to June 2015. It is a separate document supplementing our annual reports which can be downloaded from our website.

We are celebrating our 5th anniversary this year and remain one of the most successful business initiatives in Greenland. Our focus on creating shared value for business and society through working strategically with CSR has proven to fit well with business, civil society and the public sector in Greenland, allowing us to develop our activities, member base and cross-sectorial partnerships.

From the outset, we have embedded the UN Global Compact principles in our work. They have been part of our communication and training of member companies and other stakeholders, and the foundation for our activities. Since 2012 we have been the Greenlandic contact point for the UNGC Nordic Network, a responsibility we share with Greenland Business.

We will continue to support the UN Global Compact principle going forward, and engage with and support the UNGC in our work. We invite feedback and ideas for our work (csr@csr.gl) and also encourage you to follow our work at www.csr.gl.

Enjoy the reading,

Brian Buus Pedersen
Chairman of the Board
CSR Greenland

Introduction

CSR Greenland was launched in October 2010 after several months of preparation and stakeholder engagement meetings. The organization was initiated by leading Greenlandic companies, along with the Employers' Association of Greenland, first and foremost to further a positive social and economic development in Greenland, and secondly to help companies manage risks, and not least to seize growth opportunities inherent in a strategic approach to CSR. Greenland is facing significant challenges in respect to social and economic development, making it relevant and timely that all stakeholders work together to improve conditions and work together towards a shared goal of sustainable development. In this respect, the core foundation of CSR Greenland rests on the idea of creating shared value for society and business.

CSR Greenland works with the UN Global Compact Principles at its core and focuses on the following themes:

- Environment
- Health issues
- Education and competence development
- Inclusion and diversity
- Social issues focusing on children and youth
- Anticorruption

The organization's vision is to play a role in creating a social, economic and environmentally sustainable development in Greenland through a focus on the social responsibilities of companies and through innovative partnerships between the public and private sectors and civil society.

The mission of CSR Greenland is to be a sparring partner for the business community and the public when it comes to CSR, and through the organisation's activities promote the CSR agenda, develop tangible projects and initiatives, and also support member companies and help them work systematically with CSR.

The work of CSR Greenland is based on very clear and simple values, with **a common responsibility** and **openness**. The mutual driving force of the members is the recognition that, to be able to grow and be successful, companies need a society that is developing along a positive path. At the same time, society needs strong and successful companies to be able to grow and evolve. Central to this notion is that companies contribute in areas where they have competence, knowledge and resources – and that CSR Greenland partners and co-operates with public authorities, voluntary organizations and national/international organisations to jointly attain the best possible results. CSR Greenland wants to contribute to transparency and openness in all communication concerning companies' attitudes towards CSR.

Members

Today, CSR Greenland has more than 40 members across sectors, representing a broad section of Greenlandic business life. An updated membership list can be found on our website www.csr.gl. The organization is only open to business members, but non-business members are engaged on a continuous basis both generally and on specific issues.

There are eight Greenlandic companies and organizations that have signed up to the UN Global Compact. All company signatories except one are also members of CSR Greenland.

Organization and governance

The top authority of the organization is the annual general meeting, which takes place every year in March. In this meeting, the attending members elect a board consisting of six to eight members. The board then appoints a chairman and a deputy chairman, who together constitute the executive committee. The board members are elected for a period of two years, and every year at least four board meetings are held. The work of this board is honorary.

The day-to-day operations are tended to by a secretariat located with the Greenland Business Association, and its purpose is to implement the strategy the committee has decided on, and to carry through the activities on its plan of action.

Core activities and strategic goals

CSR Greenland has four focus areas:

Maintaining a dialogue with the public sector

The organisation wants to further develop Forum for Corporate Responsibility, which is CSR Greenland's think tank with a focus on how the public and private sector can co-operate to create new, strong solutions for Greenland.

Change agent

CSR Greenland wants to set the agenda for the CSR debate and contribute to a broader understanding of CSR related topics and their importance for business

Partnerships and projects

CSR Greenland wants to work towards current as well as new partnerships and projects being carried out and developed within the chosen strategical areas.

Activities and the sharing of knowledge

CSR Greenland wants to develop tools and support that are relevant to business, and thereby support and strengthen the way companies contribute to a sustainable development in society.

On a tangible level, these efforts translate to the secretariat having the following duties:

- To manage and facilitate networks, seminars, courses and conferences for member companies as well as other stakeholders
- To manage and facilitate 'Forum for Corporate Responsibility', which is a forum for dialogue between the business community and the public authorities
- To support and manage partnerships and projects between companies, public authorities and civil society
- To support the member companies' reporting and communication regarding CSR
- To inform about, communicate and share knowledge concerning CSR
- To communicate information concerning CSR and the members' results

Activities 2013–2015

In the following section, we have highlighted our activities related to the UNGC. It is not a comprehensive overview of CSR Greenland's work and activities, but a selection of relevant information for our CoE. A more complete overview of our activities can be found in our annual reports available on csr.gl.

1. Engaging in UNGC networks

In conjunction with 'Greenland Business', CSR Greenland has been the National Contact Point for the UNGC Nordic Network and a member of the Steering Committee of the Nordic Network. Thus, we follow activities closely and provide regular inputs for how to promote the UNGC principles in the Nordic context.

CSR Greenland also plans and hosts network meetings for the Nordic Network. In 2013, we co-hosted the network meeting held in Reykjavik, Iceland, and we are currently planning the upcoming network meeting in April 2016, which will be held in Ilulissat, Greenland, focusing on climate change and cross-sector partnerships.

In addition to planning meetings, CSR Greenland has facilitated several workshops and held presentations at network meetings to share knowledge and experiences from our Greenlandic context.

2. Partnerships around corporate sustainability

Partnerships across sectors focusing on sustainability is one of the core focus areas of CSR Greenland, which align with the idea that all stakeholders need to work together to facilitate the social and economic development of Greenland.

In the reporting period, we have initiated and managed the following projects related to corporate sustainability:

Clean Greenland – Green Companies

Focus: Improving environmental management in local companies and raising general environmental awareness in Greenland

Partners: Department of the Environment, Greenland and WWF (Denmark) and the participating six Greenlandic companies.

Description and key results:

The project goal is to contribute to reducing the environmental impact from the participating Greenlandic companies by building capacity to handle environmental issues in the companies, especially systematizing the environmental effort by implementing an environmental management system of command adapted to each single company.

At the same time, the project will aid the participating companies in communicating their environmental work and the results of their efforts to staff, clients, authorities, media and other stakeholders.

From a somewhat larger perspective, the intention is for the participating companies to become *trend setters*, and thereby influence the attitude that other companies and the Greenlandic society in general have when it comes to environmental challenges.

This is a three-year project expected to end in the summer of 2016. Until now, the participants have drawn up and described their in-company environmental organisation, analyzed the most significant environmental impacts, carried out quick wins like energy saving at the head office and relevant business sectors, drawn up the first plans of action and written an environmental impact statement. During the final year in the project, the focus is on establishing an environmental strategy for the next 3–5 years. The experiences and results from the project are communicated continuously, and a halfway report is published in magazine format.

School project ‘Companies visiting schools – schools visiting companies’

Focus: Inspire and motivate young people to pursue an education to facilitate better opportunities for themselves, a more educated workforce and a positive social and economic development in Greenland

Partners: Representatives for the local business community in the 4 cities that participate, and one school that has been selected in each city.

Description and key results:

The background is the financial and demographical development in Greenland over the coming years, where there will be an even deeper need for well-educated young people. A series of companies experience challenges in recruiting staff with professional education, and despite a positive trend when it comes to education, there is still a large group of young people who do not start an education after “folkeskole”, the Greenlandic equivalent to lower secondary school. Students as well as teachers and principals lack knowledge of education and employment opportunities, the requirements for these, and so on.

The project goal is aimed towards the oldest students at four selected lower secondary schools. The goal is to motivate these students to stay in the educational system after primary school, through an intensified co-operation between the school and the surrounding business community.

In all four cities, project groups have been set up with representatives from the schools and local companies that are interested in the project. These groups are planning activities for the young, where the young learn more about jobs and education at local workplaces. The companies visit the schools, and vice versa. Examples of arrangements can be that a trainee from the company gives a presentation about their education to a school class, while the students e.g. can work for the companies to make money for a study tour, and the company can give lessons on how to write applications or the like. These activities increase the students' and the teachers' knowledge on what opportunities the business community has to offer.

For now, this is a pilot project that takes place in four cities over two years, but there are plans to expand and develop the project further.

Saligaatsoq Avatangiiserik

Focus: This is a collection of several joint ventures that take place under a mutual “environmental umbrella”, where the member companies of CSR Greenland get involved in the work to increase awareness about themes like energy consumption, waste disposal management, recycling and so forth. CSR Greenland is the one co-ordinating and arranging this attitude-changing venture project.

Partners: Every participating company, the Greenland Self-government and the four Greenlandic municipalities.

Description and key results:

Saligaatsoq – Avatangiiserik started out in the spring of 2011 as a common clean-up day in Nuuk, where employees from a number of companies removed large amounts of waste from the city's ditches, roads and sites after the snow melted. But gradually, the project has become something far more than a yearly clean-up day.

In addition to the very hands-on task of removing waste, the participants are now working on several different levels to increase awareness about Greenland's environmental challenges and require a sense of responsibility. Work takes place on a political level, with a strategic environmental leadership in the various companies, alongside work to change the general attitudes and opinions of the public.

Among the broadly embracing and widely different initiatives under the Saligaatsoq – Avatangiiserik umbrella are:

- a) **The clean-up day**, which has spread to several cities outside Nuuk.
- b) **Clean Greenland – Green Companies**, see separate project item.
- c) **The Qujanaq campaign**. In the spring of 2014, the Greenland Department of Environment and Nature carried out a big campaign against the dumping of refuse in nature. The campaign is about taking care of the beautiful Greenlandic nature, and a huge QUJANAQ (a Greenlandic word for thanks) goes out to everyone who makes use of the garbage cans. One of the elements in the campaign is setting out large, green singing garbage cans. The campaign has made use of e.g. social media like Facebook and music/concerts to reach out to the target group, which is young people. The Department of Environment and Nature is behind the campaign, which has been promoted via Saligaatsoq-Avatangiiserik, among others.
- d) **The office initiative**. One of the project groups worked out a campaign poster with plain and simple pieces of advice in text and drawings that are to propagate the responsibility of every individual office worker to reduce their negative environmental impact during working hours. The poster is ready for use in every type of office, and with time it can be adapted to other types of workplaces, involving e.g. production facilities.
- e) **Reuse of fishing nets**. Fishing is the largest industry in Greenland, and in many places, large amounts of discarded fishing nets have been piling up. The project group is investigating how these nets can be reused in an environmentally and economically justifiable manner.
- f) **Increased use of electric cars**. There is a continuous dialogue with the authorities on how the infrastructure can be improved, how the structure of charges should be decided on, and to inform them about the benefits of exchanging a large part of the country's diesel and petrol cars for electric cars. This is especially relevant for cities where electricity is provided by a hydroelectric power station

3. Engaging companies in UNGC related issues

A core activity for CSR Greenland is to host and facilitate networks to allow members to learn about CSR and share experiences, challenges and best practices. Our network of larger companies meets 3–4 times a year to discuss relevant CSR issues. The members of our network of smaller companies meet 2–3 times a year to discuss CSR related themes and hands-on challenges in working with CSR. The networks are highly important forums for engaging companies in UNGC related issues.

In the reporting period, we have hosted network meetings with the following themes:

- CSR strategy, version 2.0
- CSR communication
- Reporting

- Strategic health management
- Inclusion and the spacious labour market
- Get your staff involved
- Five tricks for the environmental work

In addition to network meetings, CSR Greenland regularly engages companies in seminars, courses and events for member as well as non-member companies. Examples from the reporting period include:

- Conference on anti-corruption and human rights (2013)
- Conference on inclusion and the spacious labour market (2014)
- Conference on purchasing and responsible supplier control (2015)
- Course in CSR in a Greenlandic and Scandinavian context (2013)
- Course about basic CSR and about putting strategies into action (2014)

CSR Greenland also offers companies one-on-one meetings and management workshops to facilitate the companies' work with CSR related themes. By helping companies identify material issues and streamline their sustainability work, CSR Greenland helps to ensure relevance and integration into the business.

4. Engage other stakeholders in UNGC related issues

One of the key goals of CSR Greenland has been to promote the idea of shared value and shape the agenda of strategic CSR. In doing this, we have engaged with a broad range of stakeholders, including public institutions, local civil society organizations, media, international companies, universities etc.

It is particularly worth mentioning the administrative support given to organizations such as Transparency International Greenland, focusing on anti-corruption and the network Tamatta Akuusa, focusing on diversity in the workplace and gender issues. In both cases, CSR Greenland has helped facilitate the start of the organizations to ensure a strong focus on these specific issues in Greenland.

To engage decision makers in government, CSR Greenland in 2011 launched the initiative 'Forum for Corporate Responsibility' as a dialogue forum between key politicians and member companies to discuss how to work together to facilitate a positive social and environmental development in Greenland. The forum was highly active in 2011–2012, but has been less active in the reporting period, though meetings still occur between the organization and relevant ministers.

Other examples of activities in the reporting period include:

- Articles and press releases in local papers
- Development and continuous updates of CSR Greenland's website, www.csr.gl, with news, project descriptions etc.

- Publishing of the house-to-house distributed magazine ‘CSR i Grønland – viden, cases og inspiration’ (CSR in Greenland – knowledge, cases and inspiration)
- Training – CSR Practitioner's course (12 full day sessions) held in Nuuk and Reykjavik in collaboration with Copenhagen Business School. 19 students participated in a thorough program covering CSR theory, stakeholder engagement, CSR reporting, UN Global Compact and other standards taught by partner Anne Mette Christiansen and Professor Andreas Rasche.
- Stakeholder Consultations – the secretariat regularly hosts meetings with external stakeholders like Greenlandic NGO's in the field of children and young people and the environment with municipalities and other public authorities that are not (yet) members of CSR Greenland, but are interested in the work that the organization does.
- Participating in the large ‘Future Greenland’ conferences on growth, welfare and development in 2013 and 2015 with materials on CSR in general and CSR Greenland
- Participation in the sailing related education and trade fair ‘SeaShow 2015’, where we had a dialogue with young students as well as meetings with the local business community in five cities and presented CSR Greenland and the project ‘Companies visiting schools – schools visiting companies’.
- During autumn of 2015, fellow organizer of a series of inspirational events in Nuuk, with a focus on the development of competence and the use of local resources. The arrangements were free of charge and open to anyone who was interested.
- Lectures on health in the workplace, in co-operation with the Department of Health

5. Facilitating reporting

- Training on reporting through network meetings and reporting platform trainings
- Support reporting – reporting platform

Plans for 2015 - 2017

For the next couple of years, the committee of CSR Greenland has decided to continue the prioritized focus on education/development of competence and the spacious labour market. In these areas, the organization would like to act as a starter and driving force. Among other things, this will take place through a continued development of the project ‘Companies visiting schools – schools visiting companies’. Preferably, this is supplemented with teachers and school management from participating schools receiving goal-oriented in-service training.

In the areas of health and environment, existing partnerships with the government are upheld, and arrangements and tangible projects will be carried out continuously.

Other focus areas will be:

- Increasing the number of members
- Building a sustainable financing platform

- Involving a minimum of 30 different companies in tangible projects with a specified focus on school projects
- Increasing the overall member satisfaction
- Significantly increasing the dialogue frequency with members
- Increasing the visibility of organisations and members

Among the planned activities for 2016 are

- Hosting of the UNGC Nordic Network meeting in April
- Hosting of two all-day meetings for members with professional presentations, exchanging of experiences etc.
- A series of business specific workshops to inspire and support the members to further develop their CSR work
- Developing and managing projects, and ensuring that the goals set for the school project are met, including fundraising for the next step in the project and communicating results.
- Closing and assessing the environmental project 'Clean Greenland – Green Companies', and a discussion concerning a potential continuation with a new project
- Maintaining and developing the partnership with the Department of Health regarding the health efforts made by companies.
- Maintaining and further developing the environmental initiative Saligaatsoq Avatangiiserik at the current level, including continuous fundraising of tangible efforts
- The start and development of partnership deals with Kommuneqarfik Sermersooq and Kommune Kujalleq – with the effort based on the tangible interest and efforts of the municipality
- Maintaining the efforts in connection with 'Forum for Samfundsansvar' (Forum for Social Responsibility), aimed towards Greenlandic politicians
- Starting a new initiative targeting the education of young people and further education to get students involved in the CSR agenda.

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