

Responsible Business highlights global corporations that are advancing the principles of the UN Global Compact and developing business-driven solutions to some of the greatest challenges facing our world today. Not only to improve corporate reputation or increase profits, but because it's the right thing to do.

RESPONSIBLE
BUSINESS
TELEVISION





Responsible Business is a television series produced by Global Initiatives, in partnership with UN Global Compact and the United Nations Environment Programme, and broadcast globally on CNBC. The series features leading global corporations that, in partnership with government, NGOs and other international organizations, are transforming the way they operate by developing business-driven solutions to some of the greatest challenges facing our world today.

Responsible Business looks at some of the positive stories whilst covering the issues – climate change, biodiversity, human rights, education and healthcare among others. Through the individual stories the series will look at how companies are evolving in a post recession economy and are developing innovative strategies and partnerships that place corporate citizenship at the very centre of a more responsible way of business. We look at how companies are responding to society's needs and creating solutions to improve the world, while at the same time increasing profitability and competitive advantage.

Some of the companies featured in the first series of Responsible Business Television include...

American Airlines	Hydro	Rezidor Hotel Group
Borealis and Borouge	Intel	Scania
British Telecom	Nestle	Sveaskog
Deloitte	NokiaSiemens	Syngenta
Endesa	Novozymes	Telenor
HP	Pfizer Inc	Voestalpine

(visit <http://www.responsiblebusiness.com/TelevisionEpisodes.html> to watch all the episodes from series one)



Solutions for a Low Carbon Future

Green Construction and Sustainable Buildings

Business action, government regulation and greater use of energy-saving technologies can substantially reduce carbon dioxide emissions from the building sector which accounts for 30-40 % of global energy use. This episode features companies that are developing ground breaking technologies that will make the way we live and work more eco-friendly.

Sustainable and Renewable Energy Solutions

Today, more and more companies are turning away from conventional energy solutions and adopting new technologies to reduce their climate emissions. 'Business as usual' has given way to an increased understanding that switching to renewable energy is not only the right thing to do, but also makes better business sense. This episode looks at examples of companies in all sectors that are pioneering the way in innovative renewable and new energy solutions.

Innovative Solutions for Industry and Consumers

New innovations and improvements in existing technology along with increased awareness are accelerating our journey towards a low carbon future. The majority of these innovations and improvements are being pioneered by the corporate sector. Companies are investing vast resources to increase awareness and use of these technologies within communities across the world. This episode will feature some of these stories.

Delivering the Millennium Development Goals

Protecting the World's Water Resources

With changing climate patterns and a planet that is continuing to get warmer, it is going to become harder to quench the thirst of an ever increasing world population. Global statistics on water availability, supply and access are alarming, and the situation is getting worse. This episode looks at companies that are tackling the issue of stable water supplies and developing solution that make better use of existing water resources.

Solutions for Empowering the Poor and Reducing Hunger

In the year 2000 the leaders of 189 countries signed up to the Millennium Declaration, a global plan to halve extreme poverty by 2015. In 2010, with over 1 billion people still living on less than \$1 a day, we are far short of that goal. Here we look at business-driven solutions to empowering the poor, reducing poverty and the efforts of some companies to raise global food production and address the issue of food security

Business Action to Provide Education for All

A good education is the most powerful tool in the fight against poverty, and provides the foundation for a secure future. The UN Millennium Development Goals aim to achieve universal primary education in all countries by 2015. However, ensuring access to quality, basic education for all remains a major challenge. This episode looks at how businesses are rising to this challenge.

Business and Biodiversity

Slowing the Loss of Biodiversity

In 2002, the world's governments agreed to significantly slow the rate of biodiversity loss by 2010. Time is almost up, and by most accounts they have failed. The alarming rate at which species and their habitats are being lost could have a severe effect on humanity. But where governments have failed, companies are stepping up to the challenge and this episode looks at some of these stories.

Protecting the World's Natural Resources

With the rapid depletion of the world's natural resources, the need for sustainable resource management has become clear. This episode looks at companies that are taking steps to protect, conserve and manage the earth's most precious resources.

Sustainable and Responsible Investment

As the global economy emerges from its worst financial crisis in over 60 years, there is significantly increased scrutiny on companies and how they invest. More than ever companies are required to show the highest level of accountability and transparency, and adjust to increased regulation and ethics oversight. Here we look at leading companies and financial institutions that are going beyond this, seeking not only to comply and maximize financial return, but also achieve social and environmental good through their investments.

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Producer

Global Initiatives promotes positive social change and sustainable global development through international events and media projects. Through the sharing of knowledge, experience and best practices, these address some of the greatest challenges facing the world. Highlighting global issues such as the environment, corporate citizenship, and the development of emerging markets, Global Initiatives encourages partnership, inspiration and creating a better future.



In Partnership with

The United Nations Environment Programme (UNEP) is the voice for the environment in the United Nations system. It is an advocate, educator, catalyst and facilitator, promoting the wise use of the planet's natural assets for sustainable development. The UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. For more information, please visit www.unep.org



United Nations Global Compact

Launched in July 2000, the United Nations Global Compact brings business together with UN agencies, labor, civil society and governments to advance ten universal principles in the areas of human rights, labor, environment and anticorruption. Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With more than 3,200 participants in over 100 countries, it is the world's largest voluntary corporate citizenship initiative. For more information, please visit www.unglobalcompact.org



Corporate Responsibility Consultant

A leader in corporate responsibility since 1992, Business for Social Responsibility (BSR) works with its global network of more than 250 member companies <http://10.0.0.99/membership/index.cfm> to develop sustainable business strategies and solutions through consulting <http://10.0.0.99/consulting/index.cfm> , research <http://10.0.0.99/research/index.cfm> , and cross-sector collaboration. With six offices in Asia, Europe and North America, BSR leverages its expertise in environment, human rights, economic development, and transparency and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org <http://www.bsr.org/> for more information.



Corporate Partnership Consultants

Regency Foundation Networkx is an international development agency facilitating partnerships between governments, business, civil society and the United Nations; current focus areas include the environment, HIV education & prevention and corporate responsibility. Regency is headquartered in the UK, with offices in Brazil, China and South Africa. www.regency.org