



Global Compact
Network Netherlands

GLOBAL COMPACT NETWORK NETHERLANDS

2020 Annual Report



JUNE 2021

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FOREWORD

2020 was the year of the 20th anniversary of UN Global Compact. After 20 years our network is still growing and our mission is more relevant than ever. Due to the COVID-19 crisis the global challenges are even more urgent and many companies realised they should improve their societal impact and work on sustainability.

It is with great pleasure that we can contribute to this sustainability mission of the businesses:

- By offering the UN Global Compact programs to our members, like the COVID-19 Academy Series.
- By contributing to the global network; for example we have organized a session at the Global Leaders Summit, we have contributed to Global Impact Initiatives and we have presented a publication with global relevance; how stakeholder inclusion can accelerate the SDG agenda.
- And lastly by continuing to be a strong network in the Netherlands itself.

I am really proud of the new initiatives we have taken this year, like the upscaling of our Young Professionals Program, the SDG Ambition program, the SDG flag initiative on the 25th of September and the organization of many webinars. With these initiatives we have really contributed to the sustainability agenda in the Netherlands.

I would like to thank my colleagues, Hugo, Marco, Julie, Julia, Jan, Amelia, our (former) interns Rachel, Elena and Linde, our board members, the young professionals and our members. It is great to work together with these passionate and ambitious people on the mission of UN Global Compact.

I wish you all the best!

- Linda van Beek, Executive Director, Global Compact Network Netherlands



COMMITMENT TO SUSTAINABILITY

By our members and our organisation

BY OUR MEMBERS

United Nations Global Compact has adopted the following mission: “By committing to sustainability, business can take shared responsibility for achieving a better world”

To achieve this mission Global Compact Network Netherlands is active in all global programmes: **SDG Ambition, Target Gender Equality, Climate, and Young Professionals Program**. Besides of that we strive to be a strong network ourselves in the Netherlands, offer our members a relevant platform to work on their sustainability ambitions and to meet with other peers.

Global Compact Network Netherlands has adopted its 2019-2021 strategy (**see slide 4**).

Through the COP our members report on their progress.

FOR OUR ORGANIZATION (board and office, events)

Although we realise the sustainability impact that we have by offering programs and network to our members is the most important one, we also want to communicate in this report about our own operations and how we are committed to the ten principles.

For example:

We strive towards a 50-50 gender balance in Board and Office. This goal has been achieved.

Our employment contracts are better than at trade union level

We will diminish our greenhouse gas emissions by 20% through working from home, video conferencing, traveling by public transportation and thanks to the new open office spaces in the Malietoren.

As a team we're all committed to human rights, labour standards, anti-corruption and preserving nature.

ORGANIZATIONAL STRATEGY

In 2019 Global Compact Network Netherlands adopted a new mid-term strategy for the years 2019-2021. The priorities are visualized in four important pillars. 2019 was the year where we built the operational, financial, and HR infrastructure to speed up. 2020 marked the second year of the strategy and has been a year in which GCNL has accelerated its operations across the board with more activities and events, new programmes, innovative projects, stronger partnerships, and many new businesses joining.

1. Strengthen Communication & Value Proposition

- 1.1 Further align our long term value proposition with the needs of our (future) members
- 1.2 Share knowledge on urgent sustainable development challenges and opportunities
- 1.3 Sustainable, bilateral and interactive, engagement with our (future) members

2. Alignment UN Global Compact

- 2.1 Make global goals local business by boosting the collaboration with UNGC
- 2.2 Improve sustainability information access to GCNL members
- 2.3 Align GCNL projects with UNGC programmatic activities

3. Business Model - Membership & Partners

- 3.1 Double GCNL membership by 2021 to create a sustainability ripple effect
- 3.2 Empower young sustainability leadership and- innovation
- 3.3 Improve progress monitoring by supporting the members with COP/COE and SDG reporting

4. Diversification & Deepening Content

- 4.1 Accelerate the sustainability transition by focusing on the most material and urgent topics
- 4.2 Facilitate local networking and spur (cross-sectoral) collaboration to drive sustainability action
- 4.3 Engage and partner in projects/activities that increase knowledge sharing and learning

OVERVIEW 2020

The purpose of this report is to provide Global Compact Network Netherlands (GCNL) stakeholders with an overview of the initiative's progress in key strategic and operational focus areas during 2020, as well as to highlight recent activities undertaken to promote business action on UN issues and priorities. Aligned with its 2019-2021 mid-term strategy, Global Compact Network Netherlands has focused its activities on delivering against four crucial pillars. These pillars served as the basis for the below scorecard that identifies key related organizational goals and reflects progress through the end of the 2020 calendar year:

● = ≤100% Achieved

● = ≤50% Achieved

● = ≥50% Achieved

1. Strengthen Communication & Value Proposition			2. Alignment UN Global Compact		
SOCIAL MEDIA FOLLOWERS	Target: 2730	Achieved: 3057 ●	GLOBAL IMPACT INITIATIVES	Target: 1	Achieved: 1 ●
UNIQUE WEBSITE VISITORS	Target: 29134	Achieved: 18070 ●	MGGLB CONFERENCE*	In October 2020	Achieved: No ●
3. Business Model - Membership & Partners			4. Diversification & Deepening Content		
GCNL MEMBERS	Target: 70	Achieved: 40 ●	GCNL EVENTS	Target: 8	Achieved: 8 ●
YPP GROUPS	Target: 4	Achieved: 4 ●	EXTERNAL EVENTS WITH GCNL AS PARTNER	Target: 4	Achieved: 4 ●

*Due to COVID-19 we were unable to organise the Making Global Goals Local Business Conference in 2020.

MEMBERSHIP SNAPSHOT

Global Compact Network Netherlands experienced a boost in new participants in 2020 and now has a participant base comprised of:

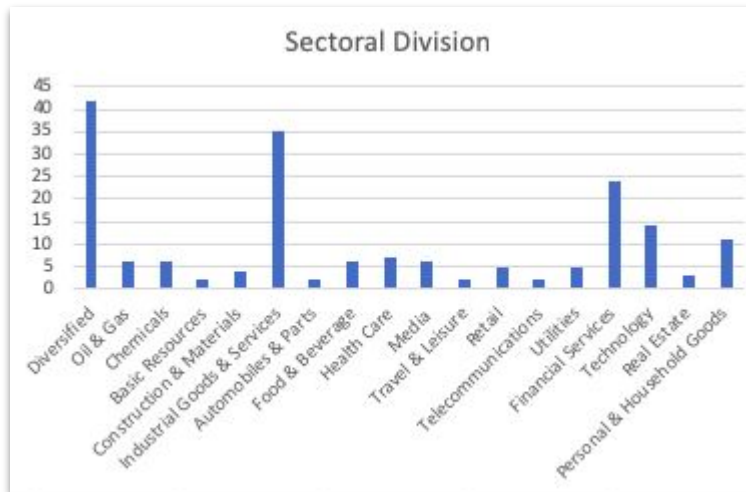
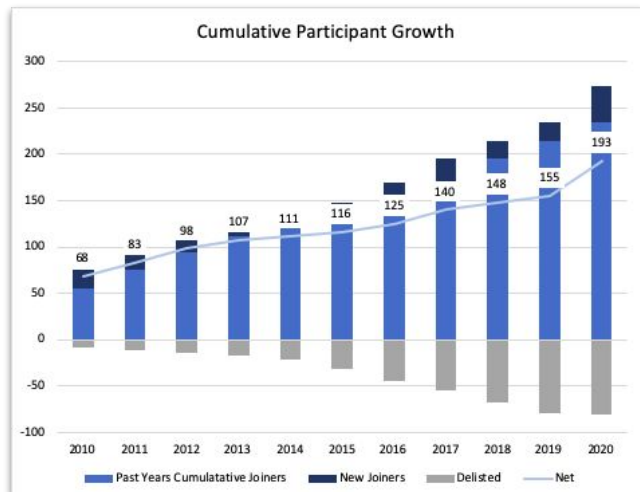
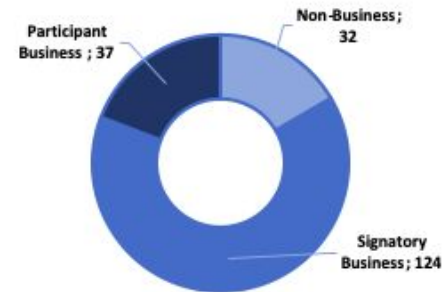
- Business Participants: **161**
- Non-business Participants: **32**
- **Total Participants: 193**

GROWTH

During 2020, **40 new organizations** joined the Global Compact Network NL. This represents an overall net growth in membership of 25%. The majority of new joiners were SMEs.

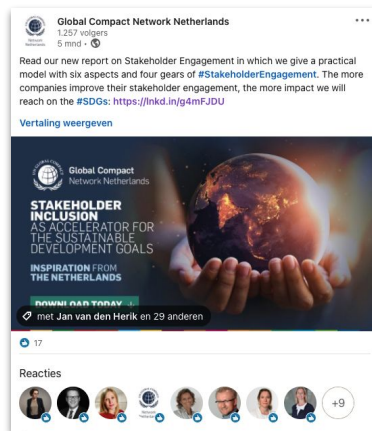
Delistings

Only 2 organizations delisted in 2020.



MEDIA & BRAND

In 2020 Global Compact Network Netherlands experienced a great growth in their online presence. To improve this in 2021, we fine-tuned our communication strategy. Our goal is to highlight best practices from participating companies and inspire organizations with our messaging to take concrete actions to achieve the Global Goals.



FOLLOWERS

1145
LinkedIn

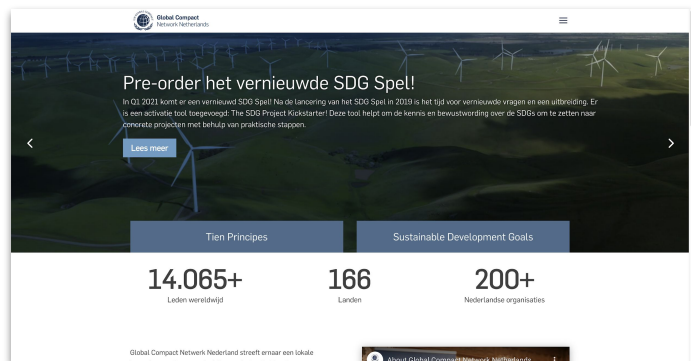
1029
Instagram

606
Twitter

277
Facebook

In total we had 3.057 followers by the end of 2020.

The number of followers increased by 173% in comparison to 2019.



18.070 website visitors

The number of website visitors grew 68% in comparison to 2019.

FINANCIAL OVERVIEW

	2020 BUDGET	2020 ACTUALS
TOTAL INCOME	€160.000	€204.206
TOTAL COST	€154.916	€142.662
TOTAL RESULT	€5.084	€61.544

FINANCIAL RESERVES PER 31/12/2020	€149.810
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YPP 2020 Groups	PROJECTED
INCOME	€141.750
COST	€166.963
RESULT*	-€25.213

INCOME

Overall income for 2020 was approximately €204k, exceeding the budget of €160k. GCNL received more income from annual contributions due to a growth in companies joining the UN Global Compact

EXPENSES

Overall expenses for 2020 was approximately €143k, staying within the budget of €155k. Due to COVID-19 we've has less expenses than anticipated for the events and activities we organized. Disciplined spending, coupled with higher than expected revenue, led to favorable financial results, with the GCNL ending the year with a surplus of approximately €61k.

LOOKING FORWARD

Based on these numbers, the 2021 budget has been increased to €203k with additional funds allocated to human resources, (digital) marketing, events, and product development. This way our finances supports the continuing growth of GCNL.

*An investment into the YPP of €24.100 was budgeted in 2020.

EVENTS

QUARTER 1 & 2 2020

JANUARY - JUNE

'INTEGRALE AANPAK SDG's en IMVO'

Workshop (in Dutch) | 11 Feb 2020

The workshop was targeting businesses (in particular SMEs) who wanted to make progress on SDGs and IMVO relationship and offered some guidance on the SER advice, SDGs and IMVO.

SUSTAINABILITY FORUM

Online Forum | 2 Apr 2020

Organized by GCNL, GCUK, and NBCC, the event featured speakers explaining why sustainability reporting must become as clear and reliable as financial reporting in order to achieve the SDG's.

CSR IN TIMES OF CORONA

Webinar (in Dutch) | 21 Apr 2020

Organized by GCNL, the webinar aimed to inspire and inform members about the ways that they as a company could shape CSR in those extraordinary and challenging times

LEADERS SUMMIT LIVE

Online Global Event | 15-16 June 2020

The 20th Anniversary virtual Leaders Summit became accessible to stakeholders including unlimited representatives from all of our 10,000+ participant companies and 3,000+ non-business participants. On the sidelines of the Summit, GCNL organized a breakout session on the topic of stakeholder engagement. Also we organized a kick-off of the Leaders Summit with all dutch participants.

INCLUSIVE BUSINESS PARTNERSHIPS

Workshop | 16 April 2020

A collaboration with GCNL, Partos and PUM to discuss with companies and NGOs the opportunities in strategic and inclusive business partnerships.

QUARTER 3 & 4 2020

JULY - DECEMBER

PIONEERING A CIRCULAR FUTURE

Annual Event | 3 July 2020

This large scale virtual event by GCNL & Green Ups generated knowledge on circular concepts and how they can apply to the participants' current roles, aiming at connecting like-minded sustainable business leaders in corona time.

SGD ACTION DAY - SESSION 'DO YOU DO WHAT YOU SAY?'

Online Workshop | 25 September 2020

The event was looking at stimulating sustainable transitions based on the SDGs. In this workshop, GCNL shared insights about the SDG Ambition and ideas on how to make responsible decisions in one's own work.

STAKEHOLDER INCLUSION

Online Workshop | 29 Oct 2020

Based on the Stakeholder Inclusion Report by GCNL and partners, the workshop outlined the model for stakeholder engagement and presented ways on its implementation within the organizations.

SUSTAINABLE LEADERSHIP

Webinar | 3 Nov 2020

An exclusive webinar featuring Russell Reynolds Associates, discussing the importance of sustainable leadership and ways to implement it in your organization.

SGD IMPACT OF PwC

Webinar | 12 Nov 2020

Publicly-available webinar for companies on measuring and reporting on SDG impact.

HOW EUROPEAN SMEs CAN CONTRIBUTE TO GREEN RECOVERY

Webinar | 16 Nov 2020

Organized by the UN Global Compact, Rabobank, GCNL & GCUK, the webinar brought together a diverse group of European SMEs to catalyze engagement with the Business Ambition for 1.5C campaign, and use the new streamlined route for small- and medium-sized businesses by SBTi to set science-based climate targets.

ACTIVITIES

SDG FLAG INITIATIVE

On 25 September 2020 we celebrated the fifth anniversary of the seventeen Sustainable Development Goals, which encompasses our global framework for an inclusive, just and sustainable society in 2030. Together we have raised hundreds of flags in the Netherlands and abroad during the annual celebration of the SDGs.

#TogetherfortheSDGs



SDG PIONEER CAMPAIGN

On 3 July 2020 during the annual virtual event of Global Compact Network Netherlands, we announced who the 2020 SDG Pioneer of the Netherlands has become. Diana has done impressive work on the SDGs in her role as Senior Director Sustainability at Corbion. In her role, she has ensured that the SDGs 2, 3 and 12 are fully intertwined with the company's strategy and, together with her team, have set ambitious goals to contribute to the 2030 Agenda.



A RENEWED SDG GAME

After the launch of the **SDG Game** in 2019, it is time for a renewed and extended version. We have developed an activation tool: The SDG Project Kickstarter! This tool supports to transfer your SDG knowledge and awareness into concrete projects by practical steps. We launched a promotion video to open pre-orders.



In 2020 the **SDG Ambition Accelerator** programme was launched in partnership with Accenture in **30 local networks**, including the Dutch network. Over **600 companies** worldwide have joined the programme and **22 companies** are part of the Dutch track.

With facilitated sessions and online on-demand content, participants are encouraged to set ambitious goals linked to 10 corporate benchmarks deducted from the 17 country SDGs. Company representatives engage in cross-sectional peer learning and are supported by the knowledge and experience of the SDG Ambition team.



SDG AMBITION BENCHMARKS
Gender balance
Net positive water-impact
100% of employees earn a living wage
Zero waste to landfill and incineration
Zero discharge of pollutants
100% sustainable material input
Science-based emissions reductions
100% resource recovery
Land degradation neutrality
Zero incidences bribery

STAKEHOLDER INCLUSION REPORT

After organising a round table with 10 companies early 2020 and a parallel session at the Leaders' Summit mid-June, the study **"Stakeholder Inclusion as accelerator for the SDGs"** was published in October. On the one hand there are many inspiring practices, on the other hand there is still room for improvement to unlock the fuller potential of stakeholder engagement and shift into the next gear. A new stakeholder inclusion model and a set of helpful questions are provided to inspire companies on their journeys to further stakeholder engagement and the contribution to the SDGs.



SIX ASPECTS OF STAKEHOLDER ENGAGEMENT

DISCLOSURE

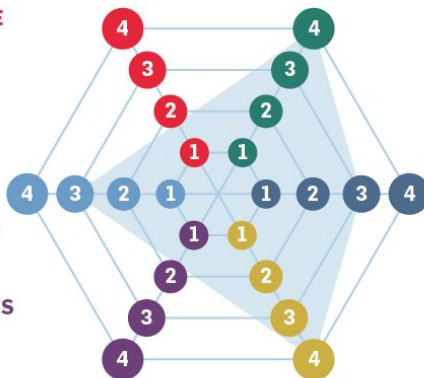
1. Mandatory
2. Opportunistic
3. Wider
4. Impact

(PURSUED) OUTCOMES

1. Insight
2. Validation
3. Alternatives
4. Integrated value

APPROACHES

1. Information
2. Consultation
3. Involvement
4. Partnership



MOTIVATION

1. Legal-minimum
2. Risk-based
3. Opportunity-based
4. Stewardship

ORIENTATION OF TARGETS

1. Compliance
2. Do no harm
3. Shared value
4. Purpose

STAKEHOLDER TYPES

1. Internal
2. 1st tier
3. 2nd tier
4. 3rd tier



The publication was downloaded 347 times on the website of Global Compact Network Netherlands. You can also find the publication in the library of UN Global Compact. Here the publication has been viewed 122 times.

2020 THE START OF THE RENEWED AND ENHANCED YOUNG PROFESSIONALS PROGRAM

ACCEPT - ADAPT - MOVE ON

2020 was a very successful but also a really demanding year for the renewed and enhanced Young Professionals Program (YPP). Due to the covid-19 pandemic the teams had to work remotely from home and had to shift from physical meetings towards virtual meetings.

The last pilot team of the YPP that started their journey in October 2019 finished their project. Despite the covid-19 situation, they moved on and delivered their SDG project in January 2021 with a super successful international **SDG Ambition Event for Young Professionals**. More than 600 young professionals from different countries signed up for the event and were inspired to formulate their own SDG ambitions.



In February and March 2020 the special YPP-website was developed. When the recruitment campaign for the renewed YPP in spring of 2020 took-off, the covid-19 virus was hitting the Netherlands hard and many companies had to be strict on their investment budgets, including learning & development budgets of their staff members. Although the circumstances were unexpectedly very demanding, the launch of the renewed YPP was a great success and we realized our targets to add 4 new teams to the YPP. In June 2020 18 participants signed up and in December 2020 another 18 participants joined the YPP. Virtual meetings are – to put it mildly - not the ideal way to build a team, but it all seems to work out very fine. We added some new elements to the program for 2021, like an extra course to learn to work more effectively together virtually as a project team and to organize extra webinars with sustainability experts to share their knowledge on different topics.

On our **special website** one can find information about the YPP-concept, learning & development goals, individual and organization benefits and the admission requirements for participation in this action-based SDG journey. Furthermore, you will find inspiring testimonials of former YPP-participants as well as a brief reference to the SDG projects that the teams have delivered at the end of their SDG journey.

SDG Young Leaders Board (SDG YLB)

In our global network of private and public organizations millions of young professionals are active. But there is a lot to win if you think about their level of engagement with UN Global Compact and Global Compact Network Netherlands. We realized that there is a huge potential to involve more of these highly talented future leaders actively with UN Global Compact, the Ten Principles and the SDGs. In the Netherlands we already started in 2017 with the set-up of the Young Professionals Program. But on a national and international scale there is so much more to gain.

In 2018 the third Young Professionals Program (YPP) pilot team developed a vision and strategy document to set-up a global movement of young professionals under the flag and umbrella of UN Global Compact. In 2019 the board of Global Compact Network Netherlands embraced the proposal of the YPP-team to set-up a SDG Young Leaders Board (SDG YLB) in 2020 as an important step forward to start building a young leaders movement.

In the summer of 2020 the members of the SDG YLB were recruited and the SDG YLB was officially installed in autumn 2020. All board members are bringing a young professionals network with them, as they are representing other network organizations: Inclusive Leaders Network (INCLEADERS), Women in Financial Services (WiFS), Klimaat en Energie Koepel (KEK), Dutchtainables, Chinese Engineers Network Netherlands, Stichting Maruf and Jonge Krachtenbundelaars.

The SDG YLB consists of seven young professionals and one board member of GCNL as a linking pin.

In Q4 2020 the SDG YLB kicked off and started working on its vision and mission statement (WHY-HOW-WHAT) to determine how to effectively create and set-up an SDG Young Leaders Network of highly motivated and engaged young leaders in the Netherlands as well on an international level under the flag of UN Global Compact. Important to mention is that Sanda Ojiambo, the CEO and Executive Director of UN Global Compact, is fully supporting this initiative.



Fleur Osté
Unilever
Dutchtainables



Orçun Ersungur
Houthoff
Stichting Maruf



Bas Ooteman
Climate Neutral Group
Klimaat en Energie Koepel



Lievijne Neuteboom
European Banking Authority
Women in Financial Services



Mart van Kuijk
VBDO
Jonge Krachtenbundelaars



Titia Schutten
KPMG
Board member GCNL



Mpanzu Bamenga
Regiegroep
Ongedocumenteerden
Amsterdam
INCLEADERS



Yixiao Qiao
Philips
Chinese Engineers Network

LOCAL PARTNERSHIPS

Global Compact Network Netherlands plays a key-role in the Dutch eco-system to accelerate the Sustainable Development Goals.

Among others Global Compact Network Netherlands partners are: VNO-NCW, MKB-Nederland, Groene Groeiers, Dutch Sustainable Growth Coalition, MVO Nederland, SDG Nederland, PUM, Partos, VNG, duurzaam-ondernemen.nl, NVVN, VBDO, ICC. Examples of concrete results of these partnerships

- An open letter initiated by SDG Netherlands to build a sustainable government agreement after the elections .
- Active presence of Global Compact Network Netherlands at the SDG Action Day on 25 September 2020 (5 years celebration, flags).
- In a board meeting with presence of Ingrid Thijssen, new chair VNO-NCW, we agreed to intensify our partnership in order to activate more companies on the SDGs and to help them with the needed transitions.

In collaboration with Dutch Sustainable Growth Coalition (initiator), MVO Nederland, de Dutch Banking Association and VNO-NCW we have drawn up the statement 'Dutch companies endorse sustainability in COVID-19 recovery', in which they pledge support for taking sustainability as the cornerstone in the COVID-19 recovery plan. The statement was handed over to the Dutch government on 19 June 2020.



- **Organization:** The UN Global Compact underwent a smooth leadership transition in 2020 with our new CEO & Executive Director, Ms. Sanda Ojiambo assuming the post in June. The transition was formalized at a special session of the UN Global Compact Board, chaired by the UN Secretary-General, and subsequently at the 20th Anniversary Leaders Summit. While the Compact decided to postpone the launch of its inaugural employee/LN survey to early 2021 as part of a broader organizational review, significant efforts have been made to support staff in light of remote working arrangements. The Compact also created a new Diversity & Inclusion Taskforce to identify measures to nurture a more diverse, anti-racist and inclusive workplace.
- **Brand:** The UN Global Compact hosted its largest event ever this year: the 2020 Leaders Summit. Registration for the virtual event far surpassed the goal of 10,000 participants — more than doubling it. The 26-hour event also featured the launch of the 20th Anniversary Progress Report, marking 20 years of impact. The UN Global Compact Special Academy series on COVID-19, which was launched at the very end of Q1, was completed in Q2, and engaged more than 21,000 viewers across the world. The Compact also rolled out three Global Impact Initiatives (GIIs), with a far greater number of Local Networks and companies signing up to participate, than targeted, expanding the scale of the initiative. Refining the Compact's Communication on Progress (CoP) reporting requirement and the related data platform remains in process, and will extend to 2021, due to the complexity of the topic and significant shifts in the global reporting landscape.



UN Secretary-General António Guterres announced on 22 May 2020 the appointment of **Sanda Ojiambo** of Kenya as **Executive Director** of the United Nations Global Compact.

LOOKING FORWARD TO 2021

UN GLOBAL COMPACT 2021-2023 STRATEGY

The new global strategy for 2021-2023 includes 5 key shifts (see image right) to accelerate the actions of business and expand the impact of their actions. Global Compact Network Netherlands will align its local strategy with the new global strategy.

NEW INITIATIVES TO BE LAUNCHED IN 2021

We're happy to announce multiple new programs GCNL is adding to its portfolio. Next to our existing programmes SDG Ambition and the Young Professionals Program, your company can now also participate in:

HUMAN RIGHTS PROGRAMME

Stimulated by the regulatory developments about business and human rights and due diligence, GCNL in partnership with KPMG is organising a diverse range of events around this topic. On April 13th and introductory webinar was hosted. In May and June 2021 companies are invited for a roundtable discussion, based on their level of experience.

SME TOOLING

We see a lot of potential in the ambition of many SME companies to improve their sustainability; the UN Global Compact Principles and the SDGs can offer them the right framework to work on their ambitions. In the Netherlands we will work on a tool and a campaign to activate and help this SME target group.

TARGET GENDER EQUALITY PROGRAMME

Companies participating in Target Gender Equality have the opportunity to deepen implementation of the Women's Empowerment Principles and strengthen their contribution to Sustainable Development Goal 5.5, which calls for equal women representation, participation and leadership in business globally.





Global Compact

Network Netherlands

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