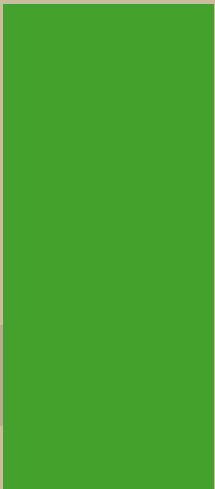


## ELIMINATING HUNGER IS EVERYONE'S BUSINESS

A Private Sector Response to  
the Challenge of Achieving the  
UN Millennium Development Goals



'If you think it is bad for a country to be  
exploited by a multi-national corporation, try  
being ignored by one.' **Jeffrey Sachs, 2007.**

**Jeffrey Sachs, 2007.**



# **BUSINESS AND THE SOCIAL CONTRACT – A LICENCE TO OPERATE**

Incorporating an awareness of social and political trends into corporate strategy is now essential. Business leaders are becoming involved not just because they have so much to add but because they have a strategic interest in doing so, social and political forces are capable of changing an industry's strategic landscape fundamentally. Companies thus have the option of seeing social and political realities as opportunities, not just as risks.

Business is the engine behind growth in any economy and open markets contribute to sustainable social and economic development. Business leaders and CEO's openly recognise that organisations have both a positive and negative impact on society, the environment, marketplace and workplace. Businesses have never been abstracted from social and political expectations, however globalisation has created new opportunities for businesses but also increased organisational complexity particularly for companies with operations in the developing world.

“Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business.”

**Niall Fitzgerald, Former CEO, Unilever.**



# UNITED NATIONS MILLENNIUM DEVELOPMENT GOALS



In 2000, the Irish government joined world leaders at the United Nations Headquarters in New York to adopt the

United Nations Millennium Declaration, and commit to a series of time-bound targets - with a deadline of 2015 - that have become known as the eight Millennium Development Goals (MDGs).

**gorta's** programmes embrace the MDGs which challenge all of us to tackle poverty, hunger, disease, lack of shelter and exclusion – while promoting gender equality, healthcare, education, environmental sustainability and economic opportunity.

The focus of Millennium Development Goal number eight is about creating a global partnership for development.

The MDGs represent a global partnership for development.

Developing countries must meet their responsibilities in working

towards achieving the first seven Goals. They must do their part to ensure greater accountability to citizens and efficient use of resources in their emerging economies.

But for low-income countries to achieve the first seven Goals, it is critical that developed nations, in cooperation with the business community, deliver on their end of the bargain. Within the spirit of the MDG8 target to make available the benefits of new technologies in cooperation with the private sector, **gorta** places great importance on engaging with the private sector to achieve the goal of making hunger history.

**gorta** believes an increase in all levels of cross-sector partnerships - from fundraising initiatives to the development of participatory, pro-poor development strategies - between NGOs and the private sector is urgently required.

Additionally, **gorta** supports Business Leadership networks operating at the national level – and globally, such as the United Nations Global Compact, which have established a variety of collective initiatives aimed at improving food security and sustainability.



## WHAT DOES CORPORATE SOCIAL RESPONSIBILITY MEAN TO **GORTA**?

The Concept of Corporate Social Responsibility (CSR) aims to examine the role of business in society and to maximise the positive societal outcomes of business. CSR can be defined as the overall contribution of business to sustainable development

### **gorta** & CSR

An important component of a 21st century NGO is an ability to interact with the business community at many levels and on many different agendas. **gorta** supports a CSR development model and is spearheading this approach to development. **gorta** has worked successfully with a number of different large

corporations including the staff of AIG Investments Ireland and Intel, and is currently in discussion with other business interests.

A one size fits all approach to CSR does not work as each company needs a strategy tailored towards its needs. **gorta** can gather together a multi disciplinary team of professionals to work with companies to see how best their contribution can be channelled. In some instances this could relate to:

1. fundraising with employees for a specific project or programme
2. guiding direct corporate funding to a programme or country area
3. providing opportunities for people to share expert skills and time for specialist volunteering both in Ireland and overseas.



## CSR & BUSINESS

- CSR is not about management, it is about leadership.
- CSR is both about how you spend the money you make and how you make the money you spend.
- Trends on CSR indicate that consumers want to take action on key issues.
- Good use of CSR initiatives motivates employees, enhances brand, encourages differentiation and gives the company a story to tell.
- Partnerships between companies and NGO partners help build credibility on both sides.



## GORTA IS GUIDED IN ITS UNDERSTANDING AND DEFINITION OF CSR BY THE FOLLOWING:

The **European Commission (2002)** defined CSR as a 'concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis'. CSR, it maintains, can make a contribution towards achieving the strategic aim to make the EU states 'the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion'.

### CSR is defined as

- behaviour by businesses over and above the legal requirements, voluntarily adopted because businesses determine it to be in their long-term interest.
- CSR is intrinsically linked to the concept of sustainable development, businesses need to integrate the economic, social and environmental impact in their operations
- CSR is not an optional 'add on' to business core activities but about the way in which the businesses are managed.



"It takes 20 years to build a reputation and five minutes to ruin it."  
**Warren Buffet.**

# INVESTING IN AFRICA

## GORTA SUPPORTS COMPANIES INVESTING IN AFRICA.

UN Global Compact - Under the leadership of former Secretary-General Kofi Annan, the UN has played an active role in promoting CSR as a response to the challenges of globalisation. Bringing together UN agencies, civil society, and governments to advance ten universal principles covering the areas of human rights, labour, environment, and anti-corruption.

Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world in support of broader UN goals. With over 3,600 participating companies and hundreds of other stakeholders from more than 120 countries, it is considered to be the world's largest voluntary corporate citizenship initiative. [www.unglobalcompact.org](http://www.unglobalcompact.org)



## ABOUT GORTA - THE FREEDOM FROM HUNGER COUNCIL OF IRELAND

**gorta**'s vision is a world where there is no hunger and where the poorest communities have the means to create a prosperous future for themselves and their children.

**gorta** is a rural development organisation that aims to improve long term food security primarily in sub-Saharan Africa.

**gorta**, founded in 1965 and from the outset having close links with the United Nations (UN) Food and Agriculture Organisation (FAO), derives its name from the Irish word for extreme hunger. The starting point for **gorta**'s work has been and continues to

be the injustice that over 850 million people in the world go hungry every day. It is feared this number will grow considerably due to massive food price inflation. **gorta** is also keenly aware that almost 70% of the world's poorest people live in rural areas, many of whom are struggling to survive on ever diminishing plots of land. Since its inception, **gorta** has channelled the contributions of Irish people to over 2,000 projects in the developing world.

The role of agriculture and rural communities is now recognised globally as critical to attaining the UN Millennium Development Goals.



Notes

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To receive additional information or to get involved, contact Adrienne Dunne or Rory Sturdy, Gorta-The Freedom from Hunger Council of Ireland, 12 Herbert Street, Dublin 2. Web [www.gorta.org](http://www.gorta.org) email [csr@gorta.org](mailto:csr@gorta.org) tel 01 6615522.

“If we stop thinking of the poor as victims or as a burden and start recognizing them as resilient and creative entrepreneurs and value-conscious consumers, a whole new world of opportunity will open up.”

**C.K. Prahalad, *The Fortune at the Bottom of the Pyramid.***

www.gorta.org

'If you think it is bad for

exploited by a multi-national

"There is such a thing as enlightened self-interest, and we should encourage it. It is possible to turn a profit while making the world a better place."

- **Richard Branson**

being ignored by one

