



## **PRESS RELEASE FOR IMMEDIATE RELEASE**

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### ***UNDP, Nestle and CSR Malaysia promote global corporate citizenship***

Kuala Lumpur, Malaysia, 29 March 2007 – More Malaysian companies are urged to become members of the United Nations Global Compact in order to help support national development aspirations, a forum on corporate social responsibility (CSR) heard today.

Top business executives, government representatives, members of the diplomatic community and other stakeholders gathered at the forum today entitled “**The United Nations Global Compact: Corporate Citizenship in the World Economy**”. This marks another important step in the growing acceptance of the UN Global Compact initiative in Malaysia and around the world.

The UN Global Compact is the world's largest voluntary corporate responsibility initiative. Through the power of collective action, the Global Compact seeks to promote responsible corporate citizenship so that business can be part of the solution to the challenges of globalisation. At present, only one Malaysian company is a signatory to the Compact.

A keynote address on behalf of the United Nations was delivered at the forum by Melissa Powell, Project Manager of the United Nations Global Compact Office in New York.

*“Since its introduction in 2000, there are now 4,000 business participants and other stakeholders engaged in the Global Compact in 100 countries around the world – working to advance ten universal principles in the areas of human rights, labour standards, the environment and anti-corruption”* Ms Powell told the forum.

*“The Global Compact brings companies together with UN agencies, labour organisations, civil society and governments to advance these principles in order to foster a more sustainable and inclusive world economy”*, she added.

Ms Trudy Tan, Programme Manager, United Nations Development Programme (UNDP) Malaysia said that *“With its central role in economic and technological development, wealth and jobs, more is now expected from business than ever before, not only economically and technologically, but also socially and environmentally, in order to tackle poverty and underdevelopment.”*

*“UNDP's aim is to engage business directly through CSR and public-private partnerships in support of national development aspirations.”*

Earlier, Mr. Sullivan O'Carroll, the Managing Director of Nestle (Malaysia) Berhad, a co-sponsor of the event said, *“We believe that it is our responsibility to conduct our business in an efficient and transparent manner that will bring long-term value to all those involved. We also believe that any investments that we make must be good for the country and the company, and while following acceptable codes of business conduct. For us, it is not sufficient to create Share value, but we prefer to create Shared Value with society.”*

This view was shared by CSR Malaysia whose mission is to promote socially responsible business practices thereby raising business standards of Malaysian companies for the benefits of all stakeholders and ensuring sustainable development.

This event was jointly organised by the United Nations Development Programme, Nestle (Malaysia) Berhad and CSR Malaysia.

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**NOTE TO EDITOR**

*UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners. Its current priority is to help all countries achieve the Millennium Development Goals (MDGs) by 2015.*

To read more about the work of UNDP in Malaysia, please visit our website at [www.undp.org.my](http://www.undp.org.my)

To find out more about the Global Compact, please visit [www.unglobalcompact.org](http://www.unglobalcompact.org)

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