

The Power of Collaboration

YEARBOOK
2014 / 15



The Power of Collaboration



Seven years passed since Global Sustain presented its first Yearbook, triggering a global discussion regarding sustainability issues. Once more this year, in line with global developments and needs, Global Sustain brings to the surface another critical issue. Over the past few years, the globalised world has faced deep changes as far as economic growth, social welfare and the environment are concerned. Traditional organisational models of behavior are being questioned, making isolation obsolete in an interconnected world. This year, Global Sustain chose for its 8th Yearbook the theme **"The Power of Collaboration"**, since cross-sector partnerships are more than ever needed in order to accelerate action and address all the above challenges.

The issues we face today are so complicated and the targets are so challenging that we cannot act alone. Social perceptions, expectations, technological developments, globalisation, lack of government efficacy are among the factors that promote the formation of partnerships. Collaboration is the key to generate real solutions and create shared value for all stakeholders, by achieving scale and impact. These partnerships come in many forms, ranging from alliances between businesses and non-governmental organisations (NGOs), to governments and civil society. The combination of resources, skills and knowledge from different stakeholders allows addressing the challenges of a sustainable planet that individual organisations cannot.

Partnerships are here to stay and provide a vision for a sustainable future.

This Yearbook will address among others the following topics:

- ▶ Win-win partnerships
- ▶ Facilitating supplier collaboration

- ▶ Delivering long-lasting, mutual benefits with innovative strategic partnerships
- ▶ Joining forces for human rights and transparency issues
- ▶ Quantifying and measuring partnerships' true value
- ▶ Collaboration between academics, companies, NGOs and governments
- ▶ The impact of business goals on engagement in social partnerships
- ▶ Encouraging and incentivising employees to engage into collaborative actions
- ▶ Leveraging and maximising partnership objectives and strengths for mutual returns
- ▶ Civil society and industry partnerships
- ▶ Transforming stakeholder dialogue into stakeholder collaboration
- ▶ Communicating collaborations effectively
- ▶ Sustainable Development Goals (SDGs) and partnerships

The 8th Yearbook, will feature leading CEO's, corporations and organisations from all around the world leading the way in sustainability-driven collaboration. There will be viewpoints of top experts, decision-makers, policy formers, Nobel Laureates, gurus and community leaders who will share their vision and expertise regarding this timely subject, with a global audience.

The 160 page international publication will be presented in June 2015 and distributed to key stakeholders all over the world.



Indicative list of authoritative guest writers that have been invited to contribute to the Yearbook

- ▶ Academics
- ▶ Authors
- ▶ Entrepreneurs
- ▶ Financiers
- ▶ Investors
- ▶ NGO Leaders
- ▶ Philanthropists
- ▶ Royalty
- ▶ European Commission representatives
- ▶ Activists
- ▶ Chief Executive Officers
- ▶ Environmentalists
- ▶ Heads of States
- ▶ Members of Parliaments
- ▶ Nobel Laureates
- ▶ Researchers
- ▶ United Nations Officials

Indicative list of Companies and Groups of Companies that have been profiled in previous Yearbooks

- ▶ AHC Group, Inc.
- ▶ Actelion Pharmaceutical
- ▶ Air France | KLM
- ▶ Alpha Bank
- ▶ Aon Hewitt
- ▶ Apivita
- ▶ Athenian Brewery
- ▶ Bloomberg
- ▶ Environmental Protection Encouragement Agency (EPEA)
- ▶ Fiat Automobiles
- ▶ FTSE Group
- ▶ GreenBiz Group Inc.
- ▶ ICAP Group
- ▶ Hygeia Group
- ▶ Japan Tobacco International (JTI)
- ▶ Lafarge Group / Heracles
- ▶ Marriott Hotels & Resorts
- ▶ Morgan Stanley
- ▶ Mytilineos Holdings
- ▶ Polyecco
- ▶ Public Gas Corporation
- ▶ Starbucks
- ▶ Unify
- ▶ VINCI Group / Gefyra
- ▶ Walden Asset Management
- ▶ BP
- ▶ CITI
- ▶ The Coca-Cola Company
- ▶ Coca-Cola Hellenic
- ▶ CSRwire
- ▶ Delhaize Group / AB
- ▶ Diversey
- ▶ Enel Green Power
- ▶ INTERAMERICAN GROUP / Part of ACHMEA
- ▶ Frigoglass
- ▶ Great Place to Work Institute
- ▶ Hellenic Telecommunications Organization S.A. (OTE)
- ▶ Henkel
- ▶ Italcementi Group / Halyps Cement
- ▶ KPMG
- ▶ Maersk Line / Maersk Group
- ▶ McKinsey & Company
- ▶ Narayana Hrudayalaya Group
- ▶ NBG Group
- ▶ Pharmathen
- ▶ Public Power Corporation
- ▶ TÜV Austria
- ▶ Vigeo
- ▶ Volans
- ▶ WIND

Indicative list of contributors to previous Yearbooks (2007-2013)

- ▶ His all Holiness Ecumenical Patriarch Bartholomew I, Turkey
- ▶ H.E. Abdalla Salem El-Badri, Secretary-General, OPEC, Austria
- ▶ Antonio Tajani, Vice-President of the European Commission, Commissioner for Industry and Entrepreneurship, Belgium
- ▶ Connie Hedegaard, European Commissioner for Climate Action, Belgium
- ▶ Dr. Achim Steiner, Under-Secretary General, United Nations, UNEP Executive Director, Kenya
- ▶ Dr. Cobus de Swardt, Managing Director, Transparency International, Germany
- ▶ Dr. David Wood, Director, Initiative for Responsible Investment (IRI) at the Hauser Center for Nonprofit Organizations at Harvard University, U.S.A.
- ▶ Dr. James Gifford, former Executive Director, Principles for Responsible Investment (PRI), U.K.
- ▶ Dr. Lykke Friis, Former Minister for Climate and Energy, Denmark
- ▶ Georg Kell, Executive Director, United Nations Global Compact, U.S.A.
- ▶ Janez Potočnik, European Commissioner for the Environment, Belgium
- ▶ Koji Sekimizu, Secretary-General, UN International Maritime Organisation, U.K.
- ▶ Lars Rasmussen, Chair, Global Green Growth Institute, former Prime Minister of the Kingdom of Denmark
- ▶ Linda Rottenberg, CEO, Endeavor, U.S.A.
- ▶ Lisa Woll, CEO, US SIF (The Forum for Sustainable and Responsible Investment), U.S.A.
- ▶ Magdalena Álvarez Arza, Vice-President, European Investment Bank, Luxembourg
- ▶ Marc Amblard, CEO, EFQM, Belgium
- ▶ Mark Drewell, CEO, Globally Responsible Leadership Initiative, Belgium
- ▶ Muhammad Yunus, Founder, Grameen Bank; Chairperson, Yunus Centre; 2006 Nobel Peace Laureate, Bangladesh
- ▶ Paul Dickinson, Executive Chairman, Carbon Disclosure Project (CDP), U.K.
- ▶ Paul Druckman, CEO, International Integrated Reporting Council (IIRC)
- ▶ Prof. Jaqueline McGlade, former Executive Director, European Environmental Agency (EEA), Denmark
- ▶ Prof. Mervyn King, Honorary Chairman of the Board of Directors, Global Reporting Initiative (GRI), South Africa / The Netherlands
- ▶ Taleb Rifai, Secretary-General, UN World Tourism Organisation, Spain

About Global Sustain

Global Sustain, with offices in Athens, Brussels, Colombo, London and Melbourne, creates awareness and inspires and supports companies and organisations to embody sustainability, through advisory, communications, networking and training, with a focus on the people-planet-profit philosophy. Its members include corporations, non-governmental and non-profit organisations, municipalities and local authorities, educational foundations, media, professional bodies, think tanks and other public or private entities. Global Sustain is a signatory to the Ten Principles of the UN Global Compact, a Global Reporting Initiative (GRI) Data Partner and Organisational Stakeholder (OS), a signatory to the UN Principles for Responsible Investment (PRI) and an affiliated member of the Academy of Business in Society. www.globalsustain.org.

About the Yearbook series

Yearbook series aim at highlighting critical sustainability issues and constitute a catalyst for constructive dialogue and positive change. This annual global publication is trusted by top companies and important stakeholders from all around the world. Each year, Global Sustain selects a topic of universal interest relevant to the people-planet-profit concept and analyses all the aspects through the views of internationally renowned personalities, business leaders, politicians, visionaries and academia.

Industry opinion formers and decision makers across the world contribute with policy and business intelligence to the publication, while leading corporations showcase their best practices and flagship products and services in the sustainability field. The hard copy publication is presented every year in special events and venues, with high level participants and is distributed to a worldwide targeted audience. To date, Yearbooks have been distributed in more than 50 countries on 4 continents, profiling more than 300 CEOs and leaders.

For more details about previous Yearbook titles and info please visit: <http://globalsustain.org/en/yearbook>

Testimonials

“Just wanted to say that the book is absolutely beautiful, we get lots of compliments on it. Congratulations to all involved.”

Institute for Sustainable Leadership (ISL), Australia

“We received the Yearbook! Thank you so very much, it’s wonderful and I look forward to reading the other articles published alongside Prof. Braungart’s.”

Environmental Protection Encouragement Agency (EPEA), Germany

“Thank you for the honour of being in your Yearbook.”

The Frances Hesselbein Leadership Institute, U.S.A.

“Many thanks for the copy of your book – very impressive collection of articles! Much appreciated.”

United Nations, U.S.A. / United Nations Environment Programme (UNEP), Kenya

“I was impressed by the many big names that contributed to the book. This enhances the quality a lot and I’m glad the DJSI is in your book as well.”

Dow Jones Sustainability Indexes, SAM, Switzerland

“Thank you so much for the very inspiring Yearbook and for your very kind dedication. Looking forward to working with partners in increasing awareness.”

Connie Hedegaard, European Commissioner for Climate Action, Belgium

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