

United Nations Development Programme Country: Albania Project Document

"Global Compact and Corporate Social Responsibility"

Project ID:

Brief Description

The current level of involvement of the corporate sector in the national development processes and private sector engagement in Albania in concrete partnership in supporting development priorities is still limited. The private sector can help alleviate poverty by contributing to economic growth, job creation, and poor people's incomes. The establishment of the Global Compact (GC) network and the promotion of the Corporate Social Responsibility (CSR) practices offer a unique framework in partnership creation with private sector. Currently the Global Compact in Albania has 36 members, including both foreign and domestic businesses. Some of the members are actively promoting the GC principles in the four main areas of human rights, environment, anti-corruption and labor rights. However these companies still operate in isolation and further encouragement from UNDP is required in order to establish a sustainable and active GC network and to further strengthen CSR practices. Project activities will be carried out by the UNDP Albania office in Tirana. UNDP Albania will take the full responsibility for the achievement of immediate objectives as well as for the administration of the financial and human resources.

Expected CPAP Outcome:

Comprehensive integrated framework with RBM feedback mechanisms in place with Government effectively utilizing these tools to implement priority interventions for the achievement of the

MDGs

Expected One UN Programme

Outcome:

Outcome 1: More transparent and accountable

governance

Implementing Partner:

UNDP Albania

Responsible Parties:

UNDP Albania

Programme Period

July 2009 - June 2010

Key Result Area (Strategic Plan) Fostering capacities for economic growth and human development

Atlas Award ID

Start Date

August 2009

End Date

July 2010

Management Arrangements

DIM

July 2009 - June 2010 AWP budget: USD 30,000

Total resources required

USD 30,000

Total allocated resources:

Regular

• Other:

One UN Coherence Fund

USD 30,000

Unfunded budget:

USD

0

Agreed by:

Vibeke Risa, Officer-in-0

arge, UNDP Albania

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I. Situation analysis

Despite economic growth experienced in the recent years and the integration into the world economy, there are still a number of socio-economic issues that need to be addressed urgently in order to meet the MDGs in Albania.

Over the last years Albania has been characterized by stable macroeconomic indicators:

- Satisfactory rates of average annual GDP growth approx. 6 %.
- The annual inflation level has remained within the limits established by the Bank of Albania (Central Bank), at 2-4 %.
- The local currency has been stable.
- The overall stock of public debt versus the GDP was reduced to 54% at the end of 2007. Official unemployment level has constantly decreased to 13.2% of the active labor force by the end of 2007, from 13.9% at the end of 2006.

Table 2: Main Macro Econo Inologie	mic Indic	cators				
Population (no)	3,149, 147	3,162, 030	3,173, 825	3,184, 697	3,194, 538	3,205,8 94
Real GDP growth (%)	5.5	6	6	6.5	7	7
GDP per capita (USD)	2,887	3,402	3,675	4,021	4,393	4,811
Average annual inflation (%)	2.4	2.9	2-4	3	3	3
Exchange rate (Lek/USD)	98.1	91	92	92	92	92
Exchange rate (Lek/Euro)	123	123.9	122	122	122	122
Lending to private sector (in % of GDP)	21.3	29	34.1	40	45	48
Monetary supply (in % of GDP)	75.6	79.1	83.3	87.3	90.6	92.4
Trade deficit (in % of GDP)	-23	-27	-22.3	-21.3	-20.4	-19.6
Current account balance (in % of GDP)	-7.3	-11.1	-6.5	-6	-5.5	-5.3
Balance of payments (in million Euros)	2.8	2.6	1.3	1.1	1.4	1.5

Source: Bank of Albania Monetary Policy Report 2009-2011.

Albania has developed the private sector, although its role has been very limited to the pursuit of its own objectives. Albania has about 87,484 active enterprises (2007, National Statistics Institute (INSTAT) data)¹.

INSTAT Business Register, Publication of Year 2008. Does not include enterprises in public administration, NGO's and international organizations.

The enterprises are most dominant in the sectors of industry and transport and communication, with 33 and 21 percent of respective sectors' turnover of activity². Micro enterprises (1-4 employees) prevail in terms of number; they comprise—nearly 92% of all enterprises. Large enterprises (80+ employees) make up less than 1 percent of the total number of active enterprises, but their contribution to national employment is sizeable: about 29 percent of the employment (annual average of employed people) and about 28 percent of overall turnover.

Economic	Total	Nun	Number of employees				
activity		1-4	5-19	20-79	80+		
Total	87,484	80,102	5,429	1,525	428		
Agriculture	767	644	91	24	8		
Industry	8,527	6,878	1,068	417	164		
Construction	4,444	2,749	1,173	476	46		
Transport & Communication	8,163	7,780	304	58	21		
Trade	12,043	11,657	349	27	10		
Other Services	42,524	41,060	1,307	136	21		

Source: INSTAT Business Register, 2008

The report by the UN Commission on Private Sector Development recognizes the contribution of the private sector to the poverty reduction. The value of engaging the private sector to promote the poverty reduction is maximized when it is grounded in market-based incentives. The private sector's efficiency, creativity, and capacity to mobilize financing have been recognized by the United Nations in a number of ways. One of the most important is the previous Secretary General's Global Compact initiative (www.unglobalcompact.org).

The Global Compact is a network-based initiative. At its core are the Global Compact Office, the Advisory Council and six UN agencies. The Global Compact involves all relevant social actors: governments, who define the principles on which the initiative is based; companies, whose actions it seeks to influence; labor, in whose hands the concrete process of global production takes place; civil society organizations, representing the wider community of stakeholders; and the United Nations, the world's only truly global political forum, as an authoritative convener and facilitator.

The Global Compact emphasizes the business case for improved social and environmental performance and businesses own operations and activities not the traditional Corporate Social Responsibility concept that is based on philanthropy.

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INSTAL Business Register, Publication of Year 2008.

UNDP Albania believes that the large impact that business can have is through conducting their business in a sustainable way that respects human rights, limits environmental impact, treats workers well, and avoids corruption.

The UN Global Compact has two objectives:

- 1. Mainstream the ten principles in business activities around the world³
- 2. Catalyze actions in support of broader UN goals, including the Millennium Development Goals (MDGs)

To achieve these objectives the Global Compact offers facilitation and engagement of several mechanisms: Policy dialogue, networking, awareness-raising, and outreach, partnership facilitation and learning.

Through the power of collective action, the Global Compact both on local and international level seeks to promote responsible corporate citizenship so that business can be part of the solution to the challenges of globalization. In this way, the private sector – in partnership with other social actors – can help to achieve sustainable development.

This "development dimension" of responsible corporate citizenship – that is, action that ultimately benefits the poor – is increasingly being seen as crucial in the creation of sustainable markets and, related to this, long-term corporate risk management. The former Secretary-General Kofi Annan observed: "As companies have become increasingly global, for example, through expanded supply chains, they find themselves exposed to new and potentially disruptive threats – threats traditionally seen as relating only to governments". These threats include widespread poverty, disease, conflict, and environmental degradation, among other things.

Global Compact is a great foundation for effective partnerships and for business tobusiness collaborations. By agreeing to build a business relationship on pragmatism, on the universal and apolitical content of the principles and their global recognition as signs of the business stewardship, companies send a strong signal of determination to fight the root causes of global unrest: the uneven distribution of resources and rights⁴.

Trade and industry associations, chambers of commerce and other types of business coalitions, including voluntary sector initiatives, can play a particularly important role to tackle development challenges that are beyond the scope, capacity, or mandate of any individual company. Such collective action can

³ The Ten Principles: Human Rights: Businesses should support and respect the protection of internationally proclaimed human rights; Make sure that they are not complicit in human rights abuses. Labor Standards Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining: the elimination of all forms of forced and compulsory labor; the effective abolition of child labor: the elimination of discrimination in respect of employment and occupation. <u>Environment</u>: Businesses should support a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies. Anti-Corruption: Businesses should work against corruption in all its forms, including extortion and bribery.

⁴ Mads Oevlisen, Chairman of the Board, Lego Group, member of Global Compact board.

increase both the leverage and legitimacy of private sector involvement in addressing the MDGs.

Albania is going through an important period of realizing its goal to elevate the social, economic and democratic life to a level set in the Albanian MDGs and consistent with the European standards. This progress requires other actors' support and active involvement for its successful achievement, not limited to the economic progress. In this context, especially the role of business through socially responsible business practices is still new for the Albanian marketplace.

Global Compact has been structured as a public-private initiative, aiming to promote the GC principles among all stakeholders and to support the companies on their implementation. To accomplish these aims, different activities have been organized in close collaboration with private sector, NGOs, media, government and other international initiatives like seminars on ISO certification, facilitated the participation of the GC members to Black Sea Events, media trainings on CSR concepts, Regional base-line study on CSR, round table discussions on promoting CSR principles in Albania etc. The roundtable organized in Tirana, "Promoting Responsible Business Agenda in Albania" on 16 December 2008 where the main actors of this event were, government representatives, Albanian Global Compact members (36) and other companies with the United Nations support, demonstrated that collective action in addressing very important issues as environment and employment is required. During this activity several business companies showed their will to create a Global Compact network in order to develop further this process in Albania. This project's proposed approach is to furnish support to the companies in this first stage of network establishment, facilitate cooperation among key stakeholders and promote partnership in support of GC principles and bring forward the CSR practice in Albania.

Business engagement shows some extent of commitment to CSR, although the promotion of CSR in the country is almost entirely lacking. The few promotional initiatives that have been undertaken to date typically involve individual projects of civil society organizations that are sponsored by international donors.

At the government level there is no strategy for promotion of CSR vs. the Albanian private sector or society at large. Although the business environment regulatory framework is comprehensive and addresses business responsibility concerns, it generally lacks a reference to Corporate Social Responsibility. The major input to the development of CSR in the country came from international organizations that funded small scale projects of local NGO's and large international companies that have introduced CSR practices through their Albanian subsidiaries. Although few individual businesses show good examples of CSR practice, business organizations are not very active in CSR promotion. In general their activities target government – business relations and focus on financial issues. The media's position to local business development issues has been similar, focusing on financial matters and dedicating less coverage to CSR issues. Besides low level of commitment from different stakeholders, so far there have been no integrated efforts among them to foster CSR development in the country. However, under the pressure of diverse factors, arising primarily as a result of Albania's integration process to EU and opening to

global markets, the interest of local stakeholders to adopt CSR practices and principles is growing.

II. PROJECT STRATEGY

The project's proposed approach is to build on the successful application of the Global Compact in other countries in the region and bring forward the GC principles in Albania. A local network will be created by approaching foreign and Albanian companies. The network will be open and engage media, academia, NGO, Government and other stakeholders to accelerate the process and to build the sustainability of the network.

Local business associations will be brought on board in order to promote their understanding on GC/CSR principles as main platform for large replication on national level. Government will be involved as promoter and advocate of business ethic and responsible business behavior. In this framework, a policy paper will be drafted in order to guide Government actions toward the CSR national agenda.

Community based organizations will be engaged as potential partners for future joint social development projects as experts in areas of common interest for business in particularly on environment and anti-corruption. To this end a Business Code for the GC network members will be drafted, in order to help companies better comply with GC and CSR principles. Academia will play a relevant role in researching, monitoring and promoting CSR within the educational system in particularly in business schools; media will be involved to raise awareness not only for responsible business practices but also journalist accurately reporting on CSR as well as playing the role of the watchdogs.

UNDP's role will be to emphasize its convening and catalytic competencies, mobilize the companies, raise awareness on UN Global Compact and Corporate Social Responsibility, bring on board other partners with relevant knowledge and provide initial support to the Albanian GC network. The project will collaborate with other projects in the region, tapping into their experience, sharing information and knowledge, and creating additional value for business through regional integration.

Global Compact members and other companies are already invited to express their interest on leading the Network. After the establishment of the Global Compact Network, the project will work towards the identification of main activities that will be carried out through the network. The network will offer a unique platform to facilitate dissemination, dialogue, and promotion of the best CSR practices in the country.

Capacity building on Global Compact and CSR will be done through: Learning Forums platforms, workshops, field visits in other countries and information sharing.

Raising awareness about GC/CSR is an important factor in determining the future success and sustainability of the network – it builds and strengthens the local GC brand and thus further entices companies to engage. This process will be done through:

- Working with core partners to build a systematic and integrated communication plan;
- Collaborating with existing initiatives, initialized by other international organizations like EBRD, IFC, GTZ, ILO, USAID, etc.
- Publications, developing a website media campaign, writing in newspapers and involving media companies as partners in the GC.

Target beneficiaries

The target beneficiaries are local and foreign companies, government, and civil society organizations in Albania.

Project Expected Outputs

Output I: Local Global Compact Network established and operational and its members better able to promote principles of CSR

Local Global Compact network needs to meet minimum requirements in order to be strong and effective and support companies in deploying their core competencies in resources in ways that contribute to poverty-reduction programmes. Initial role of UNDP as catalyst and facilitator is crucial for network start-up and building its sustainability. Main activities that UNDP assumes within that role include: seeding the idea of the Global Compact and corporate social responsibility among the business community, involving government, academia, trade unions and NGO/CSOs, facilitating learning and sharing of experiences about CSR and implementation of the GC principles, building active collaboration between participants, identifying the benefits of GC participation and organizing local GC activities of the network, motivating companies to engage in partnerships in support of UN development goals, organizing promotional and launching GC event.

Activity Result 1: Global Compact network established and operational

Actions:

- Organize GC meetings
- Identify company willing to lead the Albanian GC network
- Draft Industry-based Code of Conduct for Albanian GC network members
- Raise awareness on CSR

Activity Result 2: CSR policy paper drafted

Actions:

- Draft policy paper on CSR
- Organize round table to discuss draft CSR policy paper

III. Management Arrangements

Envisioned project activities will be carried out by the UNDP Albania office in Tirana, under the Direct Implementation Modality (DIM). UNDP Albania will take the full responsibility for the achievement of immediate objectives as well as for the administration of the financial and human resources. The steering committee will be composed of one or more private sector organizations in the role of the Senior User. This/these private sector organizations will be selected by the GC members and the network leadership will be changed on rotational basis (every six or twelve months upon decision of the GC network members). UNDP Country Director will act as the senior supplier. Project assurance will be insured by the Governance Cluster Manager. GC Project Associate will assume the role of Project Manager and the UNDP CO Programme Associate for the Governance Cluster will provide project support.

3.1 Project Staff

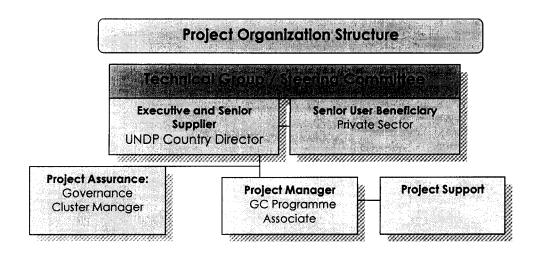
A full time GC Project Associate will be dedicated to the Project implementation, who will closely work with the Global Compact Members in implementing the activities listed. Given the small and catalytic nature of this project, the project will rely on the existing staff of Joint Programme on Youth Employment and Migration in charge of Public Private Partnership component, to also act as GC Project Associate.

The GC Project Associate will be supported by UNDP CO staff, especially the Programme Associate of the Governance Cluster, in the implementation of the Project. The UNDP CO Governance Cluster Manager will provide technical support in addition to assuming quality assurance.

3.2 Technical Group / Steering Committee

The Technical Group / Steering Committee will be responsible for making consensus management decisions for the Global Compact Network issues when guidance is required by the GC Project Associate. The Technical Group will be consulted by the Programme Associate for the decisions when the project exceeds normally in terms of time; reviews will also be conducted at designated decisions point during rollout. The Technical Group will be convened every six months and upon need, and where necessary, UNDP will provide logistical support for such meetings.

The diagram below represents the composition of the Technical Group / Steering Committee.



IV. Monitoring Framework and Evaluation

In accordance with the programming policies and procedures outlined in the UNDP User Guide, the project will be monitored through the following:

Within the annual cycle

- On a quarterly basis, a quality assessment shall record progress towards the completion of key results, based on quality criteria and methods captured in the Quality Management table below.
- An Issue Log shall be activated in Atlas and updated by the Project Manager to facilitate tracking and resolution of potential problems or requests for change.
- Based on the initial risk analysis submitted (see annex 1), a risk log shall be activated in Atlas and regularly updated by reviewing the external environment that may affect the project implementation.
- Based on the above information recorded in Atlas, a Quarterly Progress Reports (QPR) shall be submitted by the Project Manager to the Project Board through Project Assurance, using the standard report format available in the Executive Snapshot.
- a project Lesson-learned log shall be activated and regularly updated to ensure on-going learning and adaptation within the organization, and to tacilitate the preparation of the Lessons-learned Report at the end of the project
- a Monitoring Schedule Plan shall be activated in Atlas and updated to track key management actions/events

In addition to the planned outputs of the project the Focal Point will prepare a Final Project Report that will cover all the aspects of the project.

Results and Resources Framework

Intended Outcome as stated in the One UN Programme:

Outcome 1: More transparent and accountable governance

Outcome indicators as stated in the Country Programme Results and Resources Framework:

Comprehensive integrated framework with RBM feedback mechanisms in place with Government effectively utilizing these tools to implement priority interventions for the achievement of the MDGs

Applicable Key Result Area (from 2008-11 Strategic Plan): Fostering capacities for economic growth and human development Partnership Strategy: In collaboration with private sectors organizations, media, business community, academia, government

Project title and ID (ATLAS Award ID): Global Compact and Corporate Social Responsibility and NGOs will work together in order to foster CSR practices in Albania

Award ID: Project ID:

Project ID:					
INTENDED OUTPUTS	OUTPUT TARGETS FOR (YEARS)	INDICATIVE ACTIVITIES	RESPONSIBLE PARTIES	1.1 INPUTS	,
		Activity Result 1: Global			
Output 1: Albanian Global	Targets:	Compact network established	UNDP	USD 20,000	
Compact Network	GC network	and operational			
established and	established by end of	 Organize GC meetings 			
operational and its	October 2009	■ A primber of PPPs regized			
members better able to		with the GC member support			
promote principles of CSR	Policy paper draffed				
	by November 2009	 Draft Industry – Bases 			
Rasolino: No local C.		Business Codes for Albanian GC			
		network members			
network established					
No CSR policy papers		 Raise awareness on CSR 			
drafted		Activity Result 2: CSR policy			
		paper drafted	UNDP	USD 10,000	
		 Draft policy paper on CSR 			
Indicators: Albanian GC		 Organize round table to 			

Quality Management for Project Activity Results

OUTPUT 1: Albanic CSR principles	an Global Comp	OUTPUT 1: Albanian Global Compact Network established and members better able to promote CSR principles	better able to promote
Activity Result 1 (Atlas Activity ID)	Albanian Glob operational	Albanian Global Compact network established and operational	Start Date: 3rd Q 2009 End Date: 4th Q 2009
Purpose	Albanian GC business can k way, the privo achieve sustai	Albanian GC network will promote responsible corporate citizenship so that business can be part of the solution to the challenges of globalization. In this way, the private sector – in partnership with other social actors – can help to achieve sustainable development.	oorate citizenship so that es of globalization. In this cial actors – can help to
Description	Albanian GC r NGOs, media	Albanian GC network will bring together of businesses, business organizations, NGOs, media and Government. A company will lead the network on annually	, business organizations, the network on annually
	rotating basis, for organizing	rotating basis, and with support of key members of the network be responsible for organizing GC activities, such as round tables or sponsorship activities,	e network be responsible sonsorship activities,
	which promote partnerships fo	which promote the 10 principles of GC and promoting public private partnerships for youth employment.	g public private
Quality Criteria		Quality Method	Date of Assessment
Number of companies that have joined the Albanian GC network	anies that Ibanian GC	Project files	Quarterly basis
Ability of companies to	iles to	Number of activities by members of	Quarterly basis
promote CSR principles	cipies	Albanian GC network to promote CSR principles and number of PPPs for youth employment.	
Active leadership of Albanian	of Albanian	At least biannual meetings	Quarterly basis
GC network through a private enterprise	ıgh a private	organized by leader of Albanian GC network	

OUTPUT 1: Albania CSR principles	OUTPUT 1: Albanian Global Compact Network established and members better able to promote CSR principles	better able to promote
Activity Result 2 (Atlas Activity ID)	Activity Result 2 CSR policy paper drafted (Atlas Activity ID)	Start Date: 3nd Q 2009 End Date: 2nd Q 2010
Purpose	Provide guidelines to the government in order to develop a national action plan on Corporate Social Responsibility to promote responsible behaviors	elop a national action

CALIFOLD CARGO, TOTAL CARGO METERS OF THE STATE OF THE ST	among private sector.	ector.	
Description	The Policy paper recommendation	The Policy paper will contain concrete actions, legal improvements, and recommendations on further steps that the government should undertake to	improvements, and ent should undertake to
	promote CSR.		
Quality Criteria		Quality Method	Date of Assessment
Participation of stakeholders in	akeholders in	Project files on number of	Quarterly basis
drafting process		meetings conducted and	
	- Constitution of the Cons	number of active participants	
Policy paper contains concrete	ains concrete	Review of policy paper by	At the end of 4th
recommendations	justified through	ecommendations justified through Governance cluster	quarter, i.e. when
a clear analysis of status of CSR	status of CSR		policy paper has been
			drafted

Annual Work Plan Year:

EXPECTED OUTPUTS	PLANNED		TIMEF	TIMEFRAME			Off (cal Bills Foldam) consumments on a constraint age of super-	PLANNED BUDGET	
And baseline, indicators including annual targets	ACTIVITIES List activity results and associated actions	Q3/09	Q4/09	Q4/09 Q1/10 Q2/10	Q2/10	RESPONSIBLE PARTY	Funding Source	Budget Description	Amount
Output 1: Local Global Compact	Activity Result 1								Total for AR 1: 20 000
Network established and operational and its members better able to	Global Compact network established and operational			×	×	UNDP	One UN	71600 Travel 74500 Miscellaneous 72400 Communication	5000
promote principles of CSR	Organize GC meetings	×	×	×	×	UNDP	One UN	74500 Miscellaneous 72400 Communication	4000
Baseline : No local GC network established	A number of PPPs realized with the GC members support		×	×		UNDP	One UN	74500 Miscellaneous 72400 Communication	2000
No CSR policy papers drafted	Draft Industry-Based Business Codes for Albanian GC network members				×	UNDP	One UN	71400 Contractual Services-IND 74500 Miscellaneous 72400 Communication	4000
Indicators: Albanian GC network established	Raise awareness on CSR	×	×	×	×	UNDP	One UN	74500 Miscellaneous 72400 Communication	2000
CRS policy paper drafted	Activity Result 2								Total for AR 2: 10 000
	CSR policy paper drafted				×	UNDP	One UN	71400 Contractual Services-IND 74500 Miscellaneous 72400 Communication	2000
	Draft policy paper on CSR Organize round table to discuss draft CSR policy paper.				×	UNDP	One UN	74500 Miscellaneous 72400 Communication	2000

ANNEXES

Risk Analysis: An assessment of risks that may affect the project should be conducted during the formulation.

RISK LOG

Date:

Award ID:

Project Title: Global Compact & Corporate Social Responsibility

Description	Date Identified	lype	Impact & Probability	Countermeasur es / Management response	Owner	Submitte Last d, Upd updated by	Lost Upodate	Sauto
Delayed Global Compact Network establishmen t	Prior to project beginnin g	Strategic	It will be difficult to identify companies willing to lead the network.	Organize bilateral meetings, disseminate information; public promotion.	GC Project Associat e	GC Project Associat e		
The slow incorporation of the CSR policies in sector strategies	Prior to project beginnin g	Organizational	Due to national elections in June 2009, the process might be slowed down.	Organize meetings with the government representatives in order to accelerate the process.	GC Project Associat e	GC Project Associat e	3	
Low capacities of companies to implement the CSR	Prior to project beginnin g	Organizational	Network	S O	Project for Associat e	Project Associat e		

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Practices
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Agreements: Any additional agreements, such as cost sharing agreements, project cooperation agreements signed with NGOs5 (where the NGO is designated as the "executing entity") should be attached.

⁵ For GEF projects, the agreement with any NGO pre-selected to be the main contractor should include the rationale for having pre-selected that NGO.

V LEGAL TEXT

UNDP Project activities shall be carried out in accordance with applicable UNDP regulations, rules, procedures, and policies.

The following type's revisions may be made to this project document with the signature of the UNDP Representative only, provided s/he is assured that the other signatories of the project document have no objections to the proposed changes:

- revisions in, or in addition to, any of the annexes of the project document;
- Revisions which do not involve significant changes in the immediate objectives, outputs or activities of the project, but which are caused by the rearrangements of inputs already agreed to or by cost increase due to inflation.