



Unleashing Public-Private partnership towards National Challenges

Some of the most successful and innovative companies are developing new products, services, and technologies, and in some cases even transforming their business models, to address social and environmental challenges. To these companies, helping to achieve Millennium Development Goals (MDGs) is not only a matter of corporate social responsibility, embedded in compliance, risk management and philanthropy, but also a matter of corporate social opportunity, rooted in innovation, value creation and competitiveness. "Global Compact Romania" with UNDP as the lead UN agency helps create the national network-based initiative of the UN Secretary-General Kofi Annan.



Vlad Iliescu, Secretary of State, Minister of Health; HE Codrut Seres, Minister of Economy and Commerce; Kalman Mizsei, Assistant Administrator/Director for RBEC; Soknan Han Jung, UN RC/UNDP RR; HE George Copos, Vice Prime-Minister; HE Mona Musca, Minister of Culture and Religious Affairs; Cristina Vasiloiu, Global Compact Director.

Global Compact Programme in Romania was launched on 18 March 2005, with J.W.Marriott Bucharest Grand Hotel contributing the venue. Participants included Kalman Mizsei, Regional Director for Europe and the Commonwealth of Independent States, Soknan Han Jung, UN Resident Coordinator/UNDP Resident Representative, George Copos, Vice Prime-Minister, Mona Musca, Minister of Culture and Religious Affairs, Codrut Seres, Minister of Economy and Commerce, Vlad Iliescu, Secretary of State, Ministry of Health, Bogdan Chiritoiu, Counselor to the President of Romania, and an impressive assembly of more than 100 representing non-governmental organizations, top managers of the multinationals active in Romania, and Diplomatic Corps.

become forceful multipliers of the initiative's impact, with regard to both the implementation of the ten principles and the achievement of broader UN goals" stated Mr. Kalman Mizsei. Vice Prime-Minister George Copos remarked, "Productive and competitive private sector benefits from the existence of open, rule-based, predictable and non-discriminatory trading and financial systems and a non-corrupt and well-governed economy".

Global Compact Programme in Romania seeks to create an international platform that facilitates mutual understanding and joint efforts among business, labour, civil society organizations, government, UN agencies and leading commentators from the academic and public policy communities to address contemporary national challenges. It also provides a neutral forum for constructive engagement and collective problem solving that will generate innovative and practical solutions with a potential for influencing policy making and the behaviour of all stakeholders.

The event concluded with few organizations and multinational companies signing an agreement with UNDP to support the initiative. For more information please contact Global Compact Director cristina.vasiloiu@undp.org

