

“CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT GOALS”

FIRST WORKSHOP



Ulaanbaatar
2017.09.19



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"CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT GOALS" FIRST WORKSHOP AMONG STAKEHOLDERS

Date: 2017.09.19 **Start time:** 09:00

End time: 12:00 **where:** Open society forum



PURPOSE OF THE
WORKSHOP:

Identify the contribution of business entities, business associations, other NGOs to sustainable development goals in Mongolia. The purpose of the discussion was to make researchers see the issues in a broad sense.



WORKSHOP
RESULT:

The survey results that KAS and CGDC prepared was presented to all the stakeholders. And road map that reflects the proposed works in the coming year was presented/discussed amongst stakeholders to exchange ideas and experiences which achieved unified result.

AGENDA:



Welcoming remarks by **Dr. Daniel Schmücking**, Country Representative of the Konrad-Adenauer Foundation in Mongolia



CEO of Corporate Governance Development Center **T. Tsend-Ayush** briefed on the agenda and the expected results.



"Sustainable Development Objectives-World Development Program 2030" **A. Tsetsegmaa**, Coordination Specialist at UN Resident Coordinator, presented a speech.



Consultant of CGDC
Dr. **Manuela Glass** "An Introduction to Corporate Social Responsibility and SDG Survey Results"

STAKEHOLDERS:



Amarjargal Foundation
R. Amarjargal



Monos Group
S. Bayanmunkh



Business Council of
Mongolia
P. Chimednyam



Zorig Foundation
B. Tsolmon



UFE
D. Batjargal



Senior Advisor, Prime
Minister
N. Enkhbayar



EPCR
B. Lakshimi



Erdenes Mongol LLC
B. Mendbayar



Nova Terra
B. Itgel

Registration

Welcome remarks (KAS/CGDC) and personal introduction round

Introduction I

Brief presentation of the importance of SDGs for Mongolia's future, its state of implementation and approaches to cooperation and dialogue in the Mongolian context (UNDP/Mongolian relevant authority)

Introduction II

Brief presentation of key outcomes of the survey on CSR and SDGs and of best practices and experiences on purposeful stakeholder dialogue and interaction (CGDC)

Voice of the stakeholders

Presentation of challenges and ideas related to the individual role towards SDGs implementation in Mongolia and on how to achieve better cooperation and dialogue by one representative of each stakeholder groups (based on 2 or 3 questions developed by CGDC regarding what each group can do and which requirements it sees as indispensable):

- Company (7 minutes)
- Business Association (7 minutes)
- Educational organization (7 minutes)
- NGO (7 minutes)

Brief discussion (2 minutes)

Exchange on expectations towards the individual stakeholder groups and on perception of the current performance/commitment (20 Minutes)

Moving forward (Moderators + participants)

- Identifying common approaches and steps to advance stakeholder cooperation and dialogue in Mongolia (35 Minutes)
- Identify roadmap for events in 2018/2019 and introducing idea of Contact Point (15 Minutes)

Round-up (KAS)



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Introduction II

Survey on CSR and SDGs in Mongolia & Overview of
best practices and the opportunities of successful stakeholder dialogues

Dr. Manuela Glass, Corporate Governance Development Center

Part I Survey Mongolia

Background

Aim:

- ✓ Elaborate the Mongolian business community's view on CSR and SDGs in relation to implementation, opportunities and challenges
- ✓ Identify the role Mongolian companies took over on the way to a sustainable development of the country
- ✓ Identify recommendations for the planned stakeholder dialogue

Approach:

- ✓ Interviews with 49 companies, 5 business associations and 5 NGOs in spring 2017 and comparison with global results

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Overview Survey Results Mongolia



Businesses acknowledge the added value of committing themselves to CSR and SDGs and want stronger participate in implementation measures



Low level of implementation of CSR/SDGs measures

Identified reasons:

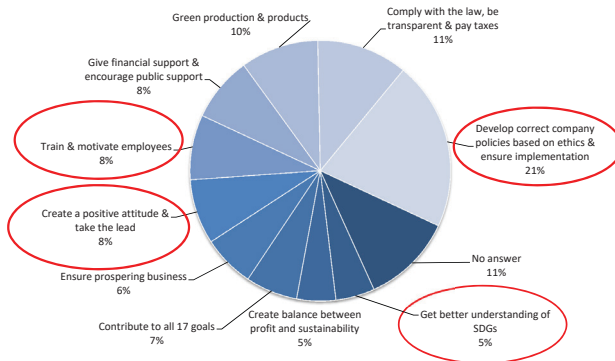
- Mongolian business culture, legal and political framework
- Lack of knowledge results in lack of awareness and support
- Lack of acknowledgement of company commitment by politics and the general public

Resulting demand:

- ✓ Stronger financial and non-financial acknowledgement of responsible business (CSR/SDGs)

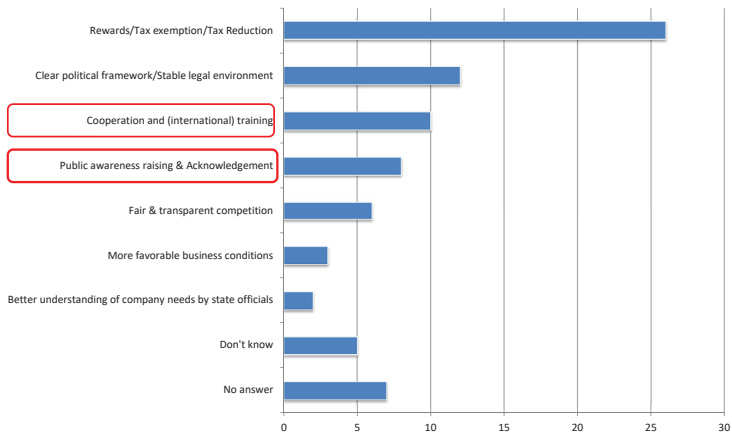
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Details I: How Mongolian Companies Define Their Role For Implementing the SDGs



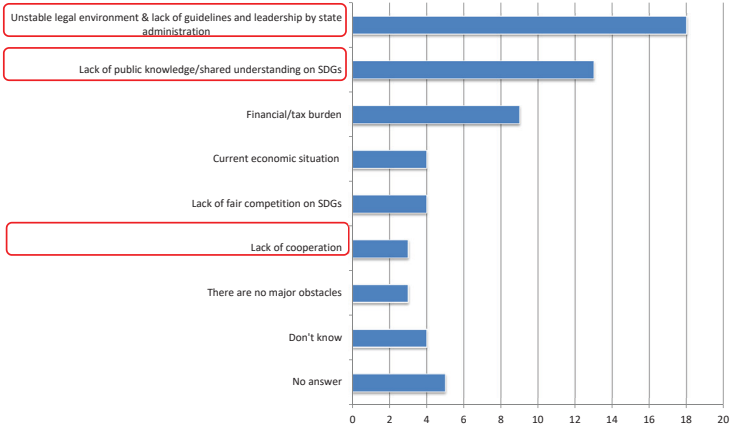
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Details II: How Company Commitment Could Be Increased



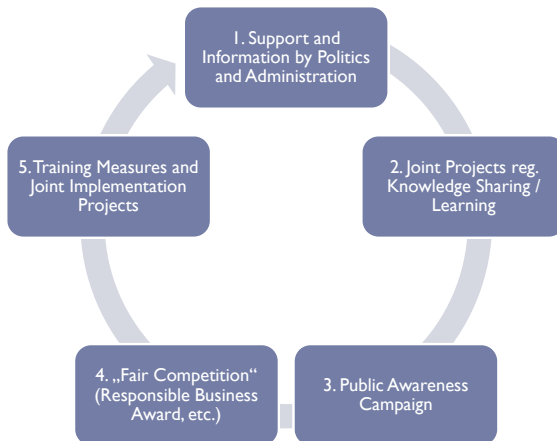
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Details III: Obstacles To Stronger Company Commitment



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Survey Mongolia: TOP 5 Measures For Better Cooperation and More Responsible Business



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Key Results With A Focus On The Aim Of The Workshop

- Need of improvement regarding Dialogue, Cooperation, Awareness Raising and Acknowledgement
- Joint responsibility, in particular of business, politics and administration

Background:

- Company commitment and investments into more responsible business strongly depend on a stronger awareness and thus acknowledgement of company activities by politics and society.

Conditions:

- ✓ Companies need to build trust through dialogue, communication (within and beyond company borders) and transparent exchange on ideas, concerns and joint solutions
- ✓ Companies & in particular their leaders must act as role models in order to achieve a favorable mindset and set incentives for others to follow

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Part II

Globale Experience: The Added Value Of SDGs And Of Successful Stakeholder Dialogues

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Global Experiences I: Added Value of SDGs

Adoption to society's needs

- e.g. investment and innovation reg. Health care, food, energy, infrastructure

Potential effect

- New sources of revenue & access to new markets
- Aligning sustainability strategy to national and international goals

Reputational gain

- Better access to capital and foreign investments
- Qualified and motivated employees
- Better efficiency and less costs increase company attractiveness

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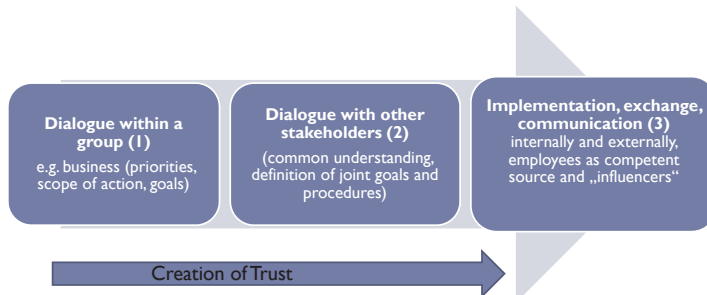
Global Experience II: Responsible Business Turns Into A „Must Have“

- ▶ Consumers gain importance
- ▶ Consumers want companies to make profit and be socially and environmentally responsible at the same time
- ▶ Most consumers believe that only those company are responsible that talk about it and prove their commitment

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Multi-level Stakeholder Dialogue In The Context of A Global Trust Crisis I

Global Trend	Stakeholder communication (contents, expectations, feasibility) is gaining importance
Challenge	SDGs appear to be non-specific for individual companies
Result	High demand for good communication and leadership



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Multi-level Stakeholder Dialogue In The Context of A Global Trust Crisis II

- ▶ **(1) Dialog within a group**, e.g. individual company: Understand SDGs, define relevant company goals and priorities, consider new investments, innovations
- ▶ **(2) Stakeholder dialogue** and internal and external communication “License to operate”
- ▶ **(3) Knowledge-Sharing** and steady and transparent exchange about progress and obstacles to implementation (politics, administration, business, society)

! Stakeholder groups must define and formulate their own role and responsibility and limits, in order to avoid disappointment and renewed distrust by others
! At the same time, companies must try understand the role and arguments of politics, NGOs and others, and vice versa.

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Summary

Key challenges from the perspective of Mongolian/global companies	Approach
<ul style="list-style-type: none">✓ Promotion of Dialogue and Cooperation✓ Promotion of Awareness and Acknowledgement	Three-level stakeholder dialogue as first step



Workshop goals:

- Identify conditions, steps and goals of a dialogue with all relevant Mongolian stakeholders
- Identify next steps (roadmap) for 2018

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The Company's Social Responsibility-Sustainable Development concepts and their experiences in this area are presented by Amarjargal Foundation, Monos Group, Zorig Foundation, UFE, Business Council of Mongolia



SUSTAINABLE DEVELOPMENT GOALS

 Konrad Adenauer Stiftung

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The Action Plan/Roadmap for Sustainable Development in 2018-2019 was proposed by the CGDC and created by the **sdg.dialogue@ufe.edu.mn** email address for discussion.

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Moving forward

Common approaches and next steps

Revision of Key Challenges identified by Survey Participants

- ✓ Promotion of Dialogue and Cooperation within Business Community and with Politics, Administration, Civil Society, Broader Public
- ✓ Promotion of Awareness and Acknowledgement within Politics, Administration, Civil Society and Broader Public



Workshop goals:

- Identify conditions, contents and goals of a dialogue with all relevant Mongolian stakeholders
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Proposal for Structure of Road Map and Issues to be Discussed I

Time Line	Step/Event	Content	Follow-up
Fall/Winter 2017/2018	Company check-up	<ul style="list-style-type: none"> • Participants report to their companies about the workshop results and identify prospects and challenges they see for their business on the way to SDGs implementation 	<ul style="list-style-type: none"> • Companies report back to Contact Point • Contact Point connects people and helps in organizing assistance for check-up if required
21 November 2017	Public conference with panel discussion	<ul style="list-style-type: none"> • Brief presentation of survey results • Discussion on the role of stakeholder dialogue for successful SDGs implementation • Presentation of roadmap to potential participants from other stakeholder groups 	Distribution of conference minutes via Contact Point
November 2017 to early 2018	Specification of next steps	<p>Contact Point:</p> <ul style="list-style-type: none"> • Identifying & informing relevant participants of other stakeholder groups • Collecting further suggestions and up-to-date needs of participants • Specifying contents and design of upcoming events 	Distribution of updates and safe-the-dates via Contact Point

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Proposal for Structure of Road Map and Issues to be Discussed II

Time Line	Step/ Event	Content	Follow-up
Spring 2018	Workshop I	Dialogue & Cooperation – Kick-off with representatives from all stakeholder groups <ul style="list-style-type: none"> Setting up framework for constant and transparent exchange and joint learning/projects 	<ul style="list-style-type: none"> Participants check their organizational procedures to allow interaction with other stakeholders, e.g. by nominating a responsible person Contact Point provides assistance
June 2018	Workshop II	Awareness & Acknowledgment <ul style="list-style-type: none"> Beforehand, Contact Point identifies up-to-date issues and best practices together with a „pioneer group“ of participants Best practices & lessons to be learned from successful companies and experts from abroad (2 representatives) 	<ul style="list-style-type: none"> Participants try to implement learnings into their strategies Contact Point provides assistance and organizes ongoing interaction
September 2018	Workshop III	„Meet the public space“ – How to interact with the media, consumers and the general public on issues of responsible business	<ul style="list-style-type: none"> Participants try to implement learnings into their communication strategies Contact Point provides assistance and organizes ongoing interaction
November 2018	Public conference	<ul style="list-style-type: none"> Presenting interim achievements and commitment to follow-up Awarding most ambitious participants 	<ul style="list-style-type: none"> Potentially align with similar initiatives in other Asian countries/exchange/learning

Lead Questions

1. What will be the **concrete purpose** of the stakeholder dialogue from the perspective of business?
2. What are the **most important issues** companies and associations want to discuss with the other stakeholders?
3. **What can the business community offer** to politics and civil society in terms of contribution to dialogue, training, learning, exchange etc.?
4. What will be the **final outcome** of the one year dialogue from the perspective of business?

IDEAS PROPOSED BY PARTICIPANTS

- Understand the Sustainable Development Goals at all levels. /Get Young Children, young people Involved/
- Businesses should implement real practices/work, Implementing every day principle rather than PR.
- Create ready to use model for good governance
- Implement social responsibility.
- Improving the responsibilities of non-governmental organizations.
- Improving accountability of government organizations.
- Organize monthly discussions for government, private sector and non-governmental organizations
- Discuss the Sustainable Development Goals and reach specific solutions through a forum that will be organized in November 2017
- Develop and implement a manual and policy document describing steps that can be taken on what the organization can do to achieve the goals of sustainable development. Create different manual for each industry
- The experts of each industry join together to formulate their manual/document
- Business associations join together to implement Sustainable

Development Tasks and develop a guide for businesses.

- International organizations and research organizations needs to improve their coordination. With the help of effective research and external and internal expertise will create effective results that could be discussed and resolved.
- Create Discussions for implementing short and long term implementation policy by government so that discussion creates common understanding for all stakeholders. And with this short, long-term policy will help coordinate and contribute to SDGs via work.
- Motivate private sector organizations.
- Improving the unity of the Associations and provide policy with unified directions.
- Create Discussions related to the survey results among all sector representatives, as well as each sectors should create discussions among related sectors. Which will make the results visible.
- 1st Select one goal and implement
- It is also important to create corporate social responsibility evaluation.
- Create Professional Training Center to Prepare the necessary personnel.

ORGANIZERS:

- Konrad Adenauer Stiftung
- Corporate Governance Development Center

PARTICIPANTS:

- United Nations
- Oyutolgoi LLC
- State Bank
- Monos Group
- Erdenes Mongol LLC
- Milk Co., Ltd
- Nova Terra LLC
- Gerhub
- Business Council of Mongolia
- Mongolian Non-Bank Financial Institution Association
- Mongolian Chamber Of Commerce
- Mongolian Bankers Association
- Zorig Foundation
- Amarjargal Foundation
- University of Finance and Economics
- Economic Policy and Competitiveness Research Center



