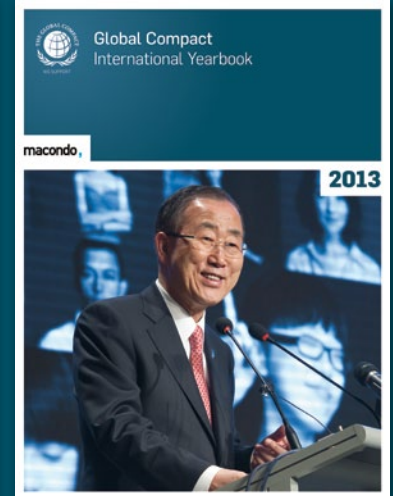
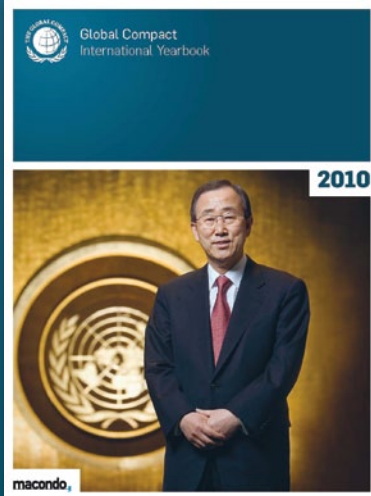
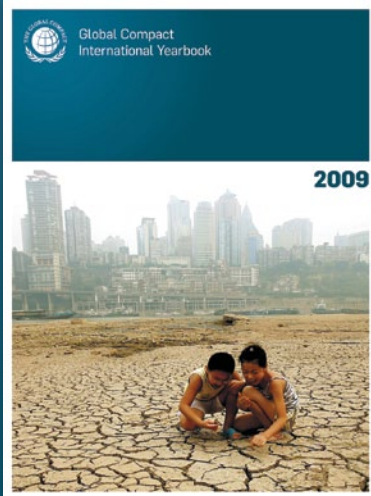




# Global Compact International Yearbook

macondo





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» As the Global Compact enters its second decade, it is my hope that this Yearbook will be an inspiration to bring responsible business to true scale. «

*2010 Foreword by H.E. Ban Ki-moon, UN Secretary-General*

# Invitation



Global Compact  
International Yearbook

Since its launch in 2000, the United Nations Global Compact has emerged as perhaps the world's most influential platform for corporate sustainability. Its structure as a global network uniquely positions the initiative to take a closer look at both global and regional developments and interpretations of corporate social responsibility (CSR).

In order to highlight some of the important issues the Global Compact seeks to address and to showcase good participant practices, macondo Media Group, in cooperation with the Global Compact Office, produces the "Global Compact International Yearbook".

The yearbook offers in-depth information on key sustainability issues to stakeholders around the world and seeks to promote comprehensive knowledge exchange and learning in the spirit of the Global Compact principles. In this way, the publication will help to advance transparency, promote the sharing of good practices, and, perhaps most significantly, give a strong voice to the regional and global actors that are at the heart of the initiative.

Therefore, the yearbook includes good practice examples of participants and showcase different approaches to the implementation of the ten principles. In addition, a substantial editorial framework will

highlight major trends and issues, globally and regionally, placing your activities as Global Compact participants in a broader context.

As an active Global Compact participant, you can contribute as a content partner and sponsor. However, we reserve the right to determine which companies may participate in the yearbook.

Silver partners contribute a two-page good practice example, while Gold partners add an in-depth report on their Global Compact-related activities with a four-page good practice example. Every case study includes pictures and your corporate logo. All content is subject to editorial review and draft layouts are individually coordinated with you.

We cordially invite you to participate in the next edition of the yearbook!

Sincerely,

Dr. Elmer Lenzen,  
Publisher



# How it works



Global Compact  
International Yearbook

As an active Global Compact participant, you can participate in the yearbook as a content partner and sponsor (see "Financing model"). The number of participants is limited to a maximum of 50 per year.

The yearbook includes good practice examples of your corporation, thus illustrating precise ways to implement the ten principles. Silver partners contribute a two-page good practice example, while Gold partners add an in-depth report on their Global Compact-related activities with a four-page good practice example. Every case study includes pictures and your corporate logo. All content is subject to editorial review and draft layouts are individually coordinated with you.

In addition, a substantial editorial framework highlights major trends and issues, globally and regionally, placing your activities as UN Global Compact participants in a broader context.

Examples from previous editions.



# How it works



Global Compact  
International Yearbook

## Circulation

The “Global Compact International Yearbook” is published in English to target a global audience, including Global Compact participants, relevant stakeholders and academics. The total circulation is 10,000 copies. The books are published in a limited edition – thus making them of enduring value. Copies of the books are distributed to all UN organisations, many Global Compact companies, Global Compact Local Networks and contact persons, relevant international NGOs and stakeholders, journalists and analysts (approx. 60%), to the international book trade (15%) and project sponsors (20%). The remaining 5% are for PR purposes and internal use.

## Distribution

The “Global Compact International Yearbook” is published by macondo Media Group, and distributed by macondo and United Nations Publications, the source for over 5,300 titles produced by the United Nations and its key agencies. Their website offers online access to a complete catalogue in print, electronic and multimedia formats, and they work in 61 countries to facilitate distribution of all titles. Bookshops are operated at UN Headquarters in New York and the UN Office in Geneva, and main titles and new releases are promoted at trade shows and conferences.

In addition to printed versions, macondo Media Group offers the digital edition of the yearbook online at no cost (PDF and eBook).



Examples from previous editions.

# FAQ



Global Compact  
International Yearbook

## What is the objective of the Global Compact International Yearbook?

The Global Compact International Yearbook is a product of macondo Media Group in support of the UN Global Compact and the advancement of corporate sustainability globally. The aim of the yearbook is to create a global overview of the achievements of the UN Global Compact. As an independent publication, it offers proactive and in-depth information on key sustainability issues to stakeholders, and promotes unique and comprehensive knowledge exchange and learning in the spirit of the Global Compact principles. The publication helps to advance transparency, promotes the sharing of good practices and gives a strong voice to the regional and global actors that are at the heart of the initiative.

## Who can participate?

All regular participants of the UN Global Compact with an active reporting status may apply for participation in the yearbook. This requirement is a vital step for quality assurance and integrity of the yearbook.

## Is the yearbook published by the UN Global Compact?

No. As an independent publication, the yearbook is published by macondo Media Group in cooperation with the Global Compact Office in New York. The yearbook is a grassroots publication developed by participants for participants. It is based on the individual engagement of participants like your company, macondo and many others around the world.

## Is my sponsorship a contribution to the Foundation of the Global Compact?

While the yearbook is developed in cooperation with the Global Compact Office, sponsorship by companies does not constitute a contribution to the Foundation for the Global Compact. Financial contributions are not collected on behalf of the Global Compact Office. Rather, they are exclusively used to fund the development of the Global Compact International Yearbook by macondo Media Group.

## Who is going to read the book?

Our experience from previous editions is that many politicians, journalists, analysts and investors, as well as representatives from NGOs and academics, read this book. The "Global Compact International Yearbook" is published in English to target a global audience, including Global Compact participants, relevant stakeholders and academics. The books are published in a limited edition – thus making them of enduring value.

## When do we have to pay our sponsorship?

Payment is accepted in advance, but you have to pay when the book is published. Invoices will be sent in February of each year. The terms of payment are up to 60 days after receipt of invoice due net. In Germany add VAT. We draw your attention to the fact that VAT tax obligations are passed to the recipient of the invoice.



# Financing Model



Global Compact  
International Yearbook

Participants and other stakeholders can support the edition in four ways: Silver, Gold, Platinum and Global Logistics partnerships. Apply early to avoid missing out on this opportunity!

**SILVER PARTNERS** contribute a two-page example for the key section "Good Practice". They are named in the directory and receive 30 free copies.

*Cost: Euro 3,000 each*

**GOLD PARTNERSHIP** includes the logo of your company on the front inside cover. Gold Partners contribute an in-depth report on their Global Compact-related activities with a four-page good-practice example. You receive 100 free copies. As a Gold Partner, your company will be highlighted in all media events related to this book.

*Cost: Euro 10,000 each*

**PLATINUM PARTNERSHIP** is the solution for strongly committed partners: the logo of your organisation will be displayed on the front cover. In addition, you can contribute a greeting at the beginning and a four-page example for the important "Good Practice" section. Each Platinum Partner receives 500 free copies and will be highlighted in all media events related to this book.

*Restriction: Platinum partnership is only available for governments, foundations and other non-commercial participants of the UN Global Compact. Cost: Euro 25,000*

**GLOBAL LOGISTICS PARTNERS** are responsible for shipping the yearbooks to partners and the international book trade. You can contribute a four-page example for the important "Good Practice" section. Your company's logo will be displayed on the back cover, and you will receive 100 free copies.

*Costs: Shipping costs for all material related to the Global Compact International Yearbook worth Euro 20,000.*

*Note concerning the use of funds: Sponsorship of the yearbook by companies does not constitute a contribution to the Foundation for the Global Compact. Financial contributions are not collected on behalf of the Global Compact Office. Rather, they are exclusively used to fund the development of the Global Compact International Yearbook by macondo Media Group. All income is used to cover production and personnel costs only.*

# Partnership & Prices



Global Compact  
International Yearbook

## Silver Partner

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*Two-page good-practice example*

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*Naming on front inside cover*

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*30 free copies (worth Euro 750)*

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Cost: Euro 3,000

## Gold Partner

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*Logo on front inside cover*

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*Four-page good-practice example*

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*100 free copies (worth Euro 2,500)*

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*Naming on the website*

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*Naming on all press releases*

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Cost: Euro 10,000

## Platinum Partner

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*Exclusive Logo on front cover*

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*Exclusive preface (two pages)*

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*Four-page good-practice example*

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*500 free copies (worth Euro 12,500)*

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*Exclusive naming on the website*

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*Exclusive naming on all press releases*

*Limitation: Platinum partnership is only available for governments, foundations and other non-commercial participants of the UN Global Compact.*

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Cost: Euro 25,000

## Global Logistics Partner

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*Logo on back cover*

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*Four-page good-practice example*

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*100 free copies (worth Euro 12,500)*

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*Naming on the website*

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Cost: Shipping costs for all material related to the Global Compact International Yearbook worth Euro 20,000.



# Timeline



Global Compact  
International Yearbook

October	Start of global presentation and acquisition of partners
December	Closing preliminary participation
January	Approval process and formal invitation to participants
March	Deadline for your article
April - June	Production phase
Mid-summer	Official book release





# Global Compact International Yearbook

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