

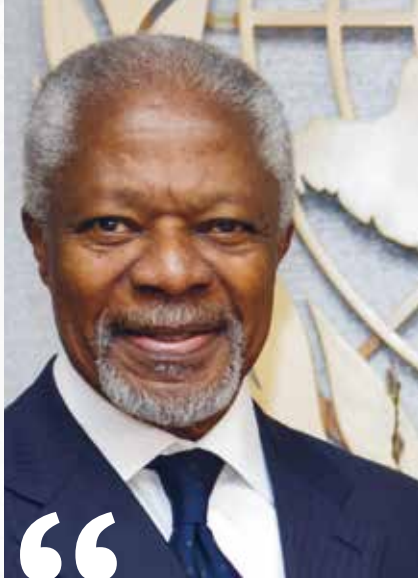


Global Compact  
International Yearbook



# Invitation

Global Goals need a Global Audience



“  
We are not asking you to do something different from your normal business; we are asking you to do your normal business differently.

Kofi Annan,  
UN Secretary-General 1997-2006



“  
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.

Ban Ki-moon,  
UN Secretary-General 2007-2016



“  
Understanding global mega-trends is crucial. We live in times of multiple, evolving and mutually-reinforcing shifts.

António Guterres,  
UN Secretary-General 2017-

# Invitation

The Global Compact International Yearbook is a publication in support of the Sustainable Development Goals (SDGs) and the advancement of corporate sustainability globally. As a grassroots publication – by participants, for participants – it offers proactive and in-depth information on key sustainability issues and promotes unique and comprehensive knowledge-exchange and learning in the spirit of the SDGs and the Ten Principles of the Global Compact.

The publication helps to advance transparency, promotes the sharing of best practices, and, perhaps most significantly, gives a strong voice to the regional and global actors that are at the heart of the initiative.

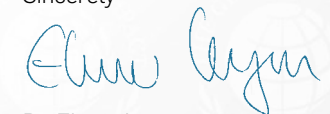
Therefore, the Yearbook includes good practice examples of corporate participants and showcases different approaches for the implementation of the SDGs. In addition, a substantial editorial framework will highlight major trends and issues, globally and regionally, placing the activities of Global Compact participants into a broader context.

Participation is open for all companies who commit themselves to the United Nations Sustainable Development Goals, whether they are participants of the Global Compact or any other UN initiative or not. True engagement is what matters.

Since its launch in 2009, the Global Compact International Yearbook has emerged as perhaps the world's most influential annual publication for corporate sustainability. The total circulation is 10,000 printed and more than 400,000 digital copies.

We cordially invite you to participate in the next edition of the yearbook! Don't miss this unique opportunity to make a difference.

Sincerely



Dr. Elmer Lenzen  
Publisher

# How it works

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 showing precise ways to adopt the ten principles. Silver partners contribute a two-page good practice example, Gold partners add an in-depth report on their SDG-related activities with a fourpage good-practice example. Every case study includes pictures and your corporate logo. Of course all texts pass lectorship and the 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 uNGC participants in a broader context.

## Outreach

The Global Compact International Yearbook is published in English to target a global audience, including Global Compact participants and relevant stakeholders. The total circulation is 10,000 printed copies and more than 400,000 downloads. Copies are distributed to UN organizations, many Global Compact companies, Global Compact Local Networks, relevant international NGOs, stakeholders, journalists, and analysts as well as to international book fairs and related conferences.

The image displays a grid of 12 sample pages from the Global Compact International Yearbook. Each page represents a different article or feature, showcasing the layout and content of the publication. The pages include:

- AI's Approach to Corporate Responsibility: Embedding the SDGs**: A text-heavy page with a sub-header and several columns of text.
- Sustainable Networks**: A page featuring a photograph of a person using a mobile device and text about digital environments.
- Andorra's Challenges: A More Open and More Competitive Country**: A page with a photograph of a car and text discussing economic challenges.
- Playing Our Part in Addressing the Impact of Climate Change on Health**: A page with a photograph of a person in a boat and text about climate change and health.
- Other pages**: Various other articles and graphics, including a flowchart for 'AI's Approach to Corporate Responsibility' and a 'Wellness Data 2020' infographic.

Each page includes a title, sub-header, main text, and relevant images or graphics, demonstrating the diverse content and design of the Yearbook.

# How it works

The Sustainable Development Goals in JAPAN

A critical aspect of the Sustainable Development Goals (SDGs) is to leave no one behind. Cooperation between governments and the private sector that spans beyond geographical borders is imperative for achieving this goal. The global mission to propel the world's top-down to achieving the SDGs is now that interestingly, entrepreneurs, business and individuals from various walks of life. However, it seems Japan and her people are the best to represent such efforts to the world. As a leader in technological innovation – a critical driving force in achieving the SDGs – Japan has great potential to do her share in bringing the world together to move forward with this collective goal. Inspiring pieces by the Japanese Ministry of Economy, Professor Jeffrey D. Sachs of Columbia University, and a joint report by UNCTAD and UNCTAD, they present the first attempt to offer an overview of the key players within Japan and the cross-country collaborations necessary for the country to grow into the role.

INTERVIEW WITH LEONARDO DICAPRIO

LEONARDO DICAPRIO FOUNDATION

LEONARDO DICAPRIO

## Distribution

The Global Compact International Yearbook is published in cooperation with United Nations Publications (UNP), the source for more than 5,300 titles produced by the UN organization and its key agencies. In addition, UNP works with 90 sales agents in 61 countries to facilitate distribution of all titles. Additionally, UNP operates bookshops at the UN Headquarters in New York and the UN office in Geneva. Every year, we attend key trade shows and conferences to promote our main titles and new releases.

Beside printed versions macondo publishing offers the digital edition of the yearbooks for free (PDF and eBook).

CLIMATE CHANGE | 2017

The New Plastics Economy

THE NEW PLASTICS ECONOMY AND THE THREE AMBITIONS

THE CASE FOR RETHINKING PLASTICS STARTS WITH PACKAGING...

# Financing Model

Business participants can support the edition in four ways: Silver, Gold, Platinum, and Logistics Partnership. 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 50 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 SDG-related activities with a four-page good-practice example plus a holistic microsite. They receive 200 free copies. As a Gold Partner, your company will be highlighted in all 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. Platinum members become partners to jointly develop a policy paper on selected SDGS thus contributing to the global agenda setting within the SDG discourse. **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 200 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:

The Global Compact International Yearbook is a product of maondo publishing GmbH in support of the UN Global Compact, the Sustainable Development Goals, and the advancement of corporate sustainability globally. Use of company names and examples does not constitute endorsement by the UN 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 International Yearbook by maondo publishing GmbH.

# Partnership & Prices

## SILVER PARTNER

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*Two-page good-practice example*

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*Naming on front inside cover*

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*50 free copies (worth Euro 1,250)*

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**Cost: Euro 3,000 each**

## GOLD PARTNER

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*Logo on front inside cover*

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*Four-page good-practice example*

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*Personal Microsite*

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*200 free copies (worth Euro 5,000)*

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*Naming on the website*

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*Naming on all press releases*

---

**Cost: Euro 10,000 each**

## PLATINUM PARTNER

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*Logo on front cover*

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*Exclusive preface (two pages)*

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*Collaboration on SDG Policy Paper*

---

*Personal Microsite*

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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 each**

## GLOBAL LOGISTICS PARTNER

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*Logo on back cover*

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*Four-page good-practice example*

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*200 free copies (worth Euro 5,000)*

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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

*Start of global presentation and acquisition of partners*

July

*Closing preliminary participation*

December

*Approval process and formal invitation to participants*

January

*Deadline for your article*

March

*Production phase*

April - June

*Official book release*

Mid-summer





# FAQ

## Who can participate?

Participation is open for all companies who commit themselves to the United Nations Sustainable Development Goals, whether they are participants of the Global Compact or any other UN initiative or not. True engagement is what matters.

## Is the yearbook published by the UNGC?

No. The publishing house is the independent maondo publishing GmbH which produces this publication in close cooperation with the Global Compact Office in New York. Therefore the yearbook is rather based on the personal engagement of participants like your company, maondo publishing and many others around the world.

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

Contributions are not being collected on behalf of the Global Compact office, rather they are exclusively to fund the development of the Global Compact International Yearbook by maondo publishing.

## Who is going to read the book?

Our experiences from previous editions are that many politicians, journalists, analysts and investors as well as representatives from NGOs and academics do read this book. The "Global Compact International Yearbook" is published in English to target a global audience, including UNGC 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?

You may pay in advance, but you have to pay after publishing. 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 passing over to the recipient of the invoice.



# Global Compact International Yearbook

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