



empower people – unite civil society – change global business

- Confidential -

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Extended Executive Summary

Short description:

What is the contribution of Global Demos? The key societal problem that Global Demos seeks to rectify is the current lack of a worldwide information pool fusing all the required information on corporate behavior, policies, and activities into one comprehensive overview. Information on the social and environmental performance of companies needs to be a) systematic, b) credible, c) comprehensive enough, and d) accessible. Currently there is no provision for the efficient generation of such data and while the number of non governmental organizations (NGOs hereafter) is rapidly growing, the collection of information on their activities, initiatives and responsibilities remains extremely fragmented. This, of course, reflects the diverse environments in which NGOs work within or across specific industries, on issues often specific to geographical contexts. However, information on corporate performance is not only dispersed and hard to access, it is furthermore overly focused on Western (mainly publicly traded and branded) corporations. This leads to a paradoxical situation where many corporations that do show a considerable social and environmental engagement receive more pressure than those that remain in the shadows. Unbranded, privately held or emerging market companies are less well known and documented. The Global Demos project will make it easier to compare corporations and to achieve a more balanced view on corporate social and environmental performance across the planet. Global Demos will unify the currently highly fragmented process of observing, monitoring, labeling and standardizing the diverse aspects of corporate social and environmental responsibility and thereby create a globally networked civil society. It will furthermore constitute a global forum for dialogue between corporations and NGOs on social and environmental issues. Based on Web 2.0 technologies the central website will dynamically link information provided by invited members.

Who are the members of Global Demos? Our member will consist of non-governmental organizations, scientists, multistakeholder institutions, standard providers, and journalists who will deliver information on the social and environmental performance of corporations and/or relevant context information on the countries in which the corporations operate. Their critical input will create a comprehensive overview of corporate activities, challenges and deviances. Companies will be monitored down-streaming and up-streaming their supply chain, ranked by members, and labeled following a transparent methodology. Only invited members will have full access to edit content. Corporations and governmental organizations may only read the information provided. Monitored companies will be able to use the platform to communicate with their critics and/or with potential partners in order to start a dialogue and discuss future collaboration. For the members themselves there will be closed discussion forums for members only, where participants might discuss emerging issues and strategies or join forces for shared projects.

Global Demos will be a set up as a foundation. In order to guarantee its institutional stability and to avoid its dependency on donations, it is planned to be a self-sustaining organization. It will generate profits and use these profits a) to pursue its mission and b) to support the projects of participating members. Thus, this project will develop into a powerful tool for fundraising.

Global Demos will install regional chapters and thereby create its own capacity of generating and evaluating information on corporations. Regional chapters will furthermore be responsible for creating and managing networks of local members who contribute to the shared database. The local chapters will play an integral role for the success of Global Demos by empowering the underprivileged. We are also aiming at establishing local hubs for learning, training and capacity building on issues related to corporate responsibility.

Our hope is that Global Demos contributes to sensitizing consumers. Consumption decisions of consumer-citizens will play a key role in the future of corporate responsibility activities. Comprehensive, understandable and tailored information is the starting point. Consumers will be enabled to tailor the Global Demos database to their specific needs, creating their own MyGlobalDemos account and organizing the information individually and focusing on the actors and issues that are relevant for their buying decisions.

Mission:

- Create a global platform for information and dialogue on corporate accountability in order to become the world leader in the evaluation of corporate social and environmental performance.
- Become the global reference point for learning and dialoguing on corporate responsibility for corporations, civil society actors, governmental bodies and consumer-citizens.

Website Methodology:

Based on the new latest Web 2.0 technologies and similar to Wikipedia, a web-based platform will be installed that creates collective knowledge on the basis of user generated content. In contrast to Wikipedia and for quality reasons, only registered members will have the right to upload information, judgments and analyses. Membership rights will be decided by the members of our platform in a democratic forum on a regular basis. Civil society associations and activists with a broad range of expertise and origin, investigative journalists and scientists across disciplines jointly create a comprehensive and balanced picture of the social and environmental performance of as many companies as possible. Reporting will be real-time reporting. As the moderator of the platform, we provide the structure in which the information will be inscribed and survey the registration of new members. In the medium term this task will be carried out by assigned members. The structure will consist of a comprehensive but intuitive visualization of the deconstructed supply chain of each company and each industry. We will provide an interactive company/issue search tool combining Google Maps/Google Earth with geographical information on issues such as human rights violations, or context related information such as AIDS. The information added by the members of the initiative will allow for a deeper understanding of a company's social and environmental performance along its respective supply chain. Users of the platform can generate comparisons between companies, industries, issues, geographical contexts or develop the evolution of issues or actors over time. The tool will also allow searching for experts or members with common interest in order to set up project teams. The platform can be a starting point for dialogue, change, projects of cooperation and development of standards. The platform will be as simple and concise as possible. The benefit of the members is to get a deeper knowledge of issues and actors and a higher impact on corporations than it would be possible for each mem-

ber alone. We will also provide an interactive client which will allow for systematized input and output generation speeding up processing information. The platform is not intended to be a naming and shaming institution but collect both, negative and positive information on corporate responsibility performance. It will be open to any propositions of improvement by its members who will be the main editors of the content to avoid any bias.

Organization:

The organization will be a network organization. There will be the global headquarters consisting of a management team, the Global Demos Regional Chapters, an Advisory Board, and a Member Council. While Global Demos will start with a governance system that has been designed by the initiators, the role of the Member Council will be to change or refine this system and to propose procedures and forums to ensure the democratic quality of the organization. The members should be the sovereigns of the platform. The Council will guarantee that the project stays true to its mission. The proposition of the founders is to consider an Annual Member Meeting as Global Demos' ultimate decision-making body. It will bring together accredited Global Demos Regional Chapters, global, regional, and local member organizations. It will elect the Advisory Board and the Global Demos central governing body. The Advisory Board will be a stewardship committee, consisting of prominent individuals of international standing, which will advise the organization. The initial Member Council will be comprised of selected representatives of major civil society organizations.

Milestones:

By now we have already talked to a couple of NGOs such as Human Rights Watch, Amnesty International, Germanwatch, Oxygeneve, Utz Certified, the Declaration of Berne, Corporate Accountability International, United Planet and the Forest Stewardship Council. These organizations have signaled their interest to join the project as members. We are currently exploring membership, and strategic partnerships, respectively, with the Global Reporting Initiative, UNEP, Transparency International, and Fairfood. We have further conceptualized the website and started programming a prototype. The prototype will be operational in about two weeks. We are also currently setting up regional chapters in a number of African and South American countries which will help us to provide local data and link us to local NGOs.

Founders:

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