

## **united communications signs up to United Nations Global Compact**

**Berlin, July 2008 – united communications has recently signed up to the Global Compact, an initiative first proposed by former UN Secretary General Kofi Annan. At the core of the Global Compact are ten basic principles in the areas of human rights, labour, the environment and anti-corruption, which are derived from several international agreements. The Global Compact asks companies to publicly endorse these principles and support their implementation.**

**Currently over 4,600 companies and organisations around the globe are participating in the initiative.**

### **The ten principles:**

#### **Human Rights**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

#### **Labour Standards**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

#### **Environment**

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

### **Anti-Corruption**

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The Global Compact asks companies to turn these ten principles into a catalogue of basic values within their sphere of influence.

More information on the Global Compact can be found online at:

<http://www.unglobalcompact.org/>

### **About united communications:**

The Berlin based agency specialises in creative brand communications for both business enterprises and non-profit organisations. Its team of around 25 multilingual specialists has worked for Olympus Europa Holding GmbH since 1996. Other clients include ViewSonic Europe and HVB Immobilien AG. united communications is a member of the international advertising agency network ComVort, the Forum of Corporate Publishing, the Association of German Foundations and the United Nations Global Compact.

If you have any questions or would like additional information, please contact:

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