

**CONVENTION
of
Civil society organised at European level**

Workshop 2

How can civil society organisations contribute more to the development of participatory citizenship?

Response of civil society to new threats from uncivil society

Presentation by SANDRO CALVANI

UN/ODCCP Representative to the European Institutions

This presentation addresses the issue of the threats posed by "uncivil forces" - problems without passports - to civil society in the light of the current process of globalisation. It highlights the reciprocal interdependence of the goals of business and that of the United Nations in the fight against those threats and explores the advantages of partnerships between the two. Such partnerships could give new impetus to the pursuit of a more prosperous and peaceful world.

It recalls existing initiatives of partnerships between the private sector and the United Nations and suggest how civil society and the private sector can further contribute to build a more responsible society.



Summary

Part I - The threats from "uncivil society"

1. Globalisation
2. The dark side of globalisations: the "uncivil society".
3. What are the threats posed by the "uncivil society"?
4. What role for the protagonists of civil society such as business, trade unions, professions, NGOs?
5. Why a partnership with the United Nations?
6. The choice is open

Part II - Towards a partnership between the United Nations and the private sector

1. Corporate social responsibility
2. International Coalitions in responsible business are already active. Partnerships between the UN, international institutions and civil society is feasible and is emerging
3. Other examples of successful partnerships with the United Nations
International Drug Control Program
4. More can be done
5. Towards the building of a more secure community through a more responsible and ethics-driven business

Part I

The threats from "uncivil society"

1. Globalisation

"There is much talk of "a global village". Unfortunately, it is a village without a fire station, without a police station and without a mayor's office. It is a village where social services are available only to a selected few. A village where the gaps between the rich and poor are already too wide and could become wider. A village where the rich become even richer while the poor keep getting poorer and more marginalised.

This fact is not only appalling, but it is also deeply disturbing. We now know that the maintenance of international peace and security goes far beyond the settlement of conflicts. We know that it also requires action to promote economic and social progress.

Collective security and sustainable development are definitely two sides of the same coin. Seen from this angle, security means being able to exercise fundamental human rights - the right to health, to education, to decent living conditions and to dignity".

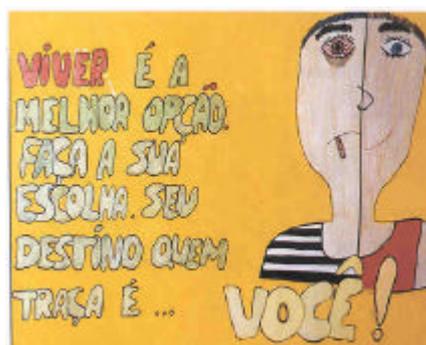


Figure 1¹

Kofi Annan, UN Secretary General, speech at Sorbonne University, Oct.98

2. The "dark side" of globalisation: the "uncivil society"

The globalisation of electronic communication is helping to create an embryonic global civil society, represented most obviously by the ever-increasing number of non-governmental organisations focussing on issues related to the environment, development, human rights and peace. The forces that made possible the emergence of a global civil society also, unfortunately, facilitate the transnationalisation of "uncivil" elements.

The uncivil elements have sophisticated machinery's operating for the most part like corporations with different levels of management and subsidiaries in different countries. Among the uncivil forces: narcotraffickers, criminals, terrorists and others who capitalise on the new openness of borders, markets and communication and who thrive where laws and institutions are weak. These and many other issues transcend national borders.

At the European level, the EU Presidency has stressed its determination to take the concern of citizens into account. According to the Eurobarometer 50, 89% of EU citizens think that the fight against organised crime and drug trafficking should be the second most important policy priority, superseded only by the fight against unemployment. The Eurobarometer is attached at the end of this presentation.

¹ National Poster Contest promoted by UNDCP in the "First National Drug Abuse Prevention Campaigning", Brazil 1997. The campaign was developed with the collaboration of the private sector.

3. What are the threats posed by the "uncivil society"?

Global predators are now threatening more and more citizen's security. The threat of global public bads undermine achievements obtained by decades of sustainable development and peace-building activities around the world. Even the monopoly of organised killing power and threat to collective security, once the prime characteristic of the State - as history knows - is no longer intact.

New unruly global predators are emerging:

Illicit drug trade: it is estimated that global illicit drug trade supplies around 200 million customers and is worth around \$ 400 billion or 8% of the world trade.

Money Laundering: Money laundering, bank secrecy and off-shores allow for the advent of a new world economic power which manages ca.US\$ 500 billion, equivalent to ca. 2 to 3 % of the world's Gross National Product. This new economic illegal power is ranked sixth/ seventh in the hierarchy of the greatest world powers, while the illicit market which it manages represents the four-fifths of what we could define as the "Gross Criminal Product".

Computer crimes: As computers and connected information systems have become more prevalent, so too have the opportunities for criminal activities both exploiting and targeting such systems increased significantly. Several crimes are associated with connected computer systems: hacking, distribution of child pornography, extortion using threats to destroy computer and information systems, penetration of computer systems for theft or fraud.

Trafficking in women: a global growth industry is trafficking in girls and women for the sex industry - 500.000 a year to Western Europe alone. It is now a US\$ 5/7 billion-a- year business.

Child sexual exploitation: Children are increasingly sold and trafficked across frontiers. The spread of child prostitution world wide is part and parcel of the less positive aspects of globalisation. It is estimated that this business generates ca. \$5 billion a year

Organised Crime: at the heart of the above figures is the growing power of organised crime syndicates, estimated to gross US\$ 1.5 trillion a year - a major economic power rivalling the multinational corporations.

Companies must pay attention to the well-being of the societies in which they function if they wish to flourish

Source of data:UNDP - Human Development Report 1999

"Global public bads" are still unknown to public opinion. They are hidden but they are dramatically dangerous to civil society security. A basic list of important global threats from uncivil society and uncivil forces against human rights, fundamental freedoms, sustainable human development, the environment, peace and democracy is attached at the end of this presentation.

4. What role for the protagonists of civil society such as business, trade unions, professions, NGOs ?

The goals of the United Nations and the goals of business are mutually supportive.

"Broad political and economic changes have opened up new opportunities for dialogue and co-operation between the United Nations and the private sector. Such a partnership could give new impetus to the pursuit of a more prosperous and peaceful world.

There is great potential for the goals of the United Nations promoting peace and development - and the goal of business - creating wealth and prosperity - to be mutually supportive.

Why? Because development and peace are essential for trade and investment to occur and for business to grow. At the same time, thriving markets are a precondition for creating jobs, improving standards of living, spreading more widely the benefits of globalisation and integrating developing countries into the world economy.

The United Nations once dealt only with governments. By now we know that peace and prosperity cannot be achieved without partnership involving governments, international organisations, the business community and civil society.

In today's world, we depend on each other.

Kofi Annan, UN Secretary General, Davos, Jan. 1999

5. Why a partnership with the United Nations?

The United Nations system brings to this relationship three distinct advantages: universal values; a global perspective; concrete programmes.

Business is well aware that it must be a responsible partner in the social order in which it operates

Creating wealth, which is business expertise, and promoting human security in the broadest sense, the United Nations main concern, are mutually reinforcing goals.

Thriving markets and human security go hand in hand; without one we will not have the other. A world of hunger, poverty and injustice is one in which markets, peace and freedom will not take root.

The UN address the "problems without passports" - terrorism, organised crime and drug-trafficking - which do not respect borders and thrive where laws and institutions are weak. For business, these efforts translate into reduced risk and greater opportunities.

Further dialogue between the United Nations and the private sector should focus on articulating common interests, intensifying the search for partnerships and translating the potential of co-operation into concrete action. In particular, the business community should strengthen its dialogue with the relevant intergovernmental institutions and bodies, particularly the United Nations, including its organs such as the General Assembly and the Economic and Social Council.

Joint statement on Common Interests by UN Secretary General and International Chamber of Commerce, February 1998

"Just as national markets reflect the values, laws and rules of a given society, so must the new global economy be rooted in an international consensus on values and principles.[...] Business has the global reach and influence to make a difference and such power brings not only opportunity but responsibility.[...] Business people can take part in policy debates in the UN and other multilateral organisations and encourage states to give those institutions the resources and authority they need to do their job. They can also act on their own, within their sphere of influence. They can, for example, uphold human rights and make sure they are not complicit in abuses. They can help to eliminate child labour and job discrimination. And they can promote greater environmental responsibility and the development of environmentally-friendly technologies.

6. The choice is open

Leaders of business continue to have choices. So let us choose to unite the power of the market with the authority of universal ideals. Let us choose to reconcile the creative forces of private entrepreneurship with the needs of the disadvantaged and the requirements of future generations. Let us ensure that prosperity reaches the poor. Let us choose an enlightened way forward towards our ultimate, shared goal: a global marketplace that is open to all and benefits all.

Kofi Annan, 30. January 1998 at Davos - World Economic Forum



*Drug Awareness ad, published by COCA COLA Co. in Dominican Republic 1996
COCA COLA introduces itself as a pro-active protagonist of the family and the
Community efforts to control drugs*

Part II

Towards a Partnership between the private sector and the United Nations

1. Corporate Social Responsibility

The concept of Corporate Social Responsibility generally refers to business decision-making linked to ethical values, compliance with legal requirements and respect for people, communities and the environment.

It is more than a collection of discrete practices or occasional gestures, or initiatives motivated by marketing, public relations or other business benefits; rather, it is a comprehensive set of policies, practices and programs that are integrated throughout business operations and decision-making processes supported and rewarded by top management.

... A 1997 study by Walker Research found that when price and quality are equal, 76% of consumers would switch brands or retailers if a company is associated with a good cause

2. International Coalitions in responsible business are already active. Partnerships between the UN, international institutions and civil society is feasible and is emerging

Business Leaders Forum

The Business Leader Forum works strategically around the world with leaders in business, civil society and the public sector to encourage continuous improvement in responsible business practices. Emphasis is on the company's core practices, social investment strategies and engagement in policy dialogue. It develops geographic or issue-based cross-sector partnerships to take effective action on social, economic and environmental issues. Furthermore, it helps to create an enabling environment which provides the right conditions for responsible business practices and cross-sector partnerships to flourish.

The Forum is now undertaking a major millennium campaign that will explore the theme of "Human Capitalism: Values in Corporate Leadership for the twenty-first Century". The Forum, in co-ordination with its member companies and partners in government and civil society, will examine the challenge of combining the efficiency of market forces with the requirements of social justice and inclusion.

To visit the website: <http://www.oneworld.org/pwblf/>

World Business Council for Sustainable Development

WBCSD is a coalition of 120 companies united by a shared commitment to the principles of economic growth and sustainable development. Its members are drawn from 30 countries and more than 20 major industrial sectors. The organisation also benefits from a thriving global network of national and regional business councils and partners organisations, representing more than 600 business leaders.

To visit the website: <http://www.wbcscd.ch>

European Business Network for Social Cohesion

EBNSC is a European business-driven membership network whose mission is to encourage and help companies to prosper in ways that stimulate growth, increase employability and prevent social exclusion thereby contributing to a sustainable economy and a more just society.

EBNSC in partnership with others, acts as a Resource Centre and wants to become a reference point in Europe on Social Corporate Responsibility & Strategies for companies, as well as for social partners, policy-makers, non-governmental organisations and academics.

To visit the website: <http://www.ebnsc.org>

Business for Social Responsibility

BSR is a US-based global resource for companies seeking to sustain their commercial success in ways that respect people, communities and the environment. Through membership in BSR, companies have access to practical information, research, education and training programs, technical assistance and consulting on all aspects of corporate social responsibility. More than 1,400 companies are BSR members or affiliates representing more than \$1.5 trillion in combined annual revenues and employing more than 6 million workers. BSR's companion organisation, the BSR Education Fund is a non-profit charitable organisation serving the broader business community and the general public through research and educational programs about responsible business practice.

To visit the website: <http://bsr.org>

3. Other examples of successful partnerships with the United Nations International Drug Control Programme

Successful partnerships have been developed between UNDCP and the private sector; some of these initiatives have obtained a successful involvement of civil society.

Participatory drug prevention from a Japanese world-wide initiative.

As an initiative in support of the United Nations Decade Against Drug Abuse (1991 - 2000) a Japanese NGO, the Drug Abuse Prevention Center (DAPC/Tokyo) organises annual public campaigns throughout the country with two aims: to increase awareness among young Japanese of the dangers of drug abuse and to raise money for UNDCP to use in supporting the work of NGOs around the world.

This nation-wide fund-raising campaign for UNDCP is carried out by DAPC in collaboration with various organisations such as Rotary and Lions. Many thousands of youth participate in street collections throughout Japan. On the 26. June 1999, the professional soccer J-League participated in the campaign at each of their stadium; the campaign was also implemented at professional baseball stadiums across the country. This year, in conjunction with the UN appointment of champion sumo wrestler Takanohana to be a Special Good Will Ambassador for the eradication of drug abuse, the UNDCP Fundraising Campaign was also promoted at each sumo wrestling arena.

Under the terms of the agreement between UNDCP and DAPC, the contributions are put

in a special fund for use in providing small but much-needed grants to NGOs in developing countries to enable them to carry out a wide variety of drug abuse prevention activities at grass-roots level.

Since the scheme began in 1994, DAPC has provided US\$ 2.7million to UNDCP which exceeds the contribution of many governments. Up to the end of 1998, DAPC donations have enabled the awarding of more than 200 grants to NGOs. The scheme has become so well-known around the world that UNDCP is now receiving a far greater number of grant proposals than it can fund.

Working together in Europe:

"The full impact of drug abuse and trafficking on legitimate commerce is only now being analysed and fully understood. The impact goes well beyond the questions of drug abuse among workers and lost productivity, reaching into complex areas like capital flows, money laundering, corruption and currency instability. UN/ODCCP is convinced that enhanced co-operation with the business community will make a significant contribution to the elimination of the drug problem world-wide and that this will be in the interest of the business community."

Statement by Pino Arlacchi, Executive Director UN/ODCCP

In co-operation with ILO and the Municipality of Sundsvall, UNDCP launched this year the fourth² of a series of specialised regional conferences on substance abuse in the workplace. The conference brought together leaders from European private companies, labour unions and governments to examine successful workplace initiatives and to create the nucleus of a European network of enterprises co-operating on substance abuse issues.

The result was excellent and the positive reaction from the participants offered encouragement that the successfully piloted ILO/UNDCP model of workplace substance abuse prevention can be replicated and have a significant impact world-wide. The model is largely based on the assumption that employer, employee and community involvement - in appropriately designed substance abuse prevention initiatives - can increase productivity through lower accident, absentee and sick claim rates.

Estimates by the US Department of Labor in the mid-1990s found that drug abuse in the workplace may have cost American business between 75 and 100 billion dollars a year - or more than 1% of annual GDP

Civil society active at the work-place

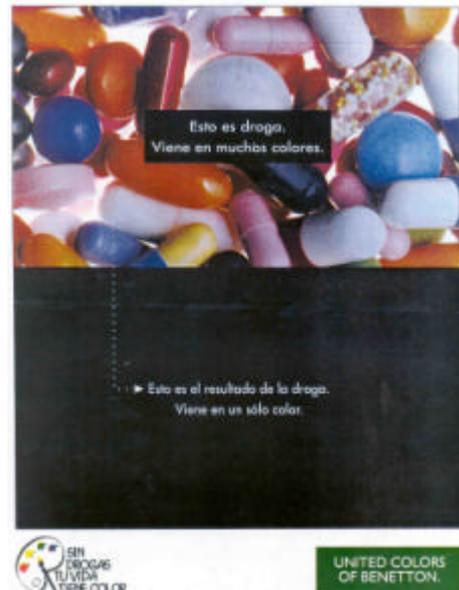
In southern Brazil, companies are making great strides in reducing substance abuse in the workplace. The prevention programme operated through the Social Service Industry of Rio Grande do Sul (SESI) and involving UNDCP and ILO is based upon the creation of on-the-job committees, made up of trained employees. These committees extend the reach of the drug-free message and offer workers new opportunities to show leadership and support to their colleagues.

The number of employees who consider themselves "drug-free" has increased in just over two years from 58% to 77% in companies with effective programmes in place. This model is now being considered in other parts of Brazil and South America. The project is mainly financed by the private sector itself, a practice which will continue in the future.

² Previous conferences were held in Petaling Java, Malaysia (1996); Porto Alegre, Brazil (1994); Sevilla, Spain (1992).

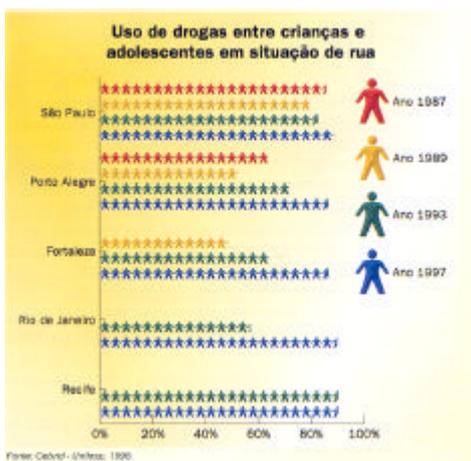
People awareness can be obtained also through commercial advertising.

An excerpt from the communication strategy behind the Benetton ad: "Without Drugs your Life has Color" in Dominican Republic in 1996: "By promoting the union and the understanding among people of different races and by influencing the new communication media, Benetton has added a new dimension to colour. Benetton's stores around the world exhibit a unique colouring, so much in the models and fabrics as in their decoration. The message of the United Colors of Benetton is a message of optimism, hope and life. The campaign " Without drugs your like has colours refers precisely to these values. The world of drug addiction bears a promise that could seem very attractive to young people at a first glance. They look for action, escape and for alternative forms to express the rebellion of their age. The drugs offer a deceiving option to those anxieties. The initial attractiveness of their palette of colours loses its brightness quickly and converts itself into a confinement without exit, comparable - in terms of colours - to the darkness, to the black. This is why the central message of this campaign is that the youth should not feel attracted by the deceit of drugs, it is only an illusion that disappears rapidly. On the contrary, they should search for a life free of drugs and of its bindings, where they can find the true colour, the freedom and all the opportunities."



Civil society is a successful response to most complex social issues: i.e. the street-children problem.

In South Africa they're called "Malapipe" - meaning those who sleep in the drainpipes" - in Tanzania they are called "Changudoa" after the tiny, useless fish that fisherman throw back into the sea. They are also called thieves, pests and hoodlums. They are street children. Everywhere they are disliked and abused and everywhere they increasingly turn to drugs as their "survival strategy". Given the extent of drug abuse among street children, in 1996 UNDCP - in collaboration with the Co-ordination of Mental Health (COSAM, Ministry of Health) - launched a project on "Prevention of Drug Abuse among street-children and street-adolescents". Conceived to last two years, the project developed tested models of prevention of drug-abuse in 5 different cities - Brasilia, Porto Alegre, São Paulo, Rio de Janeiro and Recife - aiming at strengthening assistance networks and human resources and at



stimulating a change of attitudes towards drugs. In order to achieve those objectives, 7000 children and adolescents were informed and trained in more than 100 assistance centres on the use of drugs and on its consequences.

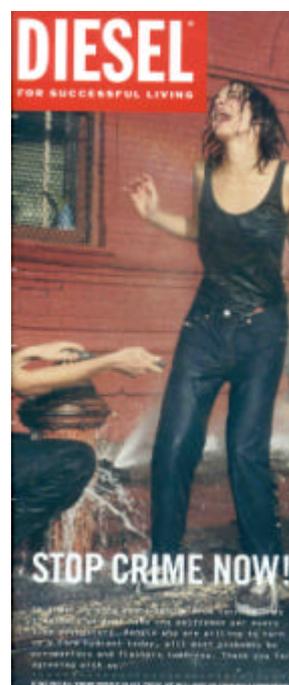
Co-funding and other financial partnerships allow co-responsibility, joint design of responses to social issues and joint implementation and monitoring.

US entrepreneur Ted Turner has pledged \$1 billion over ten years for UN fundraising programmes, a strong vote of confidence in the world body. Rotary Clubs world-wide, backed heavily by the business community, have given more than \$400 million to the World Health Organisation's efforts to eradicate polio. Working with UNICEF's "Change for Good" project, major airlines such as British Airways are collecting and donating extra foreign currency from passengers returning from abroad. Since 1991 they have raised over \$18 million for children - and generated good will in participating firms.

4. More can be done

Beside being mandated to lead global efforts in the fight against drugs abuse and illicit trafficking, UNDCP co-ordinates global strategies in the fight against corruption, money laundering, organised crime and trafficking in human beings. In each of those fields, there is plenty of space for a joint effort between the United Nations and the private sector.

Fight against corruption: corruption is internationally recognised as a major problem in society, one capable of endangering the stability and securities of societies, undermining the values of democracy and morality, threatening social, economic, political development and sometimes even peace. With the growing globalisation of markets and services, goods and people, accompanied by the internationalisation of illegal activities, the international dimension of corruption gains in significance. As a result, reducing corruption becomes a priority at both the national and international level and requires concerted efforts, exchange of experience and a certain degree of standardisation. In order to involve the international community in the fight against corruption, the United Nations Centre for International Crime Prevention, Office for Drug Control and Crime Prevention and the United Nations Interregional Crime and Justice Research Institute are developing a new action-oriented project entitled "Global Programme against Corruption".



Please read the Programme at : http://www.ifs.univie.ac.at/~uncjin/special/Corrupti_e.pdf

Fight against organised crime: Since its establishment, the United Nations has acknowledged the importance of crime prevention and criminal justice. The United Nations Centre for International Crime Prevention is currently involved in the elaboration of an International Convention Against Transnational Organised Crime. Through the Convention, Member States will commit themselves to develop effective national legislation addressing criminal organisations and their activities. They will also agree to utilise all available regional and international arrangements for combating organised crime, to develop appropriate regulations to make commercial and banking institutions less susceptible to infiltration by transnational criminal groups and to assist each other by providing persons, evidence and assets.

Please read the draft Convention at: <http://www.ifs.univie.ac.at/~uncjin/dcatoc.htm>

Fight against trafficking in human beings: in recent years, due to the globalisation process and the increased involvement of transnational organised crime, trafficking in human beings has grown in magnitude throughout the world. The smuggling and exploitation of human beings by transnational criminal organisations are among the most devastating and fastest growing problems of contemporary world. In less than thirty years, trafficking in human and children for sexual exploitation has victimised more than 30 million people in Asia alone. To better understand the criminal dynamics at work in shaping this phenomenon and to enable Member States and the international community to cope with it more efficiently, the United Nations Office for Drug Control and Crime Prevention, the Centre for International Crime Prevention and the United Nations Interregional Crime and Justice Research Institute is launching a Global Programme against Trafficking in Human Beings. The Programme will focus on the extent to which transnational organised crime is involved in trafficking in human beings and how both prevention and criminal justice responses to this form of crime can be improved.

Please read the Programme at: http://www.ifs.univie.ac.at/~uncjin/special/traff_e.pdf

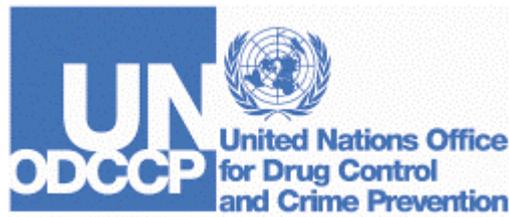
5. Towards the building of a more secure community through a more responsible and ethics-driven business

The private sector might contribute significantly to build a more responsible society through an inter-sectoral set of ethics-driven behaviours and attitudes in business, production, marketing, trade etc. Among possible ways to put such ideas in practice, the business community might consider the following possibilities:

- ❑ a set of self-imposed regulations or self-created "code of conduct" by the private sector;
- ❑ allocation of a small part of profit to UN programs or creation of a trust fund for this purpose (like the Ted Turner Foundation);
- ❑ develop a trade-mark of "bona fide" on responsible products;
- ❑ use UN ethics-driven messages in the company's communication policy.

The United Nations is looking for business partners to assist with the biggest economic challenge - and opportunity - facing the international community: fostering world-wide sustainable growth, more effective good governance, law and order, respect of human rights and fight against poverty.

To learn more about how business can interact with the United Nations, please visit our website "The United Nations and Business" at: <http://www.un.org/partners/business/>



Brussels Liaison Office with the European Institutions

Rue Montoyer 14
1000 Brussels
Belgium

Tel. 32 2 289 19 90
Fax. 32 2 289 19 96
Email: un.odccp@skynet.be