NYU STERN STUDENTS PRESENT RECOMMENDATIONS FOR UNITED NATIONS’ GLOBAL COMPACT PILOT PROJECT

—MBA Students Apply Skills and Knowledge to Assess Companies’ Commitment to Corporate Social Responsibility —

NEW YORK, NY February 5, 2004 —MBA students from NYU Stern’s Net Impact club will present recommendations to the United Nations’ (UN) Global Compact Office at a meeting at UN headquarters in New York on February 6, 2004. The UN Global Compact asks participating corporations from around the world to adhere to a set of principles relating to human rights, labor rights and the environment to promote good corporate citizenship. For this pilot project, the UN partnered with Stern MBAs to enable future business leaders to engage in dialogue with leading corporations on this important global business issue.

“The UN Global Compact Pilot Project was a rewarding effort in which we applied what we’ve been learning in the classroom about corporate social responsibility to real-world situations,” said Dahna Goldstein, NYU Stern 2004 MBA candidate and Net Impact club coordinator. “My MBA courses gave me an understanding of the business context surrounding corporate social responsibility decisions that made it possible to recognize the challenges companies face and to provide substantive feedback.”

About the UN Global Compact Pilot Project

In late 2003, the Global Compact Learning Forum launched a pilot project to involve leading business schools in the evaluation of participating companies’ corporate citizenship efforts. The goal of the pilot project was to help promote transparency and
dialogue around company efforts to internalize the Global Compact principles, as well as to explore the feasibility of one way in which the Global Compact, Net Impact (an influential national network of MBAs committed to using the power of business to create a better world) and MBA students more generally could cooperate in the future. Among other things, the project entailed inviting MBA students to comment on company contributions to the Global Compact website.

The UN Global Compact website ([http://www.unglobalcompact.org](http://www.unglobalcompact.org)) includes three types of communications from participating companies: 1) Company examples of what corporate social responsibility (CSR) actions they had taken 2) CSR-related projects that companies were implementing and 3) case studies of company CSR actions that were posted by independent researchers. Stern MBA students from the local chapter of Net Impact submitted more than 150 comments and questions on the companies’ Global Compact examples, projects and case studies.

Companies involved in this project represented such industries as consumer goods, financial services, oil, pharmaceuticals, telecommunications and many more. Participating companies came from countries around the world, including Brazil, Canada, China, Germany, Poland, Russia, South Africa and the United States.

Stern MBAs will highlight the following recommendations at the UN:

- Structure future projects with MBA students to engage in industry-specific CSR research and dialogue that could result in a distillation of best practices,
- Encourage companies to engage more directly with the Global Compact principles by tailoring postings to address the principles, rather than submitting links to general reports,
- Market the Global Compact website to other audiences, including socially responsible investors, to promote further dialogue and transparency.
“The quality of the comments from NYU Stern MBA students demonstrated their enthusiasm and understanding of the value of corporate citizenship,” said Georg Kell, Executive Head of the Global Compact. “Moreover, the feedback from the more than 50 companies in response to the students’ comments was very encouraging in helping to bring to life a real dialogue between the private sector and other relevant stakeholders.”

A Leader in Professional Responsibility
Professional responsibility is a value that NYU Stern has taught and instilled in its students for more than 100 years. The Stern School was one of the first business schools to require an ethics course more than 30 years ago as part of its curriculum and graduation requirements. Stern recently appointed Arthur Levitt, former Securities and Exchange Commission chairman and champion of fairness in the securities markets, as its inaugural Citigroup Distinguished Fellow in Leadership and Ethics for the 2003-4 academic year. He has visited all sections of the required course, “Professional Responsibility,” where students had the opportunity to engage with Mr. Levitt in small, informal class discussions and to better understand the implications of the cases and course work they were studying.

About NYU Stern
New York University Stern School of Business, located in the heart of Greenwich Village, is one of the nation’s premier management education schools and research centers. NYU Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and deep resources of the world’s business capital.