



**and UNDP
Partners in Preparedness
Working Together
– The Aim**



UNDP is the UN’s global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. It is present in 166 countries, where it enables and supports the process of finding solutions to global and national development challenges. Due to the knowledge gained from both problems and possible solutions, UNDP can match the interests of the private sector with national development goals and the concrete needs of the recipient programme countries.

Achieving global objectives, such as peace and security, development and poverty eradication, environmental protection, human rights, democracy and good governance — and specifically as these issues are addressed in the Millennium Development Goals (MDGs) — is critical not only to global development but also to the long-term success and survival of the private sector. Neither the public sector nor private sector can tackle these challenges on its own and no one says it more strongly than Kofi Annan: *‘The MDGS cannot be reached without the support of the private sector’*.

UNDP actively initiates and coordinates programmes that support partnerships or cooperation with the private sector with the goal of creating a win-win situation for all participating parties.

SAS – Sustainability and Corporate Responsibility Put Into Action

The SAS Group joined the UN Global Compact in 2003 displaying its commitment and acceptance of corporate responsibility in reaching the MDGs.

The concept of sustainability is central in SAS’s day-to-day decision-making processes and operations. Not only does SAS pay attention to social and economic issues, but it also shows awareness and takes responsibility for its environmental impact.

“The SAS Group will deliver and report results that are sustainable economically, but also environmentally and socially.....Like other large companies we sense growing expectations from the outside world that we should help to create what is called “sustainable development.”The SAS Group operates in a global market, and diversity, like equality, are key factors for success for a modern service business.....In 2003 the SAS Group collectively made an effort to strengthen the Group’s corporate citizenship. An important first step was when we joined the Global Compact” said President and CEO Jørgen Lindegaard in Annual Report 2003.

In its partnership with UNDP, SAS can form part of a network of private companies, organizations and official bodies with their own fields of expertise, which works towards a humanitarian goal with a mutually beneficial outcome. Whilst SAS strengthens and highlights its social responsibility and values, UNDP activates much needed support in crisis.

The Partnership — In Practice

This partnership is a good example of a variety of interests that could potentially be served and the benefits that all parties can enjoy, whilst providing much needed and sometimes even critical support in crisis areas. Practically the partnership could include the following areas:

1. An emergency preparedness programme which will be planned in partnership with Swedish Civil Aviation Administration.
2. The out-stationing of operational personnel as part of SAS’s human resource policy in partnership with UN Volunteers (UNV).
3. On behalf of all UN organizations present in Copenhagen an open and non-exclusive agreement is being negotiated with regard to passenger travel.
4. A similar agreement for the UN organizations present in Copenhagen pertaining to the transportation of freight is under preparation.

Emergency Preparedness

With regard to an emergency preparedness partnership — which extends internationally — different potential areas has been identified, where assistance and partnership can be prominent and practical, e.g. related to transportation of emergency equipment, participation in emergency evacuation, doing technical or operational analysis, providing specific competences can be a part of the partnership.

SAS is currently involved in a project together with the Swedish Civil Aviation Administration to fit out a completely unique ambulance aircraft with medical-, flightdeck- and cabin staff. Completion date is set for the beginning of 2005.

The Millennium Development Goals (MDGs) are global targets that world leaders from 189 countries set at the Millennium Summit in September 2000. The goals include: Halving extreme poverty and hunger, achieving universal primary education and gender equity, drastically reducing under-five mortality and improving maternal health, reversing the spread of HIV/AIDS, halving the proportion of people without access to safe drinking water, ensuring environmental sustainability and developing an overall global partnership for development.

UNDP plays an important role in:

- Helping countries achieve the goals
- Monitoring progress on achievement of the goals
- Promoting and advocating the goals
- Developing a better understanding of what it actually will take to reach the goals

The participation of business in achieving and promoting the Millennium Development Goals is critical. UNDP encourages companies and business organizations to join United Nations in supporting the goals.

UN Volunteers

An extensive and flexible partnership between SAS and UNV providing specialized expertise and experience is under evaluation. SAS could provide opportunities for its staff to work as part of a UNV programme in areas where volunteers are much needed. Whilst creating opportunities for the personal and professional growth for its staff, which in turn benefits staff morale and motivation, an agreement brings critical and sought-after expertise to operations in often difficult situations. Simultaneously SAS highlights its responsibility and strong values not only to its own staff, but to society at large.

SAS already has significant experience cooperating with the UN e.g. in Afghanistan, a SAS employee worked in UN's logistical centre to assist with humanitarian flights. In the Republic of Congo 12 SAS staff members took off from their job to work towards peace and take care of important airport functions as maintenance, load/unload aircrafts, work on airport ramp and management outside Kindu in Congo Kinshasa.

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