

Business Engagement

Millenium Development Goals	The Goal	Core Business	Philanthropy	Advocacy
	1. Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> Providing affordable products and services Building local business linkages and employment opportunities 	<ul style="list-style-type: none"> Invest in social entrepreneurs Build local capacity 	<ul style="list-style-type: none"> Support public policy efforts to build the domestic private sector and attract foreign investment Advocate for fairer access to OECD markets
	2. Achieve universal primary education	<ul style="list-style-type: none"> Tackle child labour along the supply chains Deliver education services Harness technology for education 	<ul style="list-style-type: none"> Facilitate the education of employees' children Invest in local schools or support the work of education NGOs 	<ul style="list-style-type: none"> Advocate for education access, quality and reform
	3. Promote gender equality and empower women	<ul style="list-style-type: none"> Strengthening women's economic capacity as entrepreneurs, employees and producers Eliminating workplace violence against women 	<ul style="list-style-type: none"> Support womens issues Invest in women's leadership development beyond the company's own operations 	<ul style="list-style-type: none"> Raise public awareness of women's issues and promote women's voices Advocate for equal access to education and economic assets
	4. Reduce child mortality	<ul style="list-style-type: none"> Provide affordable products and services 	<ul style="list-style-type: none"> Support children's NGOs and awareness raising projects Support programmes for AIDS Orphans 	<ul style="list-style-type: none"> Advocate governments to support the Rights of the Child and to support children's issues
	5. Improve maternal health	<ul style="list-style-type: none"> Provide affordable products and services Improve working conditions and occupational health for women 	<ul style="list-style-type: none"> Support women's NGOs and community health services Combat stigmatization 	<ul style="list-style-type: none"> Encourage good public policy and public awareness on women's health issues
	6. Combat HIV/AIDS, malaria and other diseases	<ul style="list-style-type: none"> Provide affordable products and services Implement workplace HIV/AIDS programmes focused on education, prevention, treatment and care 	<ul style="list-style-type: none"> Provide product donations Support HIV/AIDS and other medical funds, NGOs or research institutes and AIDS Orphans projects 	<ul style="list-style-type: none"> Establish national business coalitions Participate in global public policy networks
	7. Ensure environmental sustainability	<ul style="list-style-type: none"> Understand and manage the company's direct environmental impacts Invest in product and process innovation and transform business models 'Green the financial markets' Address the challenge of sustainable consumption Tackle climate change 	<ul style="list-style-type: none"> Support International environmental NGOs and campaigns Mobilize core corporate competencies to support community-level environmental initiatives Support education courses in sustainable development Support environmental awards and media campaigns 	<ul style="list-style-type: none"> Negotiate international rules and develop voluntary standards Change market frameworks
	8. Global Partnership Target 12: International trading and financial system	<ul style="list-style-type: none"> Support the UN Global Compact 		<ul style="list-style-type: none"> Help build the 'soft infrastructure' for global commerce
	8. Global Partnership Target 13, 14 & 15: Least developed, landlocked and small island developing countries, and debt relief	<ul style="list-style-type: none"> Promote investment in least developed countries especially in Africa 		<ul style="list-style-type: none"> Advocate OECD governments for increased market access, official development, assistance and debt relief
	8. Global Partnership Target 16: Decent and productive work for youth	<ul style="list-style-type: none"> Give young women the same opportunities as young men Invest in education and vocational training for young people 	<ul style="list-style-type: none"> Make it easier for young people to start and run enterprises 	<ul style="list-style-type: none"> Place employment creation at the center of macroeconomic policy
	8. Global Partnership Target 17: Access to affordable drugs	<ul style="list-style-type: none"> Research and development, patent protection, intellectual property rights and pricing Providing workplace access to essential drugs 	<ul style="list-style-type: none"> Responsible drug donation programmes and guidelines 	<ul style="list-style-type: none"> Building a better policy environment
	8. Global Partnership Target 18: Access to technology, especially information and communications technology (ICT)	<ul style="list-style-type: none"> Providing low-cost technology to rural areas on a commercial basis 	<ul style="list-style-type: none"> Support NGO or community led projects through donating resources, expertise and technology Donate technology and expertise to more effectively manage humanitarian crises 	<ul style="list-style-type: none"> Advocating for and supporting better public policy on ICT issues to improve access, participation and governance

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