

UN & Business Leaders Ponder Future Partnerships

Nestlé, Post-2015 OWG Members Weigh In

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Ambassador Néstor Osorio, Ecosoc President, Permanent Representative of Columbia to the UN
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Government and industry leaders shared their perspectives on public-private partnerships at a luncheon hosted by the Business Council for the UN on April 24 in New York. BCUN convened a diverse mix of UN Permanent Representatives, UN agencies, private sector leaders, and other stakeholders for the discussion. The lunch was presented in collaboration with the United Nations Economic & Social Council and took place alongside the all-day Ecosoc meeting at the UN themed “Partnering for Innovative Solutions for Sustainable Development”.

Ecosoc President Mr. Néstor Osorio, who is also the Permanent Representative of Colombia, opened the discussion by enumerating his priorities, including how to best integrate the three “pillars” of sustainable development in the pursuit of eliminating poverty. In considering the remaining two years of

the millennium development goals, and looking forward to post-2015 development goals, Osorio cited some of the challenges and opportunities for partnerships. Modern communications technology--notably social media--will be more conducive to multilateral engagement and collaboration. Greater monitoring and accountability should be expected. Companies might present regular progress reports on their sustainable development efforts, he suggested, as a “reality check”.

A perspective from industry was offered by **Nestlé’s Mr. Christian Frutiger**, who is deputy head of global affairs. Frutiger, who told the audience his views were influenced by the fact of having worked in NGOs and fundraising for two decades, sees a lack of understanding among partners in different sectors due to differing cultures and communication styles. He sees an opportunity for better collaboration and results, and observed that companies were not part of the development discussions in the past, but now have an important role to play in the post-2015 agenda. All partners need to have a shared interest in a project of



Christian Frutiger, Nestlé

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course, he said, but it's important that each keeps its identity and contributes in their area of expertise--don't ask companies to make brilliant contributions outside their area of expertise, he advised. Objectives need to be clear, and accountability is crucial. Top management needs to demonstrate their conviction and support, but the real work is done in middle levels and on the ground. Frutiger witnesses a common complaint from partners in different sectors: "They don't work like us". – True! Frutiger said, but intrinsic in this is ultimately why partners partner across sectoral boundaries—they by definition must complement each other with differing capacities, capabilities, contributions and worldviews.

Nestlé is the world's leading nutrition, health, and wellness company with 340,000 employees in over 100 countries. It has 470 factories, half of which are located in developing countries and mostly in rural areas. Although Nestlé doesn't own farms, it sources raw materials directly from 690,000 often smallholder farmers, who receive technical expertise and support from around 12,000 extension workers. Frutiger described Nestlé's philosophy of "Creating Shared Value": Nestlé believes that long-term business success and value creation for shareholders is only possible if at the same time the company creates value for society in all countries and regions in which it operates. As a priority, Nestlé seeks to address societal needs in the areas close to its core business, which are nutrition, water and rural development.

Ambassador Macharia Kamau, the Permanent Representative of Kenya, used the opportunity to share his perspectives as co-facilitator of the Open Working Group on sustainable development goals. He contrasted the millennium development goals with the post-2015 goals, and favorably differentiated the latter as focused on achieving a sustainable future for all future generations. Kamau underscored the importance of the full and effective participation of business in order to develop the innovative solutions needed, and said that governments cannot do it alone. We will listen to you, he said, saying the OWG will develop a narrative consistent with business expectations as well as those of rich and poor countries. Business participation is critical, he said, due to the need for jobs, R&D, and new technology. He told the audience of about 75 people that the OWG plans to submit goals to the General Assembly by September 2013.



Ambassador Macharia Kamau, Permanent Mission of the Republic of Kenya to the UN
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Ambassador Csaba Kőrösi, Permanent Representative of the Mission of Hungary, with lunch guests prior to his formal remarks.
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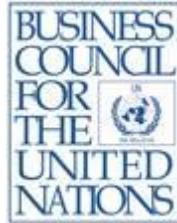
Ambassador Csaba Kőrösi, the Permanent Representative of Hungary, elaborated on expectations for the sustainable development goals. Unlike the MDGs the future will not be about one side doing for the other side, he said,--rather, the SDGs will represent a joint responsibility to achieve goals. We will move beyond silo thinking, Kőrösi said, with new thinking beyond traditional donor-recipient thinking. He advised the business audience to get ready for new models of engagement, better results

monitoring, better data collection. Sustainability requires a change of values he said. Kőrösi is also a member of the Open Working Group.

After a lively question-and-answer period between guests from the private sector, UN Member States, UN agencies, and NGOs, most participants returned to the Ecosoc meeting which continued at the UN.

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