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### Positive Change Through Responsible Business

JCI members share the Ten Principles of the UN Global Compact with business and civil stakeholders in their community.

At the 1999 World Economic Forum in Davos, Switzerland, UN Secretary General Kofi Annan proposed "that the business leaders gathered in Davos, and we the United Nations, initiate a global compact of shared values and principles, which will give a human face to the global market." This proposal started the discussion and implementation of the [UN Global Compact](#), encouraging companies to make a public commitment to upholding [the Ten Principles regarding human rights, labor, the environment and anti-corruption](#). JCI has partnered with the UN Global Compact since 2008 to educate small- and medium-sized enterprises about the benefits of corporate responsibility in a competitive global market.

#### Uniting Companies in Italy

In October 2011, the Varese Chamber of Commerce and JCI Italy held a seminar for companies and organizations to gather to discuss sustainable business practices and the benefits of committing to the UN Global Compact.

The seminar consisted of a number of different speakers from the professional and business world addressing topics such as the green economy, human and labor rights, trade protection and social responsibility in business. Companies presented their commitment to the UN Global Compact to show conference attendees how it has positively affected and improved their relations with social and economic stakeholders, employees, customers, partners, suppliers, potential investors and their local communities and institutions.

"The implementation of best practices becomes even more important for companies, when today the image and the consideration of the external stakeholder is just as important as being successful inside the market," said President of the Varese Chamber of Commerce Bruno Amoroso.

JCI Italy supported the conference by promoting and representing the UN Global Compact. JCI's presence allowed other companies to inquire and find out more about implementing socially responsible business practices into their organizations.

2012 JCI Executive Vice President for the Americas Chiara Milani served as one of the featured presenters. She emphasized how committing to the Ten Principles can benefit any company on an internal and external level. She also praised the Varese Chamber of Commerce for recently becoming the first institution to join the strategic corporate citizenship initiative and supporting JCI Italy and the UN Global Compact.

Commit to socially responsible practices and [sign up your company or organization with the UN Global Compact today](#).

[Read more about the UN Global Compact's Ten Principles](#) in the areas of human rights, labor, environment and anti-corruption.

Has your company recently committed to the UN Global Compact? Tell us about it on the [JCI Facebook page](#).

Thank you to 2012 JCI Executive Vice President for the Americas Chiara Milani and President of the Varese Chamber of Commerce Bruno Amoroso for providing information for this article.

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Mi piace Piace a 5 persone.

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