1. Responsible Business
We shall create and sustain responsible business practices that foster economic, environmental and social wellbeing in our urban centers. We endeavor to engage in practices that respect human rights, uphold the freedom of associations and the right to collective bargaining, are non-discriminatory, and are anchored on sustainability of urban environments and urban social networks. We directly take responsibility for all our business actions and mitigate their impacts on the ecology and society.

2. Eco-Friendliness
We commit to pursue business objectives through strategies that are eco-efficient. We shall engage in business processes for the production of economically valuable goods and services while effectively reducing the negative ecological impacts of production on the urban environment.

3. Collaboration and Partnership
In the spirit of sharing and multilateralism, we agree to engage in multi-sectoral collaborations on cross-cutting issues that will provoke action on how we can create opportunities for the poor. We shall also foster partnerships with other stakeholders with the aim of sharing information and technologies that will improve the overall performance of the private sector worldwide, without eliminating fair competition. We endeavor to work with other businesses and the local government to foster an environment where innovative practices can occur. We also aim to engage the urban poor through the informal sector to create systems that are mutually beneficial to the poor communities and business concerns.

4. Innovation and Creativity
We affirm to invest in the growth of innovation and creativity. We shall support efforts made by academia, professional bodies, governments and civil society organizations to develop solutions that address the urban challenges of today and the future. We shall invest in new technologies that cut down negative ecological impact, reduce wastage and increases production output.

5. Urban Social and Ecological Capitalization
We commit to invest in the aggregation of social and ecological resources through business-driven systems that will create and strengthen the social and ecological wealth of urban centers.

6. Options for the Poor
We shall make deliberate efforts to recreate and grow inclusive and sustainable market initiatives. We shall increase our contribution to the war against urban poverty through sustainable corporate social responsibility activities and market-based strategies that aim to make our goods and services affordable, accessible and available to the urban poor.

7. Optimal Value
We resolve to undertake business growth and prosperity that generates ecological, social and economic value. We commit to operate at business levels that optimize the wealth of the urban environment and minimize harmful externalities. We define wealth to mean the health and wellbeing of citizens, environment and economy of the urban environment.

THE CORE BUSINESS PRINCIPLES FOR SUSTAINABLE URBANIZATION

The core business principles for sustainable urbanization were approved at the Private Sector Strategy Meeting held on 14 April 2011 during UN-HABITAT 23rd Governing Council.

“We, members of the private sector are committed to sustainable urbanization and development. To demonstrate our commitment in meeting the needs and expectations of all stakeholders in the creation of sustainable and harmonious urban areas, we affirm that our activities and behaviors wherever we do business will be guided by these principles”:

1. Responsible Business
2. Eco-Friendliness
3. Collaboration and Partnership
4. Innovation and Creativity
5. Urban Social and Ecological Capitalization
6. Options for the Poor
7. Optimal Value

Partnering with the UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME towards sustainable and livable cities
Building and sharing expertise and knowledge
As the United Nations gateway for cities, UN-HABITAT is constantly improving its focus and responsiveness to the aspirations of cities. Key areas of UN-HABITAT’s agenda are better urban planning, improving city financing, disaster mitigation and reconstruction, urban mobility, and cleaner, greener cities that take the lead in tackling climate change. UN-HABITAT helps cities learn, know and understand their own needs: the agency provides the facts, figures and studies that help decision makers at every level and even local residents make optimum choices. UN-HABITAT helps countries and cities develop urban policies and strategic plans through a shared vision for the city and through multi-partner approaches. A proven operational capacity
With a vast global reach, UN-HABITAT runs more than 200 technical cooperation programmes and projects in 72 countries. These countries include many of the poorest in the world, such as Afghanistan, Somalia, Haiti, and Nepal. Much of the work is aimed at strengthening the urban fabric, helping slum dwellers with better shelter and basic services such as water and sanitation. Most of the programmes are run by UN-HABITAT staff who are nationals of their own countries, proudly trying to improve their cities or to rebuild after disasters. UN-HABITAT has three main regional offices: for Africa and the Arab States (Nairobi, Kenya), Asia and the Pacific (Fukuoka, Japan), Latin America and the Caribbean (Rio de Janeiro, Brazil), as well as liaison and information offices in New York, Brussels, Geneva, Moscow, Beijing, Chennai, Amman and Budapest. This geographical distribution confers an incomparable advantage to UN-HABITAT to build its programmes and projects in 72 countries.

The World Urban Forum: A first class international partners event
Since its first session in Nairobi in 2002, the World Urban Forum has been held every two years: in Barcelona (2004), Vancouver (2006), Nanjing (2008) and Rio de Janeiro (2010). Each session has grown in numbers, to the point where it now attracts upwards of 12,000 people, turning it into the world’s premier global conference on cities.

What can your company gain from partnering with UN-HABITAT?
• Recognition for engaging in social responsibility and green business, which offers a comparative advantage over competitors;
• Access to knowledge and expertise;
• Improved understanding of challenging issues and sustainable solutions;
• Increased efficiency and capacity of the company’s supply chain;
• Introduction to multi-stakeholder policy fora, local governments and thought leaders;
• Increased professional development opportunities for staff to apply their skills in complex environments.

The United Nations and business need each other. We need your innovation, your initiative, your technological prowess. But Business also needs the United Nations. In a very real sense, the work of the United Nations can be viewed as seeking to create the ideal enabling environment within which business can thrive.

UN-HABITAT AND THE BUSINESS COMMUNITY
The efforts of the United Nations Secretary-General Mr. Ban Ki-Moon to renew and reform the United Nations provide the overall rationale for closer cooperation and partnership between the United Nations and the Business Sector.

United Nations definition of the private sector
The United Nations officially defines the private sector as encompassing:
• for-profit, and commercial enterprises or businesses;
• business associations and coalitions (cross-industry, multi-issue groups, cross-industry, issue-specific initiatives, industry-focused initiatives);
• corporate philanthropic foundations.

Nowadays, most of the business community shares common objectives of more efficient, productive and inclusive cities with the United Nations. UN-HABITAT is also well aware that the private sector is not merely a part of the solution to urban challenges, but a vital partner that must be engaged if the world’s cities are to achieve sustainability.

UN-HABITAT is looking for partners that can join hands in delivering better cities, companies committed to its mandate as part of their core business or their corporate social responsibility.

As part of the UN family, UN-HABITAT supports the principles of the Global Compact and requests all its partners to be members and adhere to the 10 Global Compact principles. www.globalcompact.org

What can your company gain from partnering with UN-HABITAT?

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