

Webinar **logistics**

Chatham House rule

Use the information you receive today, but do not affiliate the information with the identity of the speaker(s) or other participants.

Recording & materials

The meeting is being recorded.

We will share recording, webinar slides and additional material in the coming days.

Questions & Comments

During the presentation, please share your questions and comments via the **chat function**.

During the Q&A, you can also **unmute your microphone** to speak.



COVID-19: Adopting a responsible business response

WBCSD webinar with the Global
Business Initiative on Human
Rights **(GBI)**

07 April 2020



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Agenda

Introduction

Davide Fiedler, Manager - Social Impact, WBCSD

COVID-19: Adopting a responsible business response

Jo Reyes, Director, GBI

Catie Shavin, Director, GBI

Q&A, discussion

Save the dates



Introduction

Davide Fiedler, WBCSD



200 global companies united around a common vision

**9+ billion people living well,
within the boundaries of our planet**

WBCSD's Targeted Solutions

Vision 2050

Programs



Circular Economy

Factor10
Circular Economy Hub
Alliance to End Plastic Waste

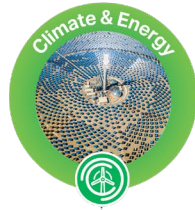


Sustainable Cities

City Business Collaboration
Transforming the Built Environment

Transforming Mobility

Transforming Urban Mobility



Climate & Energy

Climate Action and Policy
Energy Solutions
Natural Climate Solutions



Food & Nature

Business for Nature Platform
Engagement
Climate Smart Agriculture and Sustainable Landscapes
Food Reform for Sustainability and Health (FRoSH)
Food & Nature Action and Policy
India Food and Nature Platform
Global Platform for Sustainable Natural Rubber (GPSNR)
Global Water Solutions
Soft Commodities Forum



Social Impact

Human Rights
The Future of Work

SDGs

SDG Action & Policy
SDG Sector Roadmaps

Sustainable Lifestyles

Sustainable Lifestyles



Business Decision-Making

Enterprise Risk Management
Governance & Internal Oversight
Assess & Manage Performance

External Disclosure

Assurance & Internal Control
Purpose-driven Disclosure
Reporting matters
The Reporting Exchange
TCFD Preparer Forum

Investor Decision-Making

Aligning Retirement Assets

Projects



Tire Industry Project

Forest Solutions Group

Global Agribusiness Alliance



Enabling Functions



Global Network, Partners, Member Relations, Outreach, Support

Human Rights Project Objectives

Respecting and promoting human rights is an opportunity to drive transformative change in people's lives.

WBCSD is mobilizing business leadership for human rights.

We provides insight into how companies can meet their responsibility to respect human rights and share business solutions to raise the bar and drive transformative change.

Project Objectives



Value

Facilitate **peer-to-peer learning** to capture, highlight and disseminate solutions.

Connect companies with the dynamic human rights landscape.



Impact

Inspire, inform and advocate **business action**.

Promote partnerships for impact.



Voice

Inject a **forward-thinking business voice** into intergovernmental processes, governance and regulation.



WBCSD's COVID-19 Response Program

WBCSD COVID-19 Response Program

ACTION: WBCSD with its member companies and partner community will create **targeted large-scale collective business action** in response to this crisis.

PROJECTS: WBCSD's call to action to leverage our combined business expertise is centered on **three areas and focused Projects:**

- **Vital Supply Chains** – with a focus on short-term value chain resilience plan, starting with food system security
- **Return to “New Normal” Scenarios** – with a focus on employee health and business recovery
- **Long-term Impacts** – with a focus on COVID-19 vulnerabilities revealed by the crisis & lessons for future resilience and stakeholder capitalism.





WBCSD website on business' response to COVID-19

wbcscd

How business is responding to COVID-19

- WBCSD member companies
- Funds and Institutional Partnerships
- WBCSD Global Network Partners
- Companies around the world
- Co-commitments from business
- WBCSD member webinars
- Key articles
- Is business walking the talk on stakeholder capitalism?

www.wbcscd.org/covid-19



COVID-19: Adopting a responsible business response

Jo Reyes & Catie Shavin, GBI



THE GLOBAL BUSINESS INITIATIVE ON HUMAN RIGHTS

A global business-led initiative advancing corporate respect for human rights through peer learning and strengthening business practice



RESPONSIBILITY TO RESPECT HUMAN RIGHTS

CORPORATE RESPONSIBILITY TO RESPECT HUMAN RIGHTS

The responsibility to conduct human rights due diligence to identify and address involvement in adverse human rights impacts in situations where:

- The company **causes** the impact
- The company **contributes** to the impact
- The company's operations, products or services are **directly linked** to the impact

BEYOND RESPECT

Additional voluntary action to achieve positive human rights outcomes



KEY HUMAN RIGHTS RISKS

EMPLOYEE HEALTH AND
WELLBEING



MENTAL HEALTH AND
STIGMATISATION

BUSINESS DECISIONS

PRODUCTS AND SERVICES

MENTAL HEALTH AND STIGMA

KEY CONSIDERATION TO START

- Identify vulnerable groups who may need enhanced assistance.
- Consider what forms of finance, resources and emotional support the company can offer to reduce anxiety and related issues.
- Communicate clearly from legitimate sources to combat misinformation and reduce stress and uncertainty (e.g. WHO, local health bodies).
- Combat stigma through use of language, policies and processes.
- Check the capacity and capability of worker welfare and other support systems to deal with increased influx of requests for support.
- Support the supporting teams.
- Convey positive stories.
- Ensure someone is advocating for mental health and groups vulnerable to stigma in decision-making processes in the short- and long-term.

MENTAL HEALTH AND STIGMA

RESOURCES ON COVID-19 AND MENTAL HEALTH AND ON COMBATTING STIGMA

- [WHO webcast on mental health and stigma](#)
- [UN statement on COVID-19 human rights approach to vulnerable groups and stigma](#)
- [WHO mental health and psychosocial consideration during COVID-19](#) (includes guidance on language and combatting stigma)
- [UNICEF guidance on policies for families and children](#)
- [UNICEF leaflet on how to talk to children about COVID-19](#)
- [Worldwide data on mental health](#)

See GBI's blogs on mental health and on stigma in the following slide.

KEY RESOURCES

GBI BLOGS ON COVID-19

- [Business and human rights: adopting a responsible business response](#)
- [The mental health considerations for responsible business](#)
- [Combatting stigma: the role of responsible business](#)
- [Contract non-performance: wise companies are guided by business and human rights thinking](#)

COMPILATION OF BUSINESS AND HUMAN RIGHTS RESOURCES ON COVID-19

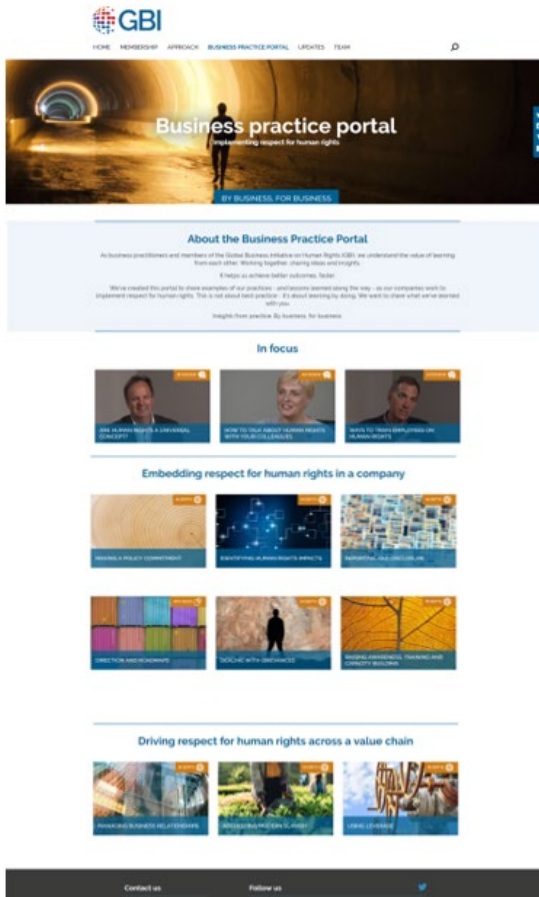
Pillar Two: [Managing human rights risks during and after Covid-19](#)

GBI BUSINESS PRACTICE PORTAL

www.gbibr.org/business-practice-portal



BUSINESS PRACTICE PORTAL: SHARING INSIGHTS



Communicating your company's commitment to human rights

All companies can be involved in human rights impacts - and all companies have a responsibility to respect human rights. Making a policy commitment to respect human rights is an important step in a company's journey to meet its human rights responsibilities. It signals - internally and externally - that the company understands what is expected and takes its responsibilities seriously. Processes to develop a policy commitment can also be a great way to raise awareness internally and strengthen relationships with stakeholders.

It's not always necessary to develop a standalone human rights policy. A human rights statement may be enough. What's important is that it clearly communicates the company's commitment to meet its responsibility to respect human rights.

WHY HUMAN RIGHTS POLICY COMMITMENTS ARE IMPORTANT



HOW DID BASF DEVELOP AND UPDATE ITS POLICY COMMITMENT?



What does making a policy commitment look like in practice?

Ways to develop a policy commitment

- Launch a process to consult with leaders and key colleagues on the content of the policy commitment.
- Engage with external stakeholders to test the proposed policy or statement.
- Seek formal approval of the policy commitment from the highest levels of the business.

Ways to follow through on a policy commitment

- Proactively disseminate the policy commitment internally and externally - for example, as Total does in its Human Rights Guide.
- Clarify lines of responsibility and accountability for delivering on the policy commitment.
- Put in place policies and processes to ensure that the company meets its policy commitment.

HOW SYNGENTA APPROACHED DEVELOPING A STATEMENT OF ITS HUMAN RIGHTS POLICY COMMITMENT



HOW DO YOU ENSURE FOLLOW-THROUGH ON A POLICY COMMITMENT?



What do the UNGPs say about policy commitments?

The UN Guiding Principles on Business and Human Rights, or UNGPs, expect companies to express their commitment to meeting their responsibility to respect human rights through a statement of policy.

Key guidance on making a statement of policy includes:

- Policy statements should be publicly available and actively communicated internally and externally to personnel, business partners and other relevant stakeholders.
 - Policy statements should articulate the company's expectations of its personnel, business partners and other entities directly linked to its operations, products or services.
 - Companies should strive for coherence between their policy statement and policies and procedures that govern their wider business activities and relationships.
- See Guiding Principle 35 for more.

Insights from business practice

- Policy commitments can help position a company on human rights.
- Statements of a company's policy commitment can take different forms.
- Building buy-in and confidence amongst leaders, lawyers and other colleagues is critical.
- The process to develop a policy commitment can be as valuable as the end product.
- It can be helpful to refresh a policy commitment periodically.
- It's important to proactively communicate and embed a policy commitment.

Looking forward: Strengthening commitment to respect human rights

The number of companies that have made human rights policy commitments has increased significantly in recent years.



Access more on the website: www.gbihr.org
Visit the Business Practice Portal: www.gbihr.org/business-practice-portal
Contact GBI by email: catie.shavin@gbihr.org / jo.reyes@gbihr.org





Save the dates



10 June: LD 2020 online session

Human rights in agribusiness and
food value chains



12 and 26 May , 9 and 23 June:
Online workshop series

Business & Human Rights in Brazil



Stay informed

<https://humanrights.wbcscd.org>

Contact



Davide Fiedler

Manager, Social Impact

fiedler@wbcscd.org

WBCSD's Business and Human Rights Gateway: Connecting companies with the dynamic human rights landscape

WBCSD and Human Rights



WBCSD's human rights project

Find out more about
our work around
business and human
rights



CEO Guide to Human Rights

Calling for business
leadership on
respect for human
rights.



Mapping the Business and Human Rights Landscape

Explore key
developments
across this space
with our interactive
tool



Putting People First

The 2018 edition of
our analysis
of progress and
priorities in
corporate respect
for human rights



The Human Rights Opportunity

15 real-life cases of
business
contributing to the
SDGs by putting
people first



Thank you.
stay safe.