



Global Principles for Socially Responsible Associations & Nonprofits

10 Frequently asked Questions

1. What are the Global Principles for Socially Responsible Associations & Nonprofits?

These Principles are intended to promote sustainable development and good corporate citizenship among the members of the association community. The Principles are a set of values based on universally accepted principles established by the United Nations Global Compact. The Global Principles also help create a network of associations, nonprofits, industry partners and other associates provide a forum for leaning and exchange of ideas and best practices. The Global Principles are voluntary and aspirational. They are not prescriptive.

2. How were the Global Principles for Socially Responsible Associations & Nonprofits developed?

The groundbreaking Global Summit for Social Responsibility, supported in part by an educational Grant from the J. Willard and Alice S. Marriott Foundation, convened April 30-May 2, 2008, by ASAE & The Center for Association Leadership and engaging 800-plus attendees worldwide, moved us to “discover, dream, design, and define” our destiny as a professional sector with a unique role to play in the global problem-solving arena.

A key goal emerging from the summit was to generate a voluntary set of “Global Principles for Associations in Social Responsibility.” A project team of stakeholders who represent a diverse range of professional, trade, and cause-related organizations and business partners outlined the foundation for these principles which is now ready for adopting by the wider association community.

3. What is the United Nation’s Global Compact and what is its connection to the Global Principles for Socially Responsible Associations & Nonprofits?

Launched in 2000, the United Nations Global Compact (www.unglobalcompact.org) brings business together with United Nations agencies, labor, civil society and governments to advance ten universal principles in the areas of human rights, labor, environment and anti-corruption. With over 5000 participating companies from more than 120 countries, the Global Compact is the world’s largest voluntary corporate citizenship initiative.

The Global Principles align with the universally accepted principles contained in the United Nations Global Compact regarding positive progress and specifically defined expectations in areas such as human rights, labor, education, poverty, health, the environment and anti-corruption.

4. Why are the Global Principles for Socially Responsible Associations & Nonprofits not as specific as the United Nations Global Compact?

ASAE & The Center for Association Leadership recognize the diversity of different associations, nonprofits and industry partners’ organizational interests and capacities that they represent and respect the independence of each organization to pursue the Global Principles in the manner best suited to their organizational mission and constituencies.

5. By adopting the Global Principles for Socially Responsible Associations & Nonprofits, what am I committing to?

By adopting the Global Principles, an organization is committing to embrace, advocate, support and enact – within their sphere of influence – the core values that promote socially responsible action. An organization that has made this commitment is expected to 1) integrate the Global Principles as part of its management strategy, culture and day-to-day operations, 2) communicate regularly to stakeholders the progress the organization has made in implementing the Global Principles and 3) publicly advocate the Global Principles via communication vehicles such as press releases, presentations, emails, etc.

6. What is the value of participating in the Global Principles for Socially Responsible Associations & Nonprofits?

As business interests increasingly overlap with societal interests and human development objectives, responsible business practices and cross-sector partnerships play a more important role than ever before. To foster a more inclusive and stable global market, the active engagement of associations and industry partners will be critical. It makes good business sense for associations and their stakeholders to invest in creating a sound environment in which to do business, to minimize risks and to harness new business opportunities by supporting developing and emerging markets.

Direct Benefits	
<ul style="list-style-type: none"> • Global and Local opportunities to dialogue and collaborate with other associations on critical issues 	<ul style="list-style-type: none"> • Increased legitimacy and license to operate, particularly in the developing world because the Global Principles are based on universal values
<ul style="list-style-type: none"> • Exchange of experiences and best practices inspiring practical solutions and strategies to challenging problems 	<ul style="list-style-type: none"> • Improved reputation and increased brand value with customers/members and stakeholders, specifically in the context of changing societal expectations
<ul style="list-style-type: none"> • Have an entry point through which associations and stakeholders can access United Nations broad knowledge of development 	<ul style="list-style-type: none"> • Increased employee morale and productivity and attracting and retaining the highest qualified employees
<ul style="list-style-type: none"> • Leveraging ASAE & The Center and United Nations global reach and convening power with associations and other stakeholders 	<ul style="list-style-type: none"> • Improved operational efficiency, for instance through better use of raw materials and waste management
	<ul style="list-style-type: none"> • Ensuring accountability and transparency through a public communication on progress

7. What do we do after we sign and adopt the Global Principles for Socially Responsible Associations & Nonprofits?

Organizations that have signed on to the Global Principles are required to work towards implementation of the principles. Implementation of the principles should be understood as a long-term process of continuous performance improvement.

Key success factors in implementing the Global Principles are among others:

- treating the principles not as an add-on, but as an integral part of business strategy and operations;
- clear commitments from the organization's leadership;
- communication of the commitment throughout the organization to senior management and employees;
- to ensure broad support for the principles;
- a business environment favorable to new ideas and business innovation;
- measurable targets and a transparent system of communicating progress;
- willingness and ability to learn and adapt;
- a dedication to practical actions;
- willingness to engage and dialogue with the organization's stakeholders.

8. Does signing and adopting the Global Principles for Socially Responsible Associations & Nonprofits involve a financial commitment?

There is no compulsory fee associated with signing the Global Principles. However, there is a suggested donation to help in supporting signatories and promoting the Principles. Please visit <http://www.asaecenter.org/files/FileDownloads/SRForm.pdf> for more information.

9. What resources will be required to implement the Global Principles for Socially Responsible Associations & Nonprofits?

Organizations will choose to implement the Principles in different ways, and those choices will affect resource requirements. At a minimum, organizations should allocate sufficient staff time to properly understand the types of activities that are suggested in the Principles, investigate how other organizations have used them and begin the implementation process.

10. Who funded the Global Principles for Socially Responsible Associations & Nonprofits?

The Global Principles are supported in part by an educational grant from the J. Willard and Alice S. Marriott Foundation. Additional supporters include the Nashville Convention & Visitors Bureau, DelCor Technology Solutions and online collaboration partner iCoHere.

Demonstrate your commitment to improving the association profession and the global community. Sign and adopt the Global Principles for Socially Responsible Associations & Nonprofits today at www.asaecenter.org/SRPrinciples.