

## Annex 4

# Executive summary of the NCP Communication plan 2007 – 2010

In 2007-2008, National Contact Point (NCP) communication focused primarily on:

- *Developing* tangible resources (website, texts, presentations, factsheets, practical examples, etc.);
- *Informing and engaging brokerage firms* that target the business community.

The results of these activities include:

- A website that attracts a lot of hits (250 unique visitors/week on average);
- Practical tools to implement the guidelines in company operations;
- Trained management consultants at the Agency for International Business and Cooperation (EVD) and the Chambers of Commerce;
- OECD guidelines as a normative framework in the policy of the Ministry of Economic Affairs, the International Corporate Social Responsibility (IMVO) Committee of the Social and Economic Council of the Netherlands (SER), the corporate social responsibility (CSR) policy of the EVD, the Chambers of Commerce CSR dossier, the Dutch Sustainable Trade Initiative (IDH), a range of foreign tools and several trade organisations.

During the 2009-2010 period, the results cited above will be maintained (low effort) and there will primarily be a shift in focus (high effort) to a:

- *More direct approach towards businesses* (SMEs and multinationals) involving, for instance, direct mailing and business-oriented media;
- Higher *media profile for the NCP*, particularly with respect to the reporting facility;
- *Informed NGO sector in southern countries* with respect to the reporting facility;
- *Learning strategy* based on NCP cases.

The strategy:

- The OECD guidelines are *positioned* as the normative government framework that must be applied to enhance the economic legal order.
- Compared to other CSR initiatives, the guidelines help to navigate the sea of codes and serve as the starting point for international corporate social responsibility ('the trunk of the decision tree').
- The NCP reporting facility will be presented as an opportunity for companies, trade organisations and civil-society organisations to learn to be more effective. The associated core messages are: report at an early stage, better to prevent than to respond, the NCP as a secure (learning) environment, the potential appeal of the NCP for other CSR initiatives (e.g. SER, Ruggie, Global Compact (GC), sustainable procurement).
- The *dilemmas and problem areas* will be presented in addition to the *added value* of the NCP and the reporting facility as a learning environment. This increases credibility (potential for self-reflection), demonstrating that this is a learning process for everyone involved (the road to

the ideal NCP model is long) and adjusting the expectations of stakeholders (more goodwill, less vulnerability).

Expected results:

- Direct mailing to the CEO/Central Works Council of multinationals regarding the added value of the NCP/guidelines;
- Focus on the guidelines and the NCP in general and trade-specific media;
- Presentation of the opinion-forming contributions of NCP members in both general and business-oriented media;
- Opening up NCP cases and distilling learning experiences;
- Strategic collaboration and clearinghouse between GC, International Organisation for Standardisation (ISO), Global Reporting Initiative (GRI), International Labour Organisation (ILO), etc.;
- Decision tree/step-by-step plan for companies to develop CSR policy;
- Start of a well-functioning and low-threshold NCP model (e.g. peer review).