The ICP Corporate Sustainability Program

The ICP Marketplace of Safety, Prosperity, and Quality of Life

Multiple Strategies, One Program

Corporate Social Responsibility (CSR)
U.N. Global Compact Reporting (COP)
Sustainable Growth Strategy (SGS)
Governance & Environment Standards

INTERNATIONAL CITIES OF PEACE ®

Social Responsibility entails inspiring youth! In Guanajuato, Mexico: City of Peace created the Guanajuato Peace Flame Committee to educate youth and do practical work, such as delivering blankets to women of the Sierra de Santa Rosa.

A Positive Role in the Marketplace

Today, organizations are tasked with additional criteria for business success. New operational models such as Corporate Social Responsibility (CSR), the United Nations Global Compact Reporting (COP), and other ratings standards urge businesses to engage as a positive force for the local and global community.

Vetted volunteers, such as these ICP team members in needy areas of Ethiopia, are ready and waiting for your company to make a profound impact for humanity.

The Value Proposition for the Corporate Sustainability Program from International Cities of Peace

Safe, effective, "shovel-ready" projects worldwide that will exceed stakeholder expectations for your organization's commitment to Corporate Social Responsibility.

Cities of Peace on all continents, in North and South America, Africa, Asia, Europe and Oceania, are experiencing huge challenges: poverty, hunger, climate change and refugees. And it is up to the global community to ease their suffering and help them thrive.

An Investment in People
Immediate positive impacts on local and global communities

The stakeholders in corporate decisions have expanded from employees, customers, and suppliers to include partnerships with communities that contribute to their supply chain and distribution networks.

Indeed, there are many who want to invest time and energy in organizations that exhibit best practices and contributes to a stable marketplace essential to a Sustainable Growth Strategy (CGS) for long-term success.

In Sangaro, Uganda: City of Peace, the ICP Peace Team in the Nakivale Refugee Camp immediately began working on a building project for a new school.

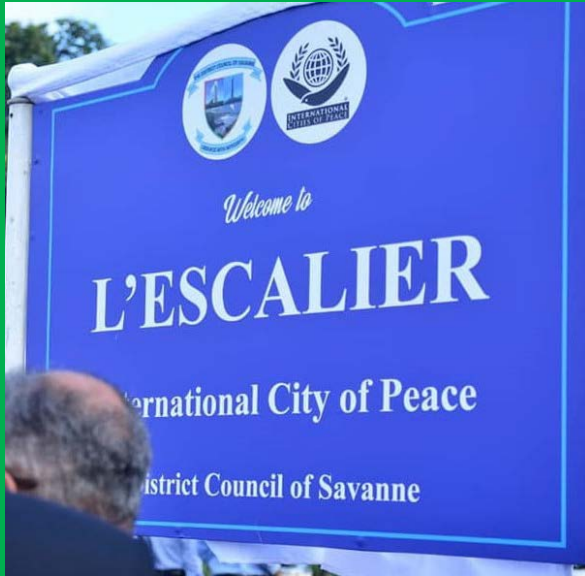# The Necessary Evolution of the Corporate Social Conscience

Since the 1950's publication of Howard R. Bowen's book, *Social Responsibilities of the Businessman*, the bar has been raised for corporate engagement in society.

The idea of Corporate Responsibility has evolved toward Corporate Conscience, where consideration for the safety, prosperity, and quality of life for families and communities becomes a call to practical, consistent, and compassionate action.

In L'escalier, Mauritius: City of Peace, the island country is committed to organizing multiple Cities of Harmony in order to build unity and end division.

Overcoming Challenges and Pitfalls

Increasingly, to be competitive organizations must factor into their business decisions a complex of marketplace concerns: diversity, inclusive governance, industry best practices, transparency and ethics, environmental impact, and equitable sourcing of raw materials and expertise.

Is it possible for an organization implement a simplified Social Responsibility program in such a complex business environment? Yes, it is!

Sustainability of your Enterprise

A Sustainability Program in Partnership with International Cities of Peace provides:

- A sound strategy for sustainability of your enterprise.
- Contributes to the health and welfare of the marketplace
- Helps comply with applicable laws and standards
- Builds employee commitment and productivity
- Ensures stakeholder confidence
- Establishes your organization as a socially responsible market leader

In Herat, Afghanistan: City of Peace, two 19 year old women started a school for girls in rural communities; with ICP's help, the two leaders are now working for humanity in other, safer countries.

Projects and programs developed and implemented by ICP leaders results in practical peacebuilding: safety, prosperity, and quality of life for all in the community.

Your Report to Stakeholders: A social commitment both purposeful and sustainable

- **Building strong partnerships:** Developing effective relationships with local governments, NGOs, and community organizations.
- **Empowering local leaders** who are committed to safety, prosperity and quality of life and equipped with resources, training and support.
- **Engaging youth** in peace-building and creating the next generation of peacemakers.
- **Continuous improvement and refining strategies** by developing both short-term and long-term relationships with those in communities focusing on societal justice and localizing a strong culture of peace.

Zihuatenjo, Mexico: City of Peace, the first of three Cities in the State of Guerrero where courageous leaders are working against the reign of violence.

International Cities of Peace is a proven partner in providing CSR relationship services to for-profit and non-profit organizations.

Hundreds of member Cities of Peace in the association of International Cities of Peace are staffed with leaders that are vetted and ready. Many communities are in great need and the leaders and their volunteer teams have projects in place to increase safety, prosperity, and quality of life for their fellow citizens.

The people you help, the success stories you create, will benefit those in need and bring pride and confidence for all your stakeholders, especially employees.

Durlesti, Moldova: City of Peace, a former Soviet Bloc country where the local library has instituted many on-the-ground peace initiatives to bolster democracy.

Corporate sustainability organizations can avoid the pitfalls of corruption, politics, religious and cultural conflicts, and wasted resources. With nearly 400 communities in 70 countries on six continents, companies can bring focus to a safe and effective program for societal good.

Accountability and Measurement

CSR organizations can avoid the pitfalls of corruption, politics, religious and cultural conflicts, and wasted resources. With nearly 400 communities in 70 countries on six continents, companies can bring focus to a safe and effective program for societal good.

City of Peace programs, such as this school building project, deliver receipts for every purchase to ensure corruption-free, progress-directed success.

Scheduled reporting and updates from experienced supervisors keep you integral to and on top of your program's progress.

Multiple Standards, One Program

A relationship with a member community in the association of International Cities of Peace is a safe, effective way to increase your organization's commitment and global profile of positive community engagement.

An introduction by ICP to vetted and honest community leaders can open a secure pathway to increasing corporate resiliency and capture positive stories of mutually beneficial engagement in local and global areas of great need.

ICP CSR programs offer:
- Direct deployment to areas of need
- Accountability through financial transparency
- Measurable results from each program
- Stories and successes that achieve your goals

The Positive "After Effect" of a Bottom-up Strategy

Dayton, Ohio: City of Peace where citizens held the names of nearly 400 Cities of Peace to give hope to many at-risk communities.

One of the most difficult realities of community engagement is that when the support is gone, so is the enthusiasm and continuity. With ICP, the leaders come to the programs after years of volunteering for community. They and their teams are deeply concerned and know what is needed in their neighborhoods and for their families. Your contributions will have an impact years into the future. When the engagement is done, when the funding is over, your societal efforts will continue to build capacity and make positive contributions so that your efforts to build community are sustained.

Lagos State, Nigeria
International Cities of Peace!

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Lagos, Nigeria: City of Peace where an ICP network of judges and lawyers provide free legal services and vocational training for poor women in eleven communities.

A positive and productive experience with an ICP community-in-need will clearly express your organization's dedication to a stable, peaceful "Marketplace of Safety, Prosperity, and Quality of Life for All."

Contribute directly to a community or support the ICP Central organization. Cities are joining at an accelerating rate. We hope you can help with a needed upgrade in automation technology, **which will enable us to to:**

1. **Provide FREE dynamic, real-time web pages all Cities of Peace leaders.**
2. **Build essential capacity to achieve 1000 Cities of Peace around the world.**

Rooms that Honor, Rooms that Share

In return for our introductions to vetted leaders, we hope you will consider becoming a supporter of ICP's global network of good works. Our program is expanding and in need of a cost-effective technology upgrade. Major donors are honored and receive many benefits, including a free web page to document and publicize your organization's community work. Please get in touch with us for details. Thank you!

Contact us today for details!
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www.internationalcitiesofpeace.org/donate

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