In Good Company

*Business: Active in the Community*

German network of engaged companies
Engagement means success – for your company and for society

As member of Business: Active in the Community you contribute towards an intact social environment as one precondition for a businesses’ long-term success. While participating in the network you will enhance your community engagement practice (Corporate Citizenship) and the responsible management of your business (CSR) through:

- qualified contacts to potential partners at a local, national and international level
- well developed project proposals and programmes and support with the implementation of your activities in the community
- time-saving and functional support through a help-desk with a personal contact person who provides support for all questions relating to day-to-day CSR business
- access to national and international trends, information, networks, government ministries and organizations
- additional publicity for your activities on www.upj-online.de

Propelled by UPJ – the largest Corporate Citizenship Network in Germany with many years’ experience – small and medium-sized as well as large firms founded the network in 2003 under the motto Business: Active in the Community.

We share the conviction that in order to confront the most pressing societal challenges of the present we require new forms of creative cooperation between business, the public sector and civil society organizations. Thus we contribute towards a sustainable future and are economically savvy at the same time.

Christine Pehl
betapharm, CSR Officer

At a high level meeting with the European Commission, UPJ has represented us in an engaged, competent way with the necessary international background.

Sylke Freudenthal
Veolia Water Germany, Trustee for Sustainability, and Director of the Veolia Foundation

Through UPJ and the network I gain access to contacts and information on current and crucial topics and developments concerning CSR and sustainability – without having to spend much time to conduct research myself.
Engagement is an investment – an intact business environment is the return.

Those who think entrepreneurially are willing to tread new paths and confront new challenges. To succeed at this, hearing a colleague’s experiences can be very valuable. To support our Corporate Citizenship activities we have put this time-proven tenet on a solid foundation: the network is a forum for a dialogue about good examples and a transfer of knowledge as well as for the qualification of our innovative projects and initiatives in the community.

This happens on one hand at our annual conference of all firms and civil society organizations in the network and at the annual reception for the CSR-Community from business, politics, the media and civil society in Berlin, and on the other hand at our annual board meeting of executives and managers from all the companies in the network. In addition, there are working groups for the management of Corporate Social Responsibility as well as practice-oriented workshops and common projects.

An association with added value – UPJ offers ten years of experience, competence and networking.

The network Business: Active in the Community is part of the non-profit UPJ-Initiative. For over ten years UPJ has been one of the leading innovative actors for Corporate Citizenship and CSR in Germany and has cooperative relations with national and international partners. With this rich wealth of experience, UPJ coordinates our network and provides us with guidelines, professional meetings, research projects, the internet portal www.upj-online.de and time-tested projects which support our activities.

In addition, there is networking and the trustful cooperation with qualified non-profit intermediary organisations throughout Germany, who are also part of the UPJ-Network. These local brokers are guides for companies’ engagement in the regions. They know their community, can make practical suggestions for projects and partners as well as facilitate contacts to business, community organizations, politics and administrations where they are needed.

Christoph Steck
Telefónica O₂ Germany, Head of Corporate Reputation & Responsibility

In cooperation with UPJ we developed the internet platform www.diskutiere.de, which allows us to directly exchange with our stakeholders. This is only one example of how UPJ proves to be a reliable partner in developing our CR-strategy and practice.

Prof. Dr. Peter Wesner
KPMG Germany, Member of the Board

Without the support of the local broker organisations in the UPJ-network, our “Make a Difference Day”, through which employees of almost all our offices throughout Germany volunteer in the community, would not have been such a successful example of our CR-practice.
Welcome – in Good Company

Your membership will provide you with effective practical support and a forum for qualified contacts to other companies and non-profit intermediaries in the network as well as to our partner organizations econsense – Forum for Sustainable Development of German Business in Germany, Business in the Community in the United Kingdom and CSR Europe in Brussels. The coordination and management of the network are made possible through membership fees, which vary according to a company’s size.

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Partner organizations:

Member of:
• Global Reporting Initiative (GRI)
• United Nations Global Compact
• CSR360 Global Partner Network
• National Network for Civil Society (BBE)