



**Union of Employers of Montenegro  
United Nations Development Programme**

## **Media Advisory**

### **Launching the UN Global Compact in Montenegro, dedicated to the principles of sustainability and corporate social responsibility**

**Theme:** The Union of Employers of Montenegro and the United Nations Development Programme (UNDP) Montenegro, in cooperation with the Directorate for Development of Small and Medium Enterprises and the Centre for Development of Non-governmental Organizations, will organize a **conference to launch the United Nations Global Compact in Montenegro**. This initiative was started by the United Nations as a political platform and a strategic framework for companies dedicated to the principles of sustainability and corporate social responsibility. Global Compact means aligning business operations with ten universally accepted principles related to human rights, labour, environment protection and fight against corruption.

**At the media conference on the occasion of the United Nations Global Compact Launch in Montenegro, speakers will be:**

**Mr. Vujica Lazović, Vice President of the Government of Montenegro**  
**Mr. Alexander Avanesov, UNDP Resident Representative/UN Resident Coordinator to Montenegro**  
**Mr. Predrag Mitrović, President of the Union of Employers**  
**Mr. Zoran Vukčević, Director of the Directorate for Development of Small and Medium Enterprises**  
**Ms. Ana Novaković, Executive Director of the Centre for Development of Non-governmental Organizations**

**When:** **Thursday, 9 December 2010, at 10 a.m.**  
**Where:** **Splendid Hotel, Bečići, Budva**

Participants at the conference will be eminent experts in the domains related to the Global Compact principles, as well as representatives of national institutions and international organizations. The aim of the conference is to present principles of the Global Compact, as well as to inform the public on its importance for Montenegro and for all active business participants.

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*More and more companies around the globe are recognizing that people with low incomes are potential markets and opportunities. Taking into account that few examples have been available from the region of Europe and Central Asia (ECA) until now, UNDP researchers – covering every country of the ECA region – captured examples of successful inclusive business models. Agriculture, financial services, information and communications technologies, tourism and waste management are some of the featured sectors that are presented in the Regional UNDP Report under the title "Business Solutions to Poverty – How inclusive business models create opportunities for all in Emerging Europe and Central Asia". This Report features for the first time case studies from 19 countries in the region, and provides practical recommendations for how to develop inclusive business models. Launching of the Report is expected in the first half of the next year.*

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