



Danske fonde
&
fondspraksis



Principles for Social Investment (PSI)



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Social investment is the practice of making voluntary financial and non-financial contributions that demonstrably help local communities and broader societies to address their development priorities. Leaders of corporations and grant-making institutions increasingly recognize the importance of responsible social investment, ensuring not only the optimal impact of their contributions, but also their alignment with broader societal goals.

The United Nations Global Compact Principles for Social Investment (PSI) promote contributions that are Purposeful, Accountable, Respectful and Ethical. By distilling best-practices into a set of voluntary principles that guide the ongoing practice of social investment by organizations, the PSI seek to increase the positive impact and scalability of such contributions for the advancement of societies. Forthcoming measurement guidance on the PSI will enable companies and other grant-making institutions to track improvement in their adherence to these principles over time.

Launched in 2000, the UN Global Compact is a call to companies everywhere to (i) align internal operations with its ten universal principles in the areas of human rights, labour, environment and anti-corruption and (ii) take action in support of broad UN goals, including the Millennium Development goals (MDGs). Beyond a commitment to the ten principles if companies wish to engage in social investment, the PSI are intended to cause that such additional voluntary contributions – whether financial or non-financial – have significant impact on the sustainable development of societies.

With the introduction of the PSI, the UN Global Compact seeks to offer guidance for organizations pursuing responsible social investment practices, including companies and their foundations, community foundations, private foundations and non-governmental organizations.

PRINCIPLES

Responsible social investment is:

Principle 1: PURPOSEFUL

Principle 2: ACCOUNTABLE

Principle 3: RESPECTFUL

Principle 4: ETHICAL

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1. Responsible social investment is PURPOSEFUL.

Definition Purposeful social investment is grounded in a limited set of priorities about which the funder is knowledgeable and committed, and for which the funder is reasonably assured to play a positive role and does not negate or unnecessarily duplicate the efforts of other contributors.

Operating Guidance

- Clearly define your social investment strategy, objectives, and criteria against which all investment and activities will be screened and evaluated.
- Create a funding mission and portfolio that reflects your organization's capacity, and aligns with the resources and strategies of your organization and those of your chosen partners.
- Ensure that all partners have well-defined roles and responsibilities, and that they understand your organization's grant-making mission, practices, and goals.
- Apply high standards of due diligence and strategic planning to the funding selection process.
- Investigate whether opportunities exist to coordinate efforts with other parties who are linked to your priority funding areas.

2. Responsible social investment is ACCOUNTABLE.

Definition Accountable social investors take responsibility for the intentional and unintentional effects of their funding, and embrace the concepts of transparency and self-assessment.

Operating Guidance

- Throughout the grant lifecycle, monitor progress toward clear and measurable impact goals and objectives, evaluate the effectiveness of initiatives, and develop responsible exit strategies and funding contingencies.
- Ensure that partner organizations have the capacity to safeguard and apply contributed resources effectively.
- Use an accepted framework for measurement to record contributions completely and accurately; institute controls to protect assets, manage investment risk, and audit accounts.
- Regularly communicate information on grant-making intent, practices, and contributions in an accessible and clear manner that sets stakeholder expectations appropriately.
- Address misinformation or unintended consequences arising from social investments in a complete and timely manner.
- Seek ways to contribute to the ongoing dialogue on best-practice with other funders and partners, and engage in relevant benchmarking exercises.

3. Responsible social investment is RESPECTFUL.

Definition Respectful social investment has due regard for the local customs, traditions, religions, and priorities of pertinent individuals and groups.

Operating Guidance

- Treat program participants and host communities as valued partners and invest in understanding their aspirations, perceptions, and capabilities. Work to ensure that funding goals align with local circumstances and priorities.
- Proactively develop trusting and productive relationships with project stakeholders, securing their active interest and willingness to collaborate before embarking on projects that affect them.
- Enable partner organizations, host communities, and program participants to take part in the design, goal-setting, implementation, evaluation, and ongoing refinement of social investments.
- Social investment efforts should align with and build on existing capacities and initiatives, and be sustainable to the greatest extent possible.
- Empower host communities, program participants and partner institutions to carry on the benefits of the investment, recognizing that capacity strengthening is a key component of sustainable social investment.

4. Responsible social investment is ETHICAL.

Definition Ethical social investment is a reflective practice that employs only legitimate and constructive means in order to achieve its proper ends, in accordance with applicable laws and accepted international norms of behavior.

Operating Guidance

- Operate in a manner that is consistent with international frameworks for ethical conduct with a particular emphasis on the Global Compact's ten principles.
- Support, institute, and uphold high standards of governance.
- Prevent or resolve conflicts of interest.
- Establish mechanisms that facilitate and protect the reporting of unethical behavior.

Principper for sociale investeringer (PSI)

Principper:

En ansvarlig social investering er:

Princip 1: Målrettet

Princip 2: Ansvarsbevidst

Princip 3: Respektfuld

Princip 4: Etisk

1, En ansvarlig social investering er målrettet

Definition: Målrettede sociale investeringer er baseret på et begrænset antal prioriteter, om hvilke bidragsyderen er vidende og forpligtiget, og for hvilke bidragsyderen er rimelig sikker på spiller en positiv rolle i samfundet, og der ikke modarbejder eller duplikerer andres indsatser.

Vejledning:

- Definere klart din sociale investeringsstrategi, mål og kriterier, op mod hvilket alle investeringer og aktiviteter vil blive vurderet.
- Skabe en uddelingsmission og præsentation heraf, som reflekterer din organisations ekspertise og kapacitet, og som er på line med kernekompetencerne i organisationen og blandt dine valgte samarbejdspartnere.
- Tilsikre at alle parter har veldefinerede roller og ansvar, og at de forstår organisationens uddelingsmission, praksis og mål.
- Anvende høje standarder, behørig omhu og strategisk planlægning til processen for udvælgelse af donationsmodtagere.
- Undersøge hvorvidt det er muligt at koordinere indsatser med andre partnere som er forbundne med dine uddelingsprioriteter.

2, En ansvarlig social investering er ansvarsbevidst

Definition: Ansvarsbevidste sociale investorer tager ansvar for de tiltænke og ikke tiltænkte effekter af deres donation, og indbefatter ideen om transparens og selvevaluering .

Vejledning:

- Gennem hele bevillingscyklussen at overvåge fremskridt mod klart definerede mål og formål, evaluere effektiviteten af initiativer og udvikle ansvarlige exit strategier og beredskabsplaner.
- Sikre at bevillingsmodtagere har kapaciteten til at beskytte og anvende donationerne effektivt.
- Anvend en anerkendt struktur til at registrere bevillinger fuldstændigt og præcist: iværksætte kontrol til sikring af værdier, styring af investeringsrisiko og kvalitetssikring.
- Regelmæssigt kommunikere information om bevillingsmæssige intentioner,

praksis og bidrage i en tilgængelig og klar form, som på passende vis følger interessenternes forventninger.

- Adressere misinformation eller utilsigtede konsekvenser ved sociale investeringer på en fuldstændig og rettidig måde.
- Bidrage til en fortløbende dialog om best-practice med andre bidragydere og deres partnere, og deltag i relevante benchmark øvelser.

3, En ansvarlig social investering er respektfuld

Definition: Respektfulde sociale investeringer viser behørig hensyntagen til lokale skikke, traditioner, religioner og prioritering af relevante individer og grupper.

Vejledning:

- Behandle donationsmodtagere som værdifulde partnere og investere i at forstå deres forhåbninger, opfattelse og formåen. Arbejde for at tilsikre at uddelingsmål matcher lokale omstændigheder og prioriteringer.
- Aktivt at udvikle tillidsvækkende og produktive relationer med interessenter, der tilsikrer deres aktive interesse og villighed til at samarbejde, før der iværksættes projekter, som berører dem.
- Muliggøre at bevillingsmodtagere og andre interessenter kan deltage i design, målsætning, implementering, evaluering og finjustering af sociale investeringer.
- Sociale investeringer bør supplere og bygge på eksisterende kapaciteter og initiativer, og i vides muligt omfang være bæredygtige.
- Bemyndige lokalsamfund, bevillingsmodtagere og samarbejdsinstitutioner til at videreføre fordelene af investeringen, i anerkendelse af at kapacitetsstyrkelse er en afgørende komponent i bæredygtige sociale investeringer.

4, En ansvarlig social investering er etisk

Definition: Ethiske sociale investeringer er en reflektiv praksis, der kun anvender legitime og konstruktive midler til at opnå tilsigtede resultater, i overensstemmelse med gældende love og accepterede internationale normer for opførelse.

Vejledning:

- Virke på en måde, der er i overensstemmelse med internationale rammer for etisk adfærd med særlig vægt på Globale Compacts ti principper.
- Støtte, indstifte og fastholde høje standarder for ledelse
- Undgå eller løs interessekonflikter.
- Etablere mekanismer, som understøtter og beskytter rapportering af uetisk opførelse.

Retningslinier og principper for fondsverdenen

1. HVILKEN EFFEKT AF DE IGANGVÆRENDE TENDENSER MÆRKER I EGEN ORGANISATION?
2. HVILKE PARALLELLER KAN I DRAGE MELLEM DANFOSS' STRATEGISKE ARBEJDE MED CSR OG JERES EGET STRATEGISKE ARBEJDE MED AT SKABE SAMFUNDSVÆRDI?
3. HVILKEN BETYDNING HAR FONDSVERDENENS PRINCIPPER FOR SAMFUNDSANSVAR OG SOCIALE INVESTERINGER FOR PRAKSIS FREMOVER?

Skal vi kommunikere på en ny måde?

1. HVORDAN KAN VI KOMMUNIKERE TIL OG INDDRAGE VORES INTERESSENER PÅ NYE MÅDER, DER IMØDEKOMMER OMVERDENENS KRAV OG FORVENTNINGER?

A) IDENTIFICÉR VIGTIGSTE INTERESSENER

B) HVILKE BUDSKABER / HVAD KOMMUNIKERER VI TIL DEM I DAG?

C) HVILKE KOMMUNIKATIONSKANALER BENYTTER VI?

D) HVAD KUNNE VI GØRE ANDERLEDES FREMOVER?