



## UN GLOBAL COMPACT LEADERS SUMMIT 2013

The UN Global Compact Leaders Summit is the largest gathering of its kind. In 2013, more than 1,200 top executives from Global Compact companies and other stakeholder groups from around the world gathered to discuss corporate sustainability strategy at the highest level. The event, chaired by UN Secretary-General Ban Ki-moon, established a framework for business to contribute to global priorities, such as climate change, access to food and water, women's empowerment, children's rights and jobs.



### Highlights



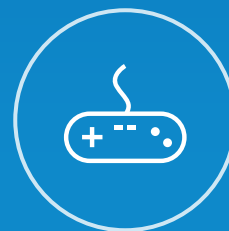
Used QuickMobile's multi-event app solution



60% of attendees downloaded the app



Custom Speak Out feature increased speaker and attendee interaction



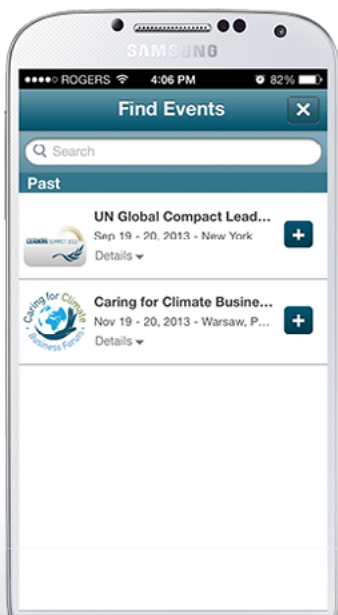
Gamified app was used to engage attendees and drive traffic to sessions and other key initiatives



App made it easier for all users to effectively use social media

## Going Multi-Event

What began as an effort to promote the UN's PaperSmart guidelines at the 2012 Rio+20 Corporate Sustainability Forum, evolved into an initiative that will impact many of the UN Global Compact's meetings going forward (see case study).



At Rio+20, event organizers went completely digital, cutting their printing costs by \$15,000 by putting everything on a QuickMobile mobile app. Shortly after that event, QuickMobile announced its MobileEvent multi-event app, a self-serve technology that empowers enterprises to quickly create and deploy an unlimited number of configurable, branded mobile event apps. According to the UN Global Compact, QuickMobile's new platform was a natural solution to service its four signature events while drastically reducing printing costs. The event app eliminated the need to print agendas, participant lists and other materials at Rio+20, while providing the flexibility to make last-minute changes and keep everyone updated before and during the event.

Going mobile with QuickMobile further supported the Global Compact's sustainability efforts and will assist with organizing future events.

## Built-in Social Media

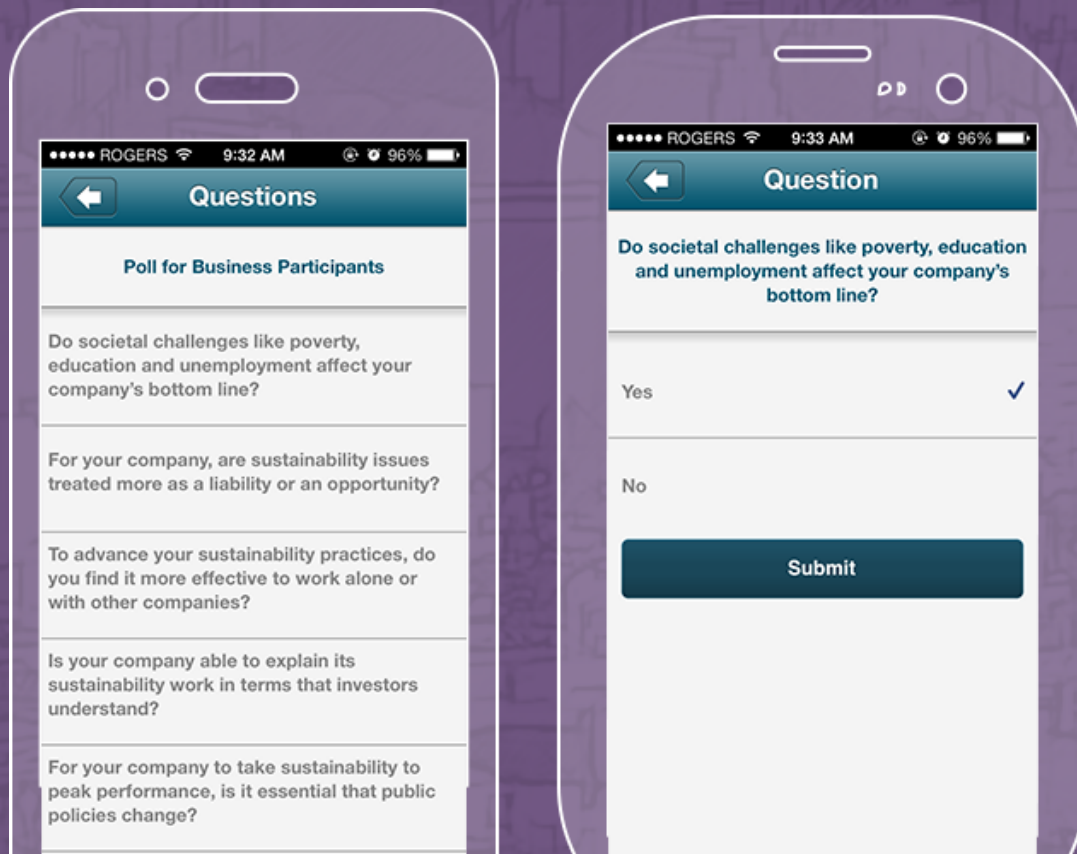
In addition to integrating Twitter directly into the app, attendee tweets posted through the app were pre-populated with the event hashtag #LS2013. This simple and effective feature made it easy for attendees to tweet, while helping to raise broad awareness externally and increasing the event's profile among media. On the first day of the event, 561 tweets were sent out about the event. On day two, the number of tweets surpassed 1,000. With a diverse group of participants ranging from CEOs and senior management to young professionals who are regular users of social media, the simplicity of the tool enabled everyone to use social media effectively. This change of habit and enhanced engagement throughout the event had a direct effect on the Global Compact's social media presence.



## Gamification Drives Engagement

The app's gamification feature focused on utilizing social media and check-in activities to encourage participants to engage in different ways.

Attendees earned points each time they checked in at sessions, visited sponsor pages, tweeted, or posted comments or questions. Event organizers also used the game to encourage attendees to visit the Global Compact Action Fair, a collaborative space for participants to explore, navigate and commit to key actions and partnerships. A leaderboard inside the app tracked the points and allowed everyone to monitor the competition. The winner received free admission to the Caring for Climate Business Forum in Warsaw, Poland in November 2013, as well as a LEGO® set of the United Nations. Due to this early enthusiasm and success, gamification will be a key facet of planning future Global Compact events.



**Questions**

**Poll for Business Participants**

Do societal challenges like poverty, education and unemployment affect your company's bottom line?

For your company, are sustainability issues treated more as a liability or an opportunity?

To advance your sustainability practices, do you find it more effective to work alone or with other companies?

Is your company able to explain its sustainability work in terms that investors understand?

For your company to take sustainability to peak performance, is it essential that public policies change?

**Question**

**Do societal challenges like poverty, education and unemployment affect your company's bottom line?**

Yes ✓

No

**Submit**

## Custom Feature Sparks Conversations

This year, the Leaders Summit event organizers invested in a custom feature called Speak Out, which allowed participants to interact with speakers and their peers in an open in-app forum.



We need to make better use of social media and mobile technology to support and empower entrepreneurs harnessing business for social impact.

[@Collymore](#)



Clear communication of performance benefits from sustainability and tie target metrics to employee incentive programmes.

[@Chairman Fu](#)



We need democratic transparent and open institutions. We also need incentives and private-public partnerships committed to a set of clear values and principles.

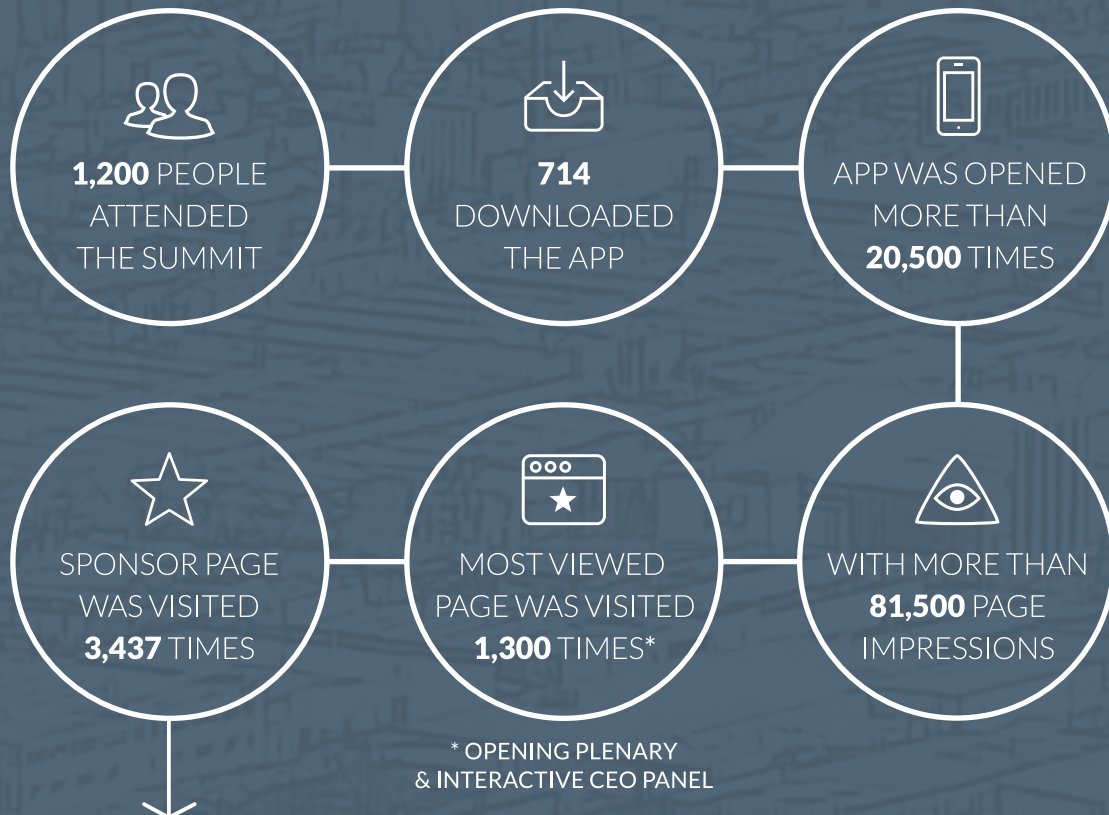
[@Novogratz](#)

With 'Architects of a Better World' as the theme of the 2013 Leaders Summit, the Speak Out feature provided a secure place for attendees to start conversations, share ideas and build off keynote sessions and panel discussions. Participants posted quotes, comments and questions as if they were taking part in a conversation with the speaker and their peers rather than simply listening to a speech.

The Speak Out feature served as an example of how the mobile app can influence future content and events. The UN Global Compact was able to capture questions and topics that are important to its members and that can be carried forward in articles, blog posts, and online discussions, and at future event presentations and sessions.



## Mobilized for Success



The UN Global Compact received overwhelmingly positive feedback for the app. Participants, internal colleagues and partners each commented that the app was clean and professional, which reflected positively on the Global Compact brand, in addition to being well-designed and organized so that everyone could use it.

In conclusion, with QuickMobile's multi-event technology, the Global Compact was able to offer much more to its event participants, helping to put the organization positively on the right track.

[Request more info](#)

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