

LuxNCP Promotional Plan for 2023-2024

Promoting and facilitating the implementation of the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct (OECD Guidelines) is one of the core tasks of the OECD National Contact Points. In January 2023, Luxembourg's National Contact Point for Responsible Business Conduct (LuxNCP) organized its first Stakeholder Consultation Meeting. Participants were invited to provide input regarding potential promotional activities, including events, materials, and website updates during the meeting.

The current promotional plan reflects the feedback received from stakeholders during that meeting. It outlines the actions that LuxNCP plans to undertake during 2023 and 2024 to (A) promote the OECD Guidelines and the related Due Diligence Guidance published by the OECD; (B) raise awareness about the implementation procedure of the Guidelines and the LuxNCP itself; (C) enhance policy coherence on responsible business conduct (RBC); (D) foster international engagement, networking, and NCP peer learning activities.

A) PROMOTING THE OECD GUIDELINES AND DUE DILIGENCE GUIDANCE

The release of the revised OECD Guidelines in 2023 will increase the need for promotional events to inform stakeholders about the updates, including businesses, trade unions, civil society organizations, and others. The LuxNCP will undertake the following actions to raise awareness of the updated Guidelines and the Due Diligence Guidance published by the OECD throughout 2023 and 2024:

- Disseminate the updated OECD Guidelines and the Due Diligence Guidance through various channels, including creating user-friendly promotional materials that will be made available online and through emails and other relevant communication platforms.
- Organize capacity-building workshops with relevant experts and institutions to deliver training for different sectors and stakeholders. For instance, one such event concerns a potential seminar to be organized with the OECD Secretariat and Luxembourg Sustainable Finance Initiative to promote the OECD Due Diligence Guidance in the Financial Sector.
- Actively engage with business representatives and CSR platforms to promote the updated Guidelines and the Due Diligence Guidance within their respective memberships. During the Stakeholder Consultation meeting, representatives from Chambre de Commerce (CC), Institut national pour le développement durable et la RSE (INDR), and Inspiring More Sustainability (IMS) have expressed their interest in collaborating with the NCP to enhance the promotion of the Guidelines and the work of the NCP among their members. For example, a peer learning workshop on due diligence for companies is being planned in partnership with the CC.
- Organize information meetings and seminars targeted at trade unions, CSOs and other interested stakeholders to raise their awareness about the updated Guidelines and other RBC topics. During the Stakeholder Consultation Meeting, a representative from the Chambre des Salaries expressed interest in arranging an information session with the LuxNCP to discuss the OECD Guidelines and RBC. A member of the NGO "Initiative pour un devoir de vigilance" mentioned the need for in-depth meetings that delve into the content and explore how stakeholders can actively participate in implementing due diligence. An NGO representative expressed interest in hearing from companies about their effective due diligence practices. The LuxNCP will facilitate these events and similar

initiatives throughout 2023 and 2024 to enhance awareness of the updated OECD Guidelines, encourage dialogue, and promote the involvement of stakeholders in advancing RBC standards.

DIGITILISATION AND RBC

As a part of the promotional plan, LuxNCP prioritizes “digitalisation and RBC” as the sub-theme for 2023 and 2024. This decision is based on several factors, including the substantial updates in the corresponding chapter of the OECD Guidelines, the complexity of the topic, and its widespread organizational and societal implications. In line with this focus, LuxNCP will organize events featuring experts on digitalisation and RBC, aiming to facilitate a deeper understanding of the topic.

B) RAISING AWARENESS ABOUT THE IMPLEMENTATION PROCEDURE OF THE GUIDELINES AND THE LUXNCP

LuxNCP will continue organizing targeted awareness-raising events and consultations with stakeholders further to promote its role as a non-judicial grievance mechanism and inform them about the specific instance procedure. Drawing from past events involving businesses, national human rights institutions, non-governmental organizations, and academia, the LuxNCP will expand its outreach to include other stakeholder groups, such as trade unions. These events will inform participants about the LuxNCP's mandate, the specific instance procedure, and how to raise complaints against companies for alleged violations of the OECD Guidelines.

C) ENHANCING POLICY COHERENCE ON RESPONSIBLE BUSINESS CONDUCT

LuxNCP recognizes the importance of policy coherence in advancing responsible business conduct. In 2023 and 2024, LuxNCP will continue engaging in various inter-ministerial committees and multi-stakeholder groups dedicated to RBC and business and human rights. This includes participating and contributing substantially to the meetings and events organized by the Inter-ministerial Committee on Due Diligence and the Working Group on Business and Human Rights within the Inter-ministerial Committee on Human Rights.

LuxNCP also plans to organize seminars on RBC due diligence addressed specifically at administrative agencies through the Luxembourg Administration's body tasked with life-long learning, the Institut National de l'Administration Publique.

D) FOSTERING INTERNATIONAL ENGAGEMENT, NETWORKING, AND NCP PEER LEARNING ACTIVITIES

The LuxNCP recognizes the importance of international engagement, networking, and peer learning in promoting RBC. Therefore, it aims to actively participate in various initiatives to strengthen international cooperation and enhance its expertise in RBC. With this in mind, the LuxNCP will:

- Engage actively in international forums, conferences, and meetings related to RBC to exchange best practices.
- Initiate and participate in peer learning activities, workshops, seminars, and joint initiatives within the NCP network.
- Share LuxNCP's expertise and insights through reports, articles, blog posts, and other knowledge-sharing materials.

- Seek collaborations with international and regional organizations, such as the UN Working Group on Business and Human Rights, the International Labor Organization and the EU institutions, to leverage collective efforts to promote RBC globally.