



Meeting Report

INAUGURAL BUSINESS FOR PEACE ANNUAL EVENT

29-30 September 2014 | Istanbul, Turkey



KEY OUTCOMES

In rich and constructive discussions which took place across meeting sessions, a number of recommendations were identified for Business for Peace (B4P) to take forward. Key outcomes are outlined below:

- **Outreach & Communications** - To enhance the clarity of communications about the B4P platform and improve awareness and understanding about the contributions companies can make to peace, B4P should develop an updated series of messages/communications material. In this context, it will be important to:
 - 1) Build a common understanding of the working definition of peace.
 - 2) Note that B4P is not only about how companies are operating in high-risk areas, but also about how companies “manage peace” in environments that are not conflict-affected.
 - 3) Develop a succinct document that clearly articulates the business case for peace.
 - 4) Develop and implement a media strategy with a view to showcasing the business contribution to peace.
- **Building the B4P Platform** - B4P should:
 - 1) Further elaborate the role and recognition for “B4P Supporters” – civil society organizations, academia, UN and other stakeholders who play a critical role in advancing B4P but cannot officially join as signatories.
 - 2) Explore alignment with the Global Reporting Initiative and other experts to develop reporting guidance for companies on how they contribute to peace.
 - 3) Develop a toolbox for B4P GC Local Networks that provides resources, facilitators and other background to further enhance their capacity to support companies in taking action to advance peace at the country-level.
- **Post-2015 Development Agenda** - In the lead-up to the launch of the Post-2015 Development Agenda which will likely contain a goal on peace and stability, B4P should work with companies and experts on the development of indicators that could be used by companies to measure their impact on the new goal.
- **Tool/Resource Development and Dissemination** - Greater effort should be made to promote and disseminate relevant tools and resources for companies and business associations to take action to support peace. Good practice examples can be developed and shared, webinars on priority themes should be convened and GC Local Networks and Chambers of Commerce around the world can be used to help support dissemination.
 - 1) The UN Global Compact is uniquely positioned to consider developing an on-line platform that will provide a “one-stop-shop” for B4P participants and GC Local Networks to identify organizations working in this space who could be potential partners. B4P participants are looking to operationalize their commitment to B4P and need more support to implement the guidance that exists.
 - 2) B4P should enhance its relationship by creating a joint workstream with the Principles for Responsible Management Education (PRME). In so doing, B4P will be able to support and benefit from new research in this area, increase awareness about ongoing research projects focusing on business and peace, provide a platform to address gaps in existing knowledge and assist with curriculum development for educational institutions in this area.
- **2015 Business for Peace Annual Event** – B4P will further strengthen its partnership with the Oslo Business for Peace Awards by convening the 2015 B4P Annual Event alongside the Oslo Awards on 06-07 May, 2015.



EXECUTIVE SUMMARY

The Inaugural Business for Peace Annual Event brought together over 150 participants from business, civil society, academia, the UN and other experts. Marking the first anniversary of the programme since its launch in September 2013 by UN Secretary-General Ban Ki-moon, the event culminated with over 20 companies and business associations from Bangladesh, Indonesia, Iraq, Lebanon, Republic of Korea, Turkey, Ukraine, United Arab Emirates, United Kingdom and the United States joining B4P. The Global Compact Network Ukraine also joined the initiative.

Throughout the two-day meeting, the cross-sectoral and cross-thematic programme enabled participants to explore the challenges and opportunities of operating in complex environments. Special emphasis was placed on collaborative approaches to engage various types of organizations around thematic areas where business can make transformative contributions to peace. Photos of the event can be found at: <https://www.flickr.com/photos/ungc/sets/72157648439841326/>

ABOUT BUSINESS FOR PEACE (B4P)

Business for Peace (B4P) supports companies in implementing responsible business practices that are aligned with the Global Compact principles throughout their business and supply chains in conflict-affected/high-risk areas and catalyzes collaborative action to advance peace in the workplace, marketplace and local communities. Given the contextual nature of peace, B4P is the first Global Compact issue platform that Global Compact Local Networks can also join, alongside companies. This bottom-up, grassroots approach is creating hubs where companies and other stakeholders can share experiences and identify the factors critical to advancing sustainable peace within the country. For more information please visit www.business4peace.org.

ACKNOWLEDGEMENTS

The UN Global Compact Business for Peace team expresses their sincere appreciation to the Global Compact Network Turkey and the Istanbul Chamber of Commerce for their local level support for the Annual Event. Significant contributions were also made by the Principles for Responsible Management Education, Synergos and the UN Development Programme. Graphic Facilitation of the event was provided by the Value Web. The graphic representations of the key outcomes of discussions are included in this report for your reference.

Monday, 29 September (Main Event)

Location: Istanbul Chamber of Commerce (ITO)

Session 1: An Introduction to Business for Peace

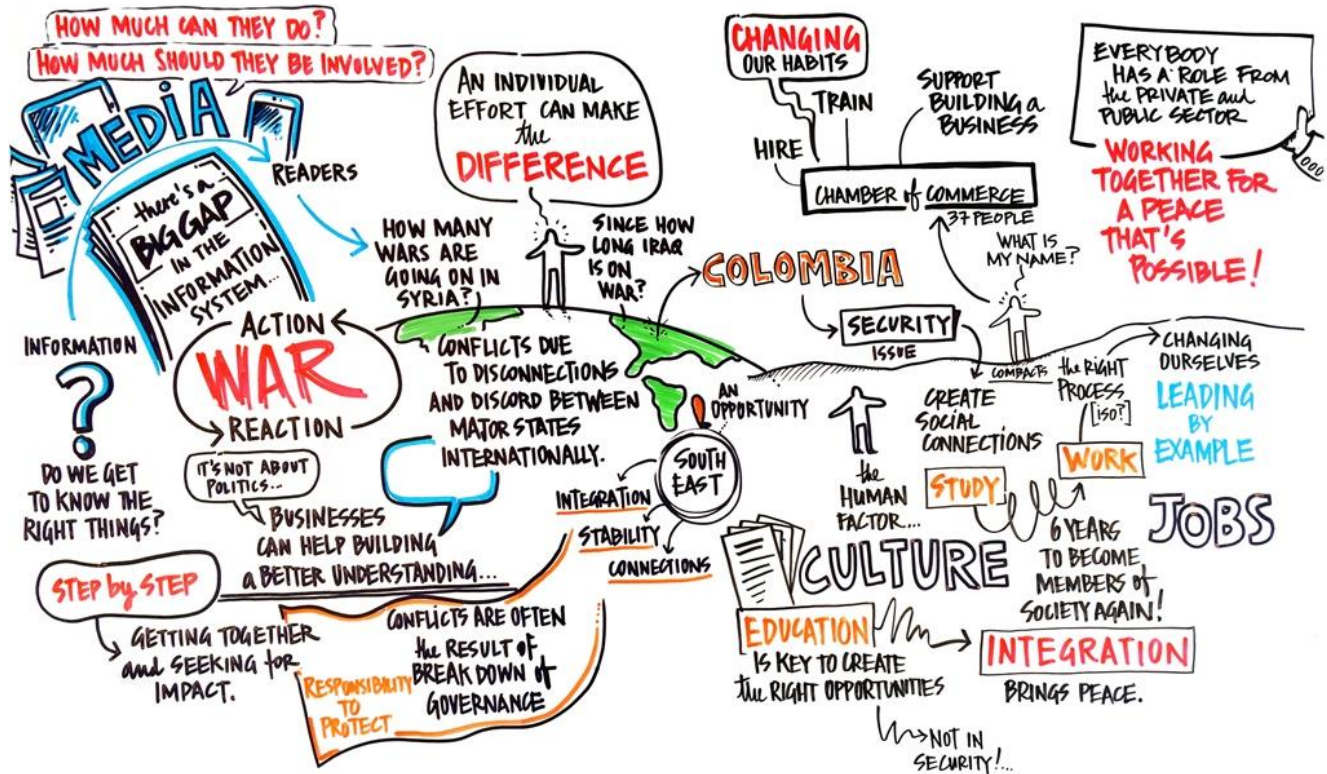


*These graphic illustrations are the reference point for the key outcomes of each session. This report does not attempt to summarize the points outlined in the graphic illustrations.

After a brief introduction to the programme by the day's moderator, George Khalaf, Director, Middle East and North Africa, Synergos, the Inaugural Business for Peace Annual Event opened with a welcome to Istanbul from Global Compact Network Turkey Chairman, Dr. Yilmaz Arguden, and Istanbul Chamber of Commerce Vice President, Dursun Topcu. They were followed by Sir Mark Moody-Stuart, Chairman of the Business for Peace Steering Committee, who highlighted some personal reflections regarding the value of peace to companies under his stewardship. Melissa Powell, Head of Business for Peace for the UN Global Compact concluded the opening plenary with an introductory presentation to the Business for Peace platform, providing an overview of the objectives of the UN Global Compact more generally and where B4P stands one year after its launch.

Themes of this session centered on the importance of collaboration, trust, integration and transparency to uncover common objectives between business and society. These opportunities then become core to a common language between stakeholders that will sustain peace and development.

Sessions 2 & 3: The Global State of Peace Address & Keynote Address



Graphic Facilitation by Alfredo Carlo



With a number of ongoing conflicts, crises and social tensions in so many countries around the world, Hugh Pope, Deputy Programme Director, International Crisis Group, provided an overview of the state of peace around the world. He underscored why peace remains important to business by exploring the most pressing challenges and where support from companies could make the most vital contributions. Notably, he focused on the critical role of information and the media in these high-risk and conflict-affected areas – noting that business can help create a better understanding of conflicts.

In her keynote address, Monica De Greiff, President of the Chamber of Commerce of Bogota, provided candid reflections on why business engagement in support of peace is so important and why a CEO should care about these issues. Through sharing her unique personal story, she reviewed key lessons she has learned about the potential for business to take action to change the status quo in ways beneficial for peace, and the ways in which her commitment to action has translated into real impact in the lives of people. This story came into focus for participants when she summarized the Colombian experience of hiring former combatants as part of the larger peace process in the region. This process of creating social connections through training, education and employment opportunities was only possible through the private and public sectors playing complimentary roles.





Sessions 4 & 5: How Private Equity Supports Peace & The Business Case for Peace

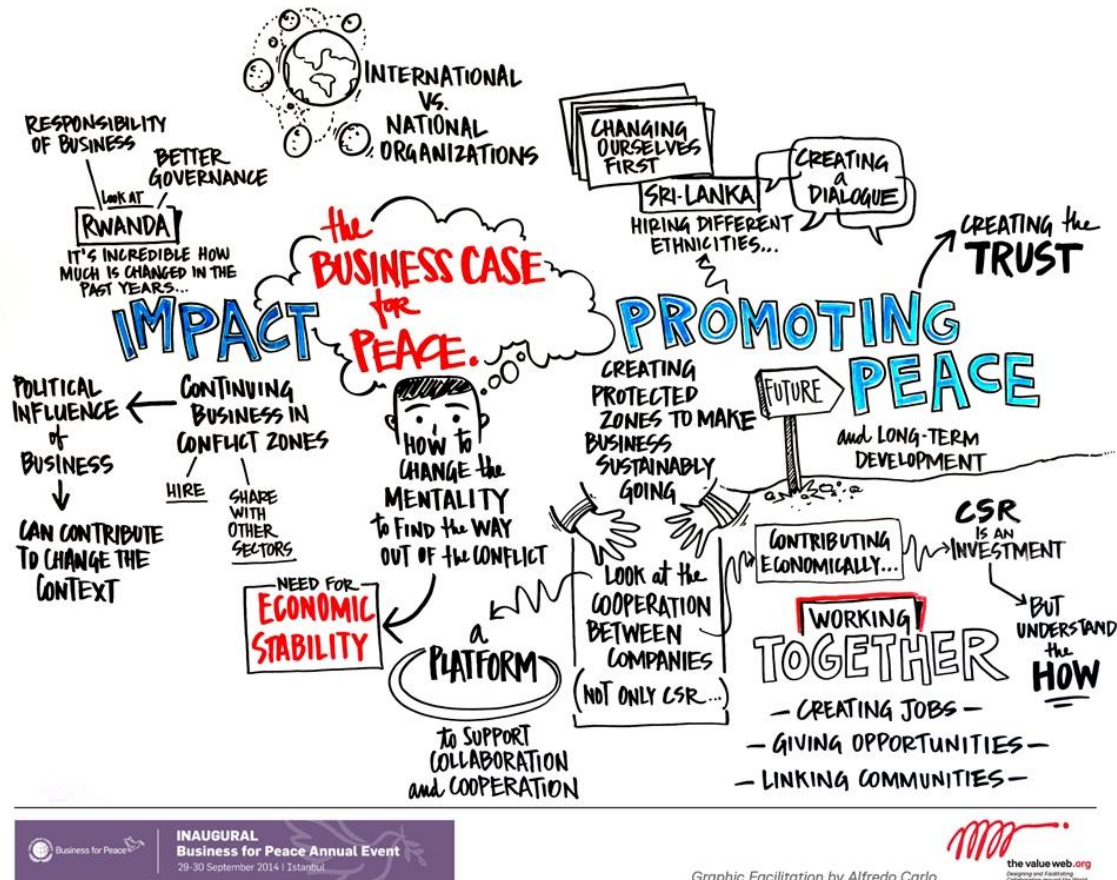


Graphic Facilitation by Alfredo Carlo



The fourth session saw Frederic Sicre, Partner from the Abraaj Group review his company's integration of environmental, social and governance principles into their operations and across their partner companies. During his assessment of how can responsible investment maximize long-term financial performance while making a positive contribution to peace, it was noted that investing in social initiatives such as entrepreneurship and jobs enables business people to come together with others to develop a new and common vision.

The programme then built on this leadership spotlight to go more in-depth into the business case for peace. The fifth session kicked off with an expert introduction from Dost Bardouille, Director of the Corporate Engagement Programme at CDA Collaborative Learning Projects. She summarized state-of-the-field understandings of the relationship between business and peace – with a special emphasis on what is needed for companies to more effectively collaborate with local stakeholders in the communities where they operate. Through these engagements, company leaders can then more effectively identify the type of change that is needed and develop metrics and indicators to track their impact.



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Ms. Bardouille's presentation was followed by remarks from Mark Wall, Vice-President, Barrick Gold Corporation, Ihab Osman, Chief Executive Officer, Blunai Inc, Viktoria Grib, Head of Sustainability, Donbass Fuel-Energy Group, Chang Seop-moon, Chairman, Samduk Trading, and Reg Manhaus, Vice President – External Affairs, for Kosmos Energy gave remarks. Engagement across borders, the creation of trust within communities through cooperation between companies, and the importance of governance were all cited as crucial ways to enhance the stability necessary to operating effectively in complex environments. Mr. Wall focused on the need for companies to better understand the drivers of conflict, and the baseline requirements of security before peace can truly be built. Similarly, Mr. Osman discussed the importance of local context and how anti-corruption efforts can be key to escaping vicious cycles sustaining conflict. The importance of context was then reemphasized by Ms. Grib, who detailed how in armed conflicts, companies must collaborate with each other and international organizations to improve the contributions they can make to peace. Mr. Seop-moon gave an overview of the innovative approach to peace being taken on the Korean peninsula through the Gaesong Industrial Complex. Mr. Manhaus then concluded with remarks highlighting the importance of long-termism to effective investment in high-risk areas – and how engaging other stakeholders is vital to overcoming the challenges of these environments.

Annual Event participants also engaged in roundtable discussions to share their own experiences and rationales for making contributions to peace. A report- back session followed which highlighted the importance of trust-building, dialogue and public-private collaboration as well as a long-term perspective as critical to advancing peace.

Session 6: The Oslo Business for Peace Award

Per Saxegaard, Chairman and Founder of the Business for Peace Foundation, formally launched the nomination process for the 2015 Oslo Business for Peace Award. The Oslo Award recognizes individual corporate leaders for fostering peace and stability through the creation of shared value between business and society. By seeking to increase awareness of ethical business practices, the Business for Peace Foundation works to influence and redefine the general public perception of what it means to be a successful businessperson, and bolster awareness of win-win business solutions that sustain profit and communities.

The 2015 Business for Peace Annual Event will take place alongside the Oslo Business for Peace Awards ceremony on 6-7 May in Oslo.



Session 7: Roundtable Discussions on Creating a Community of Practice to Share Knowledge and Collaborate to Advance Peace

Since peace is rooted in the local context, a range of thematic priorities are being advanced by B4P participants around the world. This session provided participants with an opportunity to engage in small group discussions on priority themes where business action can help to support peace. Participants shared progress, discussed key challenges and identified opportunities for collaboration within the following thematic roundtable discussions:



- #1. Pathways towards peace through diversity and inclusion
- #2. Shifting the paradigm: business, human rights and security
- #3. Natural Resource Management: Global principles, local practice
- #4. Advancing peace one job at a time
- #5. Real leverage: How the financial and investment sectors can advance peace

Common takeaways from the discussions are highlighted in the graphic art on the following page, but included the ability of businesses to: Incubate new approaches for long-term solutions; Increase their awareness of local issues through community engagement and social impact assessment; and Extend the concept of partnership beyond B2B to take on other stakeholder priorities.

Session 8: Making the Connection: Business for Peace Around the World

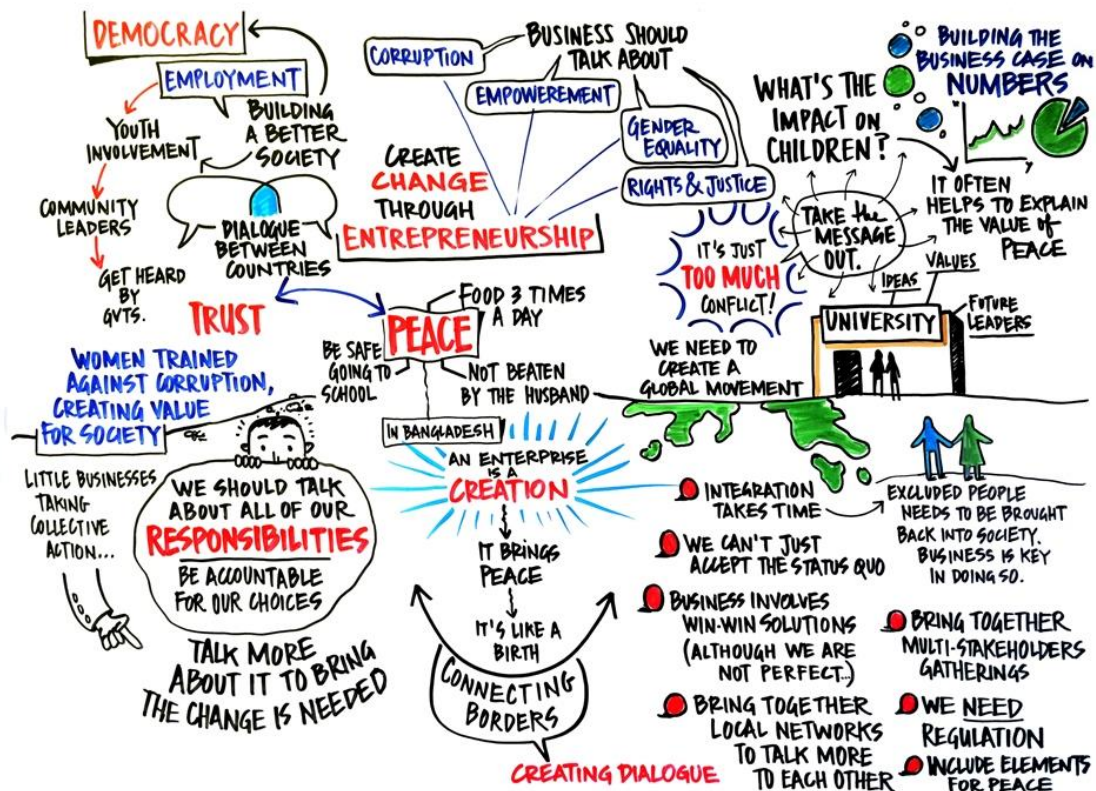


B4P has grown so much in one year due to the strong support of Global Compact Local Networks in 17 countries, from all regions of the world. During this session Global Compact Local Network representatives briefly introduced themselves and their priorities in plenary. Participants then had the opportunity to interact over coffee with a view to enhancing collaborative efforts in the countries of focus:

- Africa and MENA: Egypt, Iraq
- Asia: India, Indonesia, Republic of Korea
- Europe: Turkey, Ukraine
- Latin America: Colombia



Sessions 9 & 10: The Future of Business for Peace & Closing Plenary



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The Future of Business for Peace was discussed through an interactive brainstorming session during which participants were given the opportunity to reflect and share their views on ideas and next steps they plan to take forward in the days, months and years ahead. It helped to generate many new ideas for how Business for Peace can support and encourage even greater business action in support of peace at both the global and local levels. Significant attention was given to the responsibilities of business leaders, and the importance of accountability. Discussion also reviewed the importance of continuing to bring multiple stakeholders together, with a special emphasis on enhancing the capacity of Global Compact Networks.

Closing plenary remarks were delivered by Selima Ahmad, Founder, Bangladesh Women Chamber of Commerce & Vice Chairperson, Nitol-Niloy Group of Industries. Her comments reflected the importance of understanding that peace operates at multiple levels, the individual, the household, the workplace and the community – and how empowerment, entrepreneurship and equality creates sustainable value within each of those spheres. Sir Mark Moody-Stuart then provided his own reflections on the day, before George Khalaf closed the plenary.

Session 11: B4P Signing Ceremony and Reception

Chaired by Sir Mark Moody-Stuart, the signing ceremony and reception opened with a keynote address from Dr. Cem Bozkurt, Chief Executive Officer of Alvimedica, B4P's first signatory company from Turkey. The importance of business as a laboratory of ideas and approaches to conflict was an important theme of these remarks – as Dr. Bozkurt noted the role of his medical device company in the communities it operates within.

During the Signing Ceremony that followed, over twenty companies joined B4P from Bangladesh, Indonesia, Iraq, Lebanon, Republic of Korea, Turkey, Ukraine, United Arab Emirates, United Kingdom and the United States – bringing the total number of B4P signatories to 122. The Global Compact Network Ukraine also formally joined the initiative.



Tuesday 30 September (Special Event)

Location: Legacy Ottoman Hotel

Transforming Knowledge and Expertise into Action for Peace: Principles for Responsible Management Education (PRME) / Business for Peace (B4P) Collaboration

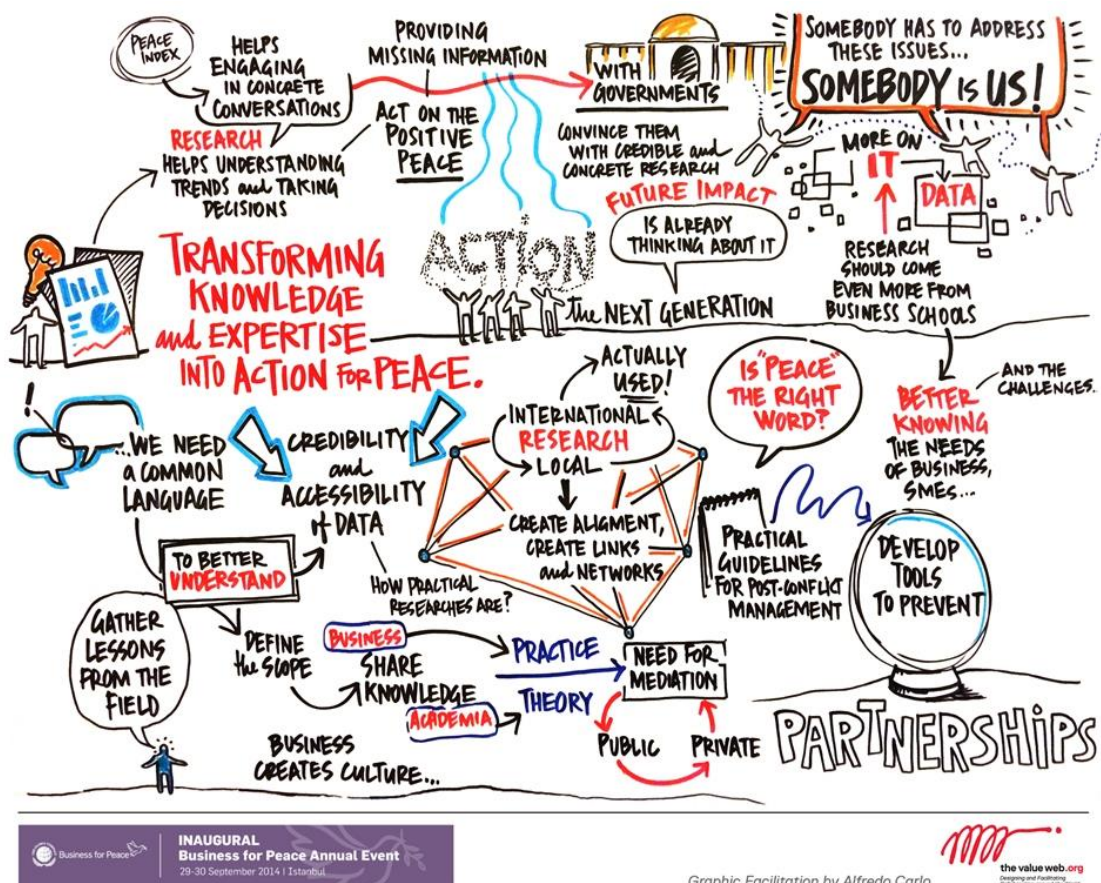
Co-organized by Business for Peace and the Principles for Responsible Management Education (PRME), this session brought together researchers and business practitioners to share recent trends and lessons learned on business contributions to peace. The discussion identified opportunities for collaboration to enhance the understanding of the business impact on peace and how we can transform knowledge and thought leadership into action for peace.



Professor Oliver Williams, Director, Center for Ethics and Religious Values at the University of Notre Dame moderated the event –setting the stage with a presentation which provided an overview of business and peace research. Emphasis during his remarks centered on the social “gaps” that often drive conflict, which business leaders can work together with other stakeholders to overcome.

Camila Schippa, Director of the Institute for Economics and Peace (IEP) opened the first panel with a review of the Global Peace Index and its affiliated country indices. She also introduced IEP's new risk assessment tool and its comparative success rate in predicting instability to other recognized measurements of political risk. Richard Ponzio, Head of Global Governance at The Hague Institute for Global Justice (THIGJ) summarized the upcoming research plan THIGJ has for engaging companies around the The Hague Principles. Theresa Heithaus concluded the panel by introducing participants to the creation of a new PRME-B4P workstream, which will offer the B4P community an important new resource and platform for collaboration.

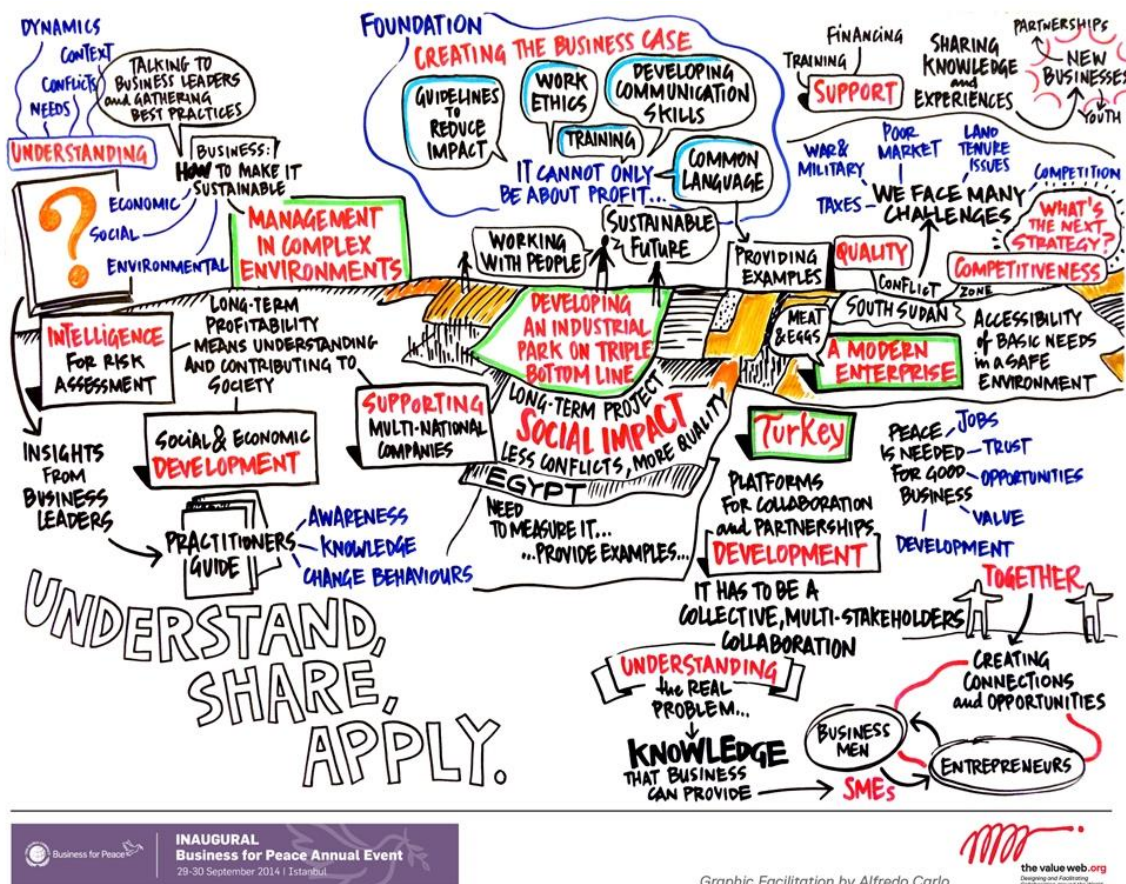
Participants then engaged in roundtable discussions focused on the key challenges to increased researcher-company collaboration on B4P topics. The main areas identified were issues of different languages and different incentives used by the two sectors, which participants believed can be best overcome through sustained engagement and the development of joint research projects.



Moving the discussion from the challenges of greater researcher-company collaboration to more on-the-ground practical applications of research and analysis, the second panel began with a presentation by Sofia Birkestad Svingby, Director of Operations for the International Council of Swedish Industry (NIR) on their new Management in Complex Environments resource for middle managers of multinational companies operating in high-risk areas. She also

announced the in-progress development of the resource into both a more practical guide for company managers and an educational curriculum for business schools.

Osman Arikan, General Manager of Polaris International Industrial Parks in Egypt then continued the emphasis on the use of research by companies operating in complex environments, by discussing Polaris' engagement with researchers from universities and development organizations to bolster their workforce training. His presentation was followed by Peter Andrea Samuel, the Founder of Onayke Farm in South Sudan, who summarized the support and knowledge he relied upon to create and grow his SME as the country moved in and out of conflict. Sukru Unluturk, Member of the Board TURKONFED and TUSIAD, gave the final presentation, which similarly reviewed lessons from the Turkish context.



The Special Event then concluded with an additional segment of roundtable discussions, during which participants focused on the opportunities businesses and researchers have for coming together on particular issue areas. In the report back session, participants emphasized the importance of creating a common language that will enable sharing of knowledge and experiences between the sectors. Increasing the understanding of local contexts was seen as crucial, both to developing more sustainable business contributions to peace, and the creation of the business case. Prof. Williams and Melissa Powell provided closing remarks for the day—inviting all participants to attend next year's B4P Annual Event, which will be in Oslo, Norway on 7 May 2015.