

# *Business in Fragile Environments*

*Oslo, 14 May 2013  
Oslo City Hall*



Presented by:



BUSINESS  
FOR PEACE  
FOUNDATION



International Chamber of Commerce  
The world business organization



City of Oslo



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**The Business for Peace Foundation was established in 2007 to encourage business leaders to be businessworthy and engage with society as partners, in developing shared value and increasing trust between business and society.**

The foundation has promoted the concept of businessworthiness as a way to understand how business leaders can develop trust with communities, contribute to well-being, and create conditions for sustainable development.

The 2013 Oslo Business for Peace Award will mark the seventh Summit for our

Foundation, and this year we have chosen to focus on 'Business in Fragile Environments'. Companies are often seen to be prospering at the expense of the broader community; hence they may contribute to further instability in already fragile environments. We believe it is important to highlight how business can work together with stakeholders in a society to promote the building of trust, leading to stability and peace. At this year's Summit, we will explore this topic in the Keynote address given by Dr. Ibrahim Abouleish (Business for Peace Honouree 2012) and in the subsequent panel debate. Most importantly however, we will shine light on the five 2013 Oslo

Business for Peace Honourees, who have all demonstrated that it is possible to create sustainable long-term success of benefit to both their businesses, societies where they operate and to themselves. We hope that their stories will resonate with your own thinking and inspire you to apply your business energy and lead you to conduct your business in a businessworthy manner.

In addition to the Summit and Award Ceremony in the City hall, there are several side events on this and related topics being hosted on May 13th and May 14th.

## Events

### **Commission on Corporate Responsibility & Anti-corruption, May 13th 2013.**

Hosted by the International Chamber of Commerce (ICC) to discuss ICC's Corporate Responsibility and Anti-corruption Programme.

Please note that this event is by invitation only.

### **The Oslo roundtable on civil society and private sector in dialogue, May 14th 2013, 10:00-12:00, followed by lunch.**

Hosted by the UNDP, Oslo Governance Centre (OGC) and the Business for Peace Foundation (BFPF) in collaboration with UNDP Istanbul International Centre for Private Sector in Development.

The purpose is to contribute to strengthening the dialogue between civil society organizations and the private sector in order to better understand the inter-linkages between inclusive growth, democratic governance and sustainable human development. Participants include leaders and representatives from civil society organizations, the private sector, government, researchers, representatives of political parties, and academia as well as from UNDP and the Business for Peace Foundation

Moderator of the roundtable is Jan Egeland (currently Director of Human Rights Watch Europe and former UN Deputy Secretary General).

Please note that this event is by invitation only.

### **A Greater Good? The Role of Business in Fostering Peace, May 14th 2013 12:00-16:00, including lunch.**

Hosted by the Business for Peace Foundation (BfPF) and the Peace Research Institute Oslo (PRIO).

Private business corporations play a major role in conflictual environments around the world. Business actors have the potential to contribute to peace and prosperity, but their activities may also have significant negative impacts. Despite the importance of business to the fostering of peace, there is a dearth of qualified analysis of the roles that business can play, the responsibilities that it must live up to, and the contributions that it can make. Yet, we may be watching a shift, with global enterprises adopting a broader set of objectives, civil society organizations seeing business as constructive partners, and governments refining their regulatory frameworks. With this shift in the making, we bring together a variegated set of observers to take stock of the situation and suggest how we can most constructively bring this agenda forward.

Speakers include US Congressman and President of United States Institute of Peace, Jim Marshall; Director of the Istanbul International Center for Private Sector in Development, Dr. Simona Marinescu; and Deputy Minister for Foreign Affairs, Norway, Gry Larsen.

Please note that this event is by invitation only.

## Summit and Award Presentation to the Business for Peace Honourees.

**16:00-17:00** Registration at the Hall of Ceremonies.

**17.00 – 17.05** Welcome by the Governing Mayor of Oslo, Stian Berger Røsland.

**17.05 – 17.10** Opening Statement by Per L. Saxegaard, Chairman Business for Peace Foundation.

**17.10 – 17.40** Keynote Address by Honouree Dr. Ibrahim Abouleish, SEKEM: Business in Fragile Environments.

**17.40 – 18.20** Debate introduced and moderated by: Executive Editor Alison Smale, International Herald Tribune.

Debate:

**Business in Fragile Environments**

Participants:

**Honouree Dr. Ibrahim Abouleish**

SEKEM

**Jim Marshall**

President United States Institute of Peace

**Peter Mihok**

Chairman ICC World Chambers Federation

**Jordan Ryan**

Assistant Secretary General and Director, UNDP

**18.20 – 19.00** Presentation of the 2013 Business for Peace Honourees and Award Ceremony.

**20.00 – 23.00** Honourees' Dinner at Akershus Fortress – by Invitation only.



I think the idea behind the Oslo Business for Peace Award, and the potential impact it may have, is important and inspiring.

H.E. Kofi A. Annan



**"The Just Man" by the artist Bruce Naigles, symbolizes the bond of trust between two people joining in a handshake to confirm their commitment to each other.**

*A human flexes and raises a mighty form. It is the "Wheel of Life" – the primal symbol of continuity. Naigles' "Wheel of Life" does not join in a circular end, it is bisected by "the handshake that obligates"*

*Through an ethical act, human beings contribute and become part of the cosmic order. The sculpture hints that ethical obligation is not a pre-given, but has to be carried forth by each and every human being – again and again and again ...*

Description by Bjørn Li

## The 2013 Oslo Business for Peace Honourees

**The Oslo Business for Peace Award is the highest form of recognition given to individual business leaders for outstanding businessworthy accomplishments; for acting ethically and responsibly with the aim of creating shared value between business and society. The criteria for selection require that the nominees are examples to the general public and inspire the business community by showing how to achieve success through ethical and responsible business practices.**

Honourees must have developed and cultivated successful international or national businesses in a manner that is recognized and appreciated in their communities, ideally by creating economic value in a way that also creates value for society.

The world wide search for 2013 Honourees is a joint effort by ICC, UNDP and the Business for Peace Foundation, in collaboration with the City of Oslo and the International Herald Tribune as global media partner. The 2013 Oslo Business for Peace Honourees have been named by the Foundation's independent award committee, consisting of Nobel Laureates in Peace and Economics.

The five 2013 Honourees are recognized during the Oslo Business for Peace Summit on May 14, 2013, and join their twenty predecessors in showing the way to a stronger partnership between business and society.

### Margaret Mussoi L. Groff (Brazil)

Ms. Margaret Mussoi L. Groff, Chief Financial Officer of ITAIPU Binacional, the world's largest hydropower station in terms of power generation. She has been engaged in motivating female employees to seek professional development which resulted in an increase of female managers from 10 to 21 percent in nine years, in ITAIPU Binacional. Groff has also established ITAIPU's policy and guidelines for gender equality based on the UN Global Compact

Women's Empowerment Principles Leadership Group, contributing to more gender-equal societies.



### Connie Hasemann (Denmark)

Ms. Connie Hasemann, founder and CEO of Telehandelshuset AS. Hasemann is a strong advocate for social change through sustainable business. With a mission to help disabled people show they are a valuable labour resource on equal standing with others, Hasemann established what is now one of the leading social enterprises in Denmark. Her drive and dedication break down barriers, and are appreciated across national borders. Connie Hasemann has developed a business model that demonstrates a



new concept of comprehensive rehabilitation of disabled people, where the outcome is employment. This business model is both

scalable and adaptable across sectors and national borders.

### Arif Masood Naqvi (Pakistan)

Mr. Arif Masood Naqvi, Founder and Group Chief Executive of The Abraaj Group, is a leading investor operating in Asia, Middle East and North Africa, Turkey and Central Asia, Sub-Saharan Africa and Latin America. In 2012, Naqvi was invited by the United Nations Secretary General Ban Ki-moon to become part of the United Nations Global Compact Board. His work in promoting responsible business practices by looking at the stakeholder, rather than exclusively a shareholder approach, is pioneering in the private equity industry. The Abraaj Group devotes the time of



its employees and resources to mentoring social, cultural and economic entrepreneurs. The Abraaj Group, under the leadership of Naqvi, has partnered with best in class organizations focused on entrepreneurship and job creation, healthcare, education and community engagement.

### Dean Cycon (USA)

Mr. Dean Cycon, founder and owner of Dean's Beans Organic Coffee Company. He has worked for more than 25 years on development issues in indigenous communities, including coffee-producing villages around the world. He created Dean's Beans to prove that businesses



can promote positive economic, social and environmental change in developing countries, and be profitable at the same time. The company designs and funds people-centered development projects in coffee-producing areas in partnership with growers, and returns a percentage of profits to the growers as a "social equity premium". Mr Cycon is a co-founder of Coffee Kids (a non-profit development group), and of Cooperative Coffees, the world's first fair trade roaster's cooperative.

### Nadia Al-Sakkaf (Yemen)

Ms. Nadia Al-Sakkaf, is the Chief Editor of Yemen Times. This is the country's first and most widely read independent English-language newspaper, a leading voice in Yemen on issues of media, gender, development and politics. During the May 2011 leadership crisis in Yemen, Al-Sakkaf and her organization were vital in reporting the news and putting the political situation in context for international readers. Under Al-Sakkaf's leadership, the Yemen Times has also created several publications – including publications to advocate for women's participation in politics, such as Breaking the Stereotype, a book on Yemeni women's experience as political candidates in elections.





## SPEAKERS AND PARTICIPANTS



### **Dr. Heba El-Kholy, Director of the UNDP**

Dr. El-Kholy is the Director of the UNDP Oslo Governance Centre. She has previously served, inter alia, as the Head of the UN Women in Albania, UN Resident Coordinator and UNDP Resident Representative in Tunisia; UNDP Country Director in the Sudan and as Senior Policy Advisor with the Regional Bureau for Arab States and the South-South Cooperation Unit. Dr. El-Kholy has also worked with the Ford Foundation in Egypt, and with the Canadian International Development Agency and Catholic Relief Services.



### **Mrs. Geraldine Fraser-Moleketi, Director, Democratic Governance Group, UNDP**

Mrs. Fraser-Moleketi is the Director of the Democratic Governance Group at the UNDP's Bureau for Development Policy. She has been a Member of Parliament and has served the South African Government for over 14 years, including as Minister for Public Service and Administration; Welfare and Population Development.



### **Mr. Jan Egeland, Director Human Rights Watch Europe.**

Mr. Jan Egeland was Special Advisor to the UN Secretary General 2007-08. Under Secretary General for Humanitarian Affairs and Emergency Relief Coordinator in the United Nations (2003-06). He was Secretary General of the Norwegian Red Cross (2001-03), Special Advisor to the UN, Secretary General for Colombia (1999-2001).



### **Gry Larsen, Deputy Minister of Foreign Affairs of Norway** (since 2009)

Former leader of the Labour Youth League (2002-2006) and Political Adviser to the former Minister of Foreign Affairs (2005-2009).



### **Kristian Berg Harpviken - Director, Peace Research Institute Oslo.**

A PhD in Sociology, Mr. Berg Harpviken's research interests include the dynamics of war migration and transnational communities, and methodology in difficult contexts. The Peace Research Institute Oslo (PRIO) is a leading voice in exploring methods for conflict resolutions in many areas, from local to global contexts.



### **Greg Reichberg, Professor PRIO**

Philosopher and Research Professor at the Peace Research Institute Oslo (PRIO). Professor in the Dept. of Political Science at the University of Oslo, where he heads the Research School on Peace and Conflict. Board Member of the Peace Research Endowment. Former Director of the PRIO Cyprus Centre.



### **Harry Tzimitras**

Director of the PRIO Cyprus Centre, coordinating research and dialogue activities on the search for a political settlement to the island's division. Associate Professor of International Law and International Relations, specializing in the law of the sea, foreign policy and Greek-Turkish relations.



### **Siri Aas Rustad, Senior Researcher PRIO**

Political Scientist and Senior Researcher at the Peace Research Institute Oslo (PRIO). Research concentration on high-value natural resources, wealth-sharing, civil war and post-conflict situations.

The Norwegian Soloists Choir



### **Stian Berger Røsland, Governing Mayor of Oslo**

Stian Berger Røsland is a Norwegian politician for the Conservative Party, and has since 2009 been the Governing Mayor of Oslo. Røsland holds a master degree of law from the University of Oslo.



### **Per L. Saxegaard, Chairman Business for Peace Foundation**

Per L. Saxegaard is a businessman and the founding partner of Norden Realkapital group. In 2007, he took the initiative to establish the Oslo Summit on Peace through trade, leading to the Business for Peace Foundation.



### **Alison Smale, Executive Editor at the International Herald Tribune**

Alison Smale is a British journalist. In December 2008, Smale became the Executive Editor of the International Herald Tribune, making her the first woman to be in charge of the paper. Prior, she had been the Deputy Foreign Editor at The New York Times, where she organized much of the paper's coverage of the Iraq war and the war in Afghanistan.



### **Dr. Ibrahim Abouleish, Business for Peace Honouree 2012**

Dr. Ibrahim Abouleish is the founder of the comprehensive development initiative SEKEM, in Egypt. The organization's commitment regarding innovative development has led to widespread use of biodynamic methods in pest control and to the improvement of yields.



### **Jim Marshall, President United States Institute of Peace**

Congressman Jim Marshall (2003-2011) is a former law professor (Princeton), member of the U.S. Army Ranger Hall of Fame, receiver of the Purple Heart, and former mayor of Macon, Georgia. He now serves on the board of the National Futures Association and is the President of the USIP.



### **Jordan Ryan, Assistant Secretary General and Director, UNDP**

Jordan Ryan has had a long and distinguished career with the United Nations and brings a wealth of development experience, including in post-crisis settings. Mr. Ryan has had a number of positions within the UN, including Deputy Special Representative of the Secretary-General (Recovery and Governance), UN Resident and Humanitarian Coordinator in Liberia and Vietnam.



### **Peter Mihok, Chairman ICC World Chambers Federation**

Peter Mihok, President of Slovakia's Chamber of Commerce and Industry, was in January 2013 elected the new Chair of WCF, the body which unites and represents the global network of 12,000 chambers of commerce. Mr Mihok has served as Vice-Chair since 2002 and as Deputy Chair since 2010.

Master of Ceremony



### **Einar Lunde, Master of ceremony**

Einar Lunde is one of Norway's most famous TV personalities. For 40 years, he was the television news anchorman of the leading national broadcaster. He has also hosted significant TV fund raising efforts, and been a foreign correspondent, with a focus on Africa.

Program - The Norwegian Soloists Choir  
Ve no velkomne med æra

Larsen: Solistvals

Larsen: Gropen

Eriksson: Gjendines bådnåt

Sommerro/Pedersen: Bruremarsj fra Valsøyfjord

Conductor - Grete Pedersen