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## **Justifications for the 2020 Business for Peace Honourees**

**The Oslo Business for Peace Award** is given to business leaders, as individuals, for outstanding *businessworthy* accomplishments. An independent Award Committee of Nobel Laureates in Peace and Economics has selected three outstanding leaders to receive the Award this year.

The 2020 Honourees have managed to create enterprises with significant social impact. All three are, through their business activities, making substantial contributions towards reaching the *UN Sustainable Development Goals*. The Committee highlighted their particular efforts with respect to Goal 8: helping to achieve sustained, sustainable and inclusive growth and decent work for all. The 2020 Honourees are promoting human rights and contributing to sustaining peace, whilst also helping to build societies in which human potential can flourish.

The 2020 Honourees are business leaders who prove – both to society and to the global business community – that there are other ways to think about value creation than financial profits. Their successes show how businesses can and should be concerned with social matters and create value not only for shareholders, but for society as a whole. The 2020 Honourees are facilitating peace-building processes in conflict-affected communities, disrupting the finance sector to make banking accessible to all, championing a new type of business leadership and promoting inclusive economic growth and fair work.

### **Felicitas “Joji” Bautista Pantoja (Philippines/Canada)**

**Ms Pantoja is the Co-Founder and CEO of Coffee for Peace.** She has dedicated her career to building peace in conflict zones and improving the lives of marginalised groups through economic stability. It was during her time as a Peace Worker in the Philippines that the concept of Coffee for Peace was born. She saw the power of coffee to bring people together during conflict mediation sessions. She then founded this social enterprise, which uses coffee production as a tool to address the economic, environmental and societal issues prevalent in conflict-affected communities. Today, Coffee for Peace provides sustainable livelihoods for Indigenous and migrant groups in rural areas, enabling over 880 farmers to escape poverty and build their coffee production capacity. The company’s focus is on sustainable agriculture, peace and reconciliation between religious groups, environmental protection and entrepreneurship.

**Ms Pantoja receives the Award for** her *businessworthy* efforts in bringing peace and prosperity to conflict-affected communities in the Philippines. She and her team have built an inspiring social enterprise that empowers marginalised groups from different backgrounds, bringing these



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groups together while contributing to the sustainable development of the land. Ms Pantoja demonstrates the significant impact that business can have when used as a vehicle for peace.

### **James Mwangi (Kenya)**

**As the Chairman and former CEO of Equity Group Holdings, Dr Mwangi** has worked to democratise financial access in Kenya, giving 96% of the unbanked population in Kenya opportunities for broader economic participation. Growing up in a rural village, Dr Mwangi experienced first-hand how exclusion from the financial system meant exclusion from society. When Dr Mwangi took over Equity in 1994, he transformed the institution into an inclusive bank committed to serving those at the bottom of the pyramid. Dr Mwangi's ability to marry economic theory to the practical realities of village life enabled him to revolutionise the banking industry in East Africa, the Great Lakes region and Southern Africa. Today, Equity is one of the most inclusive banks in the world with 12.7 million clients across the socio-economic spectrum including youth and women. Equity also commits 2% of its revenue to philanthropy, supporting education and literacy.

**Ms Mwangi receives the Award for** his *businessworthy* values in championing financial inclusion for all. Dr Mwangi helped achieve a social revolution by bringing banking services to people who previously had limited access to them, bolstering Kenya's GDP. Dr Mwangi is an exceptional entrepreneur and humanitarian. The Committee sees him as a shining example of how business leaders can accelerate change and help solve the world's problems.

### **Marc Benioff (United States)**

**Mr Benioff is the Chair and CEO of Salesforce**, one of the fastest-growing enterprise software companies of all time. Mr Benioff built Salesforce on the idea that business can be the greatest platform for change, integrating social responsibility into the company culture from the beginning. Mr Benioff established the '1-1-1 model,' whereby a company contributes one percent of profits, equity, and employee hours back to the communities it serves. Within the company, Salesforce has spent more than \$10 million USD to eliminate all pay disparities by gender, race and ethnicity. Mr Benioff strongly believes that being a CEO in today's world means taking care of all stakeholders and not just shareholders. He is an outspoken advocate for business leaders supporting causes such as LGBT rights, education inclusion, wealth reallocation and alleviating homelessness. Today, Salesforce is the world's number one provider of customer relationship management software globally, with 35,000 employees and 150,000 customers worldwide. Mr Benioff is



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leading a revolution in the tech sector to create a more equal, fair and sustainable way of doing business.

**Mr Benioff receives the Award for** being an outspoken advocate of *businessworthy* values and leading Salesforce with social responsibility and equality at its core. Mr Benioff is passionate about redefining capitalism to work for all, and ensuring businesses have a positive impact on the societies in which they operate.