



BUSINESS  
FOR PEACE  
FOUNDATION

# Being Businessworthy

Oslo Business for Peace Award Ceremony

May 6 2015, Oslo City Hall

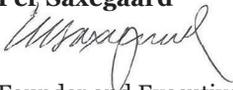
# Welcome

The Business for Peace Foundation was initiated to encourage and inspire business leaders to be businessworthy, seeking to promote a better union between business and society. *Being Businessworthy* was coined to inspire a business person to identify with a win-win mindset and actions that marry profit to a higher purpose.

The Oslo Business for Peace Award aims to be the highest form of recognition given by society to individual business leaders for their outstanding business-worthy accomplishments; acting ethically and responsibly, with the aim of creating economic value that also creates value for society.

We are proud to see our family of Business for Peace Honourees grow, and we are honoured to welcome you to the Oslo City Hall for the celebration of the 2015 Business for Peace Honourees.

## Per Saxegaard



Founder and Executive Chairman,  
Business for Peace Foundation



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**The Business for Peace Foundation** is an independent foundation. It has a board of experienced professionals in business and peace, a secretariat with professionals in sustainability and an advisory board representing broad societal and business spheres. The foundation is also supported by an exceptional group of volunteers, whose time and dedication is essential in realising this year's award ceremony and the success of the foundation in the long run.

## Programme 17.00-19.30

**Moderator:** Henrik Syse, Philosopher and researcher at PRIO  
**Hosted by:** The City of Oslo

**Welcome** by Stian Berger Røsland, Governing Mayor of Oslo



**Opening statement** by Per L. Saxegaard, Founder and Executive Chairman, Business for Peace Foundation

**The 2015 Business for Peace Honouree Address**  
by Arif Naqvi

**The 2015 State of the Union between Business and Society Address** by Philip Kotler

**Greeting** from UN Deputy Secretary-General Jan Eliasson



**Award Ceremony**

**Presentation of the Honourees** by Asta Busingye Lydersen

# Award Committee

The independent Award Committee consists of Nobel Peace Prize Laureates and Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel Laureates. The Award Committee names one or more Business for Peace Honourees after a global, bottom-up nomination process supported by the networks of the global Business for Peace partners; the International Chamber of Commerce, The United Nations Development Programme and the United Nations Global Compact.



**Shirin Ebadi**, Iranian lawyer and human rights activist, Nobel Peace Prize Laureate 2003

**Leymah Gbowee**, Liberian peace activist, Nobel Peace Prize Laureate 2011



**Finn E. Kydland**, Norwegian professor of Economics, Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel Laureate 2004

**Michael Spence**, American professor of Economics, Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel Laureate 2001



# Speakers



**Arif Naqvi** established The Abraaj Group in 2002 and has served as its Group Chief Executive Officer since inception, building it into one of the leading growth markets focused private equity firms in the world. Mr. Naqvi has over three decades of experience of investing in public and private companies and has led the Group's investment strategy, resulting in some of the most notable private equity transactions across growth markets over the last decade. Mr. Naqvi is a Trustee of the Interpol Foundation and on the Board of the United Nations Global Compact. Mr. Naqvi is a Business for Peace Honouree.



**Philip Kotler**, by many called the father of modern marketing, is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He is a trained economist having studied with Milton Friedman at the University of Chicago and Paul Samuelson and Robert Solow at M.I.T. He has written 57 books, including the latest *Confronting Capitalism: Real Solutions for a Troubled Economic System*.

# Award Criteria

The Oslo Business for Peace Award is given annually to exceptional business leaders who exemplify the concept of being businessworthy by ethically creating economic value that also creates value for society. Therefore, the nominees must be:

- 1. An example to society and their peers;** acting as examples to the general public and inspiring the business community by showing how to achieve success through ethical and responsible business practices
- 2. An advocate of ethical and responsible business;** outspoken advocates of ethical and responsible business principles, and of social responsibility in corporate governance
- 3. Trusted by the communities which they impact;** leaders that have developed successful international or national businesses in a manner that is recognized and appreciated by the communities within which their business is active. Leaders that create economic value in a way that also creates value for society

## 2015 Honourees



**Juan Andrés Cano**, Colombia:

Cano is the CEO of Semilla, an ethics consultancy, and Value4Chain, a technological platform dedicated to sustainability management for businesses. He is also the founder of PeaceStartup, a joint Colombian-Spanish initiative that focuses on identifying sustainable solutions to specific challenges of peace-building through the use of information and communications technologies (ICT).

*“The capacity of a company to generate sustainable value is proportional to the capacity of their team to act ethically and with integrity. We are at a special junction in our history: we are globally connected, have the means to be informed about our impact in every step of the chain as well as opportunities to innovate, and can use technology to accelerate value creation.”*

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**Juan Andrés Cano**

## 2015 HONOUREES



**Merrill Joseph Fernando, Sri Lanka:** Fernando is the founder of Dilmah, Sri Lanka's leading brand of tea, sold in nearly 100 countries. Fernando worked to eradicate the exploitation of his country's tea crop by large corporations and traders and has shared his business earnings with his employees. A minimum of 10 percent of pre-tax profit funds the M.J.F Charitable Foundation, which emphasizes empowerment of differently abled and underprivileged people in their communities in a sustainable manner.

*“Business and community need each other and a mutualistic relationship requires that businesses share their success with the community and environment in a tangible way, beyond any market aligned CSR effort.”*

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### Merrill Joseph Fernando

**Zahi Khouri, Palestine:**

After years in exile, Khouri returned to his native Palestine following the 1993 Oslo Peace Accords to establish Padico Holding and the Paltel telecommunications company. In 1995, with Palestinian partners, Khouri launched the Palestinian National Beverage Company, to produce and sell products in the West Bank and Gaza Strip. The Zahi Khouri Fellowship Programme provides Palestinian American students and graduates professional development experience in Nablus, Palestine.



*“Nation building requires a sustainable society in which every citizen lives in dignity and has the opportunity to thrive. Where the youth are hopeful and the elder inspire. This is the type of society I strive to create in Palestine.”*

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### Zahi Khouri

*“The most productive business environment should be a cradle where every employee feels inspired and empowered by the corporate culture. Every challenge becomes a golden opportunity to fulfill dreams by making a difference to the world through daily work.”*

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**Poman Lo**



**Poman Lo**, Hong Kong, China:

Lo is Group Managing Director of Regal Hotels International, Hong Kong, and the creator of Century Innovative Technology Limited, a children’s media company. CIT produces “Bodhi and Friends,” a 3-D animated television show designed to inspire moral development in children, and its companion website Bodhiworld.com. CIT is also developing an online, multi-platform interactive English Learning Platform (ELP). ELP is designed to help young children learn English phonics, vocabulary, grammar, and listening skills as well as a genuine love of language.

*“Business cannot thrive in societies that are failing or broken. But nor can it continue to be a bystander in a system that gives it life in the first place. It’s time for business to step up and become a net contributor to the communities, the societies and indeed the planet on which it relies for its very existence”*

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**Paul Polman**

**Paul Polman**, The Netherlands:

Polman is the CEO of Unilever, a company that under his leadership has set ambitious targets to double revenues while halving environmental footprint and increasing social impact. Polman also challenged the capital markets by ending quarterly earnings guidance, stating that this can harm the long-term value creation of the company. Polman is chairman of the World Business Council for Sustainable Development and a United Nations Global Compact board member.



# Partners



City of Oslo

**City of Oslo:** The City of Oslo has been a supporter of Business for Peace Foundation from the beginning. Since its inception, the Oslo Business for Peace Award Ceremony has been hosted at the Oslo City Hall.



**ICC:** The fundamental objective of the International Chamber of Commerce, the world business organization, founded in 1919, is to further the development of an open world economy, with the firm conviction that international commercial exchanges are conducive to both greater global prosperity and peace among nations.



**Norwegian Ministry of Foreign Affairs:** The Ministry has supported the Business for Peace Award since 2011, both through active participation and financial support.



**The Abraaj Group:** The Abraaj Group is a leading private equity investor, purpose-built for operating in the growth markets of Africa, Asia, Latin America, the Middle East, and Turkey. Employing over 300 people, Abraaj has over 25 offices globally and currently manages c. US\$ 9 billion across regional, sector and country-specific Funds.



**UN Global Compact** a strategic UN policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. By doing so, business can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.



Empowered lives.  
Resilient nations.

**UNDP:** The United Nations Development Programme (UNDP) works in more than 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.



**EQT** **Finans Norge** **International New York Times**





*The 2016 Oslo Business for Peace  
Award Ceremony will be held on May 10.  
We hope to see you there!*

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**Oslo City Hall** stands testament to democracy, equality and peace. Home to the Nobel Peace Prize ceremony, the building also has murals and frescoes by some of Norway's best known artists, including Henrik Sørensen and Edvard Munch.

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This year's artistic performances are by creative producer and pianist Maren Selvaag, opera singer Lina Johnson, dancer Navid Rezvani and a string quartet from Ensemble Allegria. The artists are young, rising stars in their fields. In addition to being exceptional talents, they also communicate a story through their performances.

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