

# BEING BUSINESSWORTHY



**Oslo Business for Peace Summit and Award Ceremony**  
15th May 2014, Oslo City Hall



[www.businessforpeace.com](http://www.businessforpeace.com)

## WELCOME

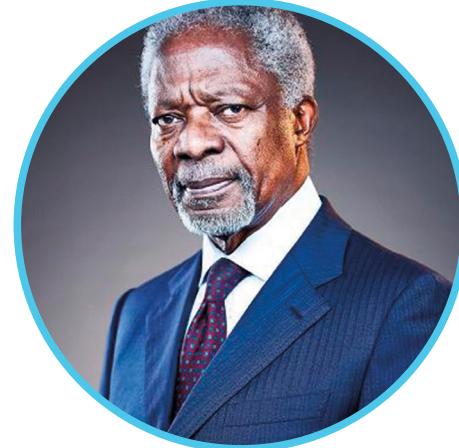
The Business for Peace Foundation was initiated and held its first Summit in 2007 to encourage and inspire business leaders to be businessworthy and engage with society as partners, in developing shared value and increasing trust between business and society.

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

The Oslo Business for Peace Award 2014 marks the fifth time where trail blazing business leaders are rewarded for their commitment to creating value through a marriage between a solid bottom line and a higher purpose. In addition to the Summit and Award Ceremony in the Oslo City Hall, there are several side events on this and related topics being hosted May 14 – 15th.

*"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 Oslo Business  
for Peace Award

Bruce Naigles  
(b. New York 1958):  
"The Just Man"



## 2014 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 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 worldwide search for the 2014 Honourees is a joint effort by the International Chamber of Commerce, the United Nations Development Program, the United Nations Global Compact in collaboration with the Business for Peace Foundation and the City of Oslo with the International New York Times as global media partner. The 2014 Oslo Business for Peace Honourees have been named by the Foundation's independent Award Committee, consisting of Nobel Laureates in Peace and Economics.

## OSLO BUSINESS FOR PEACE AWARD PRESENTATION 2014

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

*Nik Gowing, international journalist and broadcaster, will be the moderator and Master of Ceremony for this year's Oslo Business for Peace Summit and Award*

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| <b>16:00</b><br><b>Registration at the Oslo City Hall</b>  |  |
| <b>17:00</b><br><b>Welcome</b> by Stian Berger Røsland, Governing Mayor of Oslo<br><br><b>Opening statement</b> by Per L. Særegaard, Founder and Executive Chairman, Business for Peace Foundation |  |
| <b>The State of the Union between Business and Society Address</b> by Georg Kell, Executive Director, United Nations Global Compact  |  |
| <b>The 2014 Business for Peace Address</b><br>by 2012 Business for Peace Honouree,<br>Eduardo Eurnekian, Argentina   |  |
| <b>18:30</b><br><b>Award Ceremony</b><br>Introduction by Shirin Ebadi, Nobel Peace Prize Laureate 2003   |  |
| <b>Presentation of the Honourees</b><br>Audience questions and answers for each Honouree,<br>by Nik Gowing   |  |
| <b>19:15</b><br><b>Closing Remarks</b>   |  |



## 2014 HONOUREES



### MARILYN CARLSON NELSON

*Marilyn Carlson Nelson is Chairman and former CEO of Carlson, one of the largest privately held companies in the world, with 170 thousand employees in 150 countries.*

Her wise approach to doing business got a launch when her father fired her from the

company. An old-school business magnate, he felt the demands of a management job his daughter had been suggested for were too big for a woman.

Marilyn Carlson Nelson instead dedicated herself to working on community projects, to the benefit of both her state and the USA. She became a leader of United Way in Minneapolis, a coalition of community services organizations with 1200 local offices around the nation.

United Way works to establish effective partnerships that serve community needs, identifying these and creating best solutions bringing together local resources. Her experience with community projects taught Ms. Nelson how to motivate volunteers to achieve more, by reaching for higher goals.

Her achievements in many organizations were so notable, and effective, that she was considered a strong candidate for governor of her state. At that point, her father realized how wrong he had been, and he made her CEO of Carlson.

Immediately, she began changing Carlson, bringing her insights gained from

community work to bear on company policy. Her successes have been notable, and are due to her insisting that the company must engage with stakeholders in the communities where it is active, on both local and global issues. For a number of years, Carlson has been judged the best company for mothers to work in, Forbes has declared it one of the world's top 100 companies to work for. Today, over forty percent of its executives are women, and the group has won international recognition and awards for its stance on business ethics and integrity.

Under her leadership, Carlson signed the international Code of Conduct to protect children from sexual exploitation in the travel industry, as the first travel and hospitality company in North America to do so.

Ms. Nelson discovered that through engaging productively with society, a business can grow stronger and wiser, creating shared value to the benefit of both. For her significant achievements, Marilyn Carlson Nelson is named a Business for Peace Honouree.



### KESHA KUMARI DAMINI

*To have achieved what Kesha Kumari Damini has done in Nepal, as a member of the Dalit caste, is impressive beyond belief.*

Dalits are considered the lowest caste in Nepal, and are systematically discriminated against. As she began her work to organize micro entrepreneurs throughout the nation, Ms. Damini had to overcome threats and

intimidation of a kind nobody should have to face.

Ms. Damini is indomitable, she can't be stopped. Over 60 thousand micro entrepreneurs in Nepal are now enjoying the benefits of her dedication, which began with a small group comprising herself and a few other women, in the Parbat district, 300 kilometres from Kathmandu.

She realized the power of organization, and encouraged other women to follow the example, in building district and regional groups. These were then organized at the national level, when she formed the National Micro Entrepreneurs Federation Nepal, in 2005.

Ms. Damini promotes entrepreneurship among economically deprived groups, and encourages them to be self-employed and empowered. The organizations provide skills training and support entrepreneurs, particularly women, in starting their own businesses. The cooperatives she has organized have played an important role in helping the Dalits develop a culture of saving, thus decreasing their dependence on village lords for loans.

On the national level, the organizations provide market linkages and sales outlets

for the products of micro entrepreneurs, thus reducing the risk of exploitation. The organizations advocate for environmentally sustainable business practices, and also checks such practices by big businesses, holding them to account, if necessary. This promotes the sustainable harvest of raw materials and makes it mandatory to conduct environmental impact screening in all enterprises, from the micro to the macro.

Kesha Kumari Damini's leadership has inspired many others to become entrepreneurs, explore self-employment opportunities and overcome discrimination. As many families have improved their economic conditions through her initiatives, their health and nutrition have improved, and they have been able to send their children to school.

When faced with seemingly impossible obstacles, Ms. Damini charged ahead, in the knowledge that her initiative would improve the lives of those who followed her example, to the benefits of individuals and society. For her unstoppable spirit and businessworthy example, Kesha Kumari Damini is named a Business for Peace Honouree.



## ADNAN KASSAR

In 1919, shocked by the tragedy of World War I, a group that came to be known as "The Merchants of Peace" founded what today is known as the International Chamber of Commerce, the world business organization. The goal of the merchants was to achieve peace through trade.

We are used to hearing of summits and meetings between world political leaders, as

they meet to discuss issues and hopefully sign agreements. Yet we tend to ignore the fact that each day, all over the world, millions of meetings are held between business people of very different backgrounds. They find mutual ground through their goal of achieving a good outcome for both parties.

Adnan Kassar of Lebanon realized very early that business activity could be a force contributing to stability and peace. And he also realized that without peace and security, both society and business would suffer, unable to achieve their goals.

His career spans a lifetime, beginning in Lebanon and in the end having a global impact. Throughout, he has been motivated by the ethos of the ancient Phoenicians, who replaced domination by force and arms, with partnerships through exchanges of goods throughout the Mediterranean. During many years of civil war and internal conflict in Lebanon, Adnan Kassar insulated the chambers of commerce in the nation from political infighting. He required that member businesses collaborate in demonstrating how the private sector could contribute to nation building, by fostering unity in the Lebanese economy. His work to unite the chambers bore fruit with the establishment of the Lebanese Chambers

of Commerce, Industry and Agriculture, a federation he chaired until 2005.

His significant leadership and inspirational qualities were noted abroad, and he has headed the General Union of Arab Chambers, which comprises all chambers in 22 Arab countries, grouping hundreds of thousands of leading businesses. His work led to the creation of the Arab free trade zone and paved the way for the Arab Common Market.

Ultimately, Adnan Kassar was elected to lead the International Chamber of Commerce, in recognition of his ability to make people and businesses work together, across boundaries, towards a common and unifying goal.

While this review makes him sound like an organizational man, Kassar is also a successful businessman, co-founder and leader of Adnan & Adel Kassar Enterprises. He has also served as Minister of Economy and Trade in Lebanon, as well as Minister of State. For his ceaseless dedication to creating shared value between business and society, and for his inspirational and exemplary businessworthy leadership of national, regional and global impact, Adnan Kassar is named a Business for Peace Honouree.

## QUESTIONS



To send in questions to the speakers and Honourees use the QR code on the next page or go directly to the webpage: [bfp.zeeopia.no](http://bfp.zeeopia.no)

## THE NORWEGIAN SOLOISTS' CHOIR



«Regn og rusk og rosenbusk» is a little verse from the Danish fairytale writer Hans Christian Andersen.

The now-living danish composer

Bo Holten has composed a piece for 12-voiced mixed choir a capella, and it uses H. C. Andersen's verse, which is from the his fairytale «The Stone of the Wise Man» from 1858. The fairytale conveys an insight that can be acquired through passion and faith in stead of sense.



## 2014 HONOUREES



### OUIDED BOUCHAMAOUI

*Ms. Ouided Bouchamaoui of Tunisia leads the Hedi Bouchamaoui Group, a family owned business spanning more than a hundred years.* In 2007, the HBG group was recognized as “an outstanding enterprise in showing how to implement positive social development.” Ouided Bouchamaoui saw this recognition

as acknowledgement of her efforts to establish trustworthy relationships with all stakeholders in her business dealings.

Following the Arab Spring revolt in Tunisia, in 2011, the nation endured a period of deep economic slump, as well as political and social unrest. In January 2013, Ouided Bouchamaoui was elected the first woman President of the Tunisian Confederacy of Industry, Trade and Handicrafts, in recognition of the responsible stewardship demonstrated in the family business. Within weeks of her election, she initiated a strategic move to collaborate with the Tunisian General Labour Union, through signing a Social Contract. The agreement aimed to provide decent work conditions at all levels, it expanded employment opportunities, and structured wage policies – as well as helping improve competition between enterprises. She then initiated a national dialogue on the economy, bringing together the Tunisian President, Prime Minister, President of the National Assembly and major participants from private and public enterprises. Their task was to set up a roadmap and a plan of action to slow down

the crisis and help the economy.

She is seen as a central force in helping her nation move to a more transparent and collaborative society. Her deep belief in human capital and potential, and her honesty in all dealings with people, have made her a touchstone as Tunisia orients itself towards the future. In her own words, the secret is to build win-win partnerships and enduring relationships between opponents.

Ouided Bouchamaoui declined an offer to become Prime Minister, wishing to retain her independence, and to work as a mediator to achieve social stability and help foster economic development in Tunisia.

Ms. Bouchamaoui is a stellar example of businessworthy leadership, of dedicating one’s business energy to creating economic value that also creates value for society, through responsible and ethical work. While Tunisia’s challenges remain, it is from individuals such as Ms. Bouchamaoui a nation can draw hope for a better future.

For her admirable ability to build stability and peace, Ouided Bouchamaoui is named a Business for Peace Honouree.



### SELIMA AHMAD

*The Oslo Business for Peace Award is given to individuals, not to companies or organizations. The award recognizes the achievements of enlightened businesspersons, who have made outstanding and exemplary advances, to the benefit of both business and society. The Business for Peace Honourees are leaders in the true sense of the word, in that they show the way to a better condition, a better place, a better future.*

In her own words, Selima Ahmad of Bangladesh is inspired by her dreams of a better future for Bangladeshis – these dreams fire her dedication and bolster her determination. Not satisfied with being a successful business leader, she has dedicated herself to help women entrepreneurs make the step from micro businesses to more ambitious ventures. That is hard enough in any society, and an even greater challenge in one where women are disadvantaged through tradition and culture.

Selima Ahmad develops entrepreneurial talent and organizes marketing and financial resources to help women expand beyond the micro threshold. To achieve this goal, she founded the Bangladesh Chamber of Commerce and Industry in 2001. Before founding one of only two all-female chambers in the world, she worked through the Womens’ National Business Agenda organization, promoting democracy, gender equality, anticorruption and women as entrepreneurs.

The chamber she founded is activist in nature, with resources ready to help members. Corruption is a major problem in Bangladesh, and the chamber’s anti-corruption group is ready to come to the assistance of women who face such unjust hurdles, that are often made near insurmountable because they are women. These advocacy teams are ready to assist

in seven divisions across Bangladesh. If a member of the chamber goes to a government office or any other type of office and is faced with corruption, the following day she can return with a group of women, her own legal team promising exposure, to ensure things get done without bribery. To help women make the leap beyond the micro level, Ms. Ahmad also brings grassroots entrepreneurs to international conventions and gatherings, where they can meet with and be inspired by women who run businesses in other countries. Without fail, they return to Bangladesh eager to tell others of what is possible. Thousands of women in Bangladesh are now running their own businesses, taking on new challenges and inspiring others to follow their example. In the process, they are opening doors that used to be closed, and achieving greater influence and independence.

Selima Ahmad believes that true leaders are above family, country and friends, and lead because they have a higher calling, to reach and help as many as possible. She feels blessed that she has been able to carry out the work she dreamt of, years ago.

For her true, businessworthy leadership, and her inspirational dedication, showing the way to a better future, Selima Ahmad is named a Business for Peace Honouree.



## SIR RICHARD BRANSON

*Coming from one of the world's best known business leaders, the opinions of Sir Richard Branson carry enough weight to effect near immediate change, both for better or for worse.*

Fortunately for the world, Sir Richard is inspired by a love of humanity and a desire for superior solutions that has made him an effective and beneficial voice, in many fields. He has proven fearless in confronting challenges that many businesses shy away from, and has become a trusted opinion

maker with a substantial and global following, both through ordinary and social media.

The Oslo Business for Peace Award is not bestowed in recognition of philanthropy or for corporate social responsibility. It is given to individual business leaders who are willing to take risks and who challenge and inspire their surroundings, in order to reach a better union between business and society. The award is conferred when enlightened leadership leads a business to contribute to the potential between business and society, rather than retreating with claims that "the business of business is business."

A little over ten years ago, Sir Richard was a climate change skeptic, who was concerned with how to lower fuel costs for the group's airplanes and trains and many other activities. He was considering opening an oil refinery, to cut costs. While exploring this solution, he had a conference with twenty scientists who convinced him that fossil fuels were not a viable long-term solution, because of global warming.

Not long after, Branson had breakfast with Al Gore, who gave him the presentation that would later become An Inconvenient Truth. Aware of Branson's public standing, Gore asked if he could make a gesture that might convince other business leaders. In the years since, the Virgin group of

companies and Sir Richard have presented many initiatives that seek to build a bridge from today's fossil fuel driven economy to the future solutions we need. Funds and resources have been allocated to searching for green fuels, more effective alternative energy sources, and energy savings in transportation – as well as awards and incentives for others to come up with lasting solutions. Recently, Sir Richard has called for the Caribbean to move from generators burning fossil fuels, to using solar and wind energy, and he is sponsoring the work required to launch this change. He has also used his public platform to demand that "climate change skeptics should get out of the way," impatient with how necessary progress in this area is being held up by special interests.

Sir Richard has said that he is "cautiously optimistic that we can make the world a far better, safer and more equitable place if business and enterprise sits at the heart of the healing process. I firmly believe it is our responsibility to try and leave the planet in a better condition than we found it."

For fearlessly taking on his critics, for pointing the way and for exploring every avenue that presents itself, towards that planet in a better condition – Sir Richard Branson is named a Business for Peace Honouree.

## QUESTIONS



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## NIK GOWING

*Nik Gowing, Moderator & Master of Ceremony for the Oslo Business for Peace Award 2014.*

Nik Gowing is a distinguished journalist and broadcaster with a life time of achievement in international diplomacy and live reporting from some of the worlds' most troubled areas. He has been the main anchor on numerous BBC World News programmes and is well known for chairing BBC World Debates. He is the author of Skyful of Lies and Black Swans an acclaimed examination for Oxford University of the fragility of institutional power.



# SPEAKERS INFORMATION

## SPEAKERS



### Stian Berger Røslund, Governing Mayor of Oslo

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



### Per L. Saxegaard, Founder & Executive Chairman, Business for Peace Foundation

Per L. Saxegaard is a businessman and the founding partner of the Norden Realkapital advisory and investment group. In 2007, he founded the Business for Peace Foundation and is its executive chairman.



### Georg Kell, Executive Director of the UN Global Compact

Georg Kell is the Executive Director of the UN Global Compact, the world's largest voluntary corporate sustainability initiative with 8,000 corporate participants in 145 countries. A key architect of the Global Compact, he has led the initiative since its founding in 2000, establishing the most widely recognized multi-stakeholder network and action platform to advance responsible business practices.



### Eduardo Eurnekian, President of Corporacion America

Eduardo Eurnekian is 2012 Business for Peace Honouree and the President of Corporacion America. Eurnekian has a strong commitment to peace and reconciliation and advocates reconciliation between Turkey and Armenia. As honorary chairman of the Raoul Wallenberg Foundation, and as Vice President of the Argentinian Chamber of Commerce, as well as a member of the B20 group that advises the G20 nations, he is able to spread his business wisdom.



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BUSINESS  
FOR PEACE  
FOUNDATION

EQT



## AWARD COMMITTEE

The independent Award Committee consists of Nobel Laureates in Peace and Economics.

It selects the individual who are named Business for Peace Honouree after a bottom-up global nomination process through the networks of the global partners of the foundation; the International Chamber of Commerce, The United Nations Development Program and the United Nations Global Compact.



### Shirin Ebadi, Nobel Peace Prize Laureate 2003

Since receiving the Nobel Peace Prize, Ebadi has lectured, taught and received awards in different countries. She has also defended people accused of political crimes in Iran. She has travelled to and spoken to audiences in India, the United States, and other countries. With five other Nobel laureates, she created the Nobel Women's Initiative to promote peace, justice and equality for women.



### Leymah Gbowee, Nobel Peace Prize Laureate 2011

Leymah Gbowee is Executive Director of the Women Peace and Security Network Africa and a founding member and former coordinator of the Women in Peacebuilding Program/West African Network for Peacebuilding. For the 2013-2014 academic year, she is a Distinguished Fellow in Social Justice at Barnard College of Columbia University.



### Finn E. Kydland, Nobel Prize Economics 2004

Finn E. Kydland is the Henley Professor of Economics at the University of California, Santa Barbara. He also holds the Richard P. Simmons Distinguished Professorship at the Tepper School of Business of Carnegie Mellon University. His main areas of teaching and interest are business cycles, monetary and fiscal policy and labour economics.



### Michael Spence, Nobel Prize Economics 2001

Michael A. Spence is a senior fellow at the Hoover Institution and Philip H. Knight Professor Emeritus of Management in the Graduate School of Business, Stanford University. He is the chairman of an independent Commission on Growth and Development, created in 2006 and focused on growth and poverty reduction in developing countries.