

2018
BUSINESS
FOR PEACE
SUMMIT
REPORT

**BUILDING
TRUST:
ACCELERATING
CLIMATE
LEADERSHIP**

MAY 15-16, 2018 OSLO, NORWAY



BUSINESS
FOR **PEACE**
FOUNDATION

THE 2018 BUSINESS FOR PEACE SUMMIT

**BUILDING TRUST:
ACCELERATING CLIMATE
LEADERSHIP**

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ABOUT

Business for Peace is an international foundation based in Oslo that aims to support, inspire, and recognise global business leaders who are positively changing the face of business. At the centre of the Foundation's activities is the annual Oslo Business for Peace Award, conferred to exceptional individuals who exemplify the Foundation's concept of being businessworthy: ethically and responsibly creating value both for both business and society. An independent Award Committee, consisting of Nobel Laureates in peace and economics, selects the Award Honourees each year. The Foundation also hosts an annual Summit bringing together business leaders, investors, leaders of NGOs, politicians, academics, and civil society from all over the world to discuss the practical actions needed in order to make substantial and sustainable business contributions to society.

www.businessforpeace.org

@businessworthy

MESSAGE FROM THE FOUNDER

We are living in a complex and interconnected world. Global problems require business and political leaders, as well as all members of society, to work together towards a sustainable future. The world needs businessworthy leaders: leaders who ethically and responsibly create value for both business and society.

Our planet is on an unsustainable trajectory. Though we are guided by the United Nations' Sustainable Development Goals, leaders across sectors are not acting fast enough. We have a clear target to reduce carbon emissions, yet few are taking bold climate leadership.

The Business for Peace Summit 2018 explored the power of building trust to accelerate climate

leadership. The challenge ahead is rife with opportunities where businesses can thrive by embracing sustainability. But how equipped are today's leaders to influence the massive shifts that are needed? How can today's business leaders build the trust needed to progress both sustainably and with the support needed from government and society?

These questions were explored throughout this year's Summit, with contributions from thought leaders in climate science, finance, energy, food, and public sectors. This report showcases the different events and summarises the ideas and discussions held at the 2018 Summit. We hope that this report will increase understanding about our planet's current situation, through the opportunities and the tough decisions we face ahead.



Per L. Saxegaard

Founder and Executive Chair, Business for Peace Foundation



All 2018 Summit photos by Johnny Vaet Nordskog

01_
2018 Award Ceremony at Oslo City Hall

02_
Ola Elvestuen, Norwegian Minister of Climate and Environment with Christiana Figueres, Convenor of Mission 2020, at the launch of the Oslo Climate Leadership Declaration

03_
Leymah Gbowee, Liberian peace activist, Nobel Peace Prize Laureate 2011, and Business for Peace Award Committee member, delivers the State of the Union address



THE 2018 BUSINESS FOR PEACE SUMMIT AGENDA

BUILDING TRUST: ACCELERATING CLIMATE LEADERSHIP

DAY 1: 15 MAY 2018



Launch of the Oslo Climate Leadership Declaration

Business for Peace, together with We Mean Business, launched the OCLD. Pictured are panellists Jens Ulltveit-Moe (Founder and CEO, Umoe), Martin Naughton (Founder, Glen Dimplex Group and 2018 Honouree), Ola Elvestuen (Norwegian Minister of Climate and Environment), Christiana Figueres (Convener of Mission 2020) and Anders Bjartnes (Editor, Norwegian Climate Foundation).

Honouree Network Meeting

Business for Peace Honourees gathered at the Nobel Peace Center for a network meeting.



Business for Peace Lecture with Jamie Oliver

Jamie Oliver, Chef and Founder of Jamie's Food Revolution, spoke with Alessandro Demai, CEO of EAT Foundation.



Welcome Reception

Hosted by the Norwegian Ministry of Foreign Affairs, Marianne Hagen, State Secretary, Norwegian Ministry of Foreign Affairs welcomed guests.

Welcome Reception

Panellists engaged in a discussion about trust. From left: Arthur Wyns (Program Manager, Climate Tracker), Ingrid Helsing Warner (Managing Director, Leidar Norway), and Durreen Shahnaz (Founder and CEO, Impact Investment Exchange and 2017 Honouree).



DAY 2: 16 MAY 2018



Breakfast Seminar

The Norwegian Business School hosted an interactive seminar led by David Sloan Wilson, Distinguished Professor of Biological Sciences and Anthropology at Binghamton University, on "The competitive advantage of collaboration: rebalancing the Darwinian Perspective."

Roundtable: Building Trust

Panellists at the 2018 Business for Peace Roundtable in a discussion on building trust. From left: Matthew Harrington (Global COO, Edelman), Claire Chiang (Co-Founder, Banyan Tree), Lori Blaker (CEO, TTI Global and 2018 Honouree), Dalia Al-Najjar (Co-Founder of Xyla Water), and moderator Mishal Husain (journalist and broadcaster).



Roundtable: Trusting the Big Money

The second panel engaged in a discussion on sustainable finance. From left: Georg Kell (Chairman, Arabesque Partners), Jan Erik Saugestad (CEO, Storebrand Asset Management), Eva Halvarsson (CEO, AP 2), Martin Skancke (Chair, PRI), Christopher Flensburg (Head of Climate and Sustainability Finance, SEB), and moderator Mishal Husain (journalist and broadcaster).



Roundtable: Trust and the Energy Transition

The energy transition towards a low-carbon future was debated in a third panel session. Clockwise from left: Svein Tore Holsether (President and CEO, Yara International), Karina Litvack (Independent Non-Executive Director, Eni), Maria Moræus Hanssen (CEO, DEA), Jeremy Oppenheim (Founding Partner, SYSTEMIQ) and Hans Jakob Hegge (CFO, Equinor).

Oslo Business for Peace Award Ceremony

Dr Shirin Ebadi (human rights activist, Nobel Peace Prize Laureate 2011, and Award Committee member) congratulated 2018 Honouree Lori Blaker.



Oslo Business for Peace Award Ceremony

Leymah Gbowee (Liberian peace activist, Nobel Peace Prize Laureate 2011, and Award Committee member) gave a State of the Union between Business and Society keynote address at Oslo City Hall.



The 2018 Business for Peace Honourees

Edgar Montenegro (Founder and CEO, Corpocampo), Lori Blaker (CEO, TTI Global) and Martin Naughton (Founder, Glen Dimplex Group).



Award Reception

The celebration of the 2018 Business for Peace Honourees included a reception where Honourees were treated to surprise momentos from home.

OUR PLANET IS ON AN UNSUSTAINABLE TRAJECTORY

A sustainable future for our planet requires progress towards all 17 United Nations Sustainable Development Goals (SDGs), across areas such as climate, governance, education, healthcare, and equality. The 2018 Business for Peace Summit focused on how to achieve economic growth while reducing carbon emissions, important subsets of the areas covered by the SDGs, and areas in which business will play a particularly important role in shaping development.

In 2018, approximately 800 million people live below the international poverty line of 1.90 USD per day. There is a responsibility to help lift these people out of poverty. History has shown that this poverty reduction can be achieved through sustainable global economic growth. We have to embrace the growth of the world economy to eliminate poverty over time. At the same time, we need to address the problem of the carbon-based economy. We are on a limited carbon budget.

By 2040, average CO₂ emission per person per year needs to be reduced from 7 to 2 tonnes in order to reach the “well below 2-degree Celsius” target of the Paris Climate Agreement. Simultaneously, we need to double the global GDP. Getting the right global energy mix is important for both goals. Today, 80% of our energy comes from fossil fuel sources and 20% from renewables, including nuclear. In 25 years the ratio needs to be 50:50 in order to reach the target set by the Paris Climate Agreement. This shift requires an electrification of the global economy at a massive scale over the next 25 years.



“

THERE IS A GLOBAL CALL FOR CHANGE TO HAPPEN. THERE IS NO MAGIC WAND SOLUTION FOR THE CRISES WE FACE DAILY. THE QUESTION FOR US ALL IS THIS: WHO WILL SOLVE THE PROBLEMS OF OUR WORLD? THE ANSWER, MY FRIENDS, IS YOU. AND ME. AND US.

Leymah Gbowee

Liberian peace activist, Nobel Peace Prize Laureate 2011, and Award Committee member

OSLO CLIMATE LEADERSHIP DECLARATION

The Oslo Climate Leadership Declaration, developed by Business for Peace in partnership with the We Mean Business coalition, calls for accelerated climate action from companies, through setting science-based targets to help limit global warming to well below two degrees. Signatories also commit to use their voice as business leaders to inspire their peers, value chains, and policymakers to join them in taking bold climate action. The declaration launched on May 15 with over 20 signatories, including the CEOs of Unilever, IKEA, and HP.

50

TODAY, WE EMIT ABOUT 50 GIGATONNES OF CO₂ EQUIVALENTS PER YEAR, AN AVERAGE OF ABOUT 7 TONNES PER PERSON.

15-40

OIL-PRODUCING REGIONS SUCH AS THE MIDDLE EAST AND NORTH AMERICA HAVE THE HIGHEST EMISSION LEVELS OF ~15-40 TONNES PER PERSON.

0-4

WHILE DEVELOPING REGIONS SUCH AS AFRICA, INDO-CHINA, SOUTH AMERICA, AND OCEANIA HAVE THE LOWEST EMISSION LEVELS OF ~0-4 TONNES PER PERSON.

“

DECARBONISATION IS ALREADY UNDERWAY; IT IS UNSTOPPABLE, IT IS IRREVERSIBLE, AND IT IS GROWING EXPONENTIALLY, [DESPITE THAT] WE ARE NOT DECARBONIZING FAST ENOUGH YET.

Christina Figueres

Convenor, Mission 2020

THE CHALLENGE IS RICH WITH BUSINESS OPPORTUNITIES

The 2018 Business for Peace Summit theme “Building Trust: Accelerating Climate Leadership” focuses the attention of global businesses, governments, and civil society to one of the most complex inter-generational challenges in human history:

How can we ensure a sustainable future by reducing carbon emissions, while at the same time reducing inequality by driving economic growth.

In the face of this challenge, business leaders have a dual motivation to act and assume climate leadership. First, since businesses hold positions of power, similar to governments and NGOs, they have a moral duty to act responsibly. Secondly, the global effort required to reach a sustainable future is teeming with valuable business opportunities, so there is a value creation reason for businesses to act responsibly as well.

Both public and private actors share a particular responsibility to listen to, educate, and empower the younger generation to create a sustainable future. Business leaders must step outside of their traditional roles and place sustainability and the opportunity to create value for society at the core of their strategies, including accelerating action on climate change. Trust is a fundamental enabler for these efforts to succeed.



XYLA WATER

Xyla Water is a global impact venture aimed at solving global water problems through innovation, education, collaborations and grassroots projects. In just a year and a half, Xyla has partnered with MIT to create extremely low cost filters to help the most underprivileged in the society have access to clean drinking water. The filter needs no electricity, utilizes plant tissue xylem to filter water. It costs less than 3 dollars and is aimed towards the low income families in developing countries. Xyla also works to spread awareness and education on water and sanitation in low income communities and schools.

“**IN COLLABORATION WITH MIT, OUR MISSION IS TO PROVIDE CLEAN WATER TO ALL BY MAKING WATER FILTERS AVAILABLE TO EVERYONE.**”

Dalia Al-Najjar
Co-Founder of Xyla Water, Goodwill Ambassador of Children of Peace

“**CLIMATE CHANGE IS ALTERING THE ECOSYSTEMS OF THE AMAZONS; THE RAINS ARE MORE INTENSE AND THE DROUGHTS ARE LONGER... IT IS URGENT THAT WE COME TOGETHER TO STOP THIS THREAT.**”

Edgar Montenegro
Founder and CEO, Corpocampo and 2018 Honouree

Trust is fundamental for businesses to maintain long-term relevance in society while thriving in a future sustainable economy. Businesses need to take climate leadership and create positive impacts for society. Positive impactful business action is dependent on the trust and support of investors, policy makers, organisations, and the general public.

Recent research on trust in 28 countries shows that trust is declining across all institutions. In 2018, the Edelman Trust Barometer recorded the largest decline of trust observed in its 18-year history of measurements. In the United States, there was a significant decline in the public's trust in business, government, NGOs, and media.



CLIMATE TRACKER

Climate tracker is an NGO that supports a network of over 7000 young environmental journalists between the ages of 18 and 30 and gives them the chance to create an impact on their national media. By creating local and global networks, Climate Tracker has enabled thousands of young people to become powerful voices for climate action. In 2017, ClimateTracker gave 12 journalism workshops worldwide, aided in the publication of 1750 articles in 120 countries, and attended 4 UN conferences.

The data on trust strongly encourages individual business leaders to step up and act. How will you, as a leader, build trust for your organisation?



THE SHIFT FROM OBLIGATION TO OPPORTUNITY IS A MAJOR MENTAL SHIFT THAT WE HAVE DONE.

Christina Figueres
Convenor, Mission 2020

There are also encouraging results that present business leaders with opportunities. CEO credibility is increasing. The public considers the number one job of CEOs to make sure their company is trusted. Family owned businesses are generally more trusted than publicly traded companies, although the first group will benefit from more transparency and disclosure.

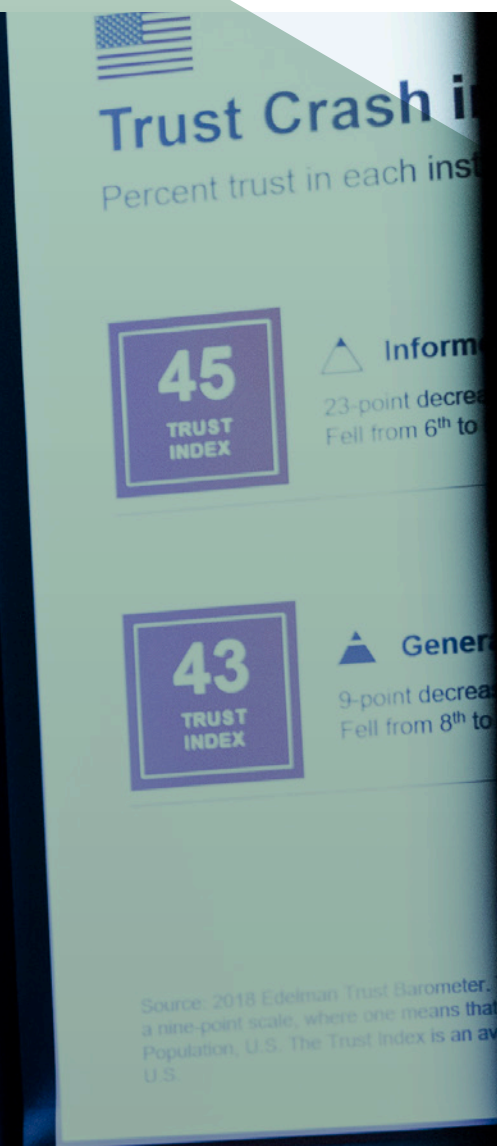


SOCIETY IN GENERAL NEEDS TO HOLD US AS CEOs ACCOUNTABLE. I'VE SEEN AN EXTREME LACK OF ACCOUNTABILITY OVER THE LAST GENERATION.

Lori Blaker
CEO, TTI Global and 2018 Honouree

“TO BUILD TRUST, CEOs MUST DO THREE THINGS: LEAD WITH PURPOSE, LIVE YOUR VALUES, CHOOSE YOUR MOMENTS FOR IMPACT.”

Matt Harrington
Matt Harrington, Global COO, Edelman



BUSINESS CAN THRIVE BY EMBRACING SUSTAINABILITY

All leaders must ask themselves how equipped they are to transition to a low-carbon future and how they can earn the trust of other actors in order to have maximum impact. Two industries, the financial industry and the energy industry, are in a position of particular influence to either slow or accelerate progress. Leaders in finance and energy must wrestle factors that preserve the status quo, such as short-term incentive structures and financial return targets, and unfavorable regulatory environments. The value in both sustainable investment and energy production is captured by those who are willing to be bold and plan for long-term returns. Industry needs to be proactive and work closely with government regulators and policy makers to create conditions that enable impactful climate leadership.



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CAPITAL IS SHIFTING AWAY FROM DIRTY, INDUSTRIAL ERA BUSINESS AND TOWARDS FUTURE-FIT COMPANIES THAT PROMOTE SUSTAINABILITY. FINANCE CAN BE A FORCE FOR GOOD.

Georg Kell
Chairman, Arabesque Asset Management



MISSION 2020

Mission 2020 is a collective endeavor that requires commitment and action by all stakeholders across countries and cultures. The team is the extended global network of individuals from organizations who have taken the Mission on as their own. Mission 2020 is coordinated by a group of experienced diplomats, campaigners and strategists from around the globe, working across the six milestone areas (energy, transportation, infrastructure, land use, industry, and finance) to help deliver immediate breakthroughs on emissions reductions. The team collaborates with a wide variety of organizations and constituents from sectors across the landscape, including businesses, investors, cities & states, non-governmental organizations, and faith groups to harness, elevate and accelerate the ongoing momentum toward the 2020 turning point.

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MY SUPERPOWER IS TRUST, BUT MY WEAPONS ARE STORYTELLING, DOCUMENTARY MAKING, WRITING, AND SOCIAL MEDIA.

Jamie Oliver
Chef and Founder of Jamie's Food Revolution

ROLE OF FINANCE: FUNDING A SUSTAINABLE FUTURE

For the financial industry, the challenge is how to generate healthy returns and finance a sustainable future. Industry panel consensus is that we need to move from a carbon-based economy to a non-carbon-based economy. The finance industry will be an important enabler of the transition to a low-carbon future through investments. There are positive signs: climate risk is increasingly being taken into account by investors. Some pension funds are shifting from fossil fuels towards sustainable investments because it is smart and has impact. In addition to it being necessary and the right thing to do for the future of the planet, finance has realised that there is money in sustainability.



STOREBRAND

Storebrand Asset Management, the largest private asset manager in Norway with €73 billion under management. Managing their customers' pensions, they need to act long-term and deliver the highest possible returns. However, Storebrand is conscious of how these returns are made, focusing on sustainable investments because it is smart and has impact. 50% of the new power generation capacity since 2015 is renewables. Against that backdrop, Storebrand need to be ahead of the trends, e.g. by leaving coal early. Storebrand ensures customers are aware of the positive impact of their savings.



SEB

SEB, an investment bank, is recognized as a pioneer in the Green Bond market through the creation of the first World Bank Green Bond – which was the start of institutional investors' activation of mainstream portfolios for climate investments. It's a simple model: proceeds from companies and organisations that issue Green Bonds are allocated to eligible Green Bond projects according to pre-defined criteria, verified by environmental specialists. Transparency is guaranteed through regular reporting of the Green Bond projects. Green bonds emerge as a financial infrastructure that ultimately results in cleaner air, water, and food.



THE EVOLUTION OF SUSTAINABLE INVESTMENTS HAS GONE FROM ETHICS, TO RISK MANAGEMENT, TO INVESTING IN SUSTAINABLE SOLUTIONS.

Jan Erik Saugestad
CEO, Storebrand Asset Management

Three developments within sustainable investments are already driving tangible results. The financial industry is applying new technology and financial instruments like green bonds to give finance purpose and capture the value of sustainability.

01

Financial technology, known as fin-tech, is rapidly increasing the transparency of investment opportunities and the availability of capital. Investors can use data, analytics, and technology to identify the “survivors”. For example, a new framework for assessing whether companies can make the energy transition enables investors to make fact-based decisions to invest in companies that are part of a sustainable future.



FINANCE IS OF A QUANTITATIVE NATURE, LENDING ITSELF TO TECHNOLOGY AND ANALYTICS, WHEREAS INDIVIDUAL COMPANIES ARE OFTEN SLOWED DOWN BY HUMAN NATURE, CULTURE, AND BIAS.

Georg Kell
Chairman, Arabesque Asset Management



I AM HERE TO TALK ABOUT PEOPLE... GREEN BONDS ARE REALLY ABOUT MOBILIZING PEOPLE.

Christopher Flensburg
Head of Climate and Sustainability Finance, SEB

02

Green bonds are one of several financial sector instruments that promote sustainable investing. Issuance of green bonds ensure people's savings go into green initiatives. This has some unexpected positive effects – it forces banks to define “green” and incentivises industry professionals to create a sound financial ecosystem for green investments.

03

Finance can have a purpose, and individual investors can direct financial institutions to purpose by purchasing instruments like green bonds or sustainability-based mutual fund portfolios. The investing community sees a total change in dialogue in sustainable finance. Green bonds are one of several instruments catalyzing a bigger transformation by mobilising people. And green bonds work. For example, China is now one of the strongest drivers of green finance, driven by the health benefits linked to reduced pollution of populated areas.



FINANCE INDUSTRY MUST START ASKING QUESTIONS LIKE: HOW CAN YOU MAKE MONEY WHILE MAKING THE ENERGY TRANSITION.

Martin Skancke
Chair, PRI

MSFA

Mongolian Sustainable Finance Association (MSFA) is a non-profit entity led by Nomindari Enkhtur, who is also a European Development Days Young Leader 2017. It was established by the Mongolian Bankers Association with the goal to expand sustainable finance into the banking and financial sectors, creating a national green investors' network. The association will primarily work in the areas of developing and updating sustainable finance frameworks and policies, providing guidance and tools, monitoring members' performance, leading policy dialogues, implementing capacity building activities, sharing international best practices, and supporting the development of green finance.



THE MSFA MARKS AN IMPORTANT MILESTONE FOR MONGOLIA'S SUSTAINABLE FINANCE JOURNEY. THE NEED FOR THIS UNIQUE PLATFORM AROSE FROM THE GROWING RECOGNITION TO ADOPT A MARKET-WIDE APPROACH TO MOBILISE FINANCE FOR SUSTAINABILITY.

Ms Nomindari Enkhtur
CEO, MSFA

TOUGH DECISIONS FOR THE ENERGY SECTOR: CHOOSING A PATH FORWARD

The challenges to traditional fossil fuel energy producers are managing and surviving the energy transition, and also predicting and managing the speed of transition. The fossil fuel energy players must make a strategic choice. Some companies will choose to expand their portfolios and transition into renewable energy sources.

These companies aspire to be future producers of renewable energy. Other companies aspire to be the "fossil survivors".



BY BECOMING THE BEST, MOST PRODUCTIVE, AND EFFECTIVE AMONG FOSSIL PEERS, WE ASPIRE TO BE AN IMPORTANT PART OF THE SOLUTION IN A FUTURE SCENARIO WITH 50:50 MIX OF FOSSIL AND RENEWABLE ENERGY.

Maria Moræus Hansen
CEO, DEA

In addition to the suppliers of energy, large consumers of energy can also influence the energy transition.



YARA

Yara, the world's leading fertilizer company, is one of the largest consumers of oil and natural gas. Although agriculture is the largest driver of deforestation and account for 25% of global CO2 emissions, it is calculated that, without fertilizers, the emissions from agriculture would be five times the current levels. Yara is exploring new technologies in order to further reduce the environmental impact, including emission levels, and aspire to shift their energy mix towards green alternatives.



BUSINESSES OWNERS AND INVESTORS NEED TO BE CATALYSTS FOR CHANGE, BOTH ON CLIMATE, DIVERSITY, TRANSPARENCY AND GOVERNANCE.

Eva Halvarsson
CEO, AP 2



WE DESIGN FOR LOW COST AND LOW CARBON. OUR FUTURE-FIT NEXT GENERATION PORTFOLIO HAS AN AVERAGE BREAKEVEN OF 21 USD PER BARREL, AND 3 KG CO2 EMISSION PER BARREL. THIS IS SUBSTANTIALLY LOWER THAN INDUSTRY AVERAGE OF 17 KG.

Hans Jakob Hegge
CFO, Equinor



FOR THE ENERGY TRANSITION TO HAPPEN, POLICIES ARE NEEDED... WHAT POLICIES ARE ABSOLUTELY CRITICAL TO SUCCEED, AND HOW CAN YOU AS A CEO BE A “GOOD” LOBBYIST?

Jeremy Oppenheim
Founding Partner, SYSTEMIQ

For government regulators and policy makers, the challenge is to enable business, industry, and markets to solve the overarching market failure: Releasing CO2 into the atmosphere has negative impact on society through climate change and temperature increases. Activities with such negative impact (externalities) are typically countered by government by imposing taxes. However, there is currently no price on using the atmosphere as a CO2 “air fill”. It is a government responsibility to regulate this problem. However, business and industry need to stand behind and support new laws and policy if they are to be passed by governing bodies.



“WE NEED BRAVE POLITICIANS TO MAKE BRAVE DECISIONS AND BE STATESMEN. IT’S EASY TO BE A POLITICIAN, IT MUCH MORE DIFFICULT TO BE A STATESMAN.

Martin Naughton
Founder and CEO, Glen Dimple



WHAT REALLY WORRIES ME IS THAT THE INVESTORS AND SHAREHOLDER POPULATION IS FRAGMENTED, WITH SUSTAINABILITY-ORIENTED INVESTORS ONLY CONSTITUTING A SLICE OF THIS POPULATION. WE HAVE TO PERSUADE THE BROADER SHAREHOLDER POPULATION TO BET ON US REINVENTING OURSELVES SUCCESSFULLY. THAT IS NOT AN EASY PITCH.

Karina Litvack
Board Director, ENI



GETTING BIG BUSINESS TO BE BETTER IS THE FUTURE. IN POLICY AND PRACTICE, YOU CAN BE RUBBISH OR YOU CAN BE ROBUST - THAT IS YOUR LEGACY.

Jamie Oliver,
Chef and Founder of Jamie's Food Revolution



Word cloud generated by the participants
at the Round Table

THE CHALLENGE AND NECESSITY OF BUILDING TRUST

For individual business leaders, a key question is how to build and maintain the trust needed to have impact. Research from Edelman, combined with the personal stories shared by panelists and senior executives at the summit, gives some guidance as to what influences the levels of trust.

TRUST CAN BE BUILT...

e.g. financial reporting once a year shifts focus from short-term to long-term planning, enabling actions that favor sustainability. Harvard Business Review showed that companies that make this shift have a neutral or positive effect on their financial performance.



TRUST CAN BE DESTROYED BY LACK OF TRANSPARENCY AND ACCOUNTABILITY

The financial sector is still struggling to regain trust following the 2008 financial crisis. Trust in government plummeted following the Brexit vote and recent US elections. There are also examples of chief executives destroying trust by focusing on identifying whistleblowers rather than acting on their concerns.



USE OF TECHNOLOGY AFFECTS LEVELS OF TRUST.

On the positive side, blockchain technology is associated with increased trust among the informed public. On the other hand, recent issues on data privacy and insufficient safeguarding of data destroys trust. Business leaders need to be increasingly aware of how their choices of technology affect the trust in their business.



CIVIL SOCIETY NEEDS TO HOLD CEOS ACCOUNTABLE.

Mentoring, training, and capability building are essential. Across age groups, company values are more important to employees now compared to previous decades. This value is no longer limited to millennials.



THE TRUE TEST OF BUSINESSWORTHY-NESS IS NOT BUSINESS BEING WORTHY BUT FOR BUSINESS TO MAINTAIN TRUST OVER TIME... BUSINESS NEEDS TO IMPROVE DISCLOSURE, REPORTING, AND TO ENGAGE IN MEANINGFUL STAKEHOLDER CONVERSATIONS.

Nikolai Astrup

Norwegian Minister of International Development

THE OSLO BUSINESS FOR PEACE AWARD ABOUT THE AWARD

The Oslo Business for Peace Award is presented annually to businesspersons who are outstandingly promoting the interdependent relationship between business and peace, through their businessworthy actions.

Being *businessworthy* is to apply one's business energy ethically and responsibly with the purpose of creating economic value as well as value for society.

An independent Award Committee consists of Nobel peace Prize laureates and laureates of the Sveriges Riksbanks Prize in Economic Sciences in Memory of Alfred Nobel. The Award Committee selects the Honourees following a global, bottom-up nomination process by the networks of Business for Peace's global partners: the International Chamber of Commerce, United Nations Global Compact, United Nations Development Programme, and Principles for Responsible Investment.



Shirin Ebad
Iran



Leymah Gbowee
Liberia



Finn Kydland
Norway



Ouided Bouchamaoui
Tunisia



Eric S. Maskin
USA

The committee evaluates the nominees on the criteria of being a role model to society and their peers, having earned trust by stakeholders, and standing out as an advocate.

2018 BUSINESS FOR PEACE HONOUREES



EDGAR MONTENEGRO
FOUNDER AND CEO, CORPOCAMPO

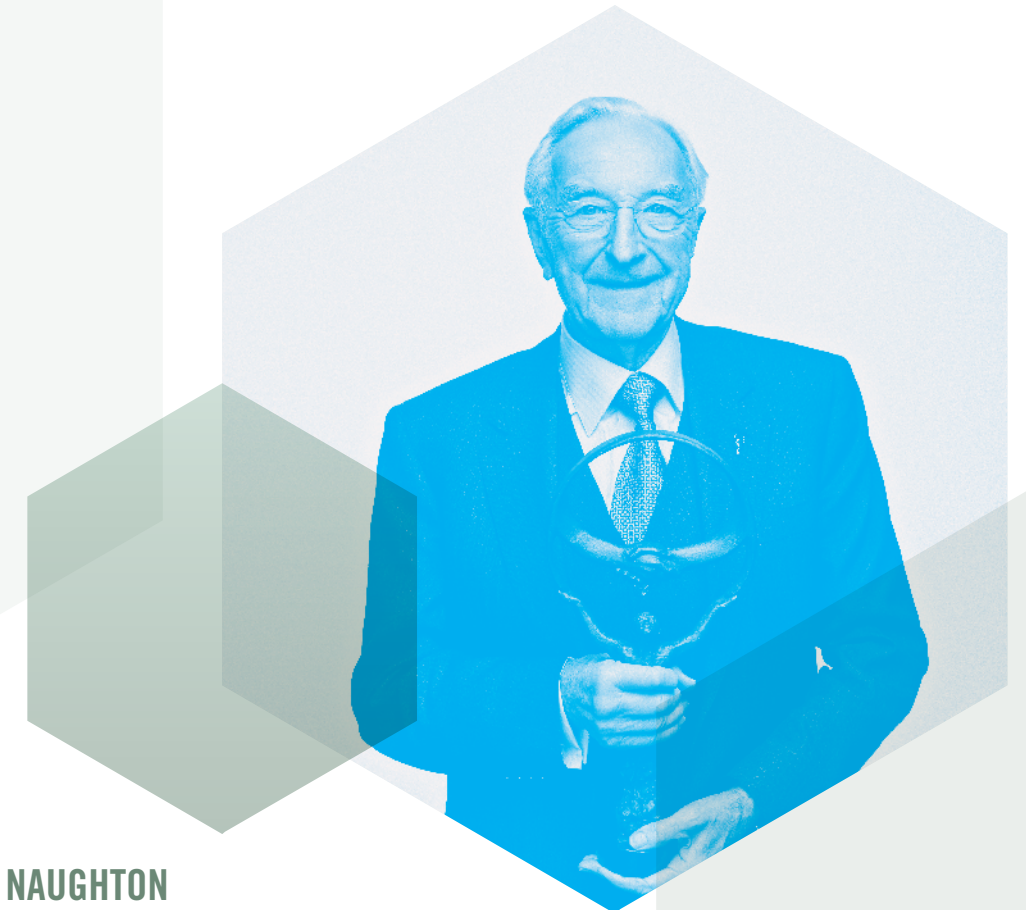
Edgar Montenegro (Colombia) founded Corpocampo in 2003 with the aim of using food production to build sustainable communities. The Colombian Pacific Coast region has long been affected by the country's internal conflict, leading to widespread poverty, violence, and illegal coca crop production. Montenegro wanted to improve people's lives by providing a legal and reliable source of income. His company specialises in the production and distribution of acai berries and palm hearts, with all products deriving from sustainable farming practices. Operating in several locations in Colombia, Montenegro works closely with local Afro-Colombian communities and indigenous people. Corpocampo has provided jobs for over 240 female-headed households, impacting over 1,300 families. Montenegro is recognised for his courageous achievements proving how the private sector can build peace by identifying business opportunities that help marginalised groups become more resilient.

2018 BUSINESS FOR PEACE HONOUREES



LORI BLAKER
CEO, TTI GLOBAL

Lori Blaker (United States) champions inclusion and gender equality as core values at TTI Global, a staffing, recruiting, and consulting firm operating on five continents with over 2000 employees. Blaker is recognised for her business performance not only in the United States but in developing economies such as India and Afghanistan. In 2016, Blaker opened a retail Automotive Service Center and Training Center in Kabul, creating much-needed job opportunities in a challenging environment. Notably, the facility employs both men and women. Blaker developed a special training program for local women to learn management skills in an industry they would traditionally be barred from, which is just one example of her commitment to making positive change through business.



MARTIN NAUGHTON
FOUNDER, GLEN DIMPLEX GROUP

Martin Naughton, KBE (Ireland) has grown Glen Dimplex Group from seven employees in 1973 to becoming Ireland's largest privately-owned manufacturing business and one of the world's leading manufacturers of domestic appliances. During the turbulent years of the Northern Ireland conflict, Naughton promoted and supported business on both sides of the border, including negotiating cross-border trade. Naughton also played a significant role in establishing a corporate department on renewable and low-carbon solutions for heating, cooling, and ventilation, taking an active role in tackling climate change. Naughton receives the Award for his inspiring efforts to promote the role of the private sector in contributing to peace and environmental sustainability.

PARTICIPANT SNAPSHOT

30

NUMBER OF COUNTRIES
AT ROUNDTABLE

+1000

NUMBER OF PARTICIPANTS
FOR SUMMIT

16

COUNTRIES REPRESENTED
BY SPEAKERS (38)

FEMALE %
39
MALE %
61



AGE GROUPS (%)

19 50 31

UNDER 35 BETWEEN 35-55 OVER 55

INDUSTRY
REPRESENTATIVE (%)

16	25	16
CONSULTANT	FINANCE	ORGANISATIONS/ NGO
6	9	28
GOVERNMENT	ENERGY/ TECHNOLOGY	OTHER



4500

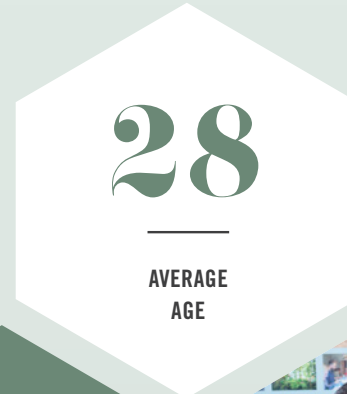
TOTAL LIVESTREAM VIEWS,
DURING MAY 15-16 EVENTS

VOLUNTEERS

26

NATIONALITIES
REPRESENTED

28

AVERAGE
AGE

37

NUMBER OF
VOLUNTEERS

19-55+

AGE RANGE



GLOBAL AUDIENCE

VIEWERS TUNED IN FROM 35 COUNTRIES:

AFGHANISTAN, ARGENTINA, AUSTRALIA,
AUSTRIA, BELGIUM, BRAZIL, CANADA, CHILE,
COLOMBIA, ECUADOR, ESTONIA, FINLAND,
FRANCE, GERMANY, GHANA, INDIA, IRELAND,
JAPAN, LIBERIA, MYANMAR, NEPAL,
NETHERLANDS, NORWAY, PANAMA, SINGAPORE,
SWEDEN, SWITZERLAND, SUDAN, THAILAND,
TUNISIA, UAE, UNITED KINGDOM, UKRAINE,
UNITED STATES OF AMERICA



“

DO YOU KNOW HOW WE REBUILD TRUST IN OUR LEADERS AND OUR INSTITUTIONS? IT'S BY SHOWING UP AND BEING TRUSTWORTHY... IT'S BY BEING THE LEADER WILLING TO MAKE THE ARGUMENT – IN THE BOARDROOM, ON THE NEWS CHANNEL, IN BUDGET CONVERSATIONS – THAT BUSINESS DECISIONS THAT ARE ETHICAL AND BUILD SUSTAINABLE DEVELOPMENT ARE NOT ONLY THE RIGHT THING TO DO, THEY MAKE FINANCIAL SENSE

Leymah Gbowee

Liberian peace activist, Nobel Peace Prize Laureate 2011,
and Business for Peace Award Committee member

THE 2019 BUSINESS FOR PEACE SUMMIT

WE INVITE YOU TO JOIN US
IN OSLO ON
14-15 MAY 2019

BUILDING TRUST: ACCELERATING CLIMATE LEADERSHIP 2018 BUSINESS FOR PEACE SUMMIT REPORT



BUSINESS
FOR PEACE
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