



## THE 2012 OSLO BUSINESS FOR PEACE AWARD

# The Essences of Trust in Business Today

2012 Oslo Business for Peace Award

Oslo, 7 May 2012.  
Oslo City Hall



## The Essences of Trust in Business Today - 2012 Oslo Business for Peace Award



**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 2012 Oslo Business for Peace Award will mark the sixth Summit for our Foundation.**

**Since 2007, the world has come to see business in a new light, demanding greater accountability from businesses. The financial crisis of 2008, followed by the Occupy movement and economic unrest, have made the public better aware of the role played by business in society. In response, numerous businesses around the world have given clear proof of their willingness to engage society as partners, in developing shared value between business and society. We find this encouraging, while realizing that much work remains to be done.**

The Business for Peace Foundation is now prepared to rise to the next level in its work. This year with 90 local nominations from over 60 nations. We have already entered into a partnership with the International Chamber of Commerce (ICC), to search local business communities worldwide for Nominees to the Award. We are at the threshold of accelerating global awareness of the concept of Being Businessworthy. Through the establishing of the Fellowship we aim to build this understanding in three areas: (1) Develop the awareness and recognition of the Award and the concept of Being Businessworthy; (2) Support research through awarding Doctoral scholarships, related to how Businessworthy behavior promotes trust, stability and peace; (3) Establish a Resource Center for the sharing of Businessworthy cases and insights, to provide support for businesspersons and others wishing to explore the rewards in long-term conscious capitalism.

We believe the idea of Being Businessworthy, combined with the power of the Business for Peace Award, connects with business people around the world, and motivates them to rethink how they apply their business energy.

Marrying strong business performance with reaching for a higher purpose can rebuild the trust proposition between business and society, and help promote stability and peace. This is the essence of Being Businessworthy, which we define as applying your business energy ethically and responsibly with the purpose of creating economic value that also creates value for society.

## The 2012 Oslo Business for Peace Honourees

The 2012 Oslo Business for Peace Honourees have been named by the Foundation's independent award committee. Their trailmaking contribution to a wider acceptance of Businessworthy behavior is recognized during the Oslo Business for Peace Summit on May 7, 2012.

The Oslo Business for Peace Award is given to seven outstanding nominees for their adding to a better understanding of the relationship between ethical business practices and peace.

Adam Smith has been wrongfully used to defend predatory business practices. It is particularly his "invisible hand" metaphor which has been misused. Unknown to many, and truer to his writings, is his statement that "Markets could not flourish without a strong underlying moral culture animated by fellow-feeling, by our ability to understand our common bond as human beings and to recognize the needs of others." The Foundation is confident that the 2012 Honourees are strong exemplars to others in proving the worth of that statement.

### Ibrahim Abouleish (Egypt) -



Dr. Ibrahim Abouleish is the founder of the comprehensive development initiative SEKEM, in Egypt. During a journey through Egypt in 1975, Dr. Abouleish was overwhelmed by his country's overpopulation,

and its pollution, particularly from the use of chemical pesticides. SEKEM has been a leader in developing and spreading biodynamic farming methods 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. SEKEM means "vitality from the sun," and remarkably Dr. Abouleish has stated that: "I had a vision of a three-fold project that would allow me to contribute to community-building, humanity, and healing the earth. The desert was like the canvas of a painting, but without a frame."

### Eduardo Eurnekian (Argentina) -



Eduardo Eurnekian is president of Corporacion America. Eurnekian has a strong commitment to peace and reconciliation, and advocates genuine restoration and reconciliation between Turkey and Armenia, with the consolidation of bilateral relations between the two countries. He is a prominent advocate of ethical business practices, who sold all his media holdings when diversifying into other sectors of the Argentinian economy, in order not to have privileged access to the media, "in a manner that would imply unfair competition with other companies." 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 globally and significantly.

### Vladas Lasas (Lithuania) -



Dr. Vladas Lasas, CEO/ Founder of Skubios siuntos UAB Kaunas & UPS/ Lithuania, is an inspirational business leader who is helping drive awareness of how technology, cooperation and synergy can provide important

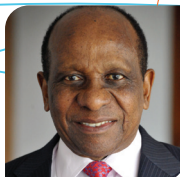
solutions to pressing, global problems. He is co-founder of the Carbon War Room, the global non-profit initiative by entrepreneurs to implement market-driven solutions to climate change. His numerous involvements and initiatives all have as a common goal to bring together resources from a number of fields and disciplines, across established boundaries, in order to find ways to make the world a better place. In a play on his last name, which means "drop of water" in Lithuanian, his business card declares "Every drop counts."

### David W. MacLennan (USA) -



Dave MacLennan is the President and Chief Operating Officer at Cargill, Inc. Under MacLennan's guidance, Cargill has developed management systems and policies to ensure environmental compliance, prevent pollution and continually improve performance on criteria relevant to their business and operations. The group's commitment in this area has led the way for others, in showing that it is possible to have a proven social responsibility record, and also be a leader in profitability and growth. The Ethical Guiding Principles developed for the group, under MacLennan's stewardship, can serve as a guideline for all businesses.

### Reginald A Mengi (Tanzania) -



Reginald A. Mengi is the founder and chairman of the IPP Group. From humble beginnings, Mr. Mengi's company today ranks amongst the largest private companies in

Tanzania. Mr. Mengi has consistently advocated the need for business to actively engage with communities and take responsibility for their development. He promotes initiatives that assist the disadvantaged and infirm, and is seen to be in the forefront in fostering national unity as a leading advocate for peaceful coexistence. He indiscriminately contributes to all religious faiths, and helps finance the construction of schools. The examples of social responsibility set by Mr. Mengi are widely emulated in the Tanzanian business community. Mengi's business peers have shown their trust by voting him "most respected CEO in East Africa" for 3 successive years.

### Latifur Rahman (Bangladesh) -



Latifur Rahman is the Chairman and CEO of the Transcom Group. The group's growth has taken place under adherence to ethical and responsible business practices that serve as a guideline for other businesses in the region. The group is one of the highest corporate tax, VAT and import duty payers in Bangladesh, with a clean bank record. The companies in the group also adhere to labor standards and industrial laws. Other businesses in the region look up to Mr. Latifur Rahman for leadership and guidance for his integrity, ethical standards and business acumen – well illustrated by Mr. Rahman's reelection as chairman of the Metropolitan Chamber of Commerce and Industry for a total of seven terms.

## SPEAKERS AND PARTICIPANTS



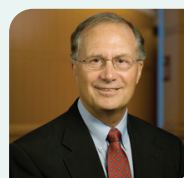
**H.E. Alexandra Christina, Countess of Fredriksborg**, will address "The Essences of Trust in Business Today." H.E. Alexandra Christina chairs the ethics board of Ferring Pharmaceuticals, and has significant experience in the cross field of business and government, while also being a patron of a range of causes in the intersection between business and society.



**Roberto Servitje Sendra** is a founding member and Chairman of Grupo Bimbo, and a 2010 Business for Peace Honouree. Mr. Servitje Sendra is co-founder of what is now the world's fourth largest food company, and is highly respected for his sincere dedication to corporate social responsibility, a discipline he and Grupo Bimbo pursued and developed long before CSR became a business necessity.



**Erik Belfrage** is Chairman and partner at Consilio International AB, Stockholm, and chairs the Committee on Corporate Responsibility and Anti-Corruption of the International Chamber of Commerce (ICC). He is also VP of the Finance Committee of ICC. He is an advisor to the Wallenberg family and holds a number of board positions in Swedish and international businesses and organisations.



**George J. Siedel** is the Williamson Family Professor of Business Administration & Thurnau Professor of Business Law at the University of Michigan. Professor Siedel has been admitted to practice before the United States Supreme Court, and the supreme courts of Michigan, Ohio and Florida. His recent publications focus on proactive law and the use of law to gain competitive advantage. His research addresses legal issues that relate to international business law, negotiation and dispute resolution.



**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.



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



**Achilles Tsaltas**, Senior Vice President Innovation & Development, International Herald Tribune. Mr. Tsaltas has been with International Herald Tribune since 1999, and has extensive experience with the media group's operations in emerging economies. In 2004 he became part of the IHT's Senior Management Team, and in January 2012 he was promoted to Senior VP in charge of Innovation, Development, Partnerships and Conferences, spearheading the group's efforts for new revenue streams and new ventures.



**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)



**Hallstein Bjercke**, Vice Mayor for Cultural Affairs and Business Development, City of Oslo. He has previously been director of the Government Relations arm of the Norwegian Information Technology Forum (IKT-Norge), vice-director of the think-tank Civita and a political advisor to the Norwegian Liberal Party.



**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.

