



THE BUSINESS FOR PEACE
FOUNDATION

*Releasing the Peacebuilding
Power of Being Businessworthy*



BEING BUSINESSWORTHY -

is to apply your business energy ethically and responsibly with the purpose of creating economic value that also creates value for society.



THE OSLO BUSINESS FOR PEACE AWARD

*The highest distinction given to a
businessperson for outstanding
Businessworthy accomplishments*



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



The members of the independent award committee are Professor A. Michael Spence, Professor Wangari Muta Maathai and Professor Muhammad Yunus

An independent committee of Nobel Prize winners in peace and economics decide the recipients of the Award. They adhere to the criteria for Being Businessworthy stipulated by the Foundation



The Criteria

To be considered Businessworthy, and a candidate for the Award, Nominees must be:



Examples to Society and their Peers

Nominees are acting as examples to the general public and inspiring the business community by showing how to achieve success through ethical and responsible practices.

Advocates of Ethical and Responsible Business

Nominees are outspoken advocates of ethical and responsible business principles, and of social responsibility in corporate governance.

Trusted by the Communities their Businesses Affect

Nominees have developed and cultivated successful international or national businesses in a manner that is recognized and appreciated by the communities within which their businesses act.

The Business for Peace Academic Program

Collaboration with business thinkers at globally recognized academic institutions.

Co-developing the Businessworthy Index together with Business Ethics Professor Tim L. Fort at George Washington University, investigating how business can promote stability and peace.

The Foundation's Doctoral Scholarship program will be led by Professor Fort.



Supporting Partners

ICC - International Chamber of Commerce

International Chamber of Commerce®
The world business organization®

Oslo Business for Peace Award

About the Award

Business for Peace Awards

We have the pleasure of inviting your organization to become an official Nominating Authority for the annual **Business for Peace Awards**.

This year, the International Chamber of Commerce (ICC) and local chambers of commerce will be assisting in the global nomination process for the Business for Peace Award through searching for outstanding business people who have been able to achieve business success while acting in an ethically responsible way.

The inaugural Awards were given for the first time in 2009 in Oslo, Norway - the home of the Nobel Peace Prize, with honorees chosen by a prestigious Award Committee consisting of past Nobel Prize winners in Peace and Economy.

The 2010 Business for Peace Awards were given to seven outstanding business people from Israel, Malaysia, Mexico, Nigeria, United Kingdom, and United States.

Chambers of commerce worldwide have long proposed that there is a relationship between peace and business.

Business deals are sealed with a handshake, and lasting business relationships are created when handshakes are made in good faith between partners intent on creating mutual benefits for one another.

Supporting Partners:

- Business for Peace Foundation
- ICC Corporate Responsibility - Business In Society
- World Chambers Federation
- ATA Council
- World Chambers Congress

World's largest business organization, with 12.000 chapters in over 130 countries.

The ICC is helping search the world for nominees that satisfy the criteria set for Being Businessworthy.

The 2019 Centenary of the ICC will have Peace through Trade as its motif, and this will be marked during the “countdown” years.



Supporting Partners

City of Oslo



Oslo's position on the world stage in connection with the Nobel Peace Prize provides a strong backdrop for the presentation of the Oslo Business for Peace Award.

Mutual benefit through our joint goal of establishing the Business for Peace Summit on the global CSR-calendar.





Anthony Venables, BP Professor of Economics, Oxford introducing the Natural Resource Charter



Long Yongtu, Secretary-General, Boao Forum for Asia



Bob Geldoff



Jan Egeland, director of Human Rights Watch Europe

The Business for Peace Summits have distinguished speakers discussing the concept of Peace through Trade

The 2010 Honourees





Dr. Francis Yeoh gave the Primus inter pares speech on behalf of the 2010 Honourees



Facsimile - Financial Times, 12.11.2010

The Summits conclude with the Honourees' Dinner at Akershus Festning





ADAM SMITH 2.0

*Moving Beyond Creditworthy
to Being Businessworthy*

Motivation

There is an increasing disconnect and adversarial relationship between business and society



The destruction of trust has created a need to rebuild the trust proposition between stakeholders

Old modes of information control have no relevance in the e-connected world of information abundance

The Invisible Handshake

«Markets could not flourish without a strong underlying moral culture, animated by empathy and fellow-feeling, by our ability to understand our common bond as human beings to recognize the needs of others.»

Adam Smith



Combining 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.

Business for Peace Fellowship

«Not all profit is equal. Profits involving a social purpose represent a higher form of capitalism, one that creates a positive cycle of company and community prosperity.»

Prof. Michael E. Porter, HBS



Joining the Business for Peace Fellowship is an opportunity to lead the way in this coming transformation of business.

Business for Peace Fellowship

«The solution lies in the principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges.

Businesses must reconnect company success with social progress.»

Prof. Michael E. Porter, HBS



A shift in mindset from passive Corporate Social Responsibility to actively Creating Shared Value through Being Businessworthy in one's operations.



Nestlé

Good Food, Good Life

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Creating Shared Value

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“ Creating Shared Value is a fundamental part of Nestlé's way of doing business that focuses on specific areas of the Company's core business activities – namely *water, nutrition, and rural development* – where value can best be created both for society and shareholders. ”



Creating Shared Value and Rural Development Report 2010

In our latest Creating Shared Value Report, we focus specifically on rural development, one of the most important drivers of global development. Read more: [Nestlé report reveals factories' impact on rural development](#)

[Full report \(pdf, 6 Mb\)](#)

[Summary report \(pdf, 2 Mb\)](#)

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Nestlé Creating Shared Value Forum to examine changing role of business

May 16, 2011

Nestlé will encourage global leaders from the private sector, academia, government and non-governmental organisations to discuss the changing role of business at the Creating Shared Value Forum in Washington D.C. in the United States this week.

The third annual Forum event – which takes place on Thursday, May 19 – will be led by Nestlé in partnership with the Atlantic Council, an independent network that promotes constructive U.S. leadership and engagement in international affairs.

Peter Brabeck-Lemathe, Nestlé Chairman, and Paul Bulcke, Nestlé Chief Executive Officer, will join high profile guests at the event including Ernesto Zedillo, former President of Mexico and Director of the Center for Globalization at Yale University; and Julio Frenk, former Minister of Health for Mexico and Dean of the Harvard School of Public Health.

Other participants will also include Professor Michael Porter of the Harvard Business School; Ann Veneman, former Executive Director of UNICEF and former US Secretary of Agriculture; and Senator Chuck Hagel, Chairman of the Atlantic Council.

Throughout the day, speakers will participate in a series of interactive panel discussions to examine why international development models are not keeping up with the rapid pace of global economic change, and how business could be a crucial force for advancement.



CONSTRUCTIVE DIALOGUE: The 2011 Creating Shared Forum in Washington D.C. will follow a similar format to last year's event in London (above).

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The Business for Peace Foundation

Naming Honourees who receive the Oslo
Business for Peace Award in recognition of
their outstanding and individual
Businessworthy accomplishments



Illuminating the concept of Being
Businessworthy

Sparking the Businessworthy Movement, by
getting individual decision makers to rethink
how they apply their business energy



«I think the idea behind the Oslo Business for Peace Award, and the potential impact it may have, is important and inspiring. It is important to encourage businesspersons to be conscious of the role they can play as individuals to foster stability and peace.»

Nobel Laureate H.E. Kofi A. Annan



THE BUSINESS FOR PEACE FOUNDATION

*Join us in the worldwide search for
Businessworthy Honourees – with
the goal of showing that business
can build lasting trust and help
promote stability and peace.*



THE BUSINESS FOR PEACE
FELLOWSHIP

*Helping Reconnect
Business and Society*