



BUSINESS  
FOR PEACE  
FOUNDATION

**Brundtland +30: Breakthrough Ideas for  
Future-proofing the Global Economy**

The 2017 Business for Peace  
Summit Summary report



## BUSINESS FOR PEACE FOUNDATION

### EXECUTIVE SUMMARY

The Business for Peace Summit 2017 was held in Oslo on 15-16 May, 2017 gathering leaders from business, politics and society on the topic of how to future-proof our economies, societies and business models.

Three essential tools for future-proofing are: Leadership, technology and financial capital. From the Summit, we have the following recommendations:

#### A. Take leadership by

1. Putting in place structures that encourage and reward speaking up rather than sticking with the existing models
2. Turning companies into social enterprises – for-profit business models that address social and/or environmental challenges
3. Collaborating across sectors and outside of our own comfort zones, including unlikely alliances

#### B. Develop and apply technologies by

1. Thinking outside of, and across, traditional sectors
2. Challenging existing paradigms, industries and truths
3. Using technologies inclusively

#### C. Meaningfully move financial capital by

1. Improving the quality of sustainability data and using it actively in investment decisions
2. Using investor influence strategically to drive companies and others in a more sustainable direction
3. Developing new finance structures, including collaborations with governments to de-risk investments

## THE UNIQUENESS OF THE BUSINESS FOR PEACE SUMMIT

The Business for Peace Summit is held in Oslo in May each year, examining how business can contribute to building peaceful and prosperous societies. The Summit gathers business leaders, investors, leaders of international organisations, NGOs, politicians, academics and civil society from all over the world. The Summit consists of interactive panel conversations, a lecture, award ceremony, reception and dinner with key note speeches and provides formal and informal arenas for exploring how and why business can be an essential contributor to peace in the widest sense of the word.



### 1. Honouree Network Meeting

Nobel Peace Centre, Business for Peace Honourees



### 3. Reception

Dean's House, hosted by the Norwegian Ministry of Foreign Affairs



### 2. Lecture

University of Oslo with Adam Grant, author and professor at Wharton Business School, 600 guests



### 4. Roundtable

Sentralen, 200 leaders from across business, politics, academia and civil society



### 5. Award Ceremony

Oslo City Hall, 650 guests



### 6. Award dinner

Oslo City Hall

The Business for Peace Award is conferred to exceptional individuals each year who exemplify the Foundation's concept of being businessworthy: Ethically and responsibly creating economic value that also creates value for society.

Award recipients are selected by an independent committee of Nobel laureates in Peace and Economics.



Watch video from the 2017 Business for Peace Summit



**Durreen Shahnaz's** search for a way to bridge the gap between rich and poor has shaped her life journey from Wall Street to the rural paths of Bangladesh. She is running the IIX (Impact Investment Exchange) Stock Exchange and IIX Foundation, aiming to foster growth, innovation and market readiness of social enterprises. She will be awarded the GSG Honors 2017 Impact Market Builder of the Year by the G20 Impact Investing Steering Committee at the G20 Summit in July.



**Harley Seyedin** has sought to promote a development model in large energy projects that is socially, environmentally and economically sustainable. This is a model in which the indigenous communities themselves are major stakeholders who will enjoy secure, long-term revenue with which they can move beyond subsistence living to invest in their own futures.



**Murad Al-Katib**, through his company, AGT Food and Ingredients, provides about a quarter of the global supply of lentils. AGT estimates that their supplies to the World Food Programme and the International Committee of the Red Cross feed more than 4 million refugee families per year through the family ration distribution programme for Syrian refugees. He was named EY World Entrepreneur of the Year™ 2017 in June.



**Elon Musk's** interest in the Internet, renewable energy and outer space has been a powerful driving force for his continuing efforts to promote and advance sustainable solutions for electric cars, solar energy and space exploration technologies.

#### 2017 Honouree Network Initiative

In 2017, the Business for Peace Honouree Network was established. The Honouree Network is a place for Honourees to collaborate, inspire and be inspired. The network is supported by the Business for Peace Foundation by locating and offering speaking opportunities and possible areas for cooperation between Honourees themselves, the Foundation and more widely.

The Business for Peace Summit serves as an annual meeting place for the network and the first meeting took place on May 15th 2017 at the Nobel Peace Center in Oslo.

More than  
**200**  
participants at the  
roundtable...

...from  
**30**  
different  
countries

## 2017 HONOUREES



The 2017 Honourees from left: Georg Ell (representative for Elon Musk), Harley Seyedin, Durreen Shahnaz and Murad Al-Katib



Watch Oslo Business for  
Peace Award ceremony



## BACKDROP – WHY DO WE NEED TO FUTURE-PROOF OUR ECONOMIES, SOCIETIES AND BUSINESS MODELS?



*“I think the answer is simple. It is because we want the best for the common generation, for our country and for our planet.”*

– Erna Solberg, Prime Minister of Norway



*“We should all be thinking what can I do, what is my responsibility”*

– Gro Harlem Brundtland

2017 marks the 30-year anniversary for the report, “Our Common Future”, published by the World Commission on Environment and Development, led by Dr Gro Harlem Brundtland. Significant steps were taken in the first few years following the report, from the Earth Summit held in Rio de Janeiro in 1992 where the world signed on to the Convention on Climate Change, to the Convention on Biological Diversity and Agenda 21.

The world has come a long way over the past 30 years, but we have still not come far enough. We have significantly reduced poverty, but we are in an era of stunting wealth and increased wealth inequality. We have achieved increased life expectancy and greater gender equality, but we live in a world characterised by political turbulence, conflicts and war, climate change and waste generation. Business as usual is simply not good enough.

However, the main building blocks are now in place to future-proof the world. In 2015, the world came together and agreed on 17 ambitious and concrete UN Sustainable Development Goals (SDGs) to set the global agenda for the next 15 years. These goals provide a key to progress and business opportunities. Going forward, three tools can help us reach these goals and future-proof our economies, societies and business models – namely leadership, technology and financial capital.





## INSIGHTS AND RECOMMENDATIONS

### A. BREAKTHROUGH LEADERSHIP



Leadership is a task performed by individuals, who must be courageous if we are to succeed in future-proofing our economies, societies and business models. Without being bold, we will never identify or realise the changes needed. Being bold also involves taking risks, by challenging an existing industry, convention or paradigm.

Several leaders at the 2017 Summit have personally experienced this – be it Murad Al-Katib challenging the agricultural industry in Canada, Gro Harlem Brundtland voicing environmental concerns to the business leaders at the World Economic Forum as a young minister of the environment, or Grace Shauri joining the Executive Council of the Mathare Youth Sports Association as a 14 year old girl. Individual courage and passion is key to starting a movement, but it is not enough, we must also drive change through institutions and collaboration.

We must take leadership by:

#### 1. Putting in place structures that encourage and reward speaking up rather than sticking with the existing models

- This means ensuring that our colleagues and those affected by our operations are encouraged to be innovative and challenge the norms rather than sticking with and accepting status quo
- Examples of such structures are sharing the CEO role between two individuals, formalising the inclusion of younger generations and women in leadership positions, for example through rotation, and reversed mentorships where young talents mentor senior leaders as much as the other way around

*“We have a culture to respect our parents. We have a culture to wash our hands after we eat. We must make sustainability our culture.”*

– Grace Shauri, MYSA

*“Passion got the conversation started, economics sustained it”*

– Murad Al-Katib, AGT Food and Ingredients

#### 2. Turning companies into social enterprises – for profit business models that address social and/or environmental challenges

- All for-profit business models have the potential to and should contribute to addressing social and/or environmental challenges. A business model that works in tandem with and contributes to society and the environment is more robust than one that generates profits at the expense of its surroundings.
- Having a purpose beyond profit can also attract employees, partners and investors

*“Every business is, and should be, a social enterprise”*

– Adam Grant, Wharton Business School

#### 3. Collaborating across sectors and outside of our own comfort zones, including unlikely alliances

- Future-proofing is not done in isolation, it is done by involving the full ecosystem – business, investors, customers, suppliers, civil society, local communities, politicians and academia. Systemic challenges require a systems approach to solutions. By including a variety of partners, we can increase the reach, scale and the positive impact of business.
- At the same time, it is also important to recognise that each of the actors have their role to play – their distinct competencies and responsibilities, but also, ultimately, interests. This must be recognised and accounted for when forging effective partnerships.

*“We need to have collaboration across the whole value chain, focusing more on system leadership than leadership of individual businesses”*

– Svein Tore Holsether, Yara

*“Learning to partner and collaborate is the most important to future-proof – we don’t all speak the same language”*

– Marilyn Carlson Nelson, Carlson



**Gro Harlem Brundtland:** Former Prime Minister of Norway, who awakened and inspired the world with the report “Our Common Future” and the definition of “sustainable development” when serving as chair of the World Commission of Environment and Development.



**Grace Shauri:** As Member of Executive Council at Mathare Youth Sports Association (MYSA) in Nairobi, she shows how young leaders can both educate and sensitise the younger and established generation to the importance of sustainability.



**Marilyn Carlson Nelson:** Is a leader and a Business for Peace Honouree who believes business is one of the greatest forces for good in the world. She looks at business as an effective way to create peace by unifying people of different cultures, languages, and faiths who are following a common goal.



**Brett Wigdortz:** Through 15 years as CEO of Teach First, he has combined a business mindset with the conviction that one teacher can change a child’s life. Their teachers have now taught one million children.

## B. BREAKTHROUGH TECHNOLOGIES



Technologies can, and are, changing the world as we know it. It enables us to transform how we design, interact, use information and plan and live our lives. Scalability means that the effect is tremendous. How we develop and apply technologies is as important as what the technologies are.

We must develop and apply technologies by:

### 1. Thinking outside of sectors and combine disciplines

- Breakthrough technologies are not confined to traditional sectors, they cross and blend and challenge the traditional sector and industry divisions

*“There are 5000 people who, through us, are first time income tax payers in India”*  
 – Samar Singla, Jugnoo

### 2. Challenging existing paradigms, industries and truths

- Development and application of breakthrough technologies will always be resisted by established players and structures. Energy savings challenge the energy distributors, radical transparency challenges business secrecy. This resistance is often difficult to meet, but also an illustration of the potential of the new technologies.

*“Don’t underestimate the protection and resistance of the previous regime”*  
 – Tom Even Mortensen, eGain

### 3. Using technologies inclusively

- We need to make sure that technologies are not simply available, but also used wisely and inclusively to fully exploit their potential and to make these technologies work for good

*“How do we make sure that everyone stays in the game?”*  
 – Anita Schjøll Brede, IRIS AI

## IRIS.AI

### Artificial Intelligence

AI mimics human cognitive functions such as learning and problem solving. It allows us to collect, process and use information in completely new ways. For example, artificial intelligence can combine historic and real time health data and link this with simple SMS alerts to prevent or mitigate disease outbreaks and pandemics.



## sapa

### Green design

As much as 80% of the sustainability of a product is determined at design. Designing for durability, repair, disassembly and re-use is therefore essential – in furniture, buildings, food, mobility, infrastructure and many other sectors.



## JUGNOO

### Crowd sourcing

Connecting individuals as service providers and consumers using simple technology and the power of the crowd creates jobs, increases incomes and brings people into the formal economy. This can also support tax collection and reduce the black economy.



## PROVENANCE

### Blockchain

Blockchain is essentially a way to digitally tag and trace anything. This means that we eventually can know about the origin, production and journey of any product. This radical transparency is dramatically changing what we know about how products are made, including holding producers accountable.



### Smart analytics

Using data analytics and clever technology drives efficiency gains across sectors. In the building sector, such solutions can easily reduce energy consumption (and CO<sub>2</sub> emissions) by 10-15%, starting within two weeks.



## CEALTECH Caltech

### New materials

Graphene is a material that is ultra-light weight, super strong and conductive. It can revolutionise sectors from renewable energy to transport and communication.





## C. BREAKTHROUGH FINANCE



Finance has a tremendous impact on economies and societies. Investor awareness and use of sustainability has grown rapidly and financial capital is starting to move in a way that will finance the transition the world needs to see – and where the business opportunities are. However, we still need more patient capital, better data and improved collaboration between companies, investors and governments.

We must meaningfully move financial capital by:

### 1. Improving the quality of sustainability data and using it actively in investment decisions

- There is clear evidence that material sustainability issues can impact financial performance. An increasing amount of data is collected by business, such as on CO<sub>2</sub> emissions, but there is still room for improvement both on data availability, quality and credibility. And we also need to see that data available is being actively used to inform decision-making.
- Sustainability does not automatically pay off. Like any business topic, it requires discipline, good systems and good governance – sound company fundamentals – to get it right.

*“We are basically sitting here with a lack of good data”*

– Yngve Slyngstad, Norges Bank Investment Management

*“If you are not already really good at your job, don’t try to do this, because it is really difficult”* – George Serafeim, Harvard Business School

### 2. Using investor influence strategically to drive companies and others in a more sustainable direction

- We should use our ownership positions to support and push companies to work systematically with material sustainability issues – and do so at top management level
- At the same time, investors should collaborate with and support, rather than resist, governments in introducing legislation that accelerates the development of sustainable solutions

*“We asked ourselves a simple question ‘Can we actually just measure the combined CO<sub>2</sub> emission of all the companies that we are an owner in?’ and that is 9000 companies”*

– Yngve Slyngstad, Norges Bank Investment Management

*“When the CFO has no idea about the sustainability initiatives, then it means that nothing is for real”*

– George Serafeim, Harvard Business School

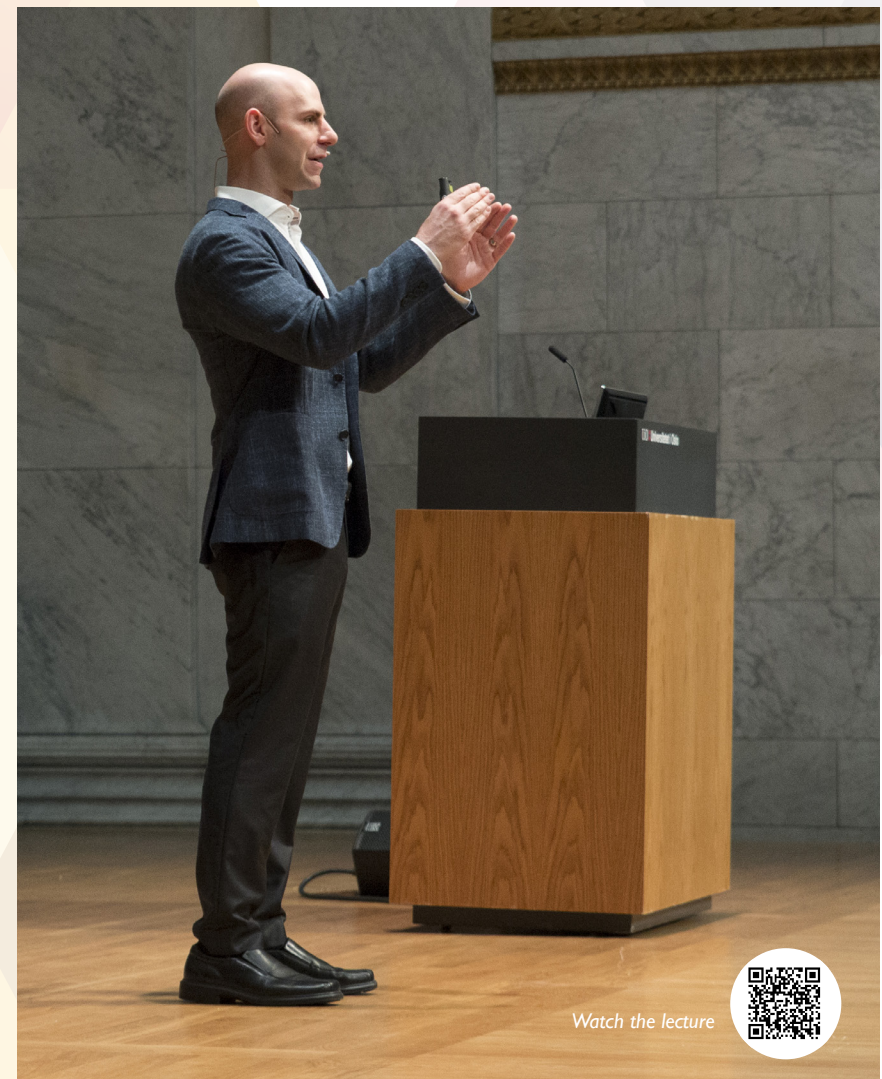
More than USD  
**1 trillion**  
in AUM in the room

### 3. Developing new finance structures, including collaborations with governments to de-risk investments

- We need to consider new finance structures and platforms to attract more capital for sustainable solutions. We should look at how to blend private finance with government investments that can take responsibility and alleviate risk, especially in long term investments like infrastructure.

*“I think the world is actually ready to finance the transition”*

– Hendrik du Toit, Investec Asset Management



Watch the lecture



Adam Grant, Wharton Business School – giving the annual Business for Peace lecture



Nisa Leung,  
Qiming Venture  
Partners

China has a hospital infrastructure that is hard to reach outside of the urban areas. Three years ago, China decided to give out the first internet hospital license where patients can get diagnosed and treated online.

One of the Qiming Venture portfolio companies received 17 of 18 internet hospital licenses. In the last 1.5 years, they have ramped up the number of care patients to 300,000 daily. The concept can be expanded globally.



## ABOUT THE BUSINESS FOR PEACE FOUNDATION

The vision of the Business for Peace Foundation is that all business leaders have as their purpose to improve society. This requires being “business-worthy” – in an ethical and responsible way creating value both for business and for society.

The Business for Peace Award committee consists of Nobel Laureates in peace and economics. Each year, they are provided with nominations from the ICC, the UNDP and the UN Global Compact and select the Business for Peace Honourees. These are women and men who, through who they are and what they do as business leaders, are outstanding examples of what it means to be businessworthy.

The annual Business for Peace Summit brings together leaders from business, society and politics, from across the globe and across sectors. Although the theme of the Summit will differ from year to year, the aim is always to critically review what business leaders must do as individuals and what practical actions must be taken on the ground.



### The Businessworthy Pledge

The Businessworthy Pledge is a personal commitment taken by leaders across sectors to share their promise to work towards the 17 UN Sustainable Development Goals. As of May 2017, leaders influencing 666 billion USD in revenues and more than 2 million employees have made the #businessworthy pledge.

*“The United Nations Sustainable Development Goals provide a once-in-a-life-time opportunity to end poverty, combat climate change and fight injustice and inequality. It is the enlightened self-interest of business to understand this and pursue the business opportunities inherent in building a greener, more equitable and inclusive society.*”

*I know that business cannot succeed in societies that fail. I will do my utmost to be businessworthy in all my efforts, and to tune my business to support the United Nations Sustainable Development Goals. I call on my peers to do the same.”*



### Business for Peace Foundation

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BUSINESS  
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WE LOOK FORWARD TO SEEING YOU AT THE 2018  
BUSINESS FOR PEACE SUMMIT ON MAY 15-16!

Thank you to our partners and exceptional volunteers for  
their continued support for The Business for Peace Summit



City of Oslo



NORWEGIAN MINISTRY  
OF FOREIGN AFFAIRS



ICC INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization



THE GLOBAL COMPACT



Empowered lives.  
Resilient nations.



AKO Foundation



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SEB



SUMMA  
EQUITY



sapa:



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Finans Norge



6



NHO



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