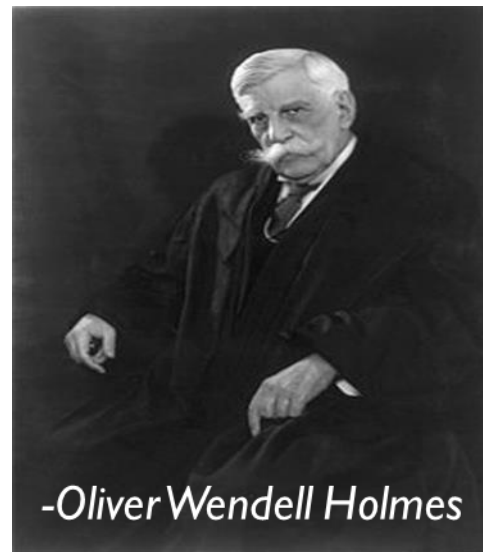


*Unlocking the power of
Being Businessworthy*



BUSINESS
FOR PEACE
FOUNDATION

*«Tax is what we pay
to live in a civilized society»*



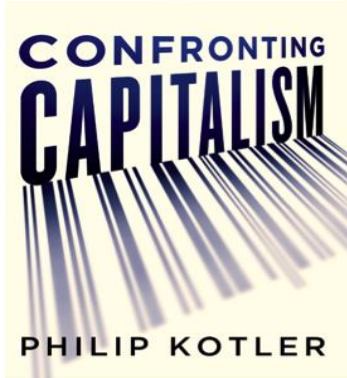
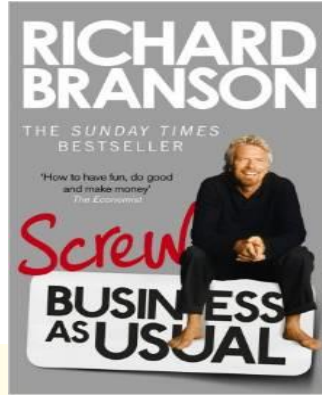
-Oliver Wendell Holmes

Confronting a time of disruption..



How to manage?

Business thinking and role at a turning point



..recognizing synergies & interdependence business success and societal success

- Business taking society as *a given*;
 - A responsibility of governments and NGO's
- Business often too narrow view
 - Trade-offs are sources of *innovation & differentiation*

- Societal needs *define* markets
 - + technology = *Opportunities*
- Good regulations & governance crucial
 - *Containing risk of conflicts raising*
 - Climate, Inequality... & Taxes
 - *Social contract of the future*

From «best in the world» towards «best for the world»..

Though *prevailing Mindset and Perception still roadblocks..*

Mindset Business

- Short term financial & profit focus
- Social and environmental issues *outside scope of relevance*
- “Regulations hindering growth”



Perception Society

- Business causing problems for society
- Economic efficiency and social progress *is a trade off.*
- Business profiting at the expense of society, causing conflict

Mutual lack of trust hindering potential of business to meet society's challenges and create value for all

Ad perception:

Should Purpose of business be limited to making money?



Value Creation:

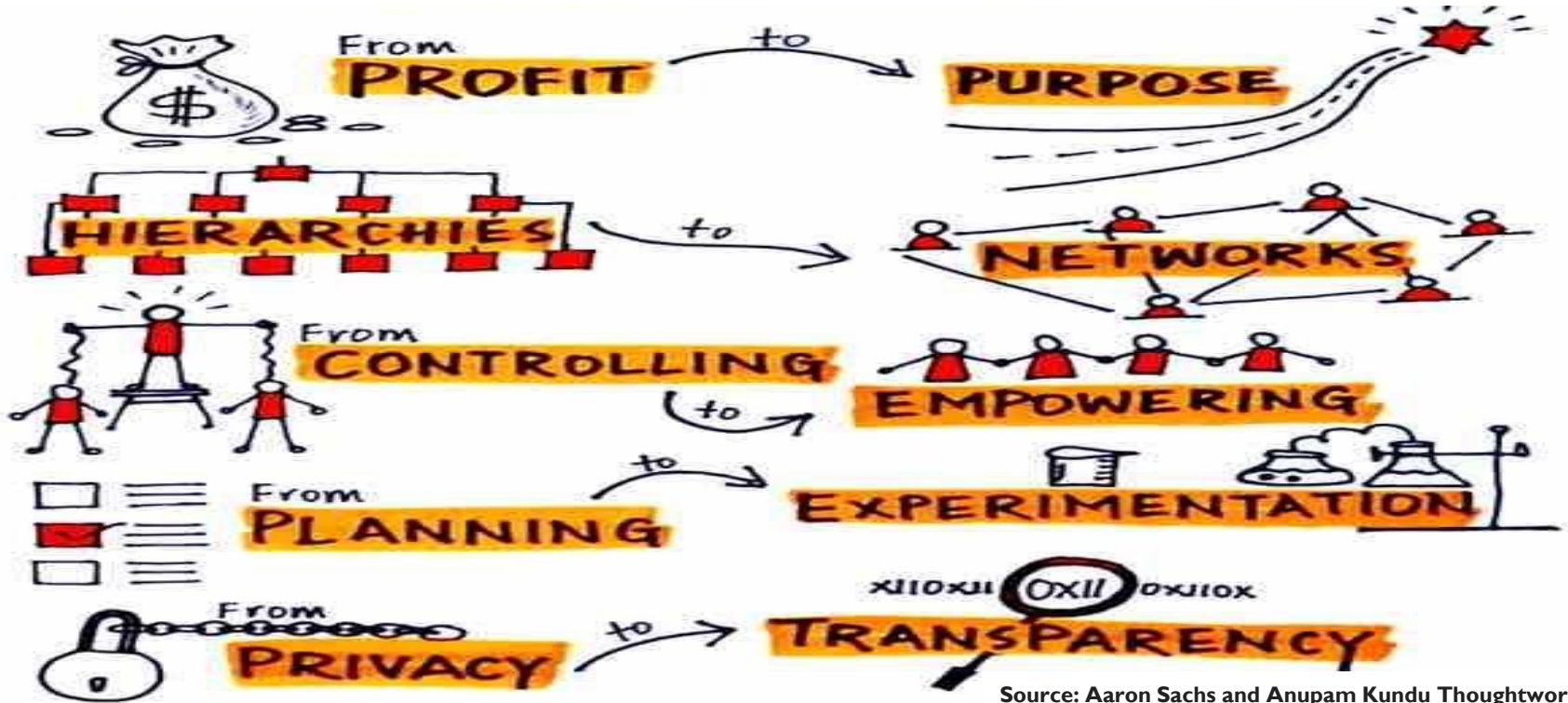
Capturing the financial value or
Creating solutions to problems ?



**Business as
Problem Solver
in society**

Business is here for Society. Money & wealth are means & outcomes

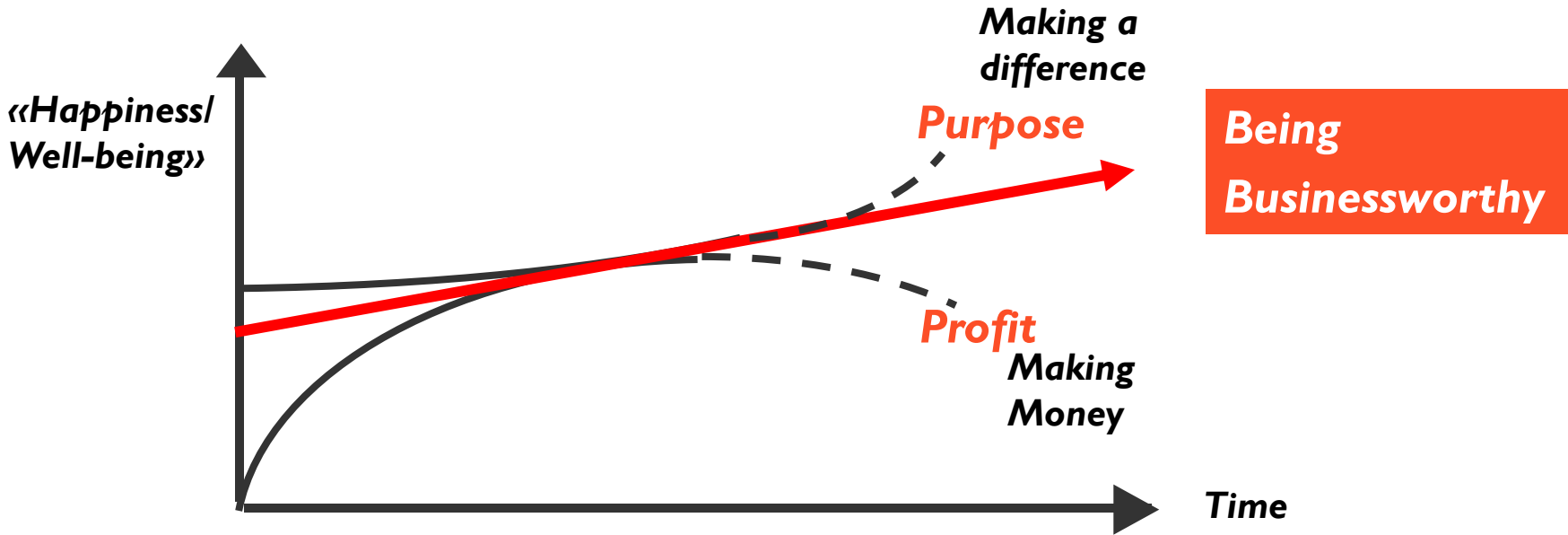
Ongoing mindset shift organizational transformation



Source: Aaron Sachs and Anupam Kundu Thoughtworks

Ad mindset:

Is a business person only here to make money?



Applying your business energy ethically and responsible, solving problems that create value for both business and society



*Eduardo Eurnekian,
Business for Peace Honouree 2012*

The Oslo Business for Peace Award



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





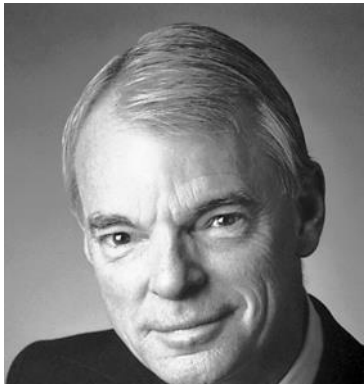
Shirin Ebadi



Leymah Gbowee



O. Bouchamoui



Michael Spence



Finn Kydland

*Independent
Award
Committee of
Nobel
Laureates in
Peace and
Economics*



BUSINESS
FOR PEACE
FOUNDATION

Global partners responsible for nominating





Business for Peace Honourees



BUSINESS
FOR PEACE
FOUNDATION