

SEMINAR
9 DECEMBER 2003
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LEADERSHIP, GOVERNANCE AND HUMAN RIGHTS

The 2003 Business and Human Rights Seminar

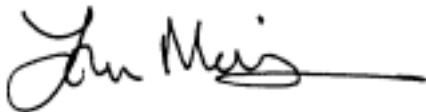


Welcome and Introduction

On behalf of the organisers I would like to welcome you to The 2003 Business and Human Rights Seminar. It is the first of what we hope might become an annual event that plays a strategic role in identifying some of the up-coming issues emerging within the business and human rights nexus. This year the focus is Governance and the way that human rights can relate progressive trends in corporate governance to wider societal issues and the need for better global governance generally. After lunch, we shall give particular attention to the UN Norms and their possible utility in helping to clarify the debate and providing the basis of a tool for business.

We hope you enjoy the Seminar and please complete the evaluation form at the back of the pack so that we can learn from today when planning next year's event. Notes from today, as well as electronic versions of the reports, will be available at www.business-and-human-rights-seminar.org

Best regards



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John Morrison
Human Rights Director
Respect (Europe)

This event is supported by:



"Where, after all, do universal human rights begin? In small places, close to home - so close and so small that they cannot be seen on any maps of the world. Yet they are the world of the individual person; the neighbourhood he lives in; the school or college he attends; the factory, farm, or office where he works. Such are the places where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Unless these rights have meaning there, they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world."

Eleanor Roosevelt (1948)

The Agenda

- 11.00 Arrivals and Coffee
- 11.30 Welcoming address by **Mary Robinson**
(Executive Director, Ethical Globalization Initiative, former President of Ireland and former UN High Commissioner for Human Rights)
- 11.50 First panel - The central challenges in the governance debates and the role of human rights:
- Chaired by **Peter Brew**
(Associate Director, The Prince of Wales International Business Leaders Forum)
- Jeremy Hobbs**
(Executive Director, Oxfam International)
- Chris Lendrum**
(Executive Director, Barclays PLC)
- James Ross**
(Deputy Chairman and Senior Independent Director, National Grid Transco plc)
- 12.50 Lunch presented by Organic Express
- 13.50 Some reflections on business and human rights
- Dame Anita Roddick**
(Founder, The Body Shop and Anita Roddick Publications Ltd)
- 14.05 Second panel - The United Nations Norms on Business and Human Rights:
- Chaired by **Chris Marden OBE**
(Chair, Amnesty International UK Business Group)
- Professor David S Weissbrodt**
(U.S. member of the U.N. Human Rights Sub-Commission, and participant in drafting the Norms)
- Irene Khan**
(Secretary General, Amnesty International)
- Björn Edlund**
(Group Senior Vice President, ABB Ltd)
- 15.10 Plenary
- 15.30 Close



Mary Robinson

Executive Director, Ethical Globalization Initiative

Mary Robinson is the Executive Director of the Ethical Globalization Initiative (EGI), a new project being developed in cooperation with the Aspen Institute, Columbia University and the International Council on Human Rights Policy. The EGI brings key stakeholders together in new alliances to integrate concepts of human rights, gender sensitivity and enhanced accountability into efforts to address global challenges and governance shortcomings.

Mrs. Robinson also currently serves as Honorary President of Oxfam International, Chair of the Council of World Women Leaders, Board Member of the Vaccine Fund and Member of the High Level Steering Committee of the UNAIDS Global Coalition for Women and AIDS.

Mary Robinson served as United Nations High Commissioner for Human Rights from 1997 to 2002. She assumed responsibility for the UN human rights programme at a time of great change. As she took up her post in Geneva, the Office of the High Commissioner and the Centre for Human Rights were consolidated into a single Office of the High Commissioner for Human Rights (OHCHR). Under her leadership, the UN developed its capacity to better face existing and emerging human rights challenges, harnessing the energies of new actors in the global quest for a universal culture of respect for fundamental rights and freedoms.

Mary Robinson served as President of Ireland from 1990 to 1997. As President, she represented her country internationally, developing a new sense of Ireland's economic, political, and cultural ties to other countries and cultures. Linking the history of the Great Irish Famine to today's nutrition, poverty, and policy issues, she articulated a special relationship between Ireland and developing countries.

The Robinson presidency was characterised by inclusiveness and a concerted effort to use the office not only to improve the situations of marginalised groups within Ireland but also to draw attention to global crises. Mrs. Robinson was the first head of state to visit famine-stricken Somalia in 1992 and also the first to go to Rwanda in the aftermath of the genocide there.

Before her election as President, Mrs. Robinson served as Senator, holding that office for 20 years. In 1969 she became the youngest Reid Professor of Constitutional and Criminal Law at Trinity College, Dublin where she also served as lecturer in European community law. With her husband Nicholas, Mrs. Robinson founded the Irish Centre for European Law in 1988. She was called to the bar in 1967, becoming a Senior Counsel in 1980 and a member of the English Bar (Middle Temple) in 1973. She also served as a member of the International Commission of Jurists (1987-1990) and of the Advisory Commission of Inter-Rights (1984-1990).

Mary Robinson was educated at Trinity College, Dublin, where she received a Master of Arts degree in 1970. She also earned a Barrister-at-Law degree from the King's Inns, Dublin, and a Master of Laws degree from Harvard University.

Born on 21 May 1944 in Ballina, County Mayo, Ireland, Mrs. Robinson is married and has three children.

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Peter Brew

Associate Director, The Prince of Wales International Business Leaders Forum

Peter Brew is currently Director of Corporate Practices at the Prince of Wales International Business Leaders Forum (IBLF), a non-governmental organisation promoting socially responsible business practices through an association for 60 multinational companies committed to corporate social responsibility. Peter Brew also manages the Enterprise Development Programme for the Forum and is Co-author of "The Business of Enterprise" published by IBLF in 2002.

Before joining IBLF he worked for 37 years in international employee benefit services, 30 years of which at senior executive level. He retired at the end of 1998 as Deputy Chairman of Sedgwick Noble Lowndes where he had been Chief Executive in Ireland and in North America.

He was founder of the Employee Benefit Forum for China, Chairman of the Pre-Retirement Association - a UK educational charity and is a Fellow of the Pensions Management Institute and an Associate of the Chartered Insurance Institute.

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Jeremy Hobbs

Executive Director, Oxfam International

Jeremy Hobbs became Executive Director of Oxfam International in October 2001, having served on the Oxfam International Board since its inception in 1996 in his capacity as Executive Director of the Australian affiliate Oxfam Community Aid Abroad. He has wide experience in advocacy, both in lobbying governments and working with the private sector, experience in many aspects of community development, and in NGO management, marketing and fundraising, both domestically and internationally.

Jeremy was the Executive Director of Oxfam Community Aid Abroad from 1993 until 2001, having worked in a variety of roles in the organisation for ten years. He provided a strong focus on Indigenous rights and race issues in Australia and on the campaign for the rights of the people of East Timor.

Jeremy was on the Board of the Australian Council for Overseas Aid (ACFOA) from 1997 - 2001 and was a Director of Community Aid Abroad's subsidiaries Community Aid Abroad Trading and International Development Support Services, a not-for-profit development consulting firm. He also established Community Aid Abroad's Ethical Investment Trust and played a key role in establishing Oxfam New Zealand which was initially a subsidiary of Community Aid Abroad.

Jeremy trained in Social Work at the University of WA, having first completed an Arts degree. Prior to joining Community Aid Abroad he worked in a neighbourhood welfare agency in Perth which specialised in emergency-crisis work and community development, particularly with Aboriginal youth.

Jeremy is 44 years of age and married with three children.

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Chris Lendrum

Executive Director, Barclays PLC

Chris Lendrum was appointed an Executive Director of Barclays PLC in 1998, and as a member of the Group's Board and Executive Committee, today handles a portfolio of responsibilities which includes the Group's approach to Corporate and Social Responsibility, and governance and control matters in the Asia Pacific and Africa regions. He is Chairman of Barclays Africa and a Trustee of the Bank's Pension Fund.

He joined Barclays in 1969 with a first-class degree in Economics from Durham University. He initially worked as an economist before holding relationship management positions in London branches, followed by spells as City of London Staff Manager and as a Local Director in Maidstone. By 1983 he was head of the Bank's Planning Department which was followed by a secondment to Barclays Bank of New York as Executive Vice President responsible for Retail Banking Operations.

In the early 1990s he directed two major change programmes in Barclays and over the last ten years was successively Regional Director (North London), Deputy Managing Director of Banking Division with responsibility for the branch network, and Chief Executive of Corporate Banking from 1996 until last year.

In 1994 he chaired the BBA Committee which produced the Industry-wide Code of Banking Practice. He now represents Barclays on the BBA Council and CEO Committee. He is a Fellow of the Chartered Institute of Bankers, a Companion of the Chartered Institute of Management and a Freeman of the City of London.

Outside work, he is on the Advisory Board of the National Association of Citizens Advice Bureaux, a Governor of Kent College Pembury and Chairman of the 175th Anniversary Appeal at Durham University. He is also deeply involved in the restoration and racing of vintage cars. He lives with his wife Margaret in the Tunbridge Wells area. They have two grown up children.

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James Ross

Deputy Chairman and Senior Independent Director, National Grid Transco plc

James Ross was appointed as a Non-executive Director and Deputy Chairman of National Grid Group in March 1999. He became Chairman in July 1999. He was also Chairman of Littlewoods plc from 1996 until April 2002 and was Chief Executive of Cable and Wireless plc from 1992 to 1995. Before that, he was a Managing Director of the British Petroleum Company plc and Chairman and CEO of BP America.

On completion of the merger of National Grid and Lattice in October 2002, James Ross became Deputy Chairman and senior independent director of the new company National Grid Transco.

At BP, he had responsibility for its activities in North and South America and Africa, as well as for the company's environmental policies. His career at BP spanned around 30 years. He is also a Non-executive Director of McGraw Hill in the US, of Datacard in the US and of Schneider Electric in France.

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Photographer Brian Moody

Dame Anita Lucia Roddick

Founder, The Body Shop and Anita Roddick Publications Ltd

I started The Body Shop in 1976 simply to create a livelihood for myself and my two daughters, while my husband, Gordon, was trekking across the Americas. I had no training or experience and my only business acumen was Gordon's advice to take sales of £300 a week. Running that first shop taught me business is not financial science, it's about trading: buying and selling. Now 27 years on The Body Shop is a multi local business with over 1,980 stores serving over 77 million customers in 50 different markets in 25 different languages and across 12 time zones. And I haven't a clue how we got here!

In 1993 I met a delegation of Ogoni people from Nigeria. They were seeking justice and reparations against the giant oil multinational Shell that was ravaging their lands through oil exploration and production. Working with other NGOs, we turned their campaign into an international cause celebre. Tragically, the Ogoni's key spokesperson, Ken Saro-Wiwa and 8 other Ogoni, were executed in 1995 by the Nigerian Government. But our campaign continued and eventually 19 other imprisoned Ogoni were released. In 1997, after 4 years of unrelenting pressure, Shell issued a revised operating charter committing the company to human rights and sustainable development. A year later, they launched their 'Profits and Principles' advertising campaign declaring their recognition of the interests of 'a much wider group of stakeholders in our business'. I like to think we had a hand in getting Shell to think about what it really means to be a corporate citizen.

In September 2001 I joined forces with The Body Shop and Greenpeace, and many thousands of other organisations and individual consumers in an international campaign against Exxon-Mobil (Esso), the world's largest oil and gas company, and 'No 1 Global Warming Villain'. This is the company that refuses to accept a direct link between the burning of fossil fuels and global warming, and that has turned its back on investing even a single penny on renewable alternatives, such as wind and solar.

For me, campaigning and good business is also about putting forward solutions, not just opposing destructive practices or human rights abuses. One key area where my business and personal interests naturally combine is through The Body Shop community trade initiatives. The deal with The Body Shop isn't going to make the farmers financially rich, but it does enable them to maintain their chosen way of life and through co-operation achieve autonomy. I'm immensely proud of our efforts to make fair or community trade relationships more mainstream. The Body Shop now has 42 such projects in 26 countries and we aim to develop more.

Though I no longer sit on executive committees, I still spend time on The Body Shop business. I source new products during travels abroad, work as part of the creative team and spearhead campaigns. And I constantly question myself: how can I bring values into an industry that is certainly not values-laden? The only way I can do it, is to perhaps bring back an idea for a trading initiative with an economically impoverished community in Mexico or Africa, or find inspiration for a new company commitment, just as my 1990 trip to Romania spurred the Romanian Relief Drive (now called Children on the Edge) and a visit to Glasgow led to our partnerships with Soapworks a local factory that produces our soaps. I also hold great hopes for The New Academy of Business, a masters degree course at Bath University, which I helped to launch in 1997 with the aim of reforming business education for the new century.

The excitement and success of these endeavours has prompted me to start my own communications company, Anita Roddick Publications. I like to say we manufacture "weapons of mass instruction." We are experimenting with various forms and mediums to celebrate and advance the same things I've always cared about: human rights, the environment, and creative dissent. Our first two books were published in 2003: "Brave Hearts, Rebel Spirits: A Spiritual Activists Handbook" and "A Revolution in Kindness."

I launched my own website www.AnitaRoddick.com in 2001 and I am overwhelmed by the potential of the web to link like-minded people and move them to mass-action. We are excited to experiment in other media too — perhaps subversive billboards, or a television program, or other print projects. As someone once said, we are only limited by our imaginations.

Two of my greatest passions now are the campaigns we've undertaken as part of Anita Roddick Publications. One focuses on sweatshop labour by multinational corporations. We've joined forces with the National Labour Committee on this and helped foster creative resistance that has made some noticeable inroads. And we've joined with a group of human-rights activists to free the American political prisoners known as the Angola Three.

With The Body Shop and Anita Roddick Publications, I will continue fighting for human rights and against economic initiatives and structures that abuse and ignore them. That's a tall enough order to keep me busy for the next 30 years.

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Chris Marsden OBE

Chair, Amnesty International UK Business Group

Chris Marsden is a practitioner, teacher, and writer in the field of Business in Society. His main practitioner role is as Chair of the Business Group of Amnesty International UK, a voluntary appointment he took up in April 2001. The Business Group seeks to persuade transnational companies to promote human rights both through their own business activities and through the influence they can bring to bear on host governments in countries where they operate. He is also Chair of Trustees of The Business and Human Rights Resource Centre, an NGO which runs the leading business and human rights web site.

Chris Marsden also teaches on Business in Society topics to MBA students and on executive programmes. He is Visiting Professor at the Ecole Nationale des Ponts et Chaussees Graduate School of International Business in Paris, for whom he has designed and taught 'Business in Society' MBA modules in Paris, Morocco and Japan. He is an Associate Fellow of the Corporate Citizenship Unit (CCU) at Warwick University Business School, where he also teaches. He was CCU's founding director from October 1996 to May 1999. He is also an adviser to the European Academy for Business in Society.

He had previous careers as head of Community Affairs with BP, as deputy Head of Beaumont School, St Albans and as a teacher of economics. He was awarded the OBE in 1989 for services to education and industry.

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Professor David S. Weissbrodt

**U.S. member of the U.N. Human Rights Sub-Commission,
and participant in drafting the Norms**

Professor David S. Weissbrodt is a distinguished and widely published scholar of international human rights law. He teaches international human rights law, administrative law, immigration law, and torts. In 1998, he was named the Fredrikson and Byron Professor of Law. He also was the Briggs and Morgan Professor of Law for 1989-97 and the Julius E. Davis Professor of Law for 1985-86.

Professor Weissbrodt attended **Columbia University** and the London School of Economics. He received his J.D. degree from the University of California at Berkeley (Boalt Hall), where he was Note and Comment Editor of the California Law Review and a member of the Order of the Coif. After graduation, he clerked for Justice Mathew O. Tobriner of the California Supreme Court and practiced law with Covington & Burling. He joined the University of Minnesota Law School faculty in 1975 and has been a Visiting Professor at the Université Jean Moulin in Lyon, France, and the Graduate Institute of International Studies in Geneva, Switzerland.

He established the **University of Minnesota Human Rights Centre** and helped to establish the University of Minnesota Human Rights Library on the World Wide Web. He has represented and served as an officer or board member of Amnesty International, the Centre for Victims of Torture, the Minnesota Advocates for Human Rights, Readers International, and the International League for Human Rights. During 1996-2003 he served as a member of the United Nations Sub-Commission on the Promotion and Protection of Human Rights and was elected Chairperson of the Sub-Commission for the year 2001-02. He also was designated the U.N. Special Rapporteur on the rights of non-citizens for 2000-03. In 1998 he was awarded the Twin Cities International Citizen Award. In 1999, the University of Minnesota honoured him with its Outstanding Community Service Award. In 2003 Minnesota Advocates for Human Rights gave him its annual Human Rights Award. He also is a member of the American Law Institute, the American Society of International Law, and on the editorial review boards of Human Rights Quarterly and the Netherlands Quarterly of Human Rights.

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Irene Khan

Secretary General, Amnesty International

Irene Khan joined Amnesty International as Secretary General in August 2001. As the first woman, first Asian and first Muslim to head the world's largest human rights organisation, she has led Amnesty International through challenging developments in the wake of 11 September 2001, confronting the backlash against human rights, broadening the work of the organisation in areas of economic, social and cultural rights, and initiating a process of internal reform and renewal to enable the organisation to respond flexibly and rapidly to world events. She has also sought to bring a strong focus to the issue of women's human rights and violence against women.

Prior to joining Amnesty International, Ms. Khan worked for the United Nations High Commissioner for Refugees for twenty one years, serving in many different parts of the world, including as Deputy Director in the Department of International Protection, Chief of Mission in India, Senior Legal Advisor for Asia and Senior Executive Officer to the High Commissioner.

In 1977, she helped to found Concern Universal, a UK-based development NGO. In 2002 Ms. Khan was awarded the Pilkington "Women of the Year" award. She is a graduate of Harvard Law School, USA and the University of Manchester, UK. She is a Bangladesh national.

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Björn Edlund

Group Senior Vice President, ABB Ltd

Björn Edlund is Group Senior Vice President at ABB Ltd and head of corporate communications and public affairs at the leading power and automation technologies group. He joined ABB in 1998, from his own communications company, Edlund Consulting Ltd., Basel.

After 12 years as a reporter, editor and news executive with United Press International and Reuters in Europe, Middle East and Latin America, Edlund began his business career in 1989. That year he joined The Rowland Company, a U.S. consultancy, as a senior consultant based in Zurich. In 1992, the agency's main client, Sandoz, recruited him as head of global communications. After Sandoz and Ciba had merged to form Novartis, he resigned and set up his own management communications consultancy in mid-1996, Edlund Consulting's clients included Novartis, Schering pharmaceuticals of Berlin, Philip Morris Eastern Europe and the Middle East, and later the ABB Group.

As well as in his native Swedish, Björn Edlund works in English, German, Spanish and French. He is a frequent participant in dialogues on the societal role of business, and is a lecturer in communications and the social aspects of corporations at the University of Pompeu Fabra in Barcelona. He and his wife Veronika, a Swiss physiotherapist, have one daughter, Rebekka. They live in a wine-growing village near Basel, in a side valley of the Rhine River.

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Respect is a values-based company that inspires and assists the business community to become more successful by being responsible corporate citizens.

Respect increases knowledge and understanding between commercial enterprises, authorities, non-governmental organisations and other actors in society.

Assignments

Respect creates international dialogue and action within areas of social and environmental concern:

We offer:

- Dialogues with society to promote mutual understanding, identify critical business issues and establish action-oriented partnerships;
- International leadership initiatives on Climate Change and Human Rights;
- Diversity programmes.

We assist individual clients in their efforts to use corporate responsibility as a key tool to build long-term success by, amongst other things:

- Stakeholder dialogues
- Sustainability assessments
- Management team workshops
- Strategies for corporate responsibility transformation
- Assistance in the evaluation of purchasing processes and supply chain management

Among our clients are in Scandinavia are: DHL Nordic Express, Electrolux, the European Commission, Fritidsregruppen, H&M, Ikea Group, Interface, Nuon, Procter & Gamble, Stora Enso, Sydkraft, Swedbank, Swedish EPA, Swedish International Development Cooperation Agency, Swedish Television, and Volvo Car Corporation.

Network

Respect Europe links together powerful and respected actors with a proved sense of social responsibility all over the world: Social Venture Network, the New Academy of Business, The African Institute for Corporate Citizenship and the EU commission are a few of these. Other organizations and moulders of public opinion form a vital part of the network.

RespectTable and Leader's Initiatives

RespectTable, initiated and coordinated by Respect, is a unique forum for progressive business leaders. Here, dialogue is turned into action: Business Leaders Initiative on Climate Change (BLICC) addresses issues related to energy, transportation and Climate Change. This year, the second report of BLICC is presented. The report involves the work of DHL Nordic Express, IKEA Group, Interface, The Body Shop Intl., Nuon and Stora Enso. The new action programme - the Business Leaders Initiative on Human Rights (BLIHR) works to mainstream human rights with the corporate governance agenda through addressing some of the real and perceptual barriers businesses face.

Founders and co-workers

For founders Per-Uno Alm, Kaj Embrén, Gordon and Anita Roddick, responsible corporate behaviour has since long been in focus and a driving force. On the 29th of March 2000 they, together, founded Respect, currently established in Stockholm and London, and represented in Amsterdam and Copenhagen. Within Respect today there are some twenty co-workers with backgrounds in commercial enterprises, non-governmental organizations and the public sector. The CEO of Respect Europe is Mattias Iweborg.

More information

If you are interested to find out more about Respect's work on human rights, climate change, diversity or stakeholder dialogues please contact Mei Li Han, meili@respecteurope.com.

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The Ethical Globalization Initiative (EGI) is a new project led by former President of Ireland and United Nations High Commissioner for Human Rights Mary Robinson in cooperation with the Aspen Institute, Columbia University and the International Council on Human Rights Policy.

The EGI brings key stakeholders together in new alliances to integrate concepts of human rights, gender sensitivity and enhanced accountability into efforts to address global challenges and governance shortcomings.

The EGI has identified 3 objectives it will address during 2004 where the application of a rights and gender-based approach is critical and if implemented, could produce measurable results which contribute to greater human development and human security. These three issues are: fostering more equitable international trade and development, strengthening responses to HIV/AIDS in Africa, and shaping more humane migration policies.

Fostering more equitable international trade and development - the EGI aims to catalyze new thinking on the links between human rights and trade and development policy both amongst experts in academia and at the highest levels of national governments as well as the WTO, the World Bank, the IMF and regional development institutions and; build broader support among civil society groups worldwide for using human rights commitments as part of efforts to ensure more equitable trade and development policies. To do this, the EGI:

- 1) develops policy analysis and recommendations for policy makers and trade and development experts;
- 2) engages in public advocacy and dialogue and;
- 3) convenes development and human rights experts to foster greater coherence in language, research and policy agendas.

Strengthening responses to HIV/AIDS in Africa - the goal of the EGI is to achieve a human-rights and gender-based approach to fighting the disease that contributes to reducing its spread and improving treatment provision. To achieve this, the EGI:

- 1) co-organises training workshops on gender, human rights and HIV/AIDS, particularly focused on African women's leadership and on vulnerable children;

- 2) recognises and works to strengthen African research expertise, including innovative research, policy application through graduate interns placed in African national parliaments, and academic collaborations with the University of Pretoria and Columbia University;

- 3) mobilises global leaders to advocate for increased prevention and treatment.

Shaping more humane migration policies - the EGI aims to integrate human rights concerns into international migration policies. Given the politically sensitive and legally complex nature of the global migration debate, as well as the large and diverse field of actors, the EGI:

- 1) convenes key policy makers to discuss the complex issue of migration, human rights and national security in a bid to stimulate new thinking and approaches on the subject;

- 2) undertakes strategic interventions at an international level to set a new agenda for migration policy making;

- 3) advocates to shape public opinion on the issue of migration.

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In *Our Final Century: A Scientists Warning: How terror, error, and environmental disaster threaten humankind's future*, the Astronomer Royal, Professor Sir Martin Rees, writes that *"humanity is more at risk than at any earlier phase in its history."* The choice about what happens *"may depend on us, this century."*

Humanity has the technical ability to deal with climate change, disease, hunger, weapons proliferation, species extinction, environmental crises and other threats identified by Sir Martin Rees. The real difficulties are political. Conflicting interests, competing priorities, differences of opinion or institutional inertia mean that major problems remain unresolved or get worse.

Our future as a species depends on people taking an active part in democratic decision-making to tackle world problems at every level - local, institutional, national, European or global.

CEWC is working with other organisations to create a focus for learning active citizenship and practical politics which engages with strategic issues facing humanity.

Current projects

CEWC is working on the following projects in partnership with other organisations:

- **Creating a Global Climate Community:** a joint initiative with the One World Trust, Madison Trust, Global Commons Institute and others to engage citizens and decision-makers in the most serious challenge confronting humanity
- **Uniting Humanity:** training for trainers in global citizenship, in partnership with 14 organisations in seven European countries
- **Briefing and Debriefing Development Awareness** for key intermediaries working in business and civil society in the South;
- **Inspiring Change:** empowering grassroots activists, with the Scarman Trust
- **Citizenship Schools:** a whole-school approach to learning democracy
- **Who Runs the World?** Training game for teachers, with the Federal Trust

The CEWC team also provides consultancy and training on human rights, corporate social responsibility, active citizenship, community development and global issues.

Origins, purpose and values

CEWC was founded in 1939 to promote mutual understanding, co-operation and good-will among all peoples. It is a registered charity and company limited by guarantee. It played a significant role in the origins of UNESCO, Oxfam, VSO and CSV, as well as

For the past sixty years, the Council for Education in World Citizenship has run educational programmes for international understanding and skills to address critical global issues facing humanity. This task is now more urgent than ever.

inspiring generations of young people to engage with international issues. Its pioneering work in schools has now been taken up by many other organisations. In March 2001 the Board suspended activities and reviewed its focus. In November 2002 it identified the need for active learning in world citizenship to address the root causes of major issues facing humanity.

CEWC's core values are a commitment to democracy, international cooperation, participation, freedom, equality, truth, justice, global interdependence and ecological sustainability.

The case for learning active world citizenship

To meet the challenges of the 21st century, the world needs:

- More people to become engaged in key issues concerning the future of humanity;
- A "progression route" for people to become increasingly effective as citizens, moving from general awareness and concern to active engagement with specific issues;
- Deeper connections between citizenship education in schools, local communities, business and government on global issues;
- Greater cooperation and sharing of skills, experience, knowledge and contacts among activists, facilitators, trainers and educators engaged in active citizenship at all levels, from local to global, in order to increase capacity and support for democratic citizenship across the world.

A centre or college for learning active citizenship will enable people to understand issues and develop skills of democratic citizenship to tackle them effectively. Just as a business school enables people to run better businesses, so this college will enable people to become more effective citizens. The term "college" here means a fellowship of learners and teachers, carrying out a programme of learning, not necessarily in one place or building. It is likely to bring together people working in many different organisations, running joint programmes under a common heading.

We cannot do this on our own and are actively seeking partners and funding to realise this vision.

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The Prince of Wales International Business Leaders Forum (IBLF) is a not-for-profit organisation established in 1990 by HRH The Prince of Wales and a group of international CEOs, in response to the emerging challenges of economic growth and social change in the global economy. Its mission is to promote international leadership in responsible business practices that benefit business and society and that contribute to sustainable development.

The IBLF has been active in the field of business and human rights since 1998. It has developed an internationally recognised human rights programme which comprises seminars for companies, guidelines, and publications, briefings and industry initiatives. With Amnesty International the IBLF has published two of the leading publications in this field: 'Human Rights: is it any of your business' (2000) and 'Business and Human Rights: A geography of corporate risk' (2002).

IBLF - Mobilising business solutions to development challenges

The IBLF enables business to contribute positively to development through international leadership in responsible business practices, innovation in cross-sector partnerships and through capacity and institution building. The IBLF's approach works in five broad areas of business operations:

I. Business Standards and Corporate Governance:

Companies have a vital role to play in tackling corruption, upholding ethics, promoting transparency and responding positively to the challenge of diversity. To ensure good corporate governance, businesses need to develop transparent and accountable management systems that cascade from boards of directors to local operations.

The IBLF has a corporate action programme to encourage and enable companies to combat bribery and corruption at an operational level. See www.iblf.org/governance

II. Education and Human Resource Development

Education is key to achieving sustainable development. Businesses have a major role to play in education, for example in community programmes for basic education, working with business schools and within companies to raise standards of corporate education.

The IBLF has a wide range of initiatives to encourage businesses to make a positive contribution to their communities through education, examples include:

- The IBLF's 'Digital Partnership' programme works with businesses and communities to deliver ICT skills training in disadvantaged communities to support the development of human resources. See www.digitalpartnership.org
- The IBLF's 'Engage' programme is collecting tools, sharing best corporate practices and identifying community networks to encourage employees to make a positive contribution to their communities. See www.iblf.org/engage

III. Human Rights, Labour Standards and Conflict Prevention

Companies which ignore human rights risks and responsibilities do so at their peril, particularly when operating in countries with repressive regimes or in regions prone to conflict. Companies are currently in the spotlight with regard to their human rights performance and multinationals need to respond to the challenge in various ways.

The IBLF has developed an internationally recognised human rights programme which comprises seminars for companies, guidelines, and publications, briefings and industry initiatives. See www.iblf.org/humanrights

IV. Enterprise and Economic Development

Companies have a unique opportunity to foster local economic development by sharing their knowledge, skills and technology with small and medium sized enterprises (SMEs) in the countries where they operate.

The IBLF works with large corporations to enhance local economic development and build SMEs into their supply chains. See www.iblf.org/enterprise and www.ybi.org

V. Health Development, Workplace and Environmental Standards

There are growing pressures on businesses, particularly those operating in developing economies, to maintain the health of their workforces and local communities and to manage the environment in which they operate. For example, managing the impact of HIV/AIDS, or upholding environmental standards is crucial to business productivity and reputation.

The IBLF has developed innovative partnerships in HIV/AIDS intervention, developed practical guidance for business and is helping to define the boundaries of engagement in health, workplace and environmental standards, enabling action that benefits business, individuals and communities. See www.iblf.org/health and www.ihel.org

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Amnesty International UK (AIUK) is one of more than 50 AI sections (national offices) worldwide. AIUK has more than 195,000 members, over 300 local groups and over 1000 affiliated organisations across the United Kingdom. AIUK's main office is in London with further offices in Belfast, Cardiff and Edinburgh. AIUK has about 120 paid staff and 70 full- or part-time volunteers.

Campaigns

- Media Unit
- Activism
- Policy & Government Affairs
- Campaigns Coordination
- Human Rights Education
- Nations & Regions

The **Amnesty International UK Business Group** established in 1991, is comprised of people with expertise in the socially responsible investment industry, law, social auditing and reporting, academia and ethical investment.

The Group works with members of staff employed in this area, to encourage companies to:

- be aware of the human rights impact of all aspects of their operations
- use their legitimate influence in support of human rights, in all countries in which they operate
- give effect to the Universal Declaration of Human Rights
- avoid complicity in human rights violations committed by other parties
- include a specific commitment to human rights in their statements of business principles and codes of conduct
- make their human rights policies explicit, ensuring they are integrated, monitored and audited across all functions

Key Milestones of the Business Group

1997: Business Group organises first ever UK conference specifically on the theme of Business and Human Rights

1997: *Human Rights Guidelines for Companies* published and distributed; widely used by companies and by the Socially Responsible Investment (SRI) industry

1998: Several UK major corporations acknowledge for the first time the relevance of the Universal Declaration of Human Rights to business, referring to their responsibilities for human rights in their statements of business principles

1998: Business Group publishes first edition of its newsletter *Human Rights and Business Matters*

1999: Richard Howitt MEP speaks at AIUK's AGM on the European Parliament's landmark resolution to create a legally binding framework for regulating transnational corporates

1999: AIUK submit comments to the Department of Trade and Industry's *Review of Mission and Status of Export Credits Guarantee Department*

2000: Publication of *Business and Human Rights in a time of change* and *Human Rights – is it any of your business?* Both publications receive media reviews and are used as course texts in leading business schools

2000: Publication of *Business Briefing on Saudi Arabia* - AI's first country-specific business briefing. Picket held outside Investing in Saudi conference – gains media coverage

2000: Launch of AIUK's Socially Responsible Investment Campaign, with publication of *Human Rights Guidelines for Pension Fund Trustees*; receives coverage on TV, radio and in press. AIUK members and local groups mobilised to take action

2000: AIUK make a submission to UK Government's *Company Law Review*.

2001: AIUK submission to EU Green Paper on Corporate Social Responsibility.

2002: AIUK is a founder member of the *Corporate Responsibility (CORE) Campaign Coalition*. The Campaign's goal is to 'improve the environmental, social and economic performance of companies by requiring greater transparency and accountability to stakeholders'. The Coalition is seeking to achieve this through a Corporate Responsibility Bill

2002: Launch of *Geography of Corporate Risk*. Business briefings held in London, New York, Brussels and Stockholm; TV, radio and press coverage received

2003: Publication by AIUK of a human rights' checklist for companies entitled *The human rights responsibilities of companies*, reproducing work undertaken within the UN Sub – Commission on Human Rights

2003: Launch of *Human Rights on the Line Report* into the Baku-Tbilisi-Ceyhan oil pipeline project and the Host Government Agreement between BP and the Turkish Government

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Oxfam International is a confederation of 12 organisations working together in more than 100 countries to find lasting solutions to poverty, suffering and injustice. With many of the causes of poverty global in nature, members of Oxfam International believe they can achieve greater impact in addressing issues of poverty by their collective efforts.

To achieve the maximum impact on poverty, Oxfams link up their work on development programmes, humanitarian response, lobbying for policy changes at national and global level. Our popular campaigns and communications work is aimed at mobilising public opinion for change.

Who we are

Global response to global problems. Oxfam International was formed to respond to poverty and related injustice in an era in which the structural causes of these problems are increasingly global. To do this, the Oxfams are working to become part of a movement, which is capable of global responses to global issues. We are aiming to create ways of working and structures appropriate to global action in a complex and closely-knit world.

Oxfam International seeks increased worldwide public understanding that economic and social justice is crucial to sustainable development. On this, we aim to become a global campaigning force and to promote the awareness and motivation that comes with global citizenship. The Oxfams seek to shift public opinion on poverty, economic inequity and hunger until equity is given the same priority as economic growth.

Oxfam is well positioned to do this. As well as a global network of partnerships and working experience in more than 100 countries, Oxfam International also has member organisations with head offices in four continents. Oxfam affiliates collectively govern Oxfam International, set policy and create plans and manage the resulting activities in ways that create effective alignment of our work, resources and policies. Affiliates take independent responsibility for allocating resources and managing their work. We believe that a strong, coherent confederation with well-developed and firmly articulated beliefs and actions will contribute most effectively to the broader movement for change of which we can only ever be one small part.

What we do

The Oxfams are strategic funders of development projects; providing emergency relief in times of crisis; and campaigning for social and economic justice.

At the Secretariat we facilitate, advocate and co-ordinate providing the base and essential support to our Oxfam affiliates and in turn their partners. Through supporting local populations, Oxfam members help people take control of their lives.

Poor people take control

In all our actions our goal is to enable people to exercise their rights and manage their own lives. This can take the form of supporting people in efforts to gain access to productive opportunities, such as land rights, markets, training, and government services. It can also consist of supporting the efforts of poor and marginalised people to organise and participate in decision-making.

A rights-based approach

Oxfam's poverty alleviation work is premised on the principle that all people enjoy certain rights. Oxfam focuses rights issues on 5 Aims which we believe are fundamental to combating poverty: a livelihood; services; security; participation; and diversity. Oxfam plans its work around a series of Strategic Change Objectives which set targets for concrete changes in the achievement of the Aims.

Linking the global and the local for greater impact

Oxfams link their work on advocacy and campaigning for changes at global and national level to their work on practical changes at grassroots level. While our experience of the needs of real people forms the basis of our policy advocacy, our programmes are designed to help empower people to take advantage of positive changes in policies and practices.

Working with partners

Oxfams strive to work through local partner organisations simultaneously seeking to strengthening these organisations. In 2000, the combined Oxfams were working with nearly three thousand local partner organisations in some 100 countries. We believe that the empowerment of local organisations is a vital aspect of sustainable poverty alleviation, and an important dimension of the achievement of civil and political rights.

Joining with others

Oxfam International does not work in isolation in the huge challenge of creating a more equitable world. Oxfam joins with alliances, networks and coalitions which form part of a movement for global equity and justice. Oxfam will make whatever contribution is most appropriate in such alliances, sometimes playing a leading role when that is most appropriate and on other occasions finding ways we can best contribute to support the efforts of others.

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EAT YOUR ETHICS

Organic, local, fair trade food beautifully prepared by Organic Express - caterers who care – supports corporate responsibility towards the environment and society

Imagine beautifully prepared, delicious, organic food, much of which is locally produced and fair trade served at conferences and corporate events. What a clear message to give to your guests and create a wonderful atmosphere by demonstrating that you care about their well-being and the environment they live in.

This is the offering from Organic Express, caterers who care, the brainchild of Maria Clancy and John Kavaliauskas, a dynamic, young partnership passionate about good food and creating a top-quality organic catering business that makes a difference to our environment and society.

“Organic Express is all about food as it should be, declares Maria. “We are what we eat, the organic, local, fair trade food sourced by Organic Express tastes better, looks fabulous, and it’s much healthier too.”

“And knowing that what we do has meaning for everyone involved – for our guests, local farmers, coffee growers and chefs – gives Organic Express a very strong purpose, which is the key factor in its growing success,” adds Maria.

Conducting business based on values that cultivate a sustainable economy and culture is a natural evolution for increasing numbers of business and organisations and they are actively seeking out suppliers and partners that share these values. Organic Express does - one hundred percent and its food and service reflects this strongly.

Since its first event a few years ago, Organic Express has attracted the attention of some of the UK’s leading organisations, including The Body Shop, Aveda and St Luke’s Communications. Companies with strong corporate social responsibility commitments have also sought out Organic Express. Dame Anita Roddick DBE, Founder of The Body Shop says: *“Organic Express is incredibly passionate about what it does – fabulous food and a business that makes a real difference. They make any event very special!”*

Highly acclaimed chefs use the best quality accredited organic ingredients to create Organic Express dishes. It is a commitment to these intrinsic values that persuaded the UK’s leading organic chef, Carolyn Robb, to get involved with the company. Carolyn trained with the Tanté Marie Chef School, spent time as a consultant product developer for Duchy Originals and also sits on the Organic Food Awards panel.

Organic Express has a wide range of carefully prepared breakfast, lunch, dining, and canapé menus that cater for all occasions and all seasons. Inspiration is taken from food from around the world – Morocco, The Far East and the Mediterranean, with menus created to support your particular event.

Opt for the Organic Express Deli Menu and rare roast beef with a wholegrain mustard crust, poached side of salmon with citrus mayonnaise, chicken and asparagus risotto or navarin of lamb with spring vegetables and leek mash are just a few of the scrumptious main dishes you can enjoy.

All main dishes are accompanied by a fantastic array of fresh organic salads, such as the tomato salad with kalamata olives, fresh basil, buffalo mozzarella and an olive oil dressing or enjoy the delicious traditional creamy potato salad. And whatever you do, do not forget the puddings, which are nothing short of mouth watering. How will you be able to choose between the fair trade white chocolate cheesecake with warm coffee sauce, rich fair trade chocolate mousse or rhubarb and apple crumble with crème fraiche ice-cream? Café direct and fresh mint tea round off a truly gastronomic organic experience.

Organic Express can take care of your whole event. It works with a range of venues such as Zandra Rhodes’ Fashion and Textile Museum to GLA’s London Living Room and Maheo, an inspirational space set in the Cotswolds carefully created to shift an organisation or group’s thinking to a new place. Organic Express’s organic floral architect will make your event different using the best organic flowers and vegetables to create spectacular designs; and a highly trained catering team of friendly, professional people take care of every need.

Organic Express

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We would like to thank the staff at LSO St Lukes and all the staff and volunteers on the day.

The design work is credited to Maria Lewander and Per Bengston at Grön Ide in Sweden.

Finally, a very special thanks to the speakers and the companies, organisations and individuals who have dedicated tremendous energy and commitment over many years to forging a better understanding of the role business can play in human rights and vice versa.

"Some believe there is nothing one man or one woman can do against the enormous array of the world's ills....Few will have the greatness to bend history itself, but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation. It is from numberless diverse acts of courage and belief that human history is shaped."

Robert Kennedy (1966)

Evaluation

We would be very grateful if you would give us feedback on the seminar.

1. Did "The 2003 Business and Human Right Seminar" meet your expectations?

2. What were the highlights?

3. Was there anything missing or what could have been done better?

4. What did you think of the delegate packs and reports?
(Includes the content of the delegate packs, the BLIHR report, the Amnesty International I.S. on the UN Norms and the New Academy Review)

5. What did you think about the organisation of the day?

6. What did you think about the choice of venue?

7. What did you think of the food and drink?

You may complete this now and hand it in on departure or send comments electronically to sam.hoskins@respecteurope.com. Thank you.