

# THE BUSINESS HUMANITARIAN FORUM

BUILDING MUTUAL SUPPORT  
BETWEEN HUMANITARIAN ORGANIZATIONS  
AND THE BUSINESS COMMUNITY



2001 ANNUAL REPORT





*While humanitarian organizations and business may have different motivations for humanitarian intervention, they have important values in common and areas where their interests clearly intersect.*

**For more information contact:**

Attn: BHF Secretariat

c/o CASIN

7 bis, avenue de la Paix • Case postale 1340

1211 Geneva 1, Switzerland

Telephone: ++41 (0)22 730-8680

Fax: ++41 (0)22 730-8690

e-mail: [bhinfo@bhforum.ch](mailto:bhinfo@bhforum.ch)

website: <http://www.bhforum.ch>

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**One of the big new ideas of the 21st century is to bring the resources, energy and creativity of the business community to bear on the world's most pressing humanitarian problems.**

**THE VISION OF THE BUSINESS HUMANITARIAN FORUM IS TO BRING THE RESOURCES, ENERGY AND CREATIVITY OF BUSINESS TO BEAR ON THE WORLD'S HUMANITARIAN PROBLEMS, FOR ECONOMIC DEVELOPMENT, HUMAN SECURITY AND WELL-BEING.**



## LETTER FROM THE PRESIDENT

To the Friends of the Business Humanitarian Forum

**T**he Business Humanitarian Forum is very appreciative of the understanding which has been shown for our objectives, and of the support we have received for our activities. To keep our many friends and supporters abreast of our efforts, we are publishing herewith our first Annual Report, covering the period from the founding of the BHF in early 1999 to the end of calendar year 2001, as well as upcoming events in 2002.

As this Annual Report demonstrates, the BHF has steadily solidified its structure and expanded its range of activities in response to the very positive reactions our efforts have met, and the encouragement we have received from leaders of both the business and humanitarian worlds.

We are currently organizing workshops on bringing the creativity of business to the field of humanitarian demining, to take place in Geneva later in 2002, as well as a series of private consultations on how business can contribute to the reconstruction of Afghanistan. We continue to be involved with projects on Africa and the Balkans.

Our American affiliate, the Business Humanitarian Forum USA, was established as a non-profit corporation in the District of Columbia in February, 2002. BHF USA will have its own distinguished Board, and will support the activities of the BHF as well as its own program.

The BHF is a dynamic organization at the forefront of one of the most important new concepts for humanitarian activities: bringing the resources, energy and creativity of the business world to bear on the world's most difficult humanitarian challenges.

I hope everyone who reads this report will join us in this important undertaking. We need your understanding, encouragement and support.

With best personal regards.

Sincerely,



John J. Maresca

President

Business Humanitarian Forum Association



*John J. Maresca*

# THE BUSINESS HUMANITARIAN FORUM ASSOCIATION REPORT

**T**his is the first Annual Report of the Business Humanitarian Forum Association (BHF). It covers the period from the founding of the BHF in 1999 to the end of 2001, as well as prospective events in 2002. Our intention is to produce regular Annual Reports starting with the year 2002.

## THE ORGANIZATION

The BHF was founded at a meeting in Geneva, Switzerland in January 1999 with the participation of representatives from both the private sector and humanitarian organizations. The Secretary-General of the United Nations sent a personal greeting to the meeting in which he stressed the importance of the business community cooperating with UN agencies in addressing humanitarian concerns such as conflict, poverty, famine and natural disasters. He also acknowledged that the two organizations had a common vision that “expanding markets and human security and well-being go hand in hand.”

The BHF is a worldwide non-profit association based in Geneva, Switzerland. It is registered in the Canton of Geneva under the laws of Switzerland. It has a Board of Co-Chairs, most of whom were co-founders of the BHF. It is managed on a day-to-day basis by an Executive Committee in Geneva, Switzerland. All members of the Executive Committee are resident in Geneva.

The BHF office is located within the Centre for Applied Studies in International Negotiations (CASIN) suite in the new

building of the World Meteorological Organization (WMO), at 7 bis avenue de la Paix, Geneva. Its website is at [www.bhforum.ch](http://www.bhforum.ch)

## OBJECTIVES

The objectives of the BHF are to encourage and facilitate dialogue, mutual understanding and support between businesses and humanitarian organizations, especially those which are working in the same countries or regions. To this end, the BHF carries out a variety of activities designed to encourage business humanitarian communication. The BHF seeks increased recognition of its concept that support for humanitarian work is in the direct business interest of companies, and that business investment, which provides economic stimulus and jobs, contributes directly to humanitarian objectives. This is the basic synergistic relationship between business investment and humanitarian activities.

The Business Humanitarian Forum supports international, non-governmental and private organizations which are in the field delivering assistance to those in need, and encourages businesses to join in this effort. The BHF promotes and facilitates constructive dialogue between businesses and humanitarian organizations. At the same time, the BHF is independent, and evaluates each potential partner on a case-by-case basis.

Bringing the resources, energy and creativity of the business community to bear on the world's most pressing humanitarian problems is one of the big



## MESSAGE FROM THE UN SECRETARY GENERAL TO THE BHF FOUNDING MEETING IN GENEVA, JANUARY 1999

It gives me great pleasure to convey my greetings to the first meeting of the Business Humanitarian Forum. The business community is fast becoming one of the United Nations' most important allies. I think you will agree that a fundamental shift has occurred in the UN-business relationship. The United Nations has developed a profound appreciation for the role of the private sector; its expertise, its motivated spirit, its unparalleled ability to create jobs and wealth. At the same time, business and industry are recognizing the many virtues of the Organization's work for political and social stability and for a predictable, rule-based environment for trade and investment. In a world of common challenges and common vulnerabilities, the United Nations and business are finding common ground.



I am particularly pleased to see the business community looking to forge even closer links with our humanitarian work in countries torn by conflict, poverty, famine or natural disaster. This is where the United Nations faces some of the most complex problems and some of the greatest despair. Typically, our activities must be carried out on several fronts at once: to promote democratic governance and effective public administration; to build and rebuild judicial systems, to clear fields of land-mines so that agriculture can resume; and to ensure the delivery of basic services and infrastructure — roads, homes, schools, clinics, water and energy supplies.

The business community has a crucial role to play in all of this work. Indeed, the dialogue between the United Nations and the business community is based on the conviction that expanding markets and human security and well-being go hand in hand. That is why the Organization's doors are open to you as never before. Just last week, the United Nations launched a new website for the private sector: it is located at [www.un.org/partners](http://www.un.org/partners) and is designed to function as virtual enterprise liaison service — a one stop shop where executives can explore the potential for greater co-operation.

The tasks ahead are far from easy, nor will we succeed overnight. But together as partners, we can do much to strengthen the pillars of peace and prosperity. In that spirit, please accept my best wishes for a successful forum.

**Kofi Annan**

Secretary General of the United Nations

new ideas of the 21st century. The world's humanitarian needs are growing, but the resources which governments are able to devote to them are dwindling. At the same time, business is the world's greatest allocator of resources, the world's biggest employer and provider of jobs, the principal creator of wealth and therefore also the principal eliminator of poverty. Business pays a major portion of the world's taxes, provides philanthropic donations for worthwhile causes, and is constantly producing new technologies and products to improve the quality of human life. The potential of business to reduce human suffering is enormous, but much of this potential has remained untapped. The BHF aims to encourage better use of this potential, in coordination with the humanitarian community.

The BHF works with other organizations and institutions throughout the world that share an interest in these objectives. It encourages humanitarian organizations, companies, foundations, government agencies, international organizations and individuals to join in the effort to engage business interest in resolving humanitarian problems.

**The Business Humanitarian Forum Association welcomes inquiries and expressions of interest. The Association is prepared to make presentations or conduct programs on the concept of business humanitarian cooperation as part of conferences, seminars or training sessions and will work with meeting organizers to fit this subject into their themes and formats.**



The BHF has worked *inter alia* with the following organizations: Center for Strategic and International Studies (CSIS), World Bank, *Humanitarian Affairs Review*, Konrad-Adenauer Stiftung, UNOPS, UNDP UNHCR, the International Chamber of Commerce, the Stability Pact for South Eastern Europe, and the Geneva International Centre for Humanitarian Demining.

## PROGRAMS

The BHF sponsors or co-sponsors programs and events of all kinds which will further its general goals. These programs are grouped under the following headings:

**CONSCIOUSNESS-RAISING** ■ The founding meeting and follow-on conference held by the BHF in 1999 were devoted to disseminating the general message regarding the usefulness of mutual cooperation between business and humanitarian organizations. While subsequent conferences and other events have focused on specific problem areas, the BHF has also used



*(page 6) A close up of the cover page of the report titled “What Can Business Bring to Balkan Reconstruction?,” October 2000.*

*(left) BHF President Jack Maresca addresses the conference on “Business in the Balkans” co-sponsored with Forum Europe in Brussels on June 26, 2001.*

those occasions to reinforce the generic message. In fact, this will be a continuing feature of all BHF programs and activities.

#### **CONFERENCES AND WORKING GROUPS**

■ **Regional Focus:** The BHF has held, with co-sponsors, several conferences focusing on regional problems. During 2000 and 2001, two conferences were held in Brussels and one in Paris that dealt with business humanitarian issues in the Balkans and in sub-Saharan Africa. There will be a third meeting in Brussels to continue the effort to improve the business humanitarian relationship as it concerns development and investment in the Balkans.

■ **Technologies for Humanity:** The BHF is now working with a co-sponsor, the Geneva International Centre for Humanitarian Demining, to hold several workshops on raising business interest in the problem of humanitarian demining. This event, which will be held in September, 2002, seeks to address a functional rather

than a regional problem where greater collaborative efforts could produce enhanced solutions in support of humanitarian demining efforts.

■ **TRAINING/ORIENTATION** ■ The BHF provides briefings, advice and orientation on the mutual benefits of cooperation to interested groups from the business and humanitarian sectors. The BHF can also provide educational “modules” on the role of business in helping to stabilize distressed societies, for use in business and international affairs training courses.

The BHF is planning to establish an orientation program in Geneva that will sensitize and educate mid-level officials from the private and humanitarian sectors regarding the mutual benefits of cooperation. The program will also seek to reduce or eliminate the mutual suspicion that sometimes affects the thinking of officials in each sector. This program will allow the BHF to reach rising executives who

can act as “multipliers” for this concept within their organizations.

**PUBLISHING** ■ The BHF also uses various media and publications to convey its vision, such as articles published recently in *Humanitarian Affairs Review* and the *International Herald Tribune*. The BHF website, [www.bhforum.ch](http://www.bhforum.ch), disseminates information about the organization and its activities and serves as a focal point for businesses and humanitarian organizations interested in working with each other in specific areas.

**BHF ASSOCIATES** ■ The BHF has a membership program which seeks the support of business and humanitarian organizations. This program not only provides general support for the BHF and its work, but also gives members the opportunity to identify specific areas for cooperation. Furthermore, the BHF can provide expert consultants from the private sector or humanitarian organizations when their skills are needed.

**TAILORED DIALOGUE** ■ The BHF can arrange meetings between specific businesses and humanitarian organizations in order to achieve common objectives. Given the gap of information that exists between these two sectors, such meetings can be very useful. The BHF uses special expertise as well as its presence in Geneva — the home of many humanitarian organizations or their branch offices — to bring business executives and humanitarian officials together for their mutual benefit. In this regard, the BHF is developing a wide-

ranging cooperative effort supporting reconstruction work by humanitarian organizations in Afghanistan and is convening contact group meetings in Geneva for information exchange with representatives of relevant business sectors. The BHF is actively pursuing other opportunities for this kind of tailored dialogue.

## ACTIVITIES

### 1999

■ Founding Meeting, Geneva, January 27  
Participants included: Peter Bell, President of CARE USA; Jean-Francois Chene, Chairman of Aquassistance; Narcisa Escalar, Deputy Director General, International Organization for Migration; G.A. Fookes, Vice-President, Nestle; Ruth Harkin, Senior Vice-President, United Technologies; Astrid Heiberg, President, International Federation of Red Cross and Red Crescent Societies; John F. Imle Jr., President, Unocal; Reynold Levy, President, International Rescue Committee; Sadako Ogata, UN High Commissioner for Refugees; George F. Russell Jr., Chairman, Frank Russell Company; Edward M. Smith, President and CEO, PSG International; Cornelio Sommaruga, President, International Committee of the Red Cross; John Whitehead, Chairman, International Rescue Committee; and Robert Zoellick, President and CEO, Centre for Strategic and International Studies (CSIS).

■ Washington Conference on “Defining New Cooperation in the Humanitarian Agenda,” co-sponsored by the BHF and CSIS, November 1 and 2. Keynote speakers

## MESSAGE FROM THE UN SECRETARY GENERAL TO THE BHF-ICC CONFERENCE ON AFRICA, PARIS, DECEMBER 2001

*Message to conference on “Business Investment and Humanitarian Problems in Sub-Saharan Africa” Co-Sponsored by the Business Humanitarian Forum and the International Chamber of Commerce*

“It gives me great pleasure to send my greetings to this conference. I am grateful to the Business Humanitarian Forum and the International Chamber of Commerce for supporting the Global Compact initiative and for working with the United Nations to promote responsible corporate citizenship throughout the world.

Business has a clear stake in ending conflict and in alleviating the suffering caused by humanitarian emergencies. Businesses also have unique opportunities to help achieve these goals, and avoid the conditions that lead to violence. Through investment — in education, technology, infrastructure and human resources — business can create the jobs and wealth that enable countries to overcome poverty. Through advocacy, business can promote the legal and regulatory frameworks needed for markets to take root. And through a commitment to transparency, business can set an example and break the cycle of corruption that undermines public and investor confidence.

In sub-Saharan Africa, the private sector can make an enormous difference in responding to the HIV/AIDS crisis, which has taken its place alongside the long-standing challenges of conflict and poverty. The disease has struck hardest in Africa, and in many places has become the leading obstacle to development. It has also caused business costs to expand, making AIDS a direct threat to profits and productivity. Companies can draw up effective AIDS policies and educate their work force, as some are already doing. Businesses can also integrate HIV awareness and prevention messages in marketing and public relations. And when staff are afflicted, businesses can and must support them and their families, notably by providing voluntary and confidential testing and counseling.

The United Nations welcomes the interest of the private sector in addressing pre- and post-conflict challenges. If societies are to prevent or overcome conflict and disaster, business stands to gain and should be on hand to assist. Thank you again for your support, and please accept my best wishes for a successful conference.”

**UN Secretary General Kofi Annan**

*Delivered by UN Under-Secretary General and  
Special Representative for Africa, Ibrahim Gambari*

included UN High Commissioner for Refugees Sadako Ogata and World Bank President James Wolfensohn.

## 2000

- 1st Brussels Conference on “What Can Business Bring to Balkan Reconstruction,” co-sponsored by the BHF and *Humanitarian Affairs Review* with the World Bank, Forum Europe, UNOPS, UNHCR and the Konrad-Adenauer Stiftung, October 3. The keynote speaker was Javier Solana, EU High Representative for Common Foreign and Security Policy.

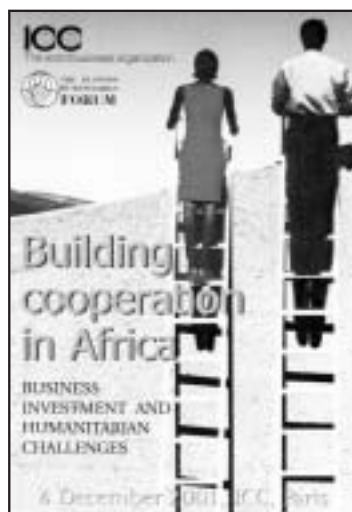
## 2001

- BHF expert consultant visits Kosovo under UNDP auspices, January 26-31 to advise on attracting business investment.
- BHF website launched, March 16.



Homepage of the BHF's website, [www.bhforum.ch](http://www.bhforum.ch)

- 2nd Brussels Conference on “Business in the Balkans,” co-sponsored by the BHF and Forum Europe with *Humanitarian Affairs Review*, the Konrad-Adenauer Stiftung, the Stability Pact for South East



Announcement poster for the Conference on “Building Cooperation in Africa” co-sponsored with the International Chamber of Commerce in Paris, December 6, 2001.

Europe, EurActiv.com and the World Bank, June 26.

- Paris Conference on “Building Cooperation in Africa,” cosponsored by the BHF and the International Chamber of Commerce, December 6. The keynote speaker was the UN Under Secretary-General and Special Representative for Africa, Ibrahim Gambari.

## 2002 (PROSPECTIVE - SELECTED LIST)

- Geneva working groups on “Bringing Business Interest to Humanitarian Demining,” co-sponsored by the BHF and the Geneva International Centre for Humanitarian Demining.
- 3rd Brussels meeting on attracting business investment to the Balkans, co-spon-

sored by the BHF, Forum Europe and *Humanitarian Affairs Review*.

- Participation in the 3rd ICC Africa Regional Meeting (Yaounde, Cameroon), in cooperation with ICC, ICC Cameroon, and the African Business Round Table. The BHF is acting as liaison with humanitarian organizations.

### MANAGEMENT

- During 1999-2000, the BHF functioned entirely on pro bono contributions of assistance and work. Office space and considerable assistance was provided free of charge by the Center for Applied Studies in International Negotiations (CASIN). A corporate sponsor provided printing services as an in-kind contribution. Some funding for conference administration was provided by a foundation.

- In 2001 the BHF for the first time hired two consultants on a part-time basis. In 2002, two additional consultants — one full-time — will be brought on board to carry out an expanded work program of activities to which the BHF is already committed. The BHF is moving to a self-sustaining structure, with a small nucleus of paid staff.

- In early 2002, the Business Humanitarian Forum USA, a non-profit corporation, will begin its activities. A request has been filed with the U.S. Internal Revenue Service for status under section 501(c)(3) of the Internal Revenue Code so that tax-deductible contributions can be received. BHF USA, based in Washington, seeks to establish closer links with businesses and

humanitarian organizations located in the U.S., in support of programs of both the BHF and BHF USA. The BHF USA Board is composed of Mr. Edward Norton (Chair), Mr. Charles Hoyt, and Dr. Craig Llewellyn.

### FINANCES

- Under its constitution, the Business Humanitarian Forum is “organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.”

Furthermore, the BHF constitution states that “no part of the net earnings of the organization shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in the purpose clause hereof. No substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the organization shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the organization shall not



carry on any other activities not permitted to be carried on (a) by an organization exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future federal tax code.”

Because the Business Humanitarian Forum is not affiliated with any company or organization, it seeks funding from a variety of sources to maintain its independence and to achieve its purposes. The BHF receives funding from foundations, corporations and individuals.

For information on how individuals or their organizations can help the Forum to achieve its objectives, please contact us. Our contact information is as follows:

Attn: BHF Secretariat  
c/o CASIN  
7 bis, avenue de la Paix  
Case postale 1340  
1211 Geneva I, Switzerland  
Telephone: ++41 (0)22 730-8680  
Fax: ++41 (0)22 730-8690  
e-mail: [bhinfo@bhforum.ch](mailto:bhinfo@bhforum.ch)  
website: <http://www.bhforum.ch>

The Business Humanitarian Forum, as a non-profit association under Swiss law, can accept contributions in either U.S. dollars or Swiss francs:

**By mail:**

UBS SA  
Case postale 2600  
CH-1211 Geneva, Switzerland

For credit to the  
Business Humanitarian Forum  
Account 0240 244.833.00J (francs), or  
0240 244.833.60V (dollars)

**By wire:**

UBS SA  
SWIFT CODE: UBSWCHZH12A

For credit to the  
Business Humanitarian Forum  
Account 0240 244.833.00J (francs), or  
0240 244.833.60V (dollars)



**BHF Staff: left to right, Nathalie Egea (project assistant), Eleonore Kopera (managing director), John King (director).**

## **BOARD OF CO-CHAIRS**

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*President, CARE USA*

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Mr. George Russell\*  
*Chairman, Frank Russell Company*

The Honorable John C. Whitehead\*  
*Chairman Emeritus  
International Rescue Committee*

(\*indicates co-founders)

## **BHF BOARD OF ADVISORS**

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**THE BUSINESS**  
**HUMANITARIAN**  
**FORUM**

Business Humanitarian Forum • c/o CASIN • 7 bis, avenue de la Paix • Case postale 1340 • 1211 Geneva I, Switzerland  
Telephone: ++41 (0)22 730-8680 • Fax: ++41 (0)22 730-8690 • Website: [www.bhforum.ch](http://www.bhforum.ch) • E-mail: [bhinfo@bhforum.ch](mailto:bhinfo@bhforum.ch)