



THE BHF ASSOCIATION

Tri-Annual Report

2012 - 2014

The Contribution of the Private Sector to Society



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The BHF Association ***August, 2015***

Design and Layout: Le Gong

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"The Contribution of the Private Sector to Society."

The three-year period from 2012 through 2014 was marked by a range of BHF activities, conferences, visits and events which brought together experts from different walks of life to advance discussions on issues of interest to the private sector, UN agencies, NGOs and academia. The BHF expanded its educational and advisory programs, reaching out to companies and institutions seeking tailored advice or training for their personnel on issues of responsible management, community relations, sustainability and business integrity, and actively supporting educational institutions which are pursuing these goals..

Our international efforts have covered a wide range of topics, from ways to better harness the potential of the private sector for sustainable development, to discussing policies and practices for responsible and sustainable growth in the full range of commercial, industrial and financial sectors. The BHF also hosted a conference and ceremony to present the 2012 Russell-Whitehead Business Humanitarian Award, awarded periodically to a person who has contributed in significant ways to business responsibility and sustainability. Education and training are growing dimensions of the BHF's work, both at the university level and through programs tailored for the specific needs of companies and financial institutions..

The unifying themes of these activities and projects - and indeed the mandate of our organization - are to foster and develop cross-sector understanding and cooperation in support of sustainable economic and human development in the least-developed countries, post-conflict and other priority areas, as well as to promote greater contributions by a responsible private sector to society in general.

Through increased cross-sector understanding and cooperation, the public, private and non-profit sectors can

improve conditions on the ground for local populations and actively support the job creation process, which is fundamental for poverty alleviation and responsible economic and social development especially in the developing world. These basic themes remain as relevant as ever, even as the BHF continues to update its expertise and its focus, and to adapt the ways in which they are addressed.

As the BHF looks to the future, we are continuously re-inventing our operational methodologies and reconfiguring our organization to better achieve our goals in a more effective and efficient manner. We are also reaching out to areas of the world where we have not yet been active, and to identify regions which need our approach, and our services, most, up and down the business stream. Our website explains these changes in more detail, and provides information on our new Geneva address. The BHF continues to pursue its broad original mandate through new methods and partnerships, and by becoming active in new fields and new world regions. We are looking to increase our collaboration with members of the world community - individuals, organizations, educational and financial institutions and companies, and to consult on new opportunities with organizations and people who share our interest in expanding and improving the contribution of business to society.

We thank all of our partners and supporters for your sustained interest and support.

John J. Maresca
President of the BHF Association Council

A handwritten signature in dark ink, reading "John J. Maresca".

table of contents

A word from the President

Overview

- 1 The BHF and its Vision
- 1 Organization and Activities

Workshops and Events

- 2 BHF Conference on Harnessing the Potential of the Private Sector for Development
- 3 2012 Russell-Whitehead Business Humanitarian Award
- 3 Conference on “Responsible Growth Paths: Policies and Practices from the Extractive Sector”, co-hosted by the BHF and the Swiss Federal Department of Foreign Affairs
- 4 A renewed focus

Public Affairs

- 5 Participation
- 5 Communication
- 5 Consultation

BHF USA

BHF Personnel

Annexes

- 6 Organization and Boards
- 8 Partners and Donors
- 11 Financial Summary

who we are

The Business Humanitarian Forum (BHF) Association was established in Geneva in 1999 by a group of senior representatives from the private sector and humanitarian organizations, and with the active support of former UN Secretary General Kofi Annan. Its mandate is to encourage and develop new and innovative ways to bring the resources, energy and creativity of the private sector to bear where it is needed most for job creation and humanitarian assistance. The BHF encourages ethically motivated support by the public and private sectors to achieve sustainable economic and human development in post-conflict areas and developing countries where investment is needed, focusing as well on building a socially responsible context for these activities.

our vision

The BHF also seeks to bridge the gap of understanding and promote cooperation between humanitarian organizations and private business, encouraging both sides to work together to solve complex development problems. The BHF works to build awareness that business has strong, ethical long-term interests in supporting the work of the humanitarian community; both the private and public sectors have common interests in the stabilization of developing and post-conflict societies as well as in the encouragement of sustainable growth and development.

our organization

The BHF is a worldwide, non-profit, tax-exempt association based in Geneva. It is registered under the laws of Switzerland and the Canton of Geneva. It has two Honorary Co-Chairmen, George F. Russell, Jr. and the Honorable John C. Whitehead, both of whom were cofounders of the BHF. It is overseen by a BHF Association Council and managed on a day-to-day basis by an Executive Board in Geneva. An American affiliate, BHF USA, is registered in Washington, D.C. as a non-profit, tax exempt private foundation under Section 501 (C) (4) of the IRS Code.

what we do

- Direct participation in public-private partnership investment projects;
- Assisting and encouraging local entrepreneurs, particularly women entrepreneurs;
- Facilitating contacts and support between potential partners;
- Offering relevant training courses and advisory services;
- Convening contact group meetings, workshops and other forums to advance our objectives;
- Conducting public information activities that stimulate similar action; and
- Promoting sustainable development, community responsibility and ethical conduct by the public and private sectors.

In the 2012-14 period, the BHF continued to organize a number of high-calibre events and trainings on a variety of topics.

Conference on the role of the Private Sector for Development

On March 16, 2012, the BHF held a well-attended conference on “Harnessing the potential of the private sector for development” in Geneva. The goal of the conference was to showcase how the private sector can expand economic and social opportunity to local communities in developing countries and to learn about innovative cross-sector partnerships in this field. In order to encourage frank exchange, the workshop was held under the Chatham House Rule of Confidentiality.

The keynote address by Prof. Iqbal Quadir from MIT on “Harnessing technology for development and democracy” perfectly illustrated how new technologies can improve the productivity of people, thus empowering and allowing them to hold government more accountable. Prof. Quadir’s inspiring personal story of creating a mobile phone company which now provides connectivity to millions of people in Bangladesh was a case in point for entrepreneurship and new technologies as key drivers of economic development and social progress.

The second presentation elaborated on the theme of connectivity from the perspective of a UN agency that mainly implements trade-related technical assistance projects in as much as the organization enables SMEs to generate

sustainable incomes and livelihoods for the poor by connecting them to global markets and in terms of supporting private-public sector dialogue, cooperation and implementation of joint export strategies.

A theme which ran through two sessions is the importance of an open, fair and rules-based multilateral trading system to continue supporting economic and social development. A leader from an international trade organization recalled the challenges to full market access faced by marginalized producers and communities, and the head of an international organization representing global business interests spoke about the serious obstacles to on-going multilateral trade negotiations due to the financial crisis and potential implications for the world economy and developing countries in particular. He offered suggestions on what business and governments can do to break the current deadlock in negotiations and counter protectionist tendencies.

Another presentation discussed the benefits and complexities of public-private collaboration on development projects. Given by a representative of a Western European government’s national development agency, the presentation gave the audience a first-hand account of the organization’s experiences and current projects, as well as important lessons learned and best practices for partnerships.

A panel of senior representatives from companies in the food, pharmaceutical and financial sectors rounded up the event by discussing the theme of “Approaches to shared economic development”. Their

presentations focused on innovative strategies and projects that their businesses had adopted to create value for local communities beyond classical corporate social responsibility policies.

The full report of this conference can be found [here](#).

2012 Russell-Whitehead Business Humanitarian Award

Iqbal Z. Quadir Receives 2012 Russell-Whitehead Business Humanitarian Award

Following the conference on March 16 in Geneva, the BHF presented its 2012 “Russell-Whitehead Business Humanitarian Award” to Professor Iqbal Z. Quadir, Founder and Director of the Legatum Center at the Massachusetts Institute of Technology (MIT) and Founder of the telecommunications operator Grameenphone in Bangladesh.

Prof. Quadir received the 2012 Russell-Whitehead Business Humanitarian Award for his visionary contribution to economic and social development in Bangladesh through the establishment of Grameenphone and other enterprises. The award also honors his personal engagement, teaching and leadership at the Legatum Center championing the role of entrepreneurship, technology and innovation as key drivers for lifting people out of poverty and empowering citizens in low-income countries.

The award was presented to Prof. Quadir by the Chair of the BHF’s International Advisory Board and former Secretary-General of the International Chamber of Commerce, Maria Cattau, together with John Maresca, President of the BHF Association Council.

The ceremony closed with a reception in honor of Prof. Quadir, where participants were invited to reflect upon and further discuss the day’s insights.

The award is presented periodically to an outstanding individual or organization that has contributed in a significant way to facilitating private sector efforts to bring sustainable investment, job creation and economic development where they are needed most.

For more information on the ceremony and the award, please see the respective reports [here](#).

Conference on “Responsible Growth Paths: Policies and Practices from the Extractive Sector”

The conference on “Responsible Growth Paths: Policies and Practices from the Extractive Sector” took place on May 15/16, 2014 at the BHF in Geneva. It was co-hosted by the BHF and the Swiss Federal Department of Foreign Affairs.

The event, which was held under Chatham House rule, provided a cross-sector platform to advance discussions on some of the most critical social, environmental and corporate governance issues the extractive sector is facing, notably by addressing responsible practices from both companies and governments.

It included 10 broad thematic sessions ranging from presentations on resourced based development in Botswana over insights on the relevance of CSR practices for the investment community to a panel session discussing the case for responsible shale gas development.

The wide participation and active discussion by attendees from both the private and public sector indicated a strong interest in the topic of the conference and underlined the usefulness of such a cross-sector approach to address critical issues in the extractive sector.

To start with, one key point is the need for good public governance in countries with extractive industries so that obtained revenues from licenses and operations really contribute to a broad economic and social development, thus also avoiding aspects of the so-called resource curse.

While extractive companies have improved their CSR policies and practices, they are often not putting enough emphasis on corporate community engagement including appropriate grievance mechanisms, as the former is more often than not at the heart of conflicts with local communities..

As a consequence, the CSR performance of extractive companies is playing an increasingly important role for the investment community, thus affecting their market value.

There are a number of important and widely accepted standards regarding good governance and CSR, such as the UN Guiding Principles on Business and Human Rights, the Extractive Industries Transparency Initiative, the Voluntary Principles on Security and Human Rights and the Better Gold Initiative, which governments and companies can use and promote as tools that help prevent or limit negative CSR impacts by extractive industries.

Finally, the panel session highlighted the difficulty of reconciling the need for cheap and reliable energy resources and as a crucial driver of economic development and addressing significant concerns of environmental as well as social impacts stemming from the extraction of fossil fuels.

The two-day conference brought together some 80 attendees from companies, key international organizations, governments, NGOs as well as from academia, in consonance with the BHF mandate.

A renewed focus

During 2012 and 2013, the BHF carried out the latest of its periodic in-depth assessments of its areas of work and activities. The primary goal of this exercise was to increase the organization's focus on income generating services for clients from both the private and the public sectors.

As a result, the BHF developed a number of innovative training modules on CSR, Sustainability and Cross-Sector Cooperation which it can deliver as standard courses or tailored to the specific needs and expectations of clients. In addition, the BHF developed detailed standards and guidelines on corporate community engagement, for extractive companies operating in developing countries.

Participation

In addition to holding conferences as noted above, BHF staff also participated in a wide range of events and meetings at which it provided its views and experience.

Communication

The BHF continued to publish its regular electronic newsletter which was sent to an ever growing list of subscribers. The newsletter has helped greatly to spread information about the BHF and its work, and has brought new interest and support.

Consultation

Acknowledging the BHF's role in the area of economic development, the UN Economic and Social Council (ECOSOC) has once again formally voted to grant the BHF consultative status within the ECOSOC system. This allows the BHF to participate in the various ECOSOC meetings on economic issues and to provide its views and experiences for the record. By virtue of its consultative status, the BHF also enjoys enhanced access to UN officials as well as to UN offices and agencies dealing with these subjects. ECOSOC consultative status constitutes official UN recognition of the legitimacy and usefulness of the BHF's work in the economic reconstruction field and allows the BHF to participate more effectively in the UN's work in this area.

The BHF decided in August 2012 to close its American affiliate, BHF USA, at the end of that year. The BHF Council recognized that the organization had basically fulfilled its mission of supporting the BHF in Geneva through fund-raising and related activities and could serve no further useful purpose. The BHF Council formalized its decision in the minutes of the 2012 BHF general meeting.

During 2012-14 the BHF reduced its permanent staffing pattern in order to cut costs. Nevertheless, with the help of several interns brought on board for short-term projects, the BHF managed to maintain its pace of activity while reducing costs and lowering personnel overhead expenses.

Honorary Co-Chairs:

Mr. George F. Russell Jr.
Chairman Emeritus
Russell Investment Group

The Honorable John C. Whitehead
Chairman Emeritus, International Rescue Committee,
Former Chairman of Goldman Sachs and former US
Deputy Secretary of State

BHF Founders

Mr. Peter Bell
Former President, CARE USA

Mr. Vladimir Petrovsky
Former Director General
United Nations Offices in Geneva

Ms. Susan Crowley
Former Director, International Organization
Relations, Merck & Co.

Mr. George F. Russell Jr.
Mrs. Jane Russell

Mr. Jean Freymond
Director, Dialogues Geneva (D@G)

Mr. Cornelio Sommaruga
Former President, International
Committee of the Red Cross

Mr. John Imle Jr.
Former President and Vice-Chairman
Unocal Corporation

The Honorable John C. Whitehead
Chairman Emeritus,
International Rescue Committee

Amb. John J. Maresca
President, BHF Association

Mr. Robert Zoellick
President, World Bank Group

Mrs. Sadako Ogata
Former United Nations High Commissioner
for Refugees

BHF USA Board:

Mr. Edward W. Norton
Attorney, Chair

Mr. Terrence Ryan
Former President, Chamber of
Commerce, Fort Worth, Texas

Mr. Charles Hoyt
Former Associate General Counsel,
Mobil Oil Corporation

Mr. Steven Umin, Partner
Williams and Connolly

Dr. Craig Llewellyn
Professor and Director,
Center for Disaster and Humanitarian
Assistance Medicine, Uniformed Services
Medicine, Uniformed Services University
Medical School

Amb. John J. Maresca
(ex officio)

BHF International Board of Advisors:

Mr. Robin Aram
Former Director, Council on Corporate
Responsibility and Sustainability
The Conference Board

Ms. Christine Batruch
Vice President
Corporate Responsibility
Lundin Petroleum AB

Mr. Daniel Biedermann
Former Director, Swiss Red Cross

Mme. Maria Livanos Cattau (Chair)
Former Secretary General,
International Chamber of Commerce

Mr. Niels Christensen
Vice-president, Nestlé S.A.

Dr. Flavio Del Ponte
Chief Medical Advisor
Swiss Agency for Development and
Cooperation

Mr. Victor Dial
Former President, Board of Governors
American Hospital of Paris

Ambassador Rolf Ekeus
Former OSCE High Commissioner on Na-
tional Minorities

Mr. John Imle Jr.
Non-executive Director, International Oil
and Gas Technology, Ltd and Independent
Energy Advisor

Mr. Thomas F. Maxey
Former Vice Chairman,
N.W. Ayer

The Honorable Thomas M.T. Niles
Vice Chairman, U.S. Council for
International Business

Ambassador Mohamed Sahnoun
Special Representative of the
UN Secretary General

Maitre Marc Joory
Legal Counsel

BHF Association Council:

Amb. John J. Maresca
President

Mr. Jean Freymond
Executive Director

Mr. John H. King
Treasurer

Mr. Roberto Dotta
Deputy Director (ex officio)

BHF STAFF:

Mr. John H. King
Director

Mr. Roberto Dotta
Deputy Director

Project Managers and Assistants

Ms. Rita Kaali
Mr. Albert Kao

Mr. Alejandro Castrillon
Ms. Laura Kangas

Mr. Tristan Irschlinger
Ms. Pranati Mehta

IT Consultant

Mr. Le C. Gong

- ACCENTUS Foundation (HIV/AIDS- Prevention Fund)
- Afghan Investment Support Agency (AISA)
- Afghan National Furniture Company, Kabul
- AngloGold Ashanti
- Baz International Pharmaceutical Company (BIPC), Kabul
- Center for Applied Studies in International Negotiations (CASIN)
- Center for Development and Cooperation (CDC at the Berne University of Applied Sciences)
- Center for Security Studies, Swiss Federal Institute of Technology (ETH), Zurich
- Center for Strategic and International Studies (CSIS)
- Clonmel Healthcare
- Conference Board Europe
- Coca Cola Africa
- Deutsche Investitions- und Entwicklungsgesellschaft (DEG)
- Deutsche Post World Net (DPWN)
- DHL
- Embassy of Bosnia and Herzegovina Berne
- Ethan Allen Inc.
- European Generic medicines Association (EGA)
- Forum Europe / Friends of Europe
- Foundation for Environmental Security and Sustainability (FESS)
- Geneva Center for Security Policy
- Geneva International Center for Humanitarian Demining (GICHD)
- Government of Afghanistan
- Government of Germany
- Government of Switzerland
- International Committee of the Red Cross (ICRC)
- International Federation of Red Cross and Red Crescent Societies (IFRC)
- International Chamber of Commerce (ICC)

- International Rescue Committee (IRC)
- International Training Center for Local Authorities/Actors (CIFAL)
- IPP Communications Group, Africa
- Karl Popper Foundation
- Legatum Center for Development and Entrepreneurship at MIT
- Merck Sharp & Dohme Inc.
- NEPAD Business Group
- Nestlé SA
- OECD
- OSCE
- Pfizer Inc.
- Rio Tinto PLC
- Shell International Ltd.
- Swiss Agency for Development and Cooperation (SDC)
- Swiss Federal Department of Foreign Affairs (FDFA)
- Swiss Federal Office for the Environment (FOEN)
- Swiss Organization for Facilitating Investments (SOFI)
- Stockholm International Peace Research Institute (SIPRI)
- Swiss Red Cross
- Swiss Import Promotion Programme (SIPPO)
- The Evian Group @ IMD
- The Russell Family Foundation
- Transparency International (Swiss Chapter)
- U.S. Council for International Business (USCIB)
- U.S. Institute of Peace
- UN Economic and Social Commission for Western Asia (ESCWA)
- UN Environment Programme Finance Initiative (UNEP FI)
- UN Global Compact
- UN Offices in Geneva (UNOG)
- UN University for Peace
- UNDP Baku

- UNDP Kabul
- UNDP Kosovo
- UNDP Kuwait
- UNDP New York
- UNDP Sarajevo
- UNDP Iraq
- UNHCR
- UNITAR
- UN-mandated University for Peace (UPEACE)
- Unocal
- UPEACE Center for Executive and Professional Education
- USAID
- World Health Organization (WHO)
- World Bank
- The Whitehead Foundation

BALANCE SHEET

At 31 December
(In Swiss Francs)

	2012	2013	2014
ASSETS			
CURRENT ASSETS			
<i>Cash</i>	720,421	559,743	383,504
<i>Receivables</i>	13,784	17,447	0
<i>Prepaid Expenses and Deposits</i>	14,824	8,268	8,273
	749,029	585,458	391,777
FIXED ASSETS - AT COST	92,874	92,874	92,874
<i>Accumulated Depreciation</i>	(92,874)	(92,874)	(92,874)
	0	0	0
TOTAL ASSETS	749,029	585,458	391,777
LIABILITIES & RESERVES			
CURRENT LIABILITIES			
<i>Accounts payable</i>	4,130	8,666	14,119
DEFERRED DONATIONS	677,387	527,387	327,387
<i>Total Liabilities</i>	681,517	536,053	341,506
RESERVES			
<i>Reserves - Opening</i>	85,912	67,512	49,405
<i>Excess (deficiency) of Revenues over Expenses</i>	(18,400)	(18,107)	866
<i>Reserves - Ending</i>	67,512	49,405	50,271
TOTAL LIABILITIES & RESERVES	749,029	585,458	391,777

**Rapport de l'organe de révision sur le contrôle restreint
à l'assemblée générale ordinaire des actionnaires de
The Business Humanitarian Forum Association
Genève**

En notre qualité d'organe de révision, nous avons contrôlé les comptes annuels (bilan, compte de profits et pertes et annexe) de The Business Humanitarian Forum Associations pour l'exercice arrêté au 31 décembre 2014.

La responsabilité de l'établissement des comptes annuels incombe au conseil d'administration alors que notre mission consiste à contrôler ces comptes. Nous attestons que nous remplissons les exigences légales de qualification et d'indépendance.

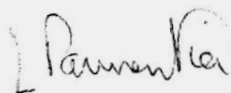
Notre contrôle a été effectué selon la Norme suisse relative au contrôle restreint. Cette norme requiert de planifier et de réaliser le contrôle de manière telle que des anomalies significatives dans les comptes annuels puissent être constatées. Un contrôle restreint englobe principalement des auditions, des opérations de contrôle analytiques ainsi que des vérifications détaillées appropriées des documents disponibles dans l'entreprise contrôlée. En revanche, des vérifications des flux d'exploitation et du système de contrôle interne ainsi que des auditions et d'autres opérations de contrôle destinées à détecter des fraudes ne font pas partie de ce contrôle.

Lors de notre contrôle, nous n'avons pas rencontré d'élément nous permettant de conclure que les comptes annuels ainsi que la proposition concernant l'emploi du bénéfice ne sont pas conformes à la loi et aux statuts.

Genève, le 15 octobre 2015.

LAP/syp 3/2

SYNERGIE FIDUCIAIRE SA



L. Parmentier
Resp. vérification



O. Hernan

Annexes : bilan et comptes de profits et pertes
utilisation du résultat reporté
annexe aux comptes

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