



THE BUSINESS HUMANITARIAN FORUM ASSOCIATION



Annual Report *2008*

The Positive Potential of the Private Sector



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ASSOCIATION



Annual Report
2008

The Positive Potential of the Private Sector

The Business Humanitarian Forum Association *October, 2009*

Design and Layout: Le Gong

Cover photos (from left to right)

1. BHF Deputy Director Rob Dotta as a panelist(R) at the 2nd annual B2B Export Meeting in Sarajevo, Bosnia & Herzegovina
2. Former President of the World Bank James D. Wolfensohn receives Russell-Whitehead Business Humanitarian Award at a ceremony in New York, March 30, 2009 (From left: John Maresca, President of the BHF Association Council, BHF Honorary Co-Chair John C. Whitehead, Former World Bank President James D. Wolfensohn and BHF Honorary Co-Chair George F. Russell Jr.)

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“The quickest way to economic development is to create sustainable jobs for people.”

Once again I am pleased to report that the Business Humanitarian Forum maintained a full spectrum of activities during 2008. The year was characterized by a growing economic crisis that had a profound impact on virtually every region and country. Although the resulting negative financial climate inevitably affected almost all organizations in one way or another, the BHF was able to continue its operations while taking necessary measures to husband its resources and protect its financial position. Thanks to the loyalty of its donors, the BHF has managed to weather the financial storm while maintaining its calendar of programs and even initiating new ones.

The BHF mandate is as relevant as ever - to encourage pro-active ethical policies and behavior by the private sector, including policies and programs that support economic and human security in post-conflict areas and poor countries. In pursuit of these goals, the BHF works with both the private and public sectors to create partnerships for humanitarian development and economic regeneration in developing regions. The BHF continues to believe that the most effective way to build peace in post-conflict areas is to create sustainable jobs for people. Jobs give people the confidence and means to improve their lives and to resolve many of their problems. By working together, public and private sector organizations can multiply the effectiveness of

the job creation process, and can ensure that it is done in an ethical and sustainable fashion.

The BHF continues to carry out its mandate through a mix of practical projects on the ground as well as conferences, workshops and seminars dedicated to promoting a better understanding of the need for public-private cooperation for the benefit of all. The BHF spends much of its time and effort in working with both sectors to identify specific business interests and investment opportunities where the private sector can stimulate sustainable development by creating jobs and economic activity. Aside from concrete projects, the BHF has also organized a number of workshops and events on issues of relevance to the public, private and NGO sectors, for instance on “Company Responsibilities in Countries with Human Rights Challenges” or “Governance and Reconstruction in Iraq” to name but two.

While recognizing that the economic climate during 2008 has placed some constraints on the BHF’s ability to achieve all its objectives, this report will demonstrate that it has continued to carry out its mission and succeeded in achieving its goals. We hope for your continuing interest and support, as the BHF pursues this very worthwhile endeavor.

A handwritten signature in dark ink, appearing to read 'John J. Maresca'.

John J. Maresca
President of the BHF Association Council

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who we are

The Business Humanitarian Forum (BHF) 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 private sector support for economic and human development in post-conflict areas and poor countries where investment is needed, focusing as well on building on ethical context for these activities.

our vision

The BHF 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.

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 nonprofit, tax-exempt organization under Section 501(C)(3) 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;
- Convening contact group meetings, workshops and other forums to advance our objectives; and
- Conducting public information activities that stimulate similar action.
- Promoting ethical conduct by the public and private sectors.

Generic Medicines Plant, Kabul, Afghanistan

Formal BHF involvement with its main project in Afghanistan, the construction of a generic medicines plant jointly with an Afghan entrepreneur, Dr. Karim Baz, ended in December 2007 when full control of the project was turned over directly to Dr. Baz. Since then, the BHF has stayed in touch with Dr. Baz and has monitored his progress in setting up distribution systems in Afghanistan for medicines. His factory, the Baz International Pharmaceutical Company (BIPC), has still not begun to produce medicines locally in view of contentious political and security problems that have impeded the recruitment and training of qualified operating staff.

As an interim measure, and as its last operational contribution to the project, the BIPC Management Board arranged for a donation of generic medicines to the BIPC to be distributed in Afghanistan using distribution channels established by Dr. Baz. One of the original partners in the project, the European Generic medicines Association (EGA), agreed to assemble the medicines to be donated from among its member companies. The assembly of this donation consumed most of the year, with a wide variety of companies being contacted and persuaded to provide the required materiel. As of the end of this reporting period, most of the medicines had been collected, and the process of obtaining official Afghan government permission to import them into Kabul had already begun.

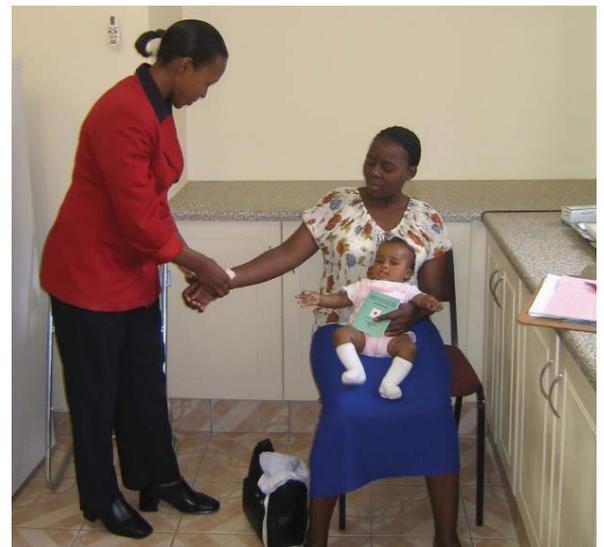
Dr. Baz has stated that until conditions in Afghanistan would permit him to begin actual in-country production, he plans to purchase generic medicines abroad to distribute within the country. His plan is to use the sale of the donated medicines as a “seed stock” to build

the capital needed to buy succeeding stocks of medicines for distribution. The idea is to familiarize the buying public with the BIPC name and to build the BIPC’s reputation for providing quality generic medicines.

The project partners continue to maintain informal liaison with Dr. Baz and the BIPC as it begins the phase of self-management.

HIV/AIDS Treatment and Prevention, Southern Africa Clinic

For several years, the BHF and the Swiss Red Cross (SRC), worked together to fund and upgrade clinics in Swaziland for comprehensive HIV/AIDS treatment and prevention. Following the completion of the project and turnover of the Mahwalala Clinic to Swazi national health officials in December 2007, the BHF and SRC consulted regularly throughout 2008 to plan their next steps. As partners, the two organizations sought to



Health counseling at Mahwalala Clinic

stabilize the clinic’s future by advising the Swazi government and Swazi Red Cross on strategies to obtain funding for the clinic’s operating expenses in the near to mid-term future. This was accomplished to a large extent



Iraqi briefer at BHF/UPEACE/USIP workshop for Iraqi officials, with moderator Dr. Abdalla (UPEACE)

during the year, in consultation with the Global Fund for HIV/AIDS, Malaria and Tuberculosis, which had funded the Swazi government's retroviral medicines program.

In addition, the BHF undertook efforts to persuade international companies with facilities in the country to partner with the clinics by sending its employees there for treatment and preventative education. The objective was to help provide the clinic with additional operating funds through fees paid by the company as well as to expand the reach of the clinic's treatment programs to the local employment pool. Ultimately, the BHF expects such an arrangement will serve as a working model for similar companies with facilities in the area to follow, thus helping with both the clinic's operating needs as well as those of a growing number of local employees. These efforts are continuing.

Economic and Industrial Development, Bosnia and Herzegovina

In partnership with the University of Zenica in Bosnia and Herzegovina (BiH) as well as the Berne University of Applied Sciences in Switzerland, the BHF continued to refine its project to establish a "Center for Advanced Wood Processing" to teach skills in the wood processing sector, one of the most important economic sectors in the country. The objective of the project is to provide high quality instruction and practical training on wood processing machines so that the BiH wood industry will be able to hire competent, locally-based young

people as employees, thus assisting the all-important youth employment sector as well as to build relevant skills need to meet more demanding market criteria.

Much work was done throughout the year to refine and budgetize the project's business plan, which had been initially prepared by the University of Zenica. Efforts at fundraising for the project were begun with interested foundations and governments. Contacts were also developed with manufacturers of machines in order to discuss support from the latter to set up the Center for Advanced Wood Processing. Further efforts will be made in the coming year to finalize the project and to set up the Center.

Also in 2008, the BHF worked with USAID, Strik Consulting in Sarajevo, and the Swiss Import Promotion Program in Switzerland to organize a one-day Business-to-Business event in Sarajevo in March. The meeting brought together a number of BiH wood processing companies and agents with European counterparts providing an excellent opportunity to forge trade and other business partnerships to expand the development of one of BiH's most promising economic sectors.

In 2008, the BHF began to place a greater emphasis on training and conference activities over its direct project work, which nevertheless continued (see above) but at a reduced level. This changing approach to its work reflects the BHF's belief that it has more to offer in the area of training and analysis in view of the experience and expertise it has acquired through direct project work, and that it can have a far greater multiplier effect on organizations undertaking actual field work by giving them a better understanding of the working tools and analytical capabilities at their disposal.

With this objective and revised emphasis in hand, the BHF held several major conferences and workshops during the year:

Two Joint Forums with the Conference Board Europe

February meeting: the BHF hosted a joint Forum meeting with the Conference Board Europe's Council on Corporate Responsibility and Sustainability on the subject of "Company Responsibilities in Countries with Human Rights Challenges." The Forum was co-chaired by BHF President John Maresca and by Dr. Lothar Meinzer, Chair of the European Council. The Forum brought together over 40 business people, academics, UN and NGO representatives and officials of public sector organizations to explore how multinational corporations operating in problematic areas can better fulfill their responsibilities and avoid charges of complicity in human rights abuses. Case studies were examined concerning company activities in Sudan, Myanmar and Colombia. The many inputs reflected the complexity of conducting business responsibly in areas of conflict or

weak governance and stressed the need for NGOs and multinational corporations to work more closely to design measures that ensure that human rights are better assessed and do not become a competitive weakness for a corporation. These discussions were conducted against the backdrop of the report on Business and Human Rights prepared by Prof. John Ruggie, the UN Secretary General's special representative on this topic.

October meeting: the second Forum meeting jointly hosted by the BHF and the Conference Board Europe (CBE) was chaired by BHF Director John King and moderated by Robin Aram, Director of the CBE's European Council on Corporate Responsibility and Sustainability. It again focused on the subject of "Company Responsibilities in Countries with Human Rights Challenges". The novel format of combining case studies presented by companies and direct responses by NGOs was continued, thus providing a fair, animated and much appreciated discussion forum for the numerous participants, which also included representatives from the UN and other international organizations. The meeting also focused on the June 2008 report by Prof. John Ruggie, the UN Secretary General's Special Representative for Business and Human Rights. Participants, especially private sector representatives, emphasized the need for more specific company guidelines to avoid being charged with complicity in human rights abuses taking place in developing countries where they operate. The Ruggie report provided a consensus-based framework in which this problem can be dealt with. Participants described important and effective approaches to integrate human rights considerations within their company operations and to

use due diligence to avoid complicity problems, to include working in partnership with NGOs familiar with the politics of country-based human rights problems. The meeting's participants agreed that much progress in finding solutions had been made in the eight months since the previous meeting, although much work needed to be done to spread knowledge about dealing with human rights abuses. The CBE and BHF will consider yet another follow-on meeting after the issuance of the next and final Ruggie report, probably in mid-2010.

Seminar on the Global Peace Index

In May, the BHF hosted a luncheon seminar with guest speaker, Mr. Steve Killelea, on approaches to measuring economic benefits of peace for companies and on the linkages between peace, sustainable business and economic growth. Mr. Killelea, a global IT entrepreneur and Australia's largest private donor of international aid, is the founder of the Global Peace Index, which ranks nations according to 24 indicators that act as a benchmark for measuring the relative peacefulness of nations (see also <http://www.visionofhumanity.org/gpi/results/rankings/2008/>). Mr. Killelea discussed the establishment of the Institute for Economics and Peace, which will focus on the inter-relationships between business, peace and economics as a way to demonstrate the benefits of peace for businesses. The ultimate purpose of these efforts is to measure the economic benefits of peace and help to construct mechanisms to engage business leaders and politicians in constructive ways to build sustainable peace. Seminar attendees, who were drawn from the private sector as well as from NGOs and UN organizations in Geneva, discussed these and related issues, called for them to be examined in much greater depth in follow-up events, and expressed great interest in how these topics could positively affect their own field of work.

Workshop for Senior Iraqi Government Officials

The BHF, in co-partnership with the UN-mandated University for Peace and the U.S. Institute for Peace, organized a two-day workshop in August Istanbul, Turkey for 25 senior-level Iraqi government officials on issues related to economic reconstruction in Iraq. Held at the initiative of the Iraq office of the UN Development Program and coordinated by the UN Economic and Social Commission for Western Asia, the workshop focused on improving governance as it relates to the private sector, fighting corruption, privatizing Iraq's State-Owned Enterprises, and a number of other key problems affecting the rebuilding of Iraq's economy. Ministerial and Director-General level officials and representatives of the business sector heard presentations, participated in working group deliberations and exercises, and conducted reviews of the various problems confronting them in restarting the overall economy. A number of important recommendations emerged, and the group concluded that follow-on meetings will be needed to move the process ahead.

This is the second Iraq-focused activity the BHF has conducted. In November 2006, BHF Council President Jack Maresca visited Iraqi Kurdistan to give advice to local entrepreneurs on attracting private-sector investment in the region. Maresca met with government official, banks and business leaders to find ways to encourage such investment, which is a principle key to economic recovery following the conflict.

This is also the third activity the BHF has conducted in partnership with the U.S. Institute of Peace (USIP) and the University for Peace (UPEACE), following training seminars presented in Geneva and New York.

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New BHF Homepage

Participation

In addition to holding the conferences and workshops noted above, BHF staff also participated in a wide range of conferences and meetings at which it provided its views and experience on the formation of public-private partnerships for development in post-conflict areas, among others. Of note is the fact that the BHF was invited to join the Geneva-based Peacebuilding Platform, a coalition of organizations in the Geneva area whose purpose is to provide practical guidance to the UN's Peacebuilding Commission. The BHF



BHF Seminar Workshop

used this platform to argue for the inclusion of the private sector in peacebuilding activities as the only way to create sustainable jobs and wealth.

Consultation

A major step in the public affairs area during the year was recognition by the UN of the BHF's role in the area

of economic development. At its annual General Assembly meeting in New York in July, the UN Economic and Social Council (ECOSOC) formally voted to grant the BHF consultative status within the ECOSOC system. This status gives the BHF the capacity to participate in 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 will enjoy 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 more effectively to participate in the UN's work in this area.

Communication

During 2008, the BHF redesigned its website and presented it online in November. The enhanced website (same address: www.bhforum.org) has a much clearer layout and more attractive graphics. It is also simpler and easier to navigate, and key information is presented in a more suitable format. The new website is an important upgrade that modernizes the visual appearance of the BHF and improves the user friendliness of the site as a whole. Both the old and new websites have together recorded well over a million and a half visits



Round Table Discussion at the Workshop for senior Iraqi government officials

since it was set up in 2000, thus representing the most important interface the BHF has with the general public.

The BHF also publishes a quarterly electronic newsletter which is sent to a mailing list of several thousand subscribers. The newsletter has helped greatly to spread information about the BHF and its work, and has brought new interest and support. People desiring to subscribe to the newsletter can do so at no cost by filling in mailing information on the BHF website home page. The BHF also plans to redesign and renovate its newsletter format in 2009 to reflect the new website design and layout.



BHF Offices in Geneva

bhf usa

The BHF's American affiliate, BHF USA, continues its work as a non-profit organization headquartered in Washington, D.C. In 2008, BHF USA played a key role concerning contributions for BHF projects. BHF USA shares the same principles and objectives as the BHF, and supports its own programs and events as a recognized tax-exempt non-profit organization under U.S. law.

bhf personnel

During 2008, the BHF was obliged to reduce its personnel staffing as a result of economic constraints. The BHF's Kabul office was closed in February and consultant staff was decreased. Fortunately, the BHF's work was only minimally affected, mainly because of the addition of two interns who assisted remaining staff with the project workload. The BHF anticipates that economic conditions affecting its staffing level will continue into 2009.

Honorary Co-Chairs:

Mr. George F. Russell Jr.

The Honorable John C. Whitehead

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.
Chairman Emeritus,
Russell Investment Group

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

Mrs. Jane Russell
Philanthropist

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

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

Mrs. Sadako Ogata
Director, Japan International Cooperation
Agency; Former United Nations
High Commissioner for Refugees

Mr. Robert Zoellick
President, World Bank Group

Mr. John Imle Jr.
President & CEO, Nations Petroleum

Amb. John J. Maresca
President, BHF Association

BHF USA Board:

Mr. Edward W. Norton
Attorney, Chair

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

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

Mr. Steven Umin
Attorney

Amb. John J. Maresca
(ex officio)

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

BHF International Board of Advisors:

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

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

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

Ms. Christine Batruch
Vice President,
Corporate Responsibility
Lundin Petroleum AB

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

Maitre Marc Joory
Legal Counsel

Mr. Chuck Hardwick
Former Senior Vice-president,
Pfizer, Inc.

Mr. Robin Aram
Director, European Council on Corporate
Responsibility and Sustainability,
Conference Board Europe

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

Ambassador Mohamed Sahnoun
Special Representative of the
UN Secretary General

Amb. Rolf Ekeus
High Commissioner for National Minorities
Organization for Security and Cooperation in
Europe (OSCE)

Mr. Daniel Biedermann
Director, Swiss Red Cross

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

BHF Association Council:

Amb. John J. Maresca
President

Mr. Jean Freymond
Executive Director

Mr. John H. King
Treasurer

BHF STAFF:

Mr. John H. King
Director

Ms. Solange Guye
Project Manager

Mr. Roberto Dotta
Deputy Director

Mr. Romain Canonica
Project Assistant

- 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
- 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
- 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 Organization for Facilitating Investments (SOFI)
- Stockholm International Peace Research Institute (SIPRI)
- Swiss Red Cross
- Swiss Import Promotion Programme (SIPPO)
- The Russell Family Foundation
- U.S. Council for International Business (USCIB)
- U.S. Institute of Peace
- UN Economic and Social Commission for Western Asia (ESCWA)
- 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
- Unocal
- USAID
- World Health Organization (WHO)
- World Bank
- The Whitehead Foundation

BALANCE SHEET

At 31 December
(In Swiss Francs)

	2008	2007
ASSETS		
CURRENT ASSETS		
Cash	1,085,533	1,384,630
Prepaid Expenses and Deposits	8,590	9,935
Receivables	155,802	17,746
	<u>1,249,925</u>	<u>1,412,311</u>
FIXED ASSETS - AT COST	92,874	92,874
Accumulated Depreciation	(91,439)	(81,224)
	<u>1,435</u>	<u>11,650</u>
TOTAL ASSETS	<u>1,251,360</u>	<u>1,423,961</u>
LIABILITIES & RESERVES		
CURRENT LIABILITIES		
Account payable	13,821	33,964
DEFERRED DONATIONS	1,137,387	1,184,911
Total Liabilities	<u>1,151,208</u>	<u>1,218,875</u>
RESERVES		
Reserves - Opening	205,086	126,189
Excess (Deficiency) of Revenues over Expenses	(104,934)	78,897
Reserves - Ending	<u>100,152</u>	<u>205,086</u>
TOTAL LIABILITIES & RESERVES	<u>1,251,360</u>	<u>1,423,961</u>

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
The Business Humanitarian Forum Association
Geneva, Switzerland

I have audited the accompanying balance sheet of The Business Humanitarian Forum Association, a Swiss association, as of December 31, 2008 and the related statement of revenue and expense for the year ended December 31, 2008. These financial statements are the responsibility of the Association's management. My responsibility is to express an opinion on these financial statements based on my audit, which was conducted in accordance with generally accepted auditing standards.

I recommend that the financial statements submitted to the Board of Directors be approved.

In my opinion the financial statements referred to in the first paragraph present fairly, in all material respects, the financial position of The Business Humanitarian Forum Association as of December 31, 2008 and the results of its operations for the year ended December 31, 2008 in conformity with generally accepted accounting principles in Switzerland.



Peter Osterman
Chartered Accountant

August 15th, 2009

Management Notes:

1. The 2008 annual financial statements and the auditor's report were approved by the BHF Association Council on October 6, 2009.
2. Additional financial information as well as the auditor's notes are available upon request.

James Wolfensohn Receives Russell-Whitehead Business Humanitarian Award

New York, Geneva – March 31, 2009

The Business Humanitarian Forum Association has presented its annual Russell-Whitehead Business Humanitarian Award to former President of the World Bank, Mr. James D. Wolfensohn, for his exemplary leadership in bringing about far-reaching institutional reforms and reshaping the Bank's approach to development. The award was conferred during a ceremony in New York on March 31 and attended by numerous heads of UN agencies, embassies as well as government and private sector representatives.

The Business Humanitarian Forum Association (BHF), established in 1999, encourages private sector support for humanitarian efforts, and promotes sustainable economic development where it is needed most. The BHF does this by arranging for direct private sector involvement and investment in post-conflict and developing countries, and by providing training and facilitating dialogue between public organizations and private companies. The BHF has initiated and carried out several humanitarian and economic development projects in different parts of the world and has helped create partnerships between business, humanitarian agencies and local governments.

The Russell-Whitehead Business Humanitarian Award is named after the two Honorary Co-Chairmen of the BHF, Mr. George F. Russell Jr, and Mr. John C. Whitehead. The award was established in 2004 to honor an outstanding personality or organization for having made a significant contribution to facilitating private sector efforts to bring sustainable investment, job creation and economic development where they are needed most.

The 2009 award has been presented to the Ninth President of the World Bank, Mr. James D. Wolfensohn, in recognition of his leadership in adopting a much more inclusive, cooperative and decentralized decision-making process while at the same time increasing the accountability of governments to their own societies.



By redirecting the focus on the manifold aspects of poverty reduction, Mr. Wolfensohn not only put the interests of the Bank's most deprived clients first, he also spearheaded international efforts, notably the United Nations Millennium Development Goals.

At the same time he reengaged with the Bank's original mandate of post-conflict recovery and reconstruction, in the recognition that overcoming conflict and poverty requires sustained economic growth through a constructive partnership with the private sector.

The first award was presented to Mr. Rory O'Riordan, President of the European Generic Medicines Association, for his work in bringing the resources of the generic pharmaceutical sector to bear on providing essential medicines to post-conflict and developing areas. The second awardee, in 2006, was Mr. Farooq Kathwari, CEO of Ethan Allen Industries, for his humanitarian efforts relating to the problems of Kashmir. The third award was presented to the former Secretary-General of the United Nations, Mr. Kofi Annan, in honor of his exemplary work in encouraging responsible business policies and private sector support for humanitarian agencies of the United Nations.

Further information:

More information on the Russell-Whitehead Business Humanitarian Award and the BHF can be found on www.bhforum.org or via the BHF Secretariat in Geneva at +41 (0)22 795 18 00 or info@bhforum.org.

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