



# THE BUSINESS HUMANITARIAN FORUM ASSOCIATION



## *Annual Report* *2009*

The Positive Potential of the Private Sector



THE BUSINESS HUMANITARIAN FORUM  
ASSOCIATION



*Annual Report*  
*2009*

The Positive Potential of the Private Sector

## *The Business Humanitarian Forum Association* *December, 2010*

*Design and Layout: Le Gong*

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Cover photos (from left to right)

1. Engineers testing machinery at BHF-led project
2. Russell-Whitehead Business Humanitarian Award Ceremony, March 30, 2009
3. Attendees at BHF workshop on First Steps after Copenhagen: The Private Sector's Role in Dealing with Climate Change

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

2009 marked the 10th anniversary of the Business Humanitarian Forum. We are pleased to have achieved this milestone for our organization and to have contributed over the years towards improving conditions for people living in post-conflict and developing countries.

The mandate of our organization - to encourage cross-sector cooperation for economic and human development in post-conflict areas and poor countries as well as to promote ethical policies and behavior by the private sector - remains as relevant as ever. Through increased cooperation, the public, private and non-profit sectors can alleviate conditions on the ground for local populations and actively support the job creation process. For the BHF, job creation remains one if not the most important aspect to alleviate poverty and overcome post-conflict situations.

I am also pleased to note that despite the continuing economic crisis, the BHF was able to continue its operations in 2009 and to weather the crisis as a result of cost-cutting measures and a prudent financial approach. Fortunately we were also able to benefit from continued support from donors that allowed us to take the initiative in organizing a number of highly relevant and topical events, such as on “Rethinking Cross-Sector Partnerships in Times of Economic Crisis”

or on “Environmental Security and Company Responsibilities”. These important conferences were universally well received and contributed significantly to the participants’ understanding of the issues involved.

The BHF will continue its binary strategy of managing projects on the ground and holding conferences, workshops and other events in Geneva and other parts of the world.

We are also working to stay at the cutting edge of issues of current and emerging interest to the private and public sectors as our mandate indicates (see page 13).

We hope for your sustained interest and support to assist us in continuing this very worthwhile endeavor.

A handwritten signature in black ink that reads "John J. Maresca". The signature is fluid and cursive.

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 ethically motivated support by the public and private sectors to achieve sustainable economic and human development in post-conflict areas and poor countries where investment is needed, focusing as well on building a socially responsible 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 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) (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;
- Conducting public information activities that stimulate similar action; and
- Promoting sustainable development, community responsibility and ethical conduct by the public and private sectors.





*One of the donated medicines pallets being loaded for shipment to Kabul.*

## Generic Medicines Plant, Kabul, Afghanistan

While the formal involvement of the BHF in this project in Afghanistan ended in 2007, the BHF continued its oversight function into 2009.

A large shipment of medicines donated by the European Generic Medicines Association (EGA) was shipped in November 2009 to the BAZ International Pharmaceutical Company (BIPC). The BIPC is a joint public-private partnership project organized and managed by the BHF, and completed in 2007. The medicines shipment was coordinated and assembled by Rory O’Riordan, President of Clonmel Healthcare Ltd (and former EGA President), and air shipped to Kabul by DHL. The BIPC Afghan owner, Dr. Karim Baz, is using the medicines to establish his distribution channels throughout the country in accordance with his organization’s business plan. Dr. Baz intends to advertise and begin marketing pharmaceutical products similar to

the line of medicines he plans to produce in the manufacturing facility which he constructed in Kabul. The partnership set up for the BIPC included the BHF, the EGA, UNDP Kabul, and the Afghan entrepreneur, Dr. Baz. The project was carried out with financing, professional training and in-kind donations contributed from a number of sources.



*BHF Offices in Geneva*

## HIV/AIDS Treatment and Prevention, Southern Africa Clinic

The BHF continued its efforts during 2009 to seek major companies operating in Swaziland and neighboring countries for partnerships with the clinics the BHF and the Swiss Red Cross (SRC) jointly transformed into comprehensive HIV/AIDS treatment and prevention centers. The objective was to help provide clinics with additional operating funds through fees paid by companies as well as to expand the reach of clinic's treatment programs to the local employment pool. Such arrangements between locally operating or sourcing companies and HIV/AIDS clinics can potentially assure the long-term functioning of clinics and allow for appropriate treatment and prevention of local employees, thus also contributing to economic stabilization. These efforts are continuing.

## Economic and Industrial Development, Bosnia and Herzegovina

The BHF has continued its collaboration with a number of partners in Bosnia and Herzegovina (BiH) to advance and implement its project to establish a "Center for Advanced Wood Processing". The project idea is to provide high quality but practical short-term training on wood processing machines to employees of local

companies. In addition, such a center would also become a testing and certification center for wood



*Panel of the B2B Meeting in Sarajevo*

products, thus potentially supporting exports to the European Union and other places.

With the assistance of the BHF, the partners elaborated a detailed business plan for the Center. Following submission of the plan to a number of organizations, the BHF continued discussions with potential funders throughout 2009.

This project is a continuation of BHF work to support the wood processing industry in the country, one of the most promising economic sectors for economic development.



*BHF supported HIV/AIDS Clinic on the outskirts of Mbabane*



In 2009, the BHF continued to organize a number of high-caliber training and conferences on a variety of topics, to include making its biannual award.

## Business Humanitarian Award, March

On March 31, the former President of the World Bank, James D. Wolfensohn, received the 2009 Russell-Whitehead Business Humanitarian Award at a ceremony in New York. The award was presented by BHF Honorary Co-Chairmen George F. Russell, Jr. and John C. Whitehead for Mr. Wolfensohn's exemplary leadership in bringing about far-reaching institutional reforms and reshaping the World Bank's approach to development. The ceremony was attended by senior guests from the private

sector, UN personalities, ambassadors from various countries as well as representatives from leading NGOs.

In their remarks, Mr. Russell and Mr. Whitehead honored Mr. Wolfensohn for adopting a much more inclusive, cooperative and decentralized decision-making process at the World Bank and redirecting the Bank's focus on the manifold aspects of poverty reduction while at the same time increasing the accountability of governments to their own societies. In his acceptance remarks, Mr. Wolfensohn emphasized the importance of private sector involvement in humanitarian projects and stressed the importance of sustained economic growth to overcome conflict and poverty.

The Russell-Whitehead Business Humanitarian Award is named after the



*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.)*



two Honorary Co-Chairmen of the BHF, George F. Russell, Jr. and 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, and to encourage corporations to honor their responsibilities toward the larger society.

## The BHF's 10th Anniversary Celebration, March

To celebrate 10 years of cutting-edge leadership by the BHF, including innovative economic development as well as humanitarian projects in some of the world's most difficult regions, the two BHF Honorary Co-Chairs, George F. Russell, Jr. and John C. Whitehead as well as the President of the BHF Association Council, John J. Maresca, invited key friends and supporters of the BHF to a special anniversary dinner in the historic main hall of the Grand Central Terminal in New York City. Discussion and commentary centered on the BHF's achievements during the past decade as well as prospects for future projects and conferences.

## Workshop on Rethinking Cross-Sector Partnerships in Times of Economic Crisis, June

In keeping with the growing importance of public-private partnerships and the associated challenges of preserving them through difficult economic times, the BHF and the UN-mandated University for Peace's Centre for Executive and Professional Education in Costa Rica held a first joint one-day workshop on "Rethinking Cross-

Sector Partnerships in Times of Economic Crisis" in Geneva on June 25.

The purpose of the workshop was to sensitize attendees to the mutual benefits of public-private partnerships in development projects, to demonstrate ways in which the public, private and non-profit sectors can make the most out of their collaboration in such area, and to help identify techniques to enhance the capabilities of the attendees and their organizations to maintain these structures in a period of economic crisis.

## Workshop on Environmental Security and Company Responsibilities, September

On September 30th, 2009, the Foundation for Environmental Security and Sustainability (FESS) and the BHF hosted their first joint event on "Environmental Security and Company Responsibilities" in Geneva. The BHF- FESS workshop discussed how environmental security assessments and projects can inform company operations and CSR strategies as well as contribute to improved company – community relations and a more secure and stable investment climate.

The presentations and discussions of the evolving field of environmental security provided a framework for understanding and integrating these issues into the corporate planning process. The workshop was attended by representatives from various international companies, UN organizations and academic institutions.



*BHF-FESS Workshop Report on Environmental Security and Company Responsibilities*

## public affairs

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.

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.

## bhf usa

The BHF's American affiliate, BHF USA, continues its work as a non-profit organization headquartered in Washington, D.C. In 2009, 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 2009, the BHF was obliged to reduce its permanent staffing pattern because of economic constraints. Nevertheless, with the help of several interns brought on board as project assistants for short-term projects, the BHF managed to maintain its pace of activity while reducing overall costs and lowering personnel overhead expenses.

*Honorary Co-Chairs:*

Mr. George F. Russell Jr.

The Honorable John C. Whitehead

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*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

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*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. 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

Mr. Daniel Biedermann  
Former Director, Swiss Red Cross

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

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## *BHF Association Council:*

Amb. John J. Maresca  
President

Mr. Jean Freymond  
Executive Director

Mr. John H. King  
Treasurer

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## *BHF STAFF:*

Mr. John H. King  
Director

Mr. Le C. Gong  
IT Consultant

Ms. Jennifer Marcotte  
Project Assistant

Mr. Roberto Dotta  
Deputy Director

Ms. Anna Aseeva  
Project Assistant

Ms. Anaïs Pavret de la Rochefordière  
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
- Foundation for Environmental Security and Sustainability (FESS)
- 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
- 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)

	2009	2008
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	1,055,148	1,085,533
Prepaid Expenses and Deposits	10,506	8,590
Receivables	166,688	155,802
	<u>1,232,342</u>	<u>1,249,925</u>
<b>FIXED ASSETS - AT COST</b>	92,874	92,874
Accumulated Depreciation	(92,874)	(91,439)
	<u>0</u>	<u>1,435</u>
<b>TOTAL ASSETS</b>	<u>1,232,342</u>	<u>1,251,360</u>
<b>LIABILITIES &amp; RESERVES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	10,662	13,821
<b>DEFERRED DONATIONS</b>	955,998	1,137,387
Total Liabilities	<u>966,660</u>	<u>1,151,208</u>
<b>RESERVES</b>		
Reserves - Opening	100,152	205,086
Excess (Deficiency) of Revenues over Expenses	165,530	(104,934)
Reserves - Ending	<u>265,682</u>	<u>100,152</u>
<b>TOTAL LIABILITIES &amp; RESERVES</b>	<u>1,232,342</u>	<u>1,251,360</u>

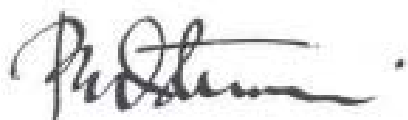
## INDEPENDENT AUDITOR'S REPORT

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, 2009 and the related statement of revenue and expense for the year ended December 31, 2009. 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, 2009 and the results of its operations for the year ended December 31, 2009 in conformity with generally accepted accounting principles in Switzerland.



Peter Osterman  
Chartered Accountant

June 28<sup>th</sup> 2010

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### Management Notes:

1. The 2009 annual financial statements and the auditor's report were approved by the BHF Association Council on September 21, 2010.
2. Additional financial information as well as the auditor's notes are available upon request.



## Encouraging Responsible Public And Private Entrepreneurship For Sustainable Development

As it begins its second decade, the BHF is working to stay at the cutting edge of evolving business and social issues affecting the public and private sectors. Although some of the BHF's original goals have been achieved, especially that of increasing global awareness about the mutual benefits of cross-sector partnerships to reach specific objectives, much more needs to be done. The public, private and non-profit sectors need to be continually informed, educated and updated about innovative approaches and partnerships to support the larger goal of sustainable economic and human development in post-conflict and poor countries.

The on-going economic crisis has, for instance, revealed unexpected and serious problems with the ethical climate in which the public and private sectors operate. Sophisticated forms of greed and corruption caused long-standing financial structures to crumble, economies to recede, and vital development to retrench. The crisis highlighted once more the imperatives of responsible and sustainable economic activities and development. Both private sector businesses and public sector organizations must do much better in meeting these complex challenges.

In recognition of the transformation these events have brought to world economic activity, the BHF is heightening its efforts to assist the public and private sectors to more responsibly and effectively achieve their objectives, especially those relating to socially important economic needs. Our approach will stress the need for ethical behavior, integrity and the responsible conduct of work so that social structures are strengthened and community needs fulfilled, be they in developing areas, post-conflict zones or in more mature societies and countries. The underlying BHF goal is to contribute significantly to the search for a better way to build enterprising spirits and structures that add to human wellbeing as well as to learn from the lessons of the past to meet in a sustainable manner the challenges the world is now facing. To this end, the BHF will continue its focus on the issues of environment, anti-corruption, human rights, community responsibility and sustainable and equitable economic development.

The BHF has already begun to implement this agenda by addressing these and other relevant topics in events planned for the coming months.

In pursuing these objectives, the BHF has not lost sight of its original goals. By undertaking these on-going and new projects, the BHF will in fact reinforce its mandate, doing so within a framework dedicated to encouraging greater ethical, social and sustainable efforts to build lasting economic structures. In this regard, among other strategies, the BHF will use the Russell-Whitehead Business Humanitarian Award as a high-level public platform to recognize outstanding achievements relating to these goals.

## James Wolfensohn Receives Russell-Whitehead Business Humanitarian Award

New York, Geneva – March 31, 2009

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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.

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**Further information:**

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

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