



**The Role of Business in Promoting Inter-Cultural & Inter-Religious Understanding & Tolerance:
The Launch of “Business for Peace” in Indonesia**
27 February, 2014 (half-day session)
Jakarta, Indonesia

“Bridging divides helps keep the peace. It also gives the economy a boost by making societies more stable for investors...Businesses know that in today’s globalized world, they have to be able to compete in multicultural environments”
H.E. Mr. Ban Ki-moon, United Nations Secretary-General

Background:

Business is often at the forefront of creating space where people from different cultures and religions meet and cooperate. Given their role in building economies, their position as places of shared purpose and identity, and their pioneering work in cross-cultural management, business has an important stake in promoting inter-cultural and inter-religious understanding. Tensions along cultural, religious and ethnic lines undermine stable, sustainable business environments. At the same time, successfully managing diversity and fostering tolerance and understanding – among employees, customers and other stakeholders – is increasingly recognized as critical for long-term business success.

Drawing on over a decade of experience, the Indonesian Global Compact Local Network (IGCN) is launching “*Business for Peace*” (B4P). This leadership platform aims to expand and deepen private sector action in support of peace in the workplace, marketplace and local communities. Launched by UN Secretary-General Ban Ki-moon in September, 2013 the platform already has over 85 participants from 20 countries.

Sustainable peace and stable prosperous societies require all stakeholders to collaborate, to foster tolerance, create trust and bolster intercultural and inter-religious understanding. There are many examples of how business can be an important force in building bridges between people of different cultures and religions and in this way, actively support peace.

Objectives:

- Highlight the important role of the private sector in contributing to inter-cultural and inter-religious understanding and tolerance and how such projects can support peace.
- Introduce the Business for Peace platform and its objectives.
- Showcase good practices examples from different companies/sectors across Indonesia with a view to inspire others to take action.
- Discuss ways for the private sector to take action in this area that can contribute to peaceful, prosperous societies in Indonesia and abroad.

AGENDA

**The Launch of “Business for Peace” in Indonesia
The Role of Business in Promoting Inter-Cultural & Inter-Religious Harmony
Jakarta, 27 February 2014**

Venue: Philip Kotler Theatre, Markplus Main Campus, EightyEight@Kasablanka, Jakarta

- 08:30 - 09:00** **Registration and Reception**
- 09:00 - 09:15** **Welcome and Introductory Remarks (Y.W. Junardy)**
- 09:15 - 09:45** - Introduction of the “Business for Peace” platform. Why and how can companies engage? – UN Global Compact (Melissa Powell)
- Launching of “Business for Peace” in Indonesia and Pledge for support to UNGC and Business for Peace initiative by businesses
- 09:45 - 10:30** **Panel Discussion I - Promoting inter-cultural and inter-religious harmony**
▪ **Dr. Hana Ananda**, President of House of Love foundation (Interfaith Relation)
▪ **Prof. Dr. Siti Musdah Mulia**, Chairperson Indonesian Conference on Religion for Peace, Lecturer, Researcher.
▪ **Dr. Imam Prasodjo**, Director of CERIC (Central for Research on Inter Group Relations and Conflict Resolution), Sociologist, Lecturer, Humanitarian activist
- 10:30 - 10:45** **Coffee Break**
- 10:45 - 11:30** **Panel Discussion II – The Role of Business in Promoting Social Harmony and Peace**
▪ **Dewi Bramono**, Deputy Director of Sustainability & Stakeholder Engagement, Asia Pulp & Paper Indonesia, Indonesia Water Mandate Working Group
▪ **Christian Halim**, CEO of Pulau Umang Resort, Ecotourism
▪ **Hermawan Kartajaya**, Founder and CEO of MarkPlus, Inc, Marketing 3.0 (Marketing for Peace)
- 11:30 – 13:00** **Business for Peace in Indonesia: Enhancing the impact of collaborative action. How can business, government and other actors take steps to enhance the impact of partnerships to support peace?**
- 13:00 – 13:10** **Closing**
- 13:10 - 14:00** **Lunch and networking**