



# From Norms to Action

*Strategic entrepreneurship in  
Fragile Environments*

*Ms. Manuella Appiah  
and Dr. Joris Larik*

*The Hague Institute for Global Justice*

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The Hague Institute  
for Global Justice

# About The Hague Institute

- Established in 2011 by the city of The Hague, key Hague-based organizations and with support from the Dutch government.
- Work on global issues at the critical intersection of peace, security and justice.
- Foster dialogue between governments, civil society organizations, academia, and private enterprises.
- The Hague Institute for Global Justice aims to become a recognized national and international think and do tank for innovative applied research, policy development, and professional skills training on issues of peace, security and justice.



# From Actions to Norms: Workshop structure

- Introduction to workshop themes :
  - Business for Peace: Linking global norms to local entrepreneurs  
*Mr. Jeffrey French (United Nations Global Compact)*
  - Global norms in local context: A practitioner's perspective  
*Mr. Mohamed Mutahar (CEO, Bin Al Mutahar for Trading & Oil Services, Yemen)*
  - Promoting and monitoring norms through North-South networks  
*Mr. Bob van der Bijl (The Netherlands-African Business Council)*
  - Understanding Norm(ative) entrepreneurship: Lessons learned and future research  
*Ms. Manuella Appiah and Dr. Joris Larik (The Hague Institute)*
- 4 Breakout groups
- Sharing conclusions



# Understanding Norm(ative) entrepreneurship

- Key facts & figures
- Transforming Knowledge and Expertise into Action for Peace: The Hague Institute's activities
- Business at the intersection of security and justice
- Key elements of a research agenda



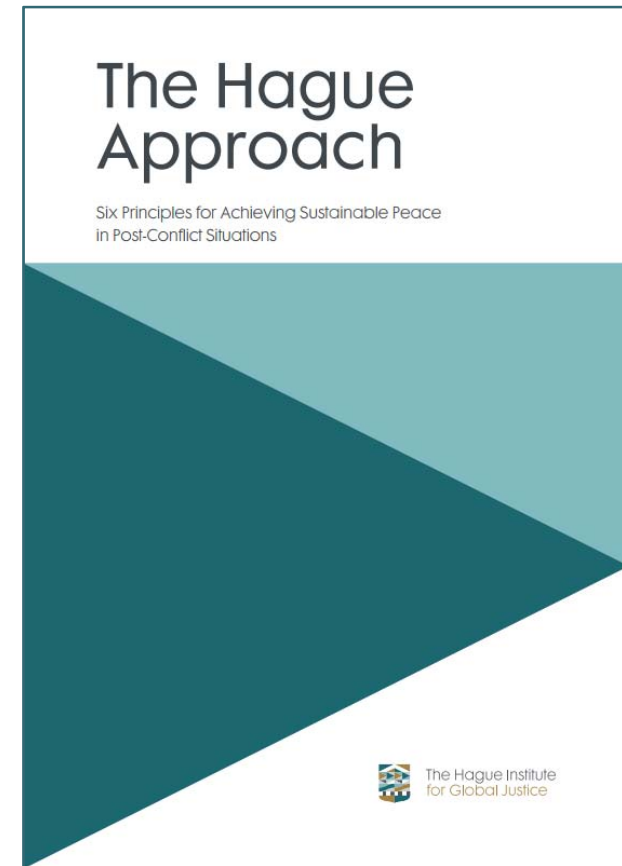
# Key facts and figures on Business in Fragile & Conflict-Affected Environments

- The economic impact of containing and dealing with the consequences of global violence last year was estimated to be **US\$ 9.8 trillion** (*Global Peace Index Report 2014*)
- Between 2002 and 2011, the developing world lost **US\$ 5.8 trillion** in illicit financial flows, of which USD 946.7 billion was lost in 2011 alone (*GFI 2013*)
- Estimated number of people to relocate due to climate change by 2025: **50-350 million** (*Report of UN Secretary-General 2009*)



## Principle 4: Private sector engagement

“...legitimate private sector development requires a business enabling environment, characterized by a robust regulatory framework and investment climate. Supporting this environment in conflict-affected settings, and reducing uncertainty for investors, usually involves reforming the security sector, rebuilding the country’s infrastructure, promoting political stability, and (re)establishing human security.”



[http://www.thehagueinstituteforglobaljustice.org/cp/uploads/downloads/20131104-THA-Principles\\_1383567869.pdf](http://www.thehagueinstituteforglobaljustice.org/cp/uploads/downloads/20131104-THA-Principles_1383567869.pdf)



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# Business & Human Security

- Collaboration with SPARK
- International multistakeholder conference in September 2013
- Focus on challenges and opportunities businesses face in promoting global norms in fragile and conflict-affected environments
- Launch of joint expert meeting and business roundtables



*Melissa Powell (UN Global Compact), Selima Ahmad (Bangladesh Women's Chamber of Commerce) and Yannick du Pont (SPARK Director) speaking at The Hague Conference on Business and Human Security*





Commission on  
GLOBAL SECURITY  
JUSTICE & GOVERNANCE



The Hague Institute  
for Global Justice

**STIMSON**

<http://www.globalsecurityjusticegovernance.org/>

- Collaboration with the Stimson Center in Washington, DC
- Global group of eminent statespersons and public intellectuals
- Fragile and Conflict-Affected Environments as one of the focus areas

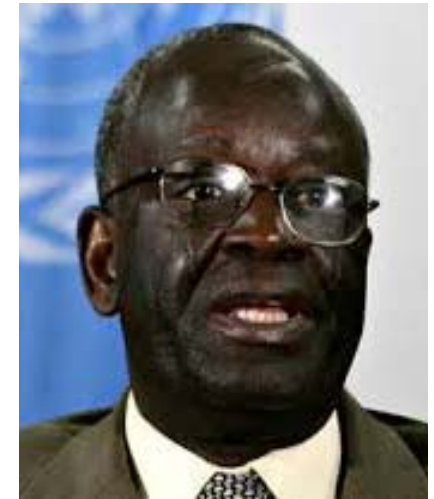


# Commission Co-Chairs

*“The analysis and recommendations of the Commission will challenge world leaders and civil society to grapple in new ways with 21<sup>st</sup> century threats at the intersection of peace, security, and justice, from genocide prevention and the responsibility to protect to cross-border economic shocks and population displacement caused by environmental degradation. We are delighted to serve as the Commission’s Co-Chairs.”*



**Madeleine K. Albright**  
former U.S. Secretary of  
State and Ambassador  
to the United Nations



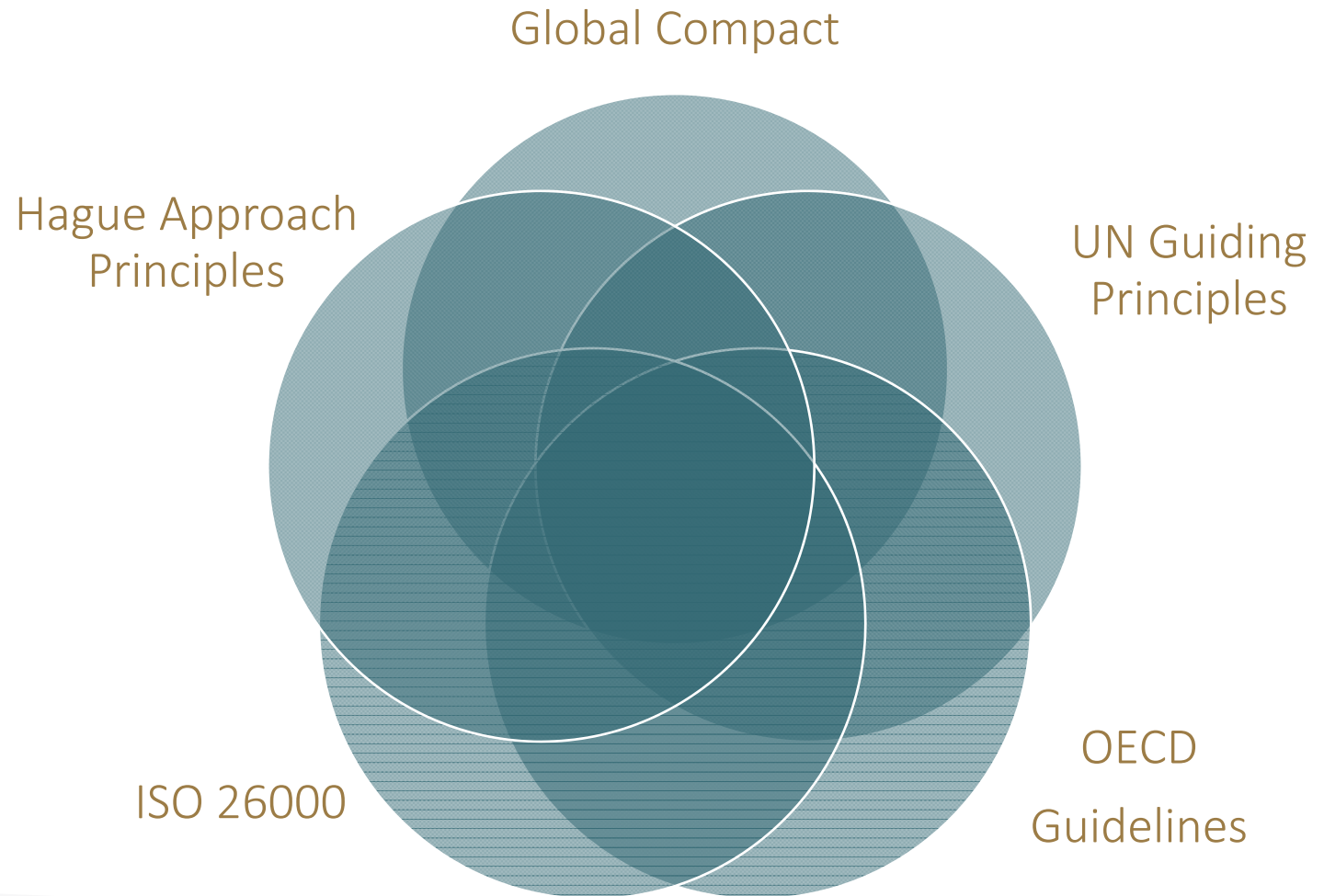
**Ibrahim Gambari**  
former Foreign Minister  
of Nigeria and UN  
Under-Secretary-General for  
Political Affairs



# Key elements of a research agenda

## Key elements of a research agenda (1)

- Adaptation of norms to context of violent conflict
- From race to the bottom to a common normative denominator



## Key elements of a research agenda (2)

- From semantics to a common language
- Close the gap between academic discourse, “UN speak” and corporate communication
- Harness advances in cross-disciplinary research drawing on linguistics and psychology
- Communicate global norms as part of a sustainable business model, not merely as an issue of compliance and “charity”



## Key elements of a research agenda (4)

- From multistakeholder dialogue to multistakeholder *action*
- Mapping of capacity and utilization of pre-crisis expertise (MNCs, SMEs and diaspora entrepreneurs)
- Ways to encourage, engage and oblige domicile countries of MNCs
- Explore an enhanced role for the UN Peacebuilding Commission
- Direct business—CSO cooperation (training)
- Use of innovative tools for non-judicial company—community conflict resolution (e.g. ACCESS Facility)



## Key elements of a research agenda (4)

- Getting the sequence right
- No sustainable peace without security and prosperity
- Minimum requirements for secure environment (which actors provide security if host state is incapable?)
- Minimum (equitable) economic development to avoid conflict recurrence (indicators, quantitative and qualitative?)
- Entrepreneurship promotion as *justice through human development*



# Publications / Activities in 2015

- Policy Brief on pioneering trends related to CSR principles and the role of business and peacebuilding (March 2015)
- E-Consultation on Fragile on Conflict Affected Environments (March 2015)
- Launch of the Final Report of the Commission on Global Security, Justice & Governance in New York (June 2015)
- New Silk Road Lessons Learned Study and Int'l Conference
- Possible briefing for UN Peacebuilding Commission

