



In 2012, UNDP commenced its collaboration with the Business for Peace Foundation (BfPf), joining the International Chamber of Commerce and the UN Global Compact to search for individuals that have achieved outstanding accomplishments for peace through business, by acting ethically and responsibly, and by creating shared value between business and society.

**The nominations for the Business for Peace Award 2017, which will be presented to the winners at the Oslo City Hall on 16<sup>th</sup> May 2017, are currently open.**

Given UNDP's global presence, country offices are strongly encouraged to facilitate the nomination of exceptional entrepreneurs and business leaders for consideration, as well as share the link with relevant partners.

The link to the nomination page is <http://nomination.businessforpeace.org:81/application/undp-2017-4> and is self-explanatory. With your name and email address, you are directed to the nomination form.

The deadline for receiving nominations is **31<sup>st</sup> December 2016**, and more information on the Business for Peace Foundation can be found at <http://businessforpeace.no>.

Additional information on the award and its criteria as follows:

#### **The Award and its Criteria**

The Oslo Business for Peace Award is presented annually by an Award Committee – consisting of Nobel Laureates in peace and in economic sciences - to selected businesspersons and social entrepreneurs who have proved to be *business worthy* through their actions and commitments. *Being business worthy* is to apply one's business energy ethically and responsibly, with the purpose of creating economic value that also creates value for society.

The Award Committee evaluates suggested Nominees according to the following three criteria established by the Business for Peace Foundation:

1. *Being a role model to society and their peers* – meaning that the Nominee is acting as a role model to the general public and the business community by showing how to achieve long term successful business by being business worthy.
2. *Standing out as an advocate* - meaning that the Nominee is an outspoken advocate for the importance of creating shared value between business and society, including the importance of social responsibility in corporate governance.
3. *Having earned trust by stakeholders* - meaning that the Nominee has earned recognition and appreciation by stakeholders in the communities within which his or her business is developed and cultivated over time.

If you have any questions, please do not hesitate to contact **Sahba Sobhani** ([sahba.sobhani@undp.org](mailto:sahba.sobhani@undp.org)) at the Istanbul International Centre for the Private Sector in Development (IICPSD) or **Eirik Talleraas** ([eirik.talleraas@undp.org](mailto:eirik.talleraas@undp.org)) at the UNDP Nordic Representation Office.