

International Alert.



# Sustaining Business and Peace

A Resource Pack on Corporate Responsibility  
for Small and Medium Enterprises



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### WHY?

- Much focus: foreign investment impacts in conflict zones
- Less attention: smaller enterprises coping with and responding to instability
- Corporate Responsibility seen as ‘for the big players’ ...
- ...But smaller ones often most impacted by conflict and instability
- Several years’ positive experience in Sri Lanka working with business networks to contribute to peace



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### WHAT?

- 5 Sections, simple 3 step cycle:



- Activities and exercises throughout
- Resources, case studies and experiences from Sri Lanka, globally relevant



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### FEATURES?

- Peace, human rights and sustainability at the heart of analysis, planning and acting
- SME and community perspectives integrated
- Analysis of risks to business operations from instability...
- ...But also honest assessment of business' potential contribution to instability



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## HOW?

- Helps spot and understand conflict dynamics and tensions in different parts of society
- Helps analyse stakeholders, their needs, potentials, and opportunities for partnerships
- Provides guidance for 'doing no harm'
- Assists with designing a plan for internal and external CR
- Encourages ongoing learning



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### **BENEFITS?**

- Adaptable to context, size and needs
- It won't give you all the answers, but it will help you ask the right questions
- Better anticipate and manage risks, to company and community
- Better relationships with community
- Help identify opportunities for innovation



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### WHERE?

- Here at the ALNF
- International Alert –  
[www.international-alert.org](http://www.international-alert.org)
- UN Global Compact –  
[www.unglobalcompact.org](http://www.unglobalcompact.org)
- Feedback and questions welcome –  
[cgunduz@international-alert.org](mailto:cgunduz@international-alert.org)

**THANK YOU!**