How can business contribute to peace?

‘Advancing the Sustainable Development Goals by Supporting Peace: How Business Can Contribute’—a new resource from the United Nations Global Compact aims to provide companies with an introduction on how to make intentional positive contributions to peace.

Violent conflict and instability disrupt markets and societies.

Violence costs 13.4% of world GDP.

More than 50 million people are now either refugees or internally displaced.

78 countries have become less peaceful.

Conducting responsible business operations in all areas of the world and taking action to advance peace is in everyone’s interest, including business.

The SDGs, and particularly SDG 16 “promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”—provides a crucial opportunity for companies to align corporate strategies with a new universal goal on peace.

“Through the “Business for Peace” initiative, you are showing that you are willing to be part of the solution. The United Nations will look to you to demonstrate that responsible business is a force for good and, when undertaken by a critical mass, can help deliver a more sustainable, peaceful and prosperous future for all.”

Sir Mark Moody-Stuart
Vice-Chair
UN Global Compact Board

“Working in business unites people under a common objective to come together to advance business goals. This objective could be used to build peace by breaking down barriers between communities, religions and regions.”

H.E. Mr. Jan Eliasson
Deputy Secretary-General
United Nations
Launched in September 2013 by Secretary-General Ban Ki-moon, and identified in Forbes as one of the five areas defining the future of CSR, the UN Global Compact Business for Peace (B4P) platform seeks to mobilize greater engagement of business in support of peace as a complement to Government action. The unprecedented growth of B4P indicates an ever-stronger interest from the global business community to have a positive impact on society and to engage in support of peace beyond “do no harm.”

Company engagement in conflict-affected and high-risk environments falls along a spectrum. Companies should conduct business in a conflict-sensitive manner but are also encouraged to purposefully maximize contributions to peace by addressing key drivers of conflict and violence.

The conflict spectrum (adapted from CDA Collaborative Learning Projects, September 2014)

The process of implementing strategies that address key drivers of conflict and contribute to peace can be a difficult and complex effort. As a company begins the journey to make intentional and measurable contributions to peace, this resource highlights key steps with relevant considerations and provides illustrative examples on how to maximize impact.

**COMMIT:** Why Contributing to Peace is Important for Business  
**ASSESS:** Determining How to Make a Positive Contribution to Peace  
**DEFINE:** Setting Goals to Maximize Impacts on Peace  
**IMPLEMENT:** Measuring and Evaluating Goals  
**COMMUNICATE:** Reporting on Impact and Progress Towards Peace

We encourage business leaders, Global Compact Networks and others from around the world to join us on this journey, helping to achieve the foundational goal of humanity – peace.

Are you committed to advancing peace?

Join B4P by Signing the Statement of Support  
https://www.unglobalcompact.org/library/381