

Rotary Day at the United Nations – 2016

Ideas to bring together “Business” and “Rotary Serving Humanity”

What: Rotary Day at the United Nations 2016
Theme: Business and Rotary Serving Humanity
Event Title: *Responsible Business, Resilient Societies*
Featuring: “Rotary Responsible Business Award”

When: 12 November 2016

Where: United Nations Headquarters
New York, NY

Audience: 1,350 participants (Adult Program – 800, Youth Program – 550)
Participation: Rotary members and guests; 200+ external, non-Rotary affiliated participants; Global audience via livestream viewing.

Key message:
As a business owner, you can be both socially conscious and profitable.

Agenda

- 08:00-09:20 Registration
- 09:20-09:45 Pre-Session Activities
Conference Room 2 (*with overflow in Conference Room 1*)
- Background music
 - UN Security Announcements
 - Rotary Welcome – Joseph Laureni, Senior Advisor, Rotary Representative to the United Nations/ New York
- 09:45-11:00 **Opening Plenary Session** (*Live streamed and recorded*)
Conference Room 2 (*with overflow in Conference Room 1*)
- UN Welcome/Keynote: Ambassador Kim Won-soo, Under Secretary-General, United Nations High Representative for Disarmament Affairs, and Special Advisor to the UN Secretary-General
 - Rotary Keynote: John F. Germ, Rotary International President 2016-17
 - Polio Update: Reza Hossaini, UNICEF Chief of Polio
 - Responsible Business: Per Saxegaard CEO, Business for Peace Foundation
 - Moderated Panel - Introduction to Rotary Responsible Business
Honorees: John Hewko, Rotary International General Secretary
- 11:00-11:15 Transit to Spotlight Sessions
- 11:15-12:15 Breakout Spotlight Sessions
- **Spotlight Innovation: The Rise of Social Business**
Conference Room 4
Highlighting the new phenomenon of for-profit enterprises with a humanitarian mission.
 - Moderator: Ed Futa, Dean, Rotary Representative Network
 - UN Expert: Rajesh Anandan, Senior Vice-President of Strategic Partnerships and UNICEF Ventures
 - Business Expert: Patrick Struebi, CEO, Fairtrasa USA
 - Rotary Responsible Business Honoree: Jean-Paul Faure, Rotary Club of Cagnes-Grimaldi, Nice, France
 - Alban Grolleau, Associate Director , AKTISEA
 - **Spotlight Education: Social Cohesion, Business and You**
Conference Room 1
Examining how education - both basic and vocational - prepares youth and adults to more equitably participate in the economic and social structures within their communities, thus ensuring more peaceful and stable societies.
 - Moderator: Joseph Dino, Alternate Rotary Representative to the United Nations/ New York

- UN Expert: Xirui Sun, UN Women
- Business Expert: Luis Calvo, General Manager, Foundation and Member, Executive Team, Mercantil Banco Universal, “Promoting Socially Responsible Leaders University Program,” Caracas, Venezuela
- Rotary Responsible Business Honoree: Lawrence (Larry) - Wright, Rotary Club of Taylor, Detroit, Michigan, USA

- **Spotlight The Ultra Poor: Serving Those Most in Need
Conference Room 2**

Recognizing those living on less than \$1.25 per day have limited physical, human and financial assets and social networks, the poor are unable to leverage community or external resources. Most humanitarian organizations are neither focused on nor equipped to serve the Ultra Poor.

- Moderator: Knut Johnsen, Rotary Representative to the United Nations/ New York
- UN Expert: Bjorn Gillsater, Manager, World Bank New York
- NGO Expert: Harshani Dharmadasa, Program Manager, Ultra Poor Graduation, BRAC
- Rotary Responsible Business Honoree: Annemarie Mostert, Rotary Club of Southern Africa, Johannesburg, South Africa

12:15-13:55

Box Lunch at Delegates Dining Room
(Information/Project Fair/Transit to Breakout Session #2)

13:55-14:55

Breakout Spotlight Sessions

- **Spotlight Partnerships: Governments, Institutions, Business and You
Conference Room 2**

Noting partnerships between governments, business, and civil society are essential for achieving the UN Sustainable Development Goals, this session explores concrete steps for successful collaboration.

- Moderator: Michelle Cangelosi, Director, Corporate Engagement, The Rotary Foundation
- UN Expert: Lacey Stone, UNICEF Director, Global Cause Partnerships
- Business Expert: Fahad Qadir, Director, Public Affairs and Communications, Pakistan and Afghanistan Region, Coca-Cola Pakistan
- Rotary Responsible Business Honoree: Suresh Goklaney, Rotary Club of Bombay (Mumbai), Mumbai, India

- **Spotlight Women: Women, Enterprise and Development
Conference Room 1**

Understanding that successful and sustainable economic development must involve women and girls, this session addresses

the key steps for implementation in developed and developing countries.

- Moderator: Suraj Bhatia, Rotary Representative to the United Nations/ New York
- UN Expert: Meg Jones, Chief, Economic Empowerment, UN Women
- Business Expert: Dr. Ketki Shah, Program Director, Women Empowerment, Share and Care Foundation
- Rotary Responsible Business Honoree: Stephanie Woollard, Rotary Club of Melbourne, Melbourne, Australia

▪ **Spotlight Youth: Empowering the Next Generation**
Conference Room 4

Utilizing revolutionary communications technology, young leaders are harnessing their energy, innovation and idealism to bring change to communities around the world. Providing tools, resources and guidance ensures that the next generation will have a sustainable, positive impact locally and globally.

- Moderator: Helen Reisler, Rotary Representative to the United Nations/ New York
- UN Expert: Ahmad Alhendawi, UN Secretary-General's Envoy on Youth
- Business Expert: Lawrence Cohen, First Partner, Global Operations & Technology, Alliance Bernstein
- Rotary Responsible Business Honoree: Juan Silva Beuperthuy, Rotary Club of Chacao, Caracas, Venezuela
- Rotary Youth: Maxton Scotland, Executive Chairman Rotaract Global Model United Nations (MUN)

14:55-15:10 Transit to Closing Plenary Session

15:10-15:55

Closing Plenary Session

Conference Room 2 *(with overflow in Conference Room 1)*

Keynote: "Adding Profit by Adding Impact," Devin Thorpe, Social Entrepreneur and Journalist, *Forbes*

Special Session: *The Challenges of Inclusive Economic Development*

- Moderator: Meg Jones, Chief, Economic Empowerment, UN Women
- Patrick Streubi, CEO, Fairtrasa, USA
- Fahad Qadir, Director, Public Affairs and Communications, Pakistan and Afghanistan Region, Coca-Cola Pakistan
- Luis Calvo, General Manager, Foundation and Member, Executive Team, Mercantil Banco Universal, Caracas, Venezuela
- Harshani Dharmadasa, Program Manager, Ultra Poor Graduation, BRAC
- Florencia Librizzi, Senior Manager Chapters, Legal & Policy, UN Global Compact

- 15:55-16:15 “Rotary Responsible Business Honors” Recognition Ceremony
- 16:15-16:30 Closing Remarks
- A Call to Sustainable Action – Ed Futa, Dean, Rotary Representative Network
 - Closing Thank You – Susanne Gellert, Primary Representative to the United Nations/ New York
- 16:30 Adjourn