



CIB Making growth sustainable

How do you balance economic growth with our responsibilities as human beings? This was the issue being discussed by senior business executives at the sixth annual conference of Caux Initiatives for Business (CIB), Asia Pacific regional group. The conference, titled Making growth sustainable, took place at Asia Plateau, the Initiatives of Change conference centre in Panchgani, India, from 19 to 23 November. CIB encourages business leaders, young professionals, NGO representatives, trade unionists, experts and decision makers to work together to bridge the gap between the theory and practice of values— in personal conduct and economic life. Business leaders from Switzerland, the USA, Australia, Germany, Indian, and Japan took part, including the President of Mahindra & Mahindra Ltd, and senior executives from Tata Industries, Siemens, Canon, Ito-Yokado, Central Nippon Expressway and the Chairman of Transparency International, India.

The dialogue between Indian and Japanese business leaders helped to strengthen the relationship between those two countries. Another focus was on corporate social responsibility (CSR), with presentations from several Indian and Japanese corporations showing what businesses can do to benefit the communities they are a part of. A presentation from Siemens Group showed the company's work to transform and regain its



Participants at the CIB conference in India, November 2011

reputation after revelations of major corruption came to light in 2006.

In a business environment that has been dominated by greed and focused on short-term gains, the CIB conference identified a need to cultivate strong-minded ethical leaders with an ability to think deeply about the consequences of their decisions on all stakeholders. The conference resonated the famous words of Jamsetji Tata, founder of the Tata industries: 'In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence.'

Harambee Leadership Training Programme

Over three weeks in November, the Harambee Leadership Training Programme took place in Nigeria, organized by Initiatives of Change. Harambee is a Swahili word which means pulling together. Its mission is to 'awaken, develop and connect a network of new African leaders who will be relentless in applying moral standards and selfless service in their personal lives'. Launching the programme, Eric Mafuna, founder of

the Black Management Forum in South Africa, called on the participants to reaffirm their commitment to transforming Africa.

At the heart of this training was an opportunity to work with Imam Muhammad Ashafa and Pastor James Wuye from the Muslim-Christian Interfaith Mediation Centre in Kaduna. The two men shared their wealth of experience in peace-building and mediation, both at local and international levels. 'We are motivated by our faith to build bridges,' Imam Ashafa told the group. 'How do we work with other religions without seeing them as enemies but as collaborators?' Pastor Wuye took the group through the African Alternative Dispute Resolution Spectrum which explored creative ways of resolving conflict from traditional systems of leadership. 'I see leaders in you; people who will bring change in the society,' he said. 'Don't just be listeners, be doers.' He also helped the group understand, in a very simple and interactive way, how to analyze and map conflict.



Imam Ashafa with some of the Harambee participants

News in Brief

IofC at Durban Climate Summit

During the Durban Climate Summit, a team from IofC were present as official observers and as part of the wider civil society engagement with the inter-governmental negotiations. On 8 December they organized a side event in partnership with the EU-funded Climate Change, Hydro-Conflicts and Human Security (CLICO) project, attended by about 40 people. 'In the last few years, we've become very aware of a close connection – a very complicated web, but a connection nonetheless – between climate change issues and human security problems,' said Jennifer Helgeson, co-director of IofC's Environment & Economy group, in her opening remarks. The panelists who explored this connection included Carola Betzold from the Swiss Federal Institute of Technology; James Thurlow from the World Institute for Development Economics; Sergio Zelaya Bonilla, representing the UN Convention to Combat Desertification; Martin Frick, representing Third Generation Environmentalism; and John Dennis Liu, Environmental Media Project.

a forum in Washington DC on 12 December sponsored by the Conflict Prevention and Resolution Forum at Johns Hopkins University. Former diplomat Joseph Montville, the moderator, note that 'resentment is very much alive in Congress today'. David Blight of Yale University spoke about the powerful and divisive myths that grew up after the war: the 'lost cause' of the South and the North's 'Treasury of Virtue'. Edward Ayers, president of the University of Richmond, said that 'reconciliation will have to be built by hand and conversations, one by one'. He contrasted the Richmond's 1961 Centennial commemoration, which passed 'with no mention of black people at all', with the recent marking of the 150th anniversary which had been more honest and inclusive after years of work by many organizations, including IofC's Hope in the Cities programme. Donald Shriver, president emeritus of Union Theological Seminary in New York, called for repentance from both North and South for what happened to African Americans after Reconstruction when they were subjected to something akin to slavery. 'If more Americans could say that slavery was a national institution it would be liberating for a lot of people.'

Farmers dialogue Rwanda

A 'new beginning in our mission to feed humankind,' was the hope expressed by Mrs Didacienne Mukahabeshimana, president of IofC in Rwanda, at the opening of the International Farmers' Dialogue, 19–22 November, in Musanze district, northern Rwanda, on the theme 'Farmers – men and women – working together for food security'. About half of the 130 participants came from outside the country – representing 16 different countries including Congo, Kenya, South Sudan, Somalia, Tanzania, Uganda and the French islands of Mayotte. The Director General for farming from Rwanda's

Ministry of Agriculture officially opened the meeting, speaking about the need to implement structures that will guarantee food security, develop agriculture, combat malnutrition and poverty and increase aid for impoverished small-scale farmers. Jim Wigan, the international coordinator for Farmers' Dialogue and Jamil Ssebalu, the coordinator for Africa, spoke about the Farmers' Dialogues' focus on the commitment of each individual farmer. It means 'putting need before greed, service before status,' said Wigan. Farmers Dialogues were also about working together to resolve the problems that farmers are facing, he explained.

CALENDAR

PANCHGANI, INDIA

8–12 January

Dialogue on Democracy

LONDON, UK

1 February

After the riots: from blame to positive action

KAMPALA, UGANDA

7–12 February

Eastern Africa Youth Conference

YAOUNDE, CAMEROON

7–11 May

All Africa Conference: Governance, Leadership and Corruption in Africa

CAUX, SWITZERLAND

1 July–2 August

International Caux conferences

See www.caux.ch for more information

Christa Lane Hooper



Climate Change, Conflict and Human Security side event at the Durban Climate Summit

Healing for democracy

Distinguished historians of the US Civil War and its aftermath explored the links between the wounds of history and current political polarization in

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Initiatives of Change

Building trust across the world's divides

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Dr Omnia Marzouk

PEOPLE BUILDING TRUST

A two-fold vocation

The new President of Initiatives of Change International feels called to heal and to build trust.

Dr Omnia Marzouk talks to Mike Lowe.

As Consultant in Paediatric Emergency Medicine in one of the UK's busiest Children's Emergency Departments – Alder Hey Children's hospital in Liverpool, and Associate Medical Director of the Hospital, Dr Omnia Marzouk is highly respected within her profession. She has wanted to be a children's doctor as long as she can remember. 'When I started to train in this area, my thought was to always treat children as if they were my own and to give my all and not to be drawn by other professional temptations of position or influence.'

'Shattering some of the stereotypes ... has been rewarding'

A Muslim woman, originally from Egypt, Marzouk has not faced any issues of discrimination working in the UK. But she does face a constant barrage of negative stereotypes about being an 'Arab Muslim woman' - part

of a wider ignorance and prejudice towards the Arab world in general.

In this context, Marzouk's sense of vocation is two-fold: both to her medical work and also as a bridgebuilder between communities. She finds herself regularly invited to speak about her spiritual path to various groups, schools and religious communities – both at home and abroad. 'Shattering some of the stereotypes and enabling people to gain a different perspective has been rewarding,' she says. When she speaks, it tends to be about her own moral challenges that people of any faith – or none – can relate to: for example whether to use the office telephone and photocopier for personal stuff.

'As Muslims we are called to live in community,' she says. 'God could have created us all the same, but the Holy Qur'an says we were made different nations and tribes so that "you may get to know one another". Your neighbour is part of your obligation to care, regardless of whether they are like you or not. There is no contradiction there. You have your religion and I have mine – there should be no compulsion in religion. It is



only God who leads people to an experience of faith not we humans who do that.'

In many ways, her journey began at a youth conference organized by Initiatives of Change in Australia, where her father was the Egyptian Ambassador. 'What interested me was meeting an intergenerational group of people with a real sense of purpose for their lives and the world; who walked the talk with integrity and were prepared to admit their mistakes.'

'I was challenged to deal with the credibility gap in my own life by examining my life against standards of honesty, purity, unselfishness and love. I found myself wanting in a number of areas,' she says. 'As I practiced a daily routine of quiet reflection, ideas came about what I could do to restore integrity in my own life.'

'Systems are important, but unless people change they are not enough'

'I was outraged at the corruption that I saw in my youth in the Arab world, yet I took change from my father's dressing table without his permission – two sides of the same coin. I apologized to my father for this. Similarly, I thought that the legacy of British colonialism in the Middle East justified my feelings of indifference toward them – yet this attitude would not enable a different future to be created. So I decided to apologize to a young Englishman at the conference for my lack of interest in his country. This small beginning sowed a seed of love and passion for a Britain that is now my own country.'

For Marzouk it was the start of a journey of discovery of her religious roots as a Muslim, and a decision to live with integrity and work for positive change in her community and the world. 'As I had found my own sense of direction through Christians who lived with integrity, it fostered in me a sense of calling to build bridges between different faiths, cultures and communities,' she says. 'From that point my life had three concentric circles to it: my faith as a Muslim and living with integrity at the centre of it, my professional vocation and my calling to build bridges across world divides.'

Her election as President of Initiatives of Change International – the first Woman to hold the post – she sees as providential, coming at a time when the Arab Spring holds so much promise. She has always believed that ordinary people can make a difference in the world if they were prepared to model in themselves the ideal they wanted in their communities. The changes in

the Arab world this year have given her and others a renewed belief that people can make a difference, shape their own destiny and hold politicians accountable. There is also a renewed sense of pride in being Arab.

'The biggest challenge,' she says, 'is to build a community where moral values are embedded in the governing systems, so that they are based on lasting solid foundations.' In some parts of the Arab world, access to rights and services has been easier for those with status, who know people of influence or are prepared to pay to make things happen. 'It has not been a level playing field.' So for Marzouk, one litmus test of any new government will be not only guaranteeing basic human rights and providing political choice, but also whether they guarantee the same rights for all minority groups in society.

She longs for a world community that helps the Arab world build their own future as they see it, and for the West to develop 'a values-based foreign policy in the Middle East where interventions and actions are based on what the people on the ground want, not what suits Western interests'.

'The West has long established good governance systems, so good or bad governments can come or go and things still work. Despite this, some people are marginalized, economic inequalities persist and whole economic systems are on the verge of collapse because they are not values-based. Systems are important, but unless people change they are not enough for long-term sustainability. It is human values and integrity that make them sustainable.'

For this reason, Marzouk believes that IofC has a particular contribution to make at this point in history. 'In the West and also in emerging societies, the issues of ethical leadership and application of values are two of the most important needs.' Another need is to encourage dialogue and partnerships across divides of cultures, race and religion to create diverse pluralistic communities that work together to create a better future.

As a diverse intergenerational movement of people, IofC is well placed to meet those needs, she says. 'We need to think globally, act locally but start with ourselves modeling the changes we want to see more widely.' Her vision for IofC is a community of change makers who work by inspiring, equipping and connecting people to bring change, starting with themselves, and who partner with like-minded organizations to impact key issues.

She quotes Margaret Mead: 'Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.'