



ENGAGING BUSINESS: IMPLEMENTING RESPECT FOR HUMAN RIGHTS

APRIL 28-29, 2011

*Sponsored by the U.S. Council for International Business, the U.S Chamber of
Commerce and the International Organization of Employers*

*Hosted by The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, Georgia*

MEETING OVERVIEW

Beginning in the mid-1990s, there has been a steady rise in the expectation of companies to meet their corporate responsibility to respect human rights. In June 2008, after extensive consultations with business, governments and civil society, Prof. John Ruggie, the UN Special Representative on Business and Human Rights, proposed the “**Protect, Respect, Remedy**” framework for managing business and human rights challenges:

- The State duty to **protect** against human rights abuses by third parties, including business enterprises;
- The corporate responsibility to **respect** human rights; and
- Access to **remedy** by victims of abuses.

The UN Human Rights Council unanimously welcomed the Framework and asked the Special Representative to develop “guiding principles” to help put it into practice. In November 2010, Prof. Ruggie issued the draft “**Guiding Principles for the Implementation of the UN Protect, Respect and Remedy Framework,**” which provides recommendations to States and enterprises on 29 areas that fall under the UN Framework. The final version of the Guiding Principles will be published in March 2011 and is expected to be adopted by the UN Human Rights Council in June 2011.

The purpose of this meeting is to review the Guiding Principles in order to better understand how to implement the corporate responsibility to respect human rights. The meeting offers a unique opportunity to work through this important new set of recommendations with Prof. Ruggie and other leaders in the field, as well as to learn from other companies from a range of sectors. Participants will come away from the conference with a better understanding of how to help their companies implement a due diligence process that will prevent and avoid adverse human rights impacts.



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AGENDA

DAY 1: THURSDAY, APRIL 28

CONTINENTAL BREAKFAST

- 8:00-8:30
- Conference participants arrive at The Coca-Cola Company
 - Continental Breakfast

WELCOME & MEETING OBJECTIVES

- 8:30-8:45
- Ed Potter, Director, Global Workplace Rights, The Coca-Cola Company
 - Brent Wilton, Deputy Secretary General, International Organization of Employers (IOE)

OPENING REMARKS

- 8:45-9:00
- To be confirmed.

KEYNOTE ADDRESS

- 9:00-10:00
- Moderator: Ed Potter, The Coca-Cola Company
 - John Ruggie, UN Special Representative on Business and Human Rights:
 - *“Human Rights in the Global Economy: the Impact of Human Rights Issues on Business”*

10:00-10:15 **BREAK**

I. UNDERSTANDING WHAT RESPECT FOR HUMAN RIGHTS MEANS IN PRACTICE

- 10:15-11:15
- Moderator: Ronnie Goldberg, Executive Vice President, USCIB
 - Margaret Jungk, Director, Human Rights and Business, Danish Institute for Human Rights
 - Commentator: Rachel Davis, Legal Advisor to the Special Representative to the UN Secretary General on Business and Human Rights

II. THE BUSINESS CASE FOR HUMAN RIGHTS: VALUES, EXPECTATIONS AND RISK

- 11:15-12:00
- Moderator: Mike Eastman, Executive Director, Labor Law Policy, U.S. Chamber of Commerce
 - John Morrison, Director, Institute for Human Rights and Business

LUNCH & LUNCHEON ADDRESS

- 12:00-1:30
- Moderator: Brent Wilton, Deputy Secretary General, IOE
 - Michael Posner, Assistant Secretary of State for Democracy, Human Rights and Labor (*Invited*)
 - *“The United States Government View of Business and Human Rights”*

III. HUMAN RIGHTS DILEMMAS – PROCESS, RESOLUTION & BUSINESS INTEGRATION

- 1:30-3:30
- Moderator: Christine Bader, Advisor to the UN Special Representative on Business and Human Rights
 - Mark Nordstrom, Senior Corporate Counsel, Labor and Employment Law, General Electric
 - Stuart Kyle, Director, Workplace Accountability, The Coca-Cola Company
 - Andrew Vickers, Vice President, Policy and External Relations, Shell
 - Clifford Henry, Associate Director, Global Sustainability, Proctor & Gamble

3:30-3:45 **BREAK**

IV. HUMAN RIGHTS DUE DILIGENCE: STRATEGY, MAPPING & DEVELOPING POLICY

- 3:45-4:30
- Moderator: Cindy Sawyer, Director, Work Environment and Workplace Rights, The Coca-Cola Company
 - David Vermijs, Project Consultant, Business and Human Rights Initiative, Global Compact Network Netherlands
 - Commentator: Miguel Veiga-Pestana, Unilever

V. OPEN DISCUSSION ON THE ISSUES RAISED DURING DAY ONE

- 4:30-5:00
- Moderator: Ed Potter, The Coca-Cola Company
 - John Ruggie, UN Special Representative on Business and Human Rights

NETWORKING RECEPTION

- 5:00-7:00 Reception Hosted by The Coca-Cola Company

DAY 2: FRIDAY, APRIL 29

CONTINENTAL BREAKFAST

- 8:00-8:30
- Conference participants arrive at The Coca-Cola Company
 - Continental Breakfast

VI. ASSESSING HUMAN RIGHTS IMPACTS

- 8:30-9:30
- Topics: Understanding Impacts; Stakeholder Engagement; Conducting a Human Rights Mapping; Identifying Risks to Human Rights; & Prioritizing Actions to Mitigate Risks**
- Moderator: John Morrison, Director, Institute for Human Rights and Business
 - Bernard Claude, President of the Ethics Committee, Total
 - John Sherman, Senior Fellow, Corporate Responsibility Initiative, Harvard Kennedy School of Government
 - Chris Jochnick, Director, Private Sector Engagement, Oxfam America
 - Caitlin Morris, Corporate Social Responsibility, Nike, Inc.

VII. BUSINESS INTEGRATION, TRANSPARENCY AND TRACKING IMPACT

- 9:30-10:30
- Moderator: Mark Hodge, Director, Global Business Initiative on Human Rights
 - Amy Lehr, Associate, Foley Hoag
 - Monica Gorman, Senior Director, Corporate Social Responsibility & International Trade Compliance, American Eagle Outfitters
 - Bennett Freeman, Senior Vice President for Social Research and Policy, The Calvert Group
 - Marcella Manubens, Senior Vice President, Global Human Rights and Social Responsibility Programs, Philips-VanHeusen

VIII. ACCESS TO REMEDIES: GRIEVANCE MECHANISMS

- 10:30-11:30
- Moderator: Ronnie Goldberg, Executive Vice President, USCIB
 - Caroline Rees, Program Director, CSR Initiative, Harvard Kennedy School
 - Jorge Perez-Lopez, Executive Director, Fair Labor Association
 - Kindley Walsh Lawlor, Vice President, Social and Environmental Responsibility, Gap, Inc.
 - Alexandra Guaqueta, Director, Social Standards, Cerrejon

IX. CLOSING & REFLECTIONS ON THE DISCUSSION

- 11:30-12:00
- Moderator: Ed Potter, The Coca-Cola Company
 - John Ruggie, UN Special Representative on Business and Human Rights

NETWORKING LUNCH

12:00-1:00 **Box Lunch Provided**