

## GPC Members Meeting 2018: Building Trust for Philanthropic Impact

Asia Society, 725 Park Avenue, New York, NY

Wednesday, May 9, 2018

9:00 am – 4:30 pm



### GPC Member Insight Talks

Raza Jafar, Co-Founder, Global Sustainability Network

DURDA: So, we have our next member insight story, which will be given by Raza Jafar, who's one of our long-standing GPC members as well as a board member of Synergos.

He's involved in many activities based in Dubai but one in particular that many of us have participated in is an organization he's cofounded called the Global Sustainability Network. And its link to Goal 8 of the sustainability goals.

And he hosts meetings around the world every year at the Vatican, at Lambeth Palace, here in New York and also in Dubai.

And I see in your bio that you have connected 300 changemakers now in this work that you're doing, so they can come together and they can partner and collaborate with each other. So, please share more.

Thank you, Raza.

JAFAR: Thank you. Thank you very much, Melissa. Good morning, everybody.

JAFAR: Now, I really feel this is family. So, thank you, Peggy, for creating this family for all of us. And thank you, Melissa, for doing all the hard work you're doing. And welcome aboard, Daniel. Wonderful.

I was asking Melissa, and we worked together and especially in the last two years, and we've got one thing in common. Now, we can surprise each other when we put each other on stage or we ask Peggy to come on stage on the presentation.

So, I would share with you my journey with Synergos, most of the time before, and what my experience with Synergos led to, and is leading to. It's just in the beginning.

I come from Pakistan. I'm based in Dubai. I started my business with not more than \$200 at the age of 18. I didn't have much to give but I started with giving blood. So, I believe philanthropy or giving is an attitude more than a payback. And I'd been at it since then and trying to learn.

In my business, I learned through joint ventures, partnerships and from global leading organizations. But then I realized in my philanthropy I wasn't using that approach until I came and attended the university for a night in

New York. And later on met with Peggy and Bob Dunn and the rest of the team, and eventually joined GPC close to about 12 years ago. I remember Eddie was also there, even a board member. And Phil was there as a board member as well -- one of the youngest board members.

After that, I was exposed to a different culture altogether which I have never experienced, because neither in Pakistan, nor in Middle East we talk about philanthropy or giving. Giving is something very private. So, you don't talk about it.

As a matter fact, in religion in Islam, it goes to the extent of saying that when you give that your right hand should not know from your left hand what you're giving. So, giving is very quiet and very personal.

But then it's very inefficient, because in cases like earthquakes and floods, roads get jammed because people are not organized. People are really wasting a lot of money in giving. All those things, I started to learn more about from GPC members who were there at that time.

That further on encouraged me to talk more about it and learn more about what is Montana Retreat. And for those of you who don't know or haven't done it yet, trust me, that has changed my life in many ways. So, worth talking to Peggy and the group members about it.

I went to Montana, spent about a week over there. And I think most of our Montana colleagues are there (ph). We call it the cousins over here, a real family, immediate family was the one made in Montana. When we learn how can we start trusting with one -- trusting one another with a real person like I've never done that before. I could not believe that I'm going to talk to a group of people I just met about my personal life.

I remember Josh (ph) was very supportive of the idea of, you know, me looking at in those days how to work on being carbon neutral. And we had a quick short chat about that. I learned more about the concept of triple bottom line, and then embarked on the ambition of quantifying the social impact. I spent two years on it and I failed. Really, really difficult to find a real dollar, cents value to quantifying social impact.

So, that's another thing I learned. It's OK to try but you can fail, it's all right, no big deal. Then I said, OK, if we look at the social impact, how are we going to look at social impact from businesses? What wrong can business do? And the more I learned about it, the more I realized that it does, other than environmental impact. So, if environmental impact is taken care of, socially, business could engage bonded labor, forced labor in their supply chain.

So, I started to look at supply-chain forced labor, led to me looking at complete slavery as an overall horizon, that where are we looking at slavery, forced labor, trafficking, forced prostitution and so on and so forth? That's one of the extra execution of the lessons I have been learning from GPC and Synergos as an organization.

How to do -- how to work and collaborate? And we started to put a group together, first, to spread awareness on slavery -- about close to nine years ago, eight or nine years ago.

Second thing we did with the help of another GPC member, Mo Ibrahim, we launched the Global Slavery Index.

The third thing that led to was start working on a confusion that existed that do the faith leaders believe that slavery should be abolished or does -- is there any ambiguity in any faith having slavery in it?

I'll just take you through some of the slides very quickly. I hope they are already there and they're on their way. We're just doing it five minutes ago. So, if you see some of my childhood pictures by mistake, it wasn't planned that way.

OK. So, do I just -- excuse me. Do I just go up and down or right?

UNKNOWN: Yes. Yes.

JAFAR: All right. There we go. So, we ended up talking to all faith leaders. Got a first-ever fatwa against slavery from Islam. Then went on to Church of England, got a support from them. We went to the Vatican and met with the Pope. And he immediately supported it.

And then we managed to get all faith leaders in one room and signed a joint declaration against slavery. We thought that was impossible. But that happened. And that was the -- that was the joint declaration. And that's all major faith leaders in one room.

After that, we continued to bring more momentum through different channels. And one of them, Vatican, was very helpful. Pope Francis was very helpful in working with the UN and pushing major government leaders, such as Obama, at that time during his visit to the Vatican to push ending slavery as an agenda and sustainable development goals.

Those sustainable development goals were being announced in September 2015. And we signed that document on 2nd of December 2014. And there was no mention of including ending slavery for the next 15 years for all the countries of the world.

So, we realized we didn't have much time. We pushed it very hard. And end of April, no success. But by June, we got our confirmation that UN is going to include ending slavery in SDGs that were announced in September - around mid-September. And Pope Francis visited New York and agreed to address the General Assembly.

Now, that was done and we thought that was a great achievement. And all of it, wherever I go I mention, I'm learning from the mothership called the GPC and Synergos because that's where we go back to and we get support. Because so many of our members help one another so quietly and are always supportive of how to move forward on next thing.

We realized that's not good enough. SDGs means governments are together, 192 governments with signatory to that. All the faiths are together. Now, we have a deadline, 2030. Everybody's signatory to it.

We can't look at '17 goals. We decided how to bring about a businesslike approach in our philanthropy and say, all right, Goal 8, 2030, how are we going to achieve it? We have to work backwards now.

It looks -- it is very, very difficult but so many people have dived into the signatures and this commitment. Instead of arguing it, instead of going against it, why don't we all, again, collaborate?

So, we decided we're going to create a group which should be called Global Sustainability Network, which is going to be focused on Goal 8 that is about sustainable economic development. We have the support of the faith, because faith has a great distribution of information through its channels worldwide.

We have all the governments who are signatories. So, if I land in any country and I say I'm working on SDG 8, I don't get any resistance. We need to now bring together the businesses, the media and the non-profits to work collaboratively to achieve this target.

Now, again, I'd go back to GPC and Synergos. And that is where we are learning collaboration. This is where we are having people from all over the world doing different things, finding here a place where we can trust one another, and open up to each other and talk about how can we support one another.

So, we went ahead and launched Goal 8. I'll just run a quick video and I'll tell you about how we are progressing on that.

(VIDEO BEGINS)

JAFAR: We realized implementation of Goal 8, because it's a very clear, specific target, that by 2030 we are supposed to achieve sustainable development goals.

UNKNOWN: We have decided in our wisdom to collapse the 12 aspects of the global Goal 8 into four big ideas; respecting human rights, global resource efficiency, full and productive employment, sustainable economic development.

UNKNOWN: Reaching Goal 8 would require the dedication and effort of all local and global leaders; leaders from faith, governments, businesses, community and the media.

UNKNOWN: Media can help accomplish Goal 8 of a global sustainability network beautiful (ph) and how music as a greater influence on the heart and soul than any of us may realize.

JAFAR: Clearly, as in the case with faith essential goal is raising awareness.

UNKNOWN: To avoid human trafficking, to defend the human dignity and to act because the gravity of the situation, we need the right to have actions.

UNKNOWN: We need to be concerned about the dignity of human beings and the dignity of the planet, the well-being of the planet. Modern slavery as we speak, and as you well know, is an increasing crime and trade. And it's a very profitable business because it's much lower risk business to trade in people than it is in drugs for instance.

We're here to answer the question, and help the structures that make society work, and that we need to hold us together to help them adjust through our network of people sharing commitment, sharing ideas, sharing inspiration.

UNKNOWN: The ultimate solution at the end of all discussions and when it's all said and done is to affect people's value systems; to expose the evil for what it really is. And this is why it was such a monumental step in the right direction to get faith leaders from around the world to attend the summit at the Vatican and to sign that joint declaration.

UNKNOWN: We came up with the lone (ph) policy on ending modern day slavery and human trafficking by bringing it within corporate responsibility and corporate governance.

UNKNOWN: So, this platform is actually doing this for us. We are all together. We are all becoming aware. We are all learning.

UNKNOWN: And that's why it is imperative that all key stakeholders in the world should come together and forge strong alliance.

UNKNOWN: Goal 8 is about economic growth which is sustainable and inclusive. We need the type which lifts (ph) all ships and ports, large and small. That's what we need, equitable growth.

UNKNOWN: All of us in education employment look forward to working towards the goals that you determined.

JAFAR: The conclusion for one year's work which started with Monsignor Sanchez, Bishop Alastair and myself working towards putting a group together, a family of the founders of GSN, we're all here in this room with the objective of coming up with a strategy that encourages collaboration all over the world and find different sectors to work collaboratively to achieve Goal 8 by 2030.

(VIDEO ENDS)

(APPLAUSE)

JAFAR: Thank you. Thank you. So, this was about a year and a half ago. But a lot of things have happened. And I'll, just give you one example of two weeks ago.

One of our GSN members, founding members who works in Emirates Airline was exploring the possibility of using this new technology from face -- new face recognition technology from Portugal, which is probably right now amongst the best and can do real-time face recognition.

And I just forgot -- OK. So, it did a real-time face recognition. They talked to another GSN member who works in India, on abducted children. The third one who you just saw, Kailash Satyarthi, he's a Nobel Peace Prize winner from India, his foundation is on the ground in India.

Some other influential members got together, got a judgment in the favor of getting the pictures of all the abducted children to be given to the police, because that's held by another department. And after getting all that done, within 10 days, we have recovered 3,000 children. So, that was just one tiny example.

(APPLAUSE)

Next stage, we are moving into deeper issues, the cause and not the symptom. And I'm so glad to see that I've got our GPC members digging deeper into finding out why are these things happening. And we are talking about creating small groups, starting to talk about not ignoring the obvious and discussing it.

So, thank you, everybody.

(APPLAUSE)

DURDA: Thank you, Raza. We have time for a few questions. There's microphones in the back.

QUESTION: Raza, I've learned a lot from you and Andrew Forrest and others and you've educated me a lot about the challenges of modern slavery. And when I've come back from some of the GSN events, say at the Vatican, I'll talk to my children who are now seven and 10. And I'll describe at some level, you know, at an appropriate level what's going on. And they're horrified by it and I'm horrified in telling it.

And the most we've done as a modest family is like our kids will do a lemonade stand to raise money for organizations addressing modern slavery. And our family has contributed.

But the people in this room can do -- be more influential than our family. So, in what ways would you encourage us to respond to the horror of what's happening in modern slavery and be constructive in how we can address it? What are ways that you can engage us?

JAFAR: Thank you. Thanks for asking me, Jim (ph). I think you started already by protecting your family by bringing this awareness. First thing is our own safety. We must understand it's happening, and our children's safety.

It's happening to all of us, all around us. We don't see it. It's happening in a big way. It's more than \$100 billion industry. So, it's not just fighting malaria or fighting polio, which will not fight back with you.

So when we are fighting slavery, it puts people in danger. So, there's a lot of danger around it. I would just urge all of you to read more about it, learn more about it, and you will come up with your own solutions. There's enough going on. Choose whatever direction you think, because all of you are very smart and very impactful. Just bringing about -- bringing the awareness within your family and friend, that makes a very big difference. I'll suggest that.

QUESTION: Hi, Raza.

JAFAR: Hi, Eddie (ph).

QUESTION: So, this is very interesting and congratulations on this incredible work. I was just curious, in the discussions that you've had with the various leaders from various faiths, I think it's commendable how everyone is looking forward and in the present, and trying to address the current problems. How important in addressing the current problems is it to recognize the problems of the past?

And in the discussions with the faith -- various faith-based leaders, have the -- has the history of slavery come up? And the contributions of the various faith-based institutions and is that productive to have? And did that ever come up at all? Or are you -- is this -- do you think just moving forward is the way to go?

JAFAR: So, in short, moving forward is the way to go. But you can imagine, if I'm sitting with a Shia leader or a Sunni leader or a Catholic leader or an Orthodox, I mean, even regularly with people keep reminding each other of history some way or the other. But we have to keep everybody focused on the agenda and moving forward.

So, that does keep coming up. And you can understand, there's a lot of ego in faith. But the lesson I have learned, that I have not seen more ego in no sector of the five sectors I mentioned than nonprofit. The philanthropy is where the real ego is. Faith is easy.

Our trustee, Elliott.

QUESTION: So, I wanted just to comment and I just wanted to highlight for -- as a member of the GPC, member of the Synergos board, just so how happy I am you started this journey. I think it speaks to the power of this network.

I think what you've done brilliantly is not only leverage your financial and philanthropic capital but your relational capital. And I think so much in the world of philanthropy, people focus on the power of the money; how much money can you give, how much money are you giving to nonprofit?

But I think one of the things you've done brilliantly is basically leverage relational capital. And you've also, I think as a model for the GPC has put together an effort where you brought in many members, myself included, into this effort.

And I think it just strikes me that this is a wonderful model for all of us and really shows the power of what we have here in this room is not just all of us in isolation, it's all of us working together.

And so, I guess to that end, I would say to you, what are some of the other ways that you think that this serves as an example to us as a network? And how can we not only get involved with the GSN, but how can we use this as an inspiration to work more collaboratively together in the future?

JAFAR: Thank you. So, I think the GPC has started to do that already. I think we were two years ago or so at Christian's (ph) place in Switzerland talking about the real problem in Europe, which is migration and a lot of issues related to the refugee group over there.

And I think we created together -- a group of people got together and created the refugee group. And I got a message from Peggy last year from one of her trips that she was talking about watching some movies and some people had done a lot of initiative. There's some viewing of some movies in Turkey and some work going on.

I think Cham (ph) -- I think Ezra is also working in the refugee group. So, they're clusters that are getting together on issues. I was talking to Daniel and briefly with Phil (ph), and I've been talking to Michael (ph) and Valerie (ph) on creating another group on discussing difficult issues, not ignoring the obvious, and to do that we need trust.

So, we are a group of people where we can find trust and bounce the ideas with one another. And if we can start collaboration here and then expand, it will really be useful. Thank you.

QUESTION: Raza, great presentation and I'm just curious, you talked about an index. Was that the slavery...

JAFAR: Yes. It's the Global Slavery Index. It ranks more than 160 countries worldwide and where they stand on slavery.

QUESTION: So, who are some of the countries that have the highest index? Just curious.

JAFAR: The top three; India, China and Pakistan. And if you see, just India, Pakistan has almost 40 percent of global slavery. So, it has to do something with the culture as well. So, you can see that South Asia has more slavery in proportion to its population.

DURDA: And I like to thank you, Raza...

JAFAR: Thank you.

DURDA: ...so much for sharing your work.

(APPLAUSE)



JAFAR: Thank you.

DURDA: And Tanya as well.

MASIYIWA: Thank you.

(APPLAUSE)