

MAKING BUSINESS WORK

THE INTERNATIONAL
CHAMBER OF COMMERCE
IN 2019



“More and more companies are focusing on delivering sustainable growth but we still face tremendous challenges. Business cannot be a bystander in a system that gives it life in the first place and ‘business as usual’ is no longer an option.

It is in our hands to create a better world where no one is left behind and future generations can look back with pride at our achievements.

ICC will continue to play a crucial role in identifying opportunities for governments and businesses to work together to build a shared agenda of solutions and actions for a more sustainable future for all.”

PAUL POLMAN

Chair, International Chamber of Commerce.



“Securing peace, prosperity and opportunity for all requires long-term solutions and demonstrated business leadership. With an unrivalled global network and influence, ICC today continues to play a leading role in areas that truly matter—from global trade to technology. As the world business organisation we are delivering results as the preferred partner in advancing global agendas on current and emerging challenges and opportunities.”

KARIEN VAN GENNIP

Vice-Chair, International Chamber of Commerce,
CEO, ING France



“For the past 75 year, we’ve seen globalisation emerge as one of the most powerful forces in human history to promote prosperity around the world.

But the tremendous growth we have witnessed has not always been inclusive, leading to a questioning of some of the fundamental, underlying assumptions of the international economic system.

As the driver of job creation and economic development, the private sector has an opportunity to step up and demonstrate that it is a force for good. Capitalism that cares about inclusive growth and quality of life, and looking beyond merely generating a financial return for shareholders has to be our new mantra in the 21st century.”

AJAY BANGA

First Vice-Chair, International Chamber of Commerce.

President and Chief Executive Officer, Mastercard

FOREWORD

As the International Chamber of Commerce (ICC) celebrates its centenary year, we recognise that the world has come a long way since 1919—and we can be proud of our many achievements over the past 100 years to promote peace and prosperity through international trade.

But faced with pressing global challenges in the 21st century, ICC and the global business community can—and must—do more as a force for good in the world.

We will respond to this imperative with brave and bold action to meet the ambition of our renewed purpose.

The organising principles and objectives in this work plan demonstrate our commitment to continually pioneer as we strive to enable business worldwide to secure peace, prosperity and opportunity for all.

JOHN W.H. DENTON AO

Secretary General, International Chamber of Commerce



TOWARDS A KNOWLEDGE SOLUTIONS ORGANISATION

1 VISION

TO ENABLE BUSINESS WORLDWIDE TO SECURE PEACE, PROSPERITY AND OPPORTUNITY FOR ALL.

Five pioneer campaigns will serve as ICC organising principles to make business work for everyone, every day, everywhere.

These campaigns aim to unlock the unique power of ICC's global network to achieve real change at scale—from protecting the planet to ensuring decent work and economic opportunity for all.

5 CAMPAIGNS

MAKE
TRADE WORK
FOR PEOPLE
AND PLANET

MAKE
ACTION ON
CLIMATE CHANGE
EVERYONE'S
BUSINESS

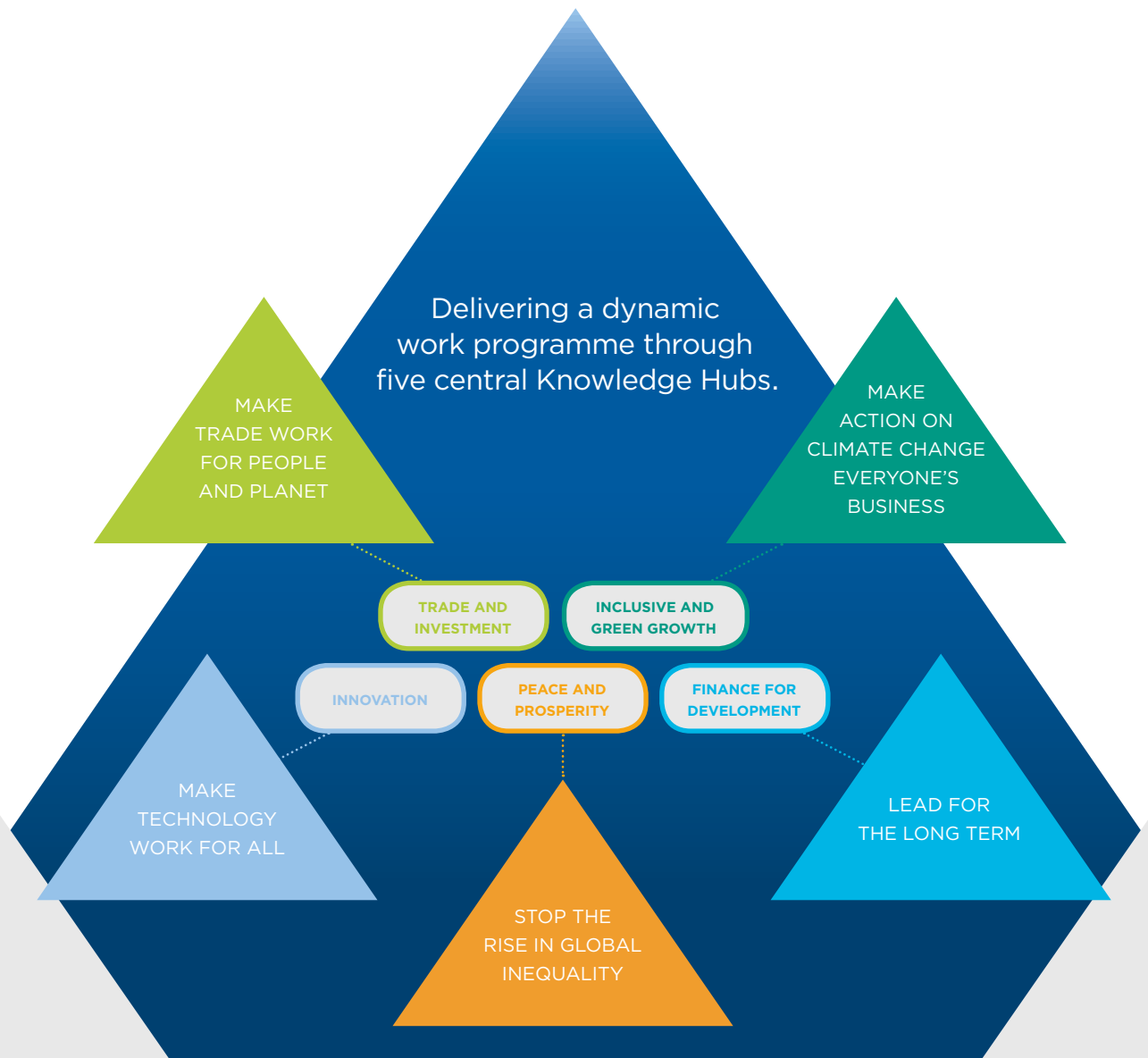
MAKE
TECHNOLOGY
WORK FOR ALL

STOP THE
RISE IN GLOBAL
INEQUALITY

LEAD FOR
THE LONG TERM

Each campaign encompasses proposals for policy reform grounded in private sector experience and expertise, together with outreach aimed at inspiring and enabling real world action.

45 MILLION MEMBERS



Convening ICC commissions, special projects and direct member contributions to deliver tangible results in three key work areas:

1. **International engagement and advocacy**
2. **Rules and standards for the 21st century**
3. **On-the-ground solutions and implementation**



Close coordination between Knowledge Solution hubs and ICC's United Nations liaison teams will shape and drive crucial agendas and reinforce ICC as the principal United Nations interlocutor for business and our role as an indispensable partner for governments and other international bodies.

The work of the Knowledge Hubs is supported by:



1. Our global network of offices and chambers of commerce in over 100 countries



2. The ICC Academy, for the delivery of online learning programmes



3. Our alliances with the European Commission, Asia-Pacific Economic Cooperation (APEC), Indian-Ocean Rim Association (IORA), the African Union (AU) and other regional bodies

TRADE AND INVESTMENT CAMPAIGN

MAKE TRADE WORK FOR PEOPLE AND PLANET

The rules-based multilateral trading system has fuelled over seven decades of unprecedented job creation and poverty alleviation. As the linchpin of this system, the World Trade Organization has helped create a more prosperous world order in which communities linked by international commerce have a common interest in maintaining peace.

But that system now stands at a crossroads: with a major revolt against global trade integration under way in many countries around the world. Growing protectionist pressures and a rejection of multilateral cooperation have brought into doubt the future of the global trading regime as we know it today.

Questions also remain about how fit for purpose that system is in promoting progress towards the United Nations' Sustainable Development Goals and attainment of the Paris Agreement.

In this context, we believe that business should take the lead in charting a new path for multilateralism—securing a new model for international trade cooperation that supports sustainable and inclusive growth. In short, a trading system that really works for people and planet.

Our objective

Champion multilateral trade policies that support private sector development and ensure that trade contributes effectively to addressing social and environmental challenges.

- Secure G20 commitments on World Trade Organization reform—based on business expertise and insights—to strengthen global trade governance, check damaging protectionism and enable inclusive growth.
- Accelerate on-going negotiations to establish a new global framework on digital trade to empower entrepreneurs and small businesses.
- Mobilise business leaders to secure a World Trade Organization agreement on eliminating harmful fisheries subsidies.
- Champion trade and investment policy reforms to speed effective implementation of the Paris Agreement and reduce the risk of climate-related trade disputes.
- Enable a balanced public debate on trade integration by making the real-world case for why trade matters to communities around the world.

**TRADE AND
INVESTMENT**

MAKE
TRADE WORK
FOR PEOPLE
AND PLANET



About the Trade and Investment Knowledge Hub

The Trade and Investment Knowledge Hub centralises ICC work on high-level multilateral governance issues relating to the World Trade Organization, providing guidance and concrete rules-based solutions in technical areas. This includes customs and trade facilitation, competition, taxation, marketing, dispute resolution, model contracts and the Incoterms® rules. The Trade and Investment Knowledge Hub also convenes public-private engagement of stakeholders in the Global Alliance for Trade Facilitation.

Associated commissions and special projects

Arbitration and ADR
 Competition
 Customs and Trade Facilitation
 Commercial Law and Practice
 Trade and Investment
 Marketing and Advertising
 Taxation
 Global Alliance for Trade Facilitation (GATF)
 World Trade Agenda (WTA)

Contact



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Key work streams and deliverables (examples)

International engagement and advocacy

- Manage Global Dialogue on Trade and Trade Dialogues with a view to igniting actionable trade reform measures.
- Actively engage in World Trade Organization e-commerce plurilateral negotiations with the goal of securing agreement by the World Trade Organization Ministerial in June 2020.
- Provide business perspectives on issues related to international taxation policy (e.g. OECD, United Nations Committee of Experts in Tax Matters, Platform for Collaboration on Tax).
- Support the trade reform process and drive key World Trade Organization negotiations on fisheries subsidies and investment facilitation.
- Leverage business input on international competition frameworks.

Rules and standards for the 21st century

- Promote ICC's new Marketing and Advertising Code to key stakeholders—including self-regulatory bodies, marketers and advertising associations—as the global standard for advertising self-regulation.
- Launch and protect integrity of the Incoterms® 2020 rules.

On-the-ground solutions and implementation

- Develop a package of foundational model contracts for start-ups looking to formalise their legal structure and create a basis for initial negotiations with potential partners.
- Advance the global customs and trade facilitation agenda through engagement with the World Customs Organisation and further evolution of the Global Alliance For Trade Facilitation.
- Provide secretariat support to the B20 Saudi Arabia to ensure a meaningful outcome.

INCLUSIVE AND GREEN GROWTH CAMPAIGN

MAKE ACTION ON CLIMATE CHANGE EVERYONE'S BUSINESS

The Intergovernmental Panel on Climate Change (IPCC) Special Report on 1.5°C underscores the need to strengthen the global response to climate change. Current climate commitments are insufficient to meet the goals of the Paris Agreement and limit the average global rise in temperature to 1.5°C.

Now is the time for all leaders to step up and take bold action. Climate change is a threat to all humanity and it can only be solved by a global cooperative effort—ensuring that climate solutions are deployed at scale to enable us all to leapfrog to cleaner, more resilient economies.

2019 will be a pivotal year with several critical milestones for stepping up climate ambition by 2020. These include the United Nation's Secretary-General's Climate Summit in September and the Santiago Climate Change Conference (UNFCCC COP 25) in Chile in December.

We believe business is a necessary driving force in demonstrating that enhanced action is necessary, desirable and—above all—achievable.

Our objective

Mobilise business and ICC's global network to raise ambition and take action pursuant to the goals of the Paris Agreement and findings of the IPCC Special Report on 1.5°C.

- Align and mobilise business behind the 1.5°C target, with an incentive framework and toolbox for SMEs.
- Ensure business is engaged in the development of more actionable and ambitious nationally determined contributions under the Paris Agreement.
- Showcase climate leaders to inspire action and enable peer-to-peer learning.
- Work towards a more harmonised environmental, social and corporate governance (ESG) assessment standard.

**INCLUSIVE AND
GREEN GROWTH**

MAKE ACTION ON CLIMATE CHANGE EVERYONE'S BUSINESS



About the Inclusive and Green Growth Knowledge Hub

The Inclusive and Green Growth Knowledge Hub works to promote sustainable, inclusive and responsible business conduct in line with the United Nations' Sustainable Development Goals. The hub will focus on positioning business as a driver of change, whether in relation to the environment, climate, gender and diversity, governance, human rights, integrity or anti-corruption.

Associated commissions and special projects

Environment and energy
Corporate responsibility / Anti-corruption

Contact



Majda Dabaghi, Director
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Key work streams and deliverables (examples)

International engagement and advocacy

- Lead business representation in the United Nations' climate/environment process to push for meaningful action at scale.
- Pursue alignment of trade and climate change policies through co-leadership with Canada and France on discussions at the World Trade Organization.
- Host consultations and provide input on carbon clubs, climate waivers and carbon pricing.
- Engage in key United Nations processes to help link agendas relating to nature and to climate change.
- Mainstream human rights, anti-corruption and responsible business conduct as an important component of good corporate governance.
- Build alliances to help mobilise private finance to support implementation of the Sustainable Development Goals and Paris Agreement.
- Develop partnerships to mobilise business in support of oceans preservation and plastic waste reduction.

Rules and standards for the 21st century

- Build support around the need to implement the Business and Human Rights Guiding Principles with national frameworks.
- Create greater operational certainty for business globally by promoting appropriate harmonisation of international environment laws with the Global Pact for the Environment.

On-the-ground solutions and implementation

- Develop an anti-corruption training module and reinforce ICC leadership on corporate governance, including anti-corruption.
- Help position ICC as the leading arbitration/dispute resolution service provider for climate change-related disputes.

INNOVATION CAMPAIGN

MAKE TECHNOLOGY
WORK FOR ALL

Technological progress has led to immense productivity gains. This was the case during the first industrial revolution—and is still the case today. It develops solutions to adapt to the effects of climate change, increases affordability through the development of the platform economy, has led to increased life expectancy through widespread access to medical cures and has led to crops safely feeding an ever growing world population. Technology—historically part of the problem—is now driving solutions for lower greenhouse gases and natural resources used per marginal unit of GDP output.

INNOVATION

MAKE TECHNOLOGY
WORK FOR ALL

Yet technological change also invariably leads to skills becoming obsolete, jobs being lost and a need to rethink educational systems to prepare for newly required expertise while in the short term managing the transition for those whose jobs are being affected through reskilling and other support programmes.

The digital revolution itself is creating further opportunities to meet the United Nations' Sustainable Development Goals as it helps to overcome market and cultural fragmentation by increasing global interconnectivity and the ability of companies to trade across borders. It is, however, creating new "haves and have-nots" among those who are connected and those who are not—not just between countries but within them as well.

ICC will work with stakeholders in the public and private sectors to ensure economies are inclusive while being prepared to thrive in an environment of constant technological change. We will look at overcoming market failures in access and at developing the skills that will be needed for 21st century life-long employment.

Our objective

Ensure that new technologies deliver benefits for all in society and play a key role in delivering the United Nations' Sustainable Development Goals (SDGs).

- Launch the ICC #tech4all challenge.
- Work with the public sector to co-create enabling policy environments for investment and innovation in information and communication technologies (ICT) to meet the SDGs.
- Help the private sector scale up efforts across the digital ecosystem to provide meaningful access to all—infrastructure, applications and services, and skills.
- Foster dialogue with civil society, technology players and public policy experts to re-establish trust in the digital economy.
- Support the human-centric and ethical evolution of artificial intelligence and explore other emerging technologies such as augmented reality.

About the Innovation for All Knowledge Hub

The Innovation for All Knowledge Hub promotes policies and tools that help business harness the benefits of the digital economy and a safe, secure and open Internet. This Knowledge Hub also works to ensure intellectual property and anti-counterfeiting measures are respected, so that the benefits of commerce and innovation are available to all.

Associated commissions, special projects and entities

Digital Economy
Intellectual Property
Business Action to Support the Information Society (BASIS)
Business Action to Stop Counterfeiting and Piracy (BASCAP)
Commercial Crime Services

Contact



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Key work streams and deliverables (examples)

International engagement and advocacy

- Advocate the continued evolution of a multistakeholder model for Internet governance.
- Create a common understanding of cybersecurity policy/best practices.
- Build business consensus and understanding of the role of online/offline intermediaries.

Rules and standards for the 21st century

- Support efficient policy frameworks that encourage the flow of data across borders and address aspects related to ownership, access and use.
- Adapt intellectual property protection systems to the digital world.
- Identify best e-government practices conducive to facilitating efficient business environments.
- Identify business frameworks on Artificial Intelligence (AI).

On-the-ground solutions and implementation

- Develop best practices and guidelines to tackle counterfeiting and piracy—Know Your Customer (KYC), Know Your Supplier (KYS) and Anti Money Laundering (AML).
- Develop tools to enable cybersecurity preparedness.
- Develop the 2020 edition of the ICC Intellectual Property Roadmap.

PEACE AND PROSPERITY CAMPAIGN

STOP THE RISE IN GLOBAL INEQUALITY

Inequality has become a subject of intense debate—particularly in economies where inequality has risen sharply over the past 30 years.

Rising inequality should be understood in the context of other major shifts that have affected the global economy over the past three decades, including technological advances, globalisation and the changing role of the state.

Reversing the rise in inequality presents a significant challenge, but one where we believe concerted and collective action from the private sector can make a real difference.

There are already many examples of companies showing real leadership on this vital agenda: from businesses working to broaden access to technological solutions through to pioneering efforts to ensure gender parity in the workplace.

Businesses that embed social and environmental objectives in their core mission are having a positive impact but political changes are needed to reduce inequality more universally.

By helping to tackle this challenge, business can be a true force for greater equality and inclusion globally, and restore confidence for many in the benefits of globalisation and a multilateral order.

Our objective

Mobilise the power of business as a force for equality in both a social and economic context.

- Increase corporate awareness of the United Nations' Sustainable Development Goals and ensure every business knows how to take action.
- Secure the ratification and implementation of the International Labour Organisation's Forced Labour Protocol.
- Develop global standards on diversity, for adoption by multinational corporations and throughout supply chains.
- Help curb illicit financial flows to strengthen trade and integrity of the financial system, and eliminate corruption and its harmful impact on MSMEs.
- Champion effective frameworks to end modern slavery and protect human rights in corporate value chains.

**PEACE AND
PROSPERITY**

STOP THE RISE IN GLOBAL INEQUALITY

About the Peace and Prosperity Knowledge Hub

The Peace and Prosperity Knowledge Hub will focus on the challenges of the 21st century that have a direct impact on society at large, such as the unintended consequences of globalisation, the effects of migration flows and inequalities in economic growth and opportunities.

Associated commissions

N/A

Contact



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Key work streams and deliverables (examples)

International engagement and advocacy

- Advance global action on disaster risk reduction through key United Nations forums and private sector outreach.
- Enable business engagement in United Nations negotiations on Universal Health Coverage.
- Identify and engage in appropriate geopolitical security discussions that could benefit from a business perspective.
- Address concerns resulting from the effects of globalisation on society through co-sponsored research and conferences.

Rules and standards for the 21st century

- Identify opportunities to aid transitional economies and developing countries in re-establishing or establishing private sector networks and effective business engagement through conducive policy frameworks.

On-the-ground solutions and implementation

- Develop a scalable investment facilitation model for developing and emerging economies.
- Support private sector collaboration with the United Nations High Commissioner for Refugees and develop rapid intervention teams.
- Partner with relevant stakeholders to mobilise business to facilitate the economic integration of migrant workers/refugees.

FINANCE AND DEVELOPMENT CAMPAIGN

LEAD FOR THE LONG TERM

Trust in business has eroded sharply since the global financial crisis.

Research from PR firm Edelman found that only 15% of the general population believes that the present system is working. And there is a widespread perception that traditional institutions are powerless to solve society's problems, whether global or local in scale.

Yet 76% of people want CEOs to drive change rather than wait for governments, according to the 2019 survey. Business leaders can regain society's trust by working collaboratively to drive the social and environmental objectives embedded in the United Nations' Sustainable Development Goals (SDGs).

Achieving the SDGs will require an estimated US\$2.4 trillion per year of additional investment, especially for infrastructure and other projects with long payback periods. There is enough capital available. But in the world's uncertain circumstances, most investors continue to seek liquidity and short-term gains.

Banks, institutional investors and insurers are also subject to a range of regulatory constraints that can act as a barrier to investing for the long-term.

Moving investment to a long-term and sustainable trajectory is therefore a business, economic and societal imperative requiring a shift in market incentives to ensure that capital rewards those who lead and innovate with genuine social purpose.

Together we can make business work for the long-term.

Our objective

Champion long-term planning and investment by the private sector as a driver of sustainable development.

- Promote a shift in market incentives to spur investment into areas supporting the United Nations' Sustainable Development Goals and lower the associated risk.
- Secure commitments from key international forums to promote alignment between global financial regulation and the imperative of long-term sustainability.
- Position ICC as a thought leader on the concept of a more inclusive capitalist model and advocate at national and international level for policy realignment.
- Build global momentum for investment in quality infrastructure in developing markets.

FINANCE AND
DEVELOPMENT

LEAD FOR THE
LONG TERM

About the Finance for Development Knowledge Hub

The Finance for Development Knowledge Hub works to move financial investment to a long-term and sustainable trajectory. This Knowledge Hub will support ICC's role as rule-maker for trade finance banking products, maintain a strong, permanent dialogue with regulators and supervising bodies, develop tools to support industry digitalisation, infrastructure, compliance, and provide a hub to address the needs of small- and medium-sized enterprises.

Associated commissions

Banking

Contact



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Key work streams and deliverables (examples)

International engagement and advocacy

- Advocate Basel III recommendations to avoid contraction of trade finance flows.
- Ensure the integrity of the financial system through engagement with the Financial Action Task Force (FATF) and Bank Recovery and Resolution Directive (BRRD).

Rules and standards for the 21st century

- Address interoperability throughout the digital trade value chain.
- Create a multistakeholder dialogue platform on blockchain:
 - Develop a framework for the enforceability of digital documents
 - Develop global standards for e-bills of lading
 - Develop an initiative on the creation of standard frames for digitalised trade finance transaction.
- Provide opinions as the go-to resource for best practices for trade finance operations.
- Update Uniform Customs and Practice for Documentary Credits (UCP), Uniform Rules for Demand Guarantees (URDG), Uniform Rules for Collections (URC), and promote their acceptance.

On-the-ground solutions and implementation

- Deliver trade finance global risk assessment and analysis through the Trade Register.
- Promote the use of blockchain and explore the use of stablecoin to improve sustainability tracing and facilitate trade finance leveraging partnerships and using case studies and thought leadership on innovative models.
- Develop model guidelines on sustainable trade finance/export finance.

HOW TO GET INVOLVED

ICC member engagement is supported by our network of national committees in 90 countries.

We can help you connect with your local ICC office.

Members have the opportunity to participate either through the commission they currently engage with or by joining workstreams directly.

To learn more about our Knowledge Hubs or related workstreams, please contact the relevant Knowledge Hub Director.

Members will have the opportunity to meet as commissions and special projects convened by Knowledge Hubs in Autumn 2019.

For questions and comments, please contact:

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ABOUT THE INTERNATIONAL CHAMBER OF COMMERCE (ICC)

The International Chamber of Commerce (ICC) is the world's largest business organisation representing more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

iccwbo.org

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