

Search for Common Ground's

SUSTAINABLE BUSINESS PRACTICE

Search for Common Ground works to prevent and **end violent conflict** before, during, and after a crisis. Search has a 32-year track record of equipping individuals and societies to find alternatives to violence. We strive to build sustainable peace for generations to come by working with all sides of a conflict, providing the tools needed to work together and find constructive solutions.



MISSION & APPROACH

Our mission is to transform the way the world deals with conflict, away from adversarial approaches and toward cooperative solutions. Instead of tearing down an existing world, we focus on constructing a new one. We do this through a type of peacebuilding called "conflict transformation." We shift the everyday interactions between hostile groups of people, so they can work together to build up their community, choosing joint problem-solving over violent means. Conflict and differences are inevitable. Violence is not. We harness conflict for constructive change. Search works at all levels of society and with the public and private sector to build sustainable peace through three main avenues:

Community+ We provide a safe space for people to work out their conflicts at the local level. We think creatively to bring divided communities, neighbors, and families together to discover their common humanity. Examples: participatory theatre, training of security actors, soccer matches and more.

Media+ Media reaches people in their daily lives. We use media to stir up thoughts and discussions across a whole society about the root cause of violence and how to overcome differences. Examples: soap operas, call in shows, comic books, SMS peace based campaigns, and more.

Dialogue+ Whether at the local or national level, we bring people together across dividing lines to discover and achieve shared goals. We work with those traditionally in power and those without a platform, like women and youth. Examples: leadership workshops, town hall meetings, back channel diplomacy, establishing early warning systems and more.

SUSTAINABLE BUSINESS PRACTICE

Sustainable Business Practice (SBP) is SFCG's application of the Common Ground principles to the specialised conflicts and difficulties between communities, local government and the corporate or private sector. In countries emerging from conflict or experiencing political and social upheaval, ensuring socio economic development through the business sector is felt by all is critical for stability. The long term investments of the extractive industry and corporate sector generally require stability to be realised. Communities which have been set back by years of conflict are in a hurry to feel the impact of the private sector. This can exacerbate local conflicts and produce deadly tensions in the worst case scenario. Ensuring peace is sustained and prosperity is shared is possible. SFCG believes that sustainable businesses require resilient stakeholder relationships. We can create breakthroughs in stakeholder relationships by:

■ Building a **company-wide commitment** to meaningful stakeholder engagement. By training and developing the skills of people within the company and sub contractors at all levels of an organization, SFCG opens the door to breakthroughs previously considered not possible for engaging communities, civil society and governments.

1

■ **Informing and empowering local communities** to be more participative and take charge of their own development and avoid the trap of entitlement.

2

■ Creating effective **mechanisms for dialogue and communication**, collaboration and dispute resolution among all stakeholders to reach consensus on issues that affect their lives.

3

■ **Strengthening local government**, to build the capacity among government officials to be more transparent, communicative and efficient and play a stronger role in community development.

4

Sustainable Business Practice offers global reach and local presence on four continents. It works through two main global governance mechanisms – the Voluntary Principles on Security and Human Rights and the United Nations Global Compact. Drawing on more than 450 Search for Common Ground in-country staff around the world, and over 30 years of expertise in conflict resolution, SBP draws on the 10 guiding principles of the UN Global Compact supporting businesses to acquire the social license to operate.

WHO WE WORK WITH

African Barrick Gold
Anglo-Gold Ashanti
AcelorMittel
British Petroleum

Chevron
Nike Foundation
Oil and Gas Foundation Nigeria
QIT Madagascar Minerals

Statoil
US Department of State
The World Bank

WHERE SBP WORKS

Angola
Colombia
Democratic Republic of the Congo
Guinea
Liberia
Madagascar
Nigeria
Rwanda
Sierra Leone
Tanzania



WHAT WE OFFER

- Multi stakeholder engagement and coordination
- Risk and conflict assessments
- Innovative training and capacity building
- Civilian engagement training for security actors
- Facilitating communication protocol development
- Supporting participatory community development
- National consultations
- National media reach and production
- Effective community outreach and facilitation
- Supporting participatory community development