



What's Business Got To Do With It?

Sport and Human Rights

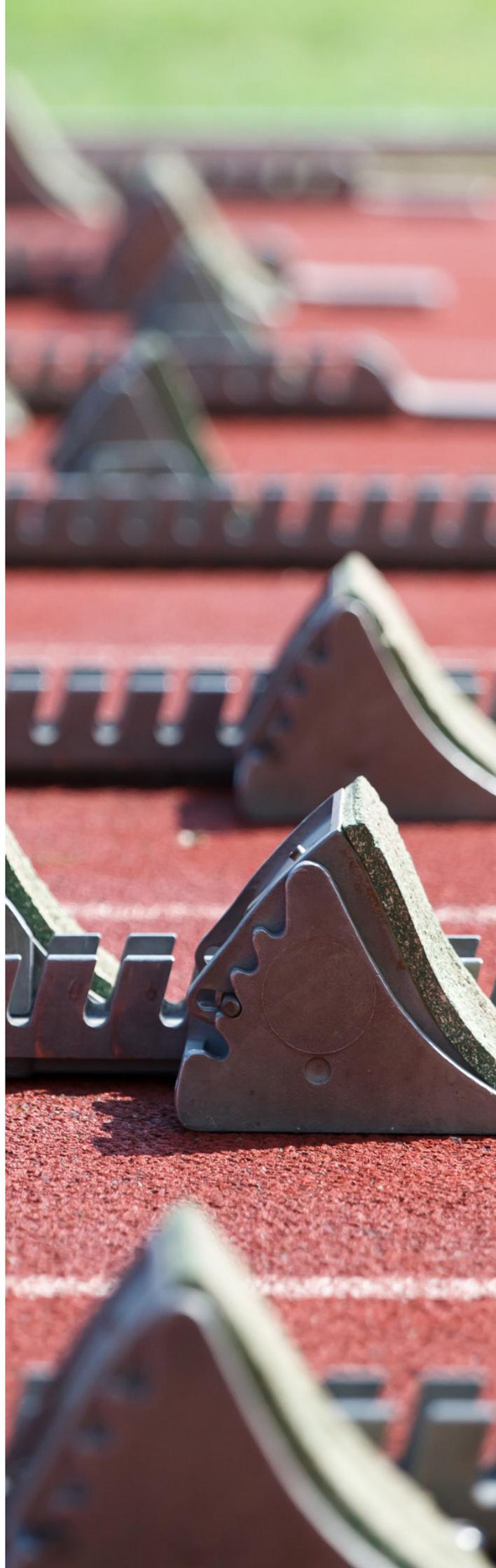
Tuesday April 9th 2019, 9am-5pm

*White & Case LLP, 701 13th St NW
#600 Washington D.C. 20005*

The majority of the world's population either actively play or follow a sport. Most businesses also have some kind of relationship with or connection to sport. Sport offers a unique opportunity to both advance positive societal outcomes and mitigate adverse impacts through a diversity of business activities and relationships.

This **business-focused workshop** will explore several key questions for companies:

- How can sport's engagement potential be leveraged for wider human rights fulfillment, e.g. young people, gender, LGBTI+, disability, and non-discrimination?
- What is the risk to the business of not engaging on sport-related issues?
- Within the diversity of sport's business relationships, what does good human rights due diligence look like?
- What relevance do the 2026 World Cup and 2028 Olympics have for my business?





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9th April 2019, at White & Case LLC in Washington D.C.

09.00 WELCOME AND INTRODUCTION TO THE DAY

- **Peter Robinson** (President, US Council for International Business)
- **John Morrison** (Chief Executive, Institute for Human Rights and Business (IHRB))

09.30 TITLE IX - A CHANGE MANAGEMENT LESSON FOR BUSINESS

- **Donna de Verona** (Olympic Champion; Award winning broadcaster)
- **Nancy Hogshead Makar** (Olympic champion; CEO, Champion Women)
- *In conversation with Haley St. Dennis (Head of Communications, IHRB)*

11.00 THE INTERNATIONAL POLICY CONTEXT

- **Scott Busby** (Deputy Assistant Secretary, Bureau of Democracy, Human Rights and Labor, U.S. Department of State)
- *In conversation with Mary Harvey (Olympic & World Cup champion; Chief Executive, Centre for Sport & Human Rights)*

12.00 LUNCH

13.00 LEVERAGING RELATIONSHIPS - APPAREL

- **Cimarron Nix** (Director of Labor, Sustainable Manufacturing, and Sourcing, Nike)
- *In conversation with Haley St. Dennis (Head of Communications, IHRB)*

13.30 LEVERAGING RELATIONSHIPS - HOSPITALITY

- **Caroline Meledo** (Director, Corporate Responsibility and Human Rights, Hilton Hotels)
- *In conversation with Haley St. Dennis (Head of Communications, IHRB)*

14.00 TEA/COFFEE

14.30 LEVERAGING RELATIONSHIPS - ENGINEERING

- **Theresa Loar** (Senior Advisor, BSR; former Vice President, Global Corporate Affairs, CH2M)
- *In conversation with John Morrison (Chief Executive, IHRB)*

15.00 LEVERAGING RELATIONSHIPS - CONSTRUCTION

- **Tam Nguyen** (Global Head of Sustainability, Bechtel)
- *In conversation with John Morrison (Chief Executive, IHRB)*

15.30 FINAL REFLECTIONS & CLOSE



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Speaker Biographies



Peter Robinson
President, US Council for International Business

Peter Robinson is president and CEO of USCIB, founded in 1945 as a policy advocacy and trade services organization dedicated to promoting open markets and representing American business interests internationally. As the U.S. affiliate of the Business and Industry Advisory Committee (BIAC) to the OECD, International Chamber of Commerce (ICC), and International Organization of Employers (IOE), USCIB provides business views to policy makers and regulatory authorities worldwide and serves as U.S. National Guaranteeing Association for the ATA Carnet system for temporary imports.

Robinson previously served as USCIB's senior vice president and chief operating officer. He helped establish key USCIB practice areas, including e-commerce and customs/trade facilitation, and has extensive experience with USCIB's global network of business affiliates, enabling him to lead USCIB's work in international regulatory diplomacy.

Robinson has also had long-time involvement in international education, having worked at AIFS, an international educational travel company, and served on the boards of directors of American Field Service (AFS) Intercultural Programs, AFS-USA and NAFSA: Association of International Educators. He is an appointee to the President's Committee on the International Labor Organization, the Secretary of State's Advisory Committee on Public-Private Partnerships, and the Trade and Environment Policy Advisory Committee (TEPAC) to the United States Trade Representative. Robinson is a Co-Chair of the B20 Employment and Education Task Force, and also serves on the IOE management board and as IOE regional vice president for North America. He holds a master's degree in international affairs from Columbia University and an undergraduate degree from the University of Delaware.



John Morrison
Chief Executive, Institute for Human Rights and Business

John has advised a number of governments, intergovernmental organisations, and businesses on human rights and wider issues of sustainability, development, and international affairs. His most recent book is "The Social License", published by Palgrave MacMillan in 2014, and he has published widely on issues relating to corporate responsibility, human rights, refugee protection, and human trafficking.

John also sits on the UK Foreign Secretary's Human Rights Advisory Group and has been a Harkness Fellow to the USA. In 2017, he was named one of the 100 most influential people worldwide on the issue of eliminating modern day slavery.

John has been Chief Executive Officer of the Institute for Human Rights and Business (IHRB) since its formation in 2009 under the leadership of Mary Robinson (the former President of Ireland and former UN High Commissioner for Human Rights). John leads IHRB's global strategy, fundraising, and outreach.

Before IHRB, John directed the Business Leaders Initiative on Human Rights (2003-9), was Head of Public Affairs for The Body Shop International (2000-3), and before this worked in the field of refugee protection (in relation to the former Yugoslavia and on issues of human trafficking).



Donna De Varona
Olympic champion; Award-winning broadcaster

Donna de Varona is an American athlete and sportscaster who, after a record-breaking amateur career as a swimmer, established herself as an advocate for women's and girls' sports opportunities.

De Varona became a household word among Olympic Games enthusiasts in 1960 when, at age 13, she became the youngest member of the U.S. swimming team at the Rome Olympics. Four years later, at the Tokyo Olympics, she won two gold medals—in the 400-metre individual medley and in the 4x100-metre freestyle relay—and by age 17 she had broken 18 world records in swimming.

After her Olympic triumph she retired from competition. Soon thereafter she was hired as a television commentator; she was the first woman to serve that function on network television. De Varona also became a vocal proponent of the principles ultimately embodied in Title IX legislation guaranteeing that no one shall because of sex be denied participation in any educational program (including sports programs at educational institutions) receiving direct federal aid. As a consultant to the Senate from 1976 to 1978, she also became involved with the legislative development of the U.S. Amateur Sports Act. Together with tennis great Billie Jean King and others, de Varona organized the Women's Sports Foundation. She served as that organization's first elected president (1976-84). De Varona graduated from the University of California at Los Angeles with a B.A. in political science in 1986.



Nancy Hogshead-Makar
Olympic champion; CEO, Champion Women

Nancy Hogshead-Makar is an Olympic champion, a civil rights lawyer, and CEO of Champion Women, a non-profit providing legal advocacy for girls and women in sports. Focus areas include equal play, such as traditional Title IX compliance, sexual harassment, abuse and assault, as well as employment, pregnancy and LGBT discrimination within sport.

Hogshead-Makar led an eight-year effort to protect athletes from sexual abuse in club and Olympic sports, that is, the 16 million athletes participating in sports not associated with schools. Most recently, she galvanized the sport, child protection, and civil rights communities in support of a new federal law, the SafeSport Act, signed into law in February, 2018. Olympic Committee reforms that include more development money and power to athletes, along with stronger gender equity protections, guide the near-future work.

Her book, co-authored with Andrew Zimbalist, “Equal Pay, Title IX and Social Change”, has received acclaim. She was the lead author of “Pregnant and Parenting Student-Athletes; Resources and Model Policies”, published by the NCAA.

Hogshead-Makar is a frequent keynote speaker, and regularly contributes to shaping policy for girls and women. She has served on the NCAA Task Force on Gender Equity, and on the boards of Equality League, the Association of Title IX Administrators, the Aspen Institute’s Sport and Society, the One Love Foundation, and the World Olympians Association. For 10 years, she was the Co-Chair of American Bar Association Committee on the Rights of Women. Sports Illustrated Magazine listed her as one of the most influential people in the history of Title IX.

Hogshead-Makar won three Gold medals and one Silver medal at the 1984 Olympics. She has been inducted into eleven halls of fame, including the International Swimming Hall of Fame and the Women’s Sports Hall of Fame.



Scott Busby
Deputy Assistant Secretary, Bureau of Democracy, Human Rights, and Labor, US State Department

Scott Busby serves as Deputy Assistant Secretary in the Bureau of Democracy, Human Rights and Labor at the U.S. Department of State in Washington, DC, where he oversees the Bureau’s work on Africa, East Asia and the Pacific, Multilateral and Global Affairs, including U.S. engagement on human rights at the United Nations, disability rights, LGBTI rights, internet freedom, business and human rights, and International Labor Affairs.

Previously, he served as Director for Human Rights on the National Security Council in the White House from 2009 to 2011 where he managed a wide range of human rights and refugee issues. From 2005 to 2009, he was Coordinator of the Intergovernmental Consultations on Migration, Asylum and Refugees in Geneva, Switzerland.

Prior positions include Director of the Office of Policy and Resource Planning at the Bureau of Population, Refugees and Migration in the Department of State (2000-2005), Director for Multilateral and Humanitarian Affairs at the National Security Council under President Clinton (1997-2000), counsel at the Immigration and Naturalization Service (INS) (1995-1997) and the Office of the United Nations High Commissioner for Refugees (UNHCR) (1992-1995). He got his start in federal service as an Asylum Officer at INS. Scott holds advanced degrees in sociology and law from the University of California at Berkeley and received his B.A. from Amherst College.



Cimarron Nix
Director of Labor Performance and Capability, Nike

Cimarron Nix is the Director of Labor Performance and Capability in Nike’s Sustainable Manufacturing & Sourcing team. In this role she is responsible for Nike’s supply chain labor policies and global strategy for supplier labor performance and human resources capability development.

Before joining Nike she led policy and program development in human rights, ethical sourcing and environmental sustainability at Hewlett Packard/Hewlett Packard Enterprise and J.Crew. Prior to her work in CSR Cimarron worked for several years in corporate development and finance. She holds a Master of International Affairs from Columbia’s School of International and Public Affairs as well as a B.S. in Business Administration and B.A. in English Literature from the University of Colorado at Boulder.



Caroline Meledo
Director, Corporate Responsibility and Human Rights, Hilton

Caroline is Hilton's global lead on human rights, including strategy development and implementation across Hilton's portfolio of 5,600 hotels in 113 countries. Caroline sits in the global Corporate Responsibility strategy team, covering responsible travel and tourism, destination stewardship, local sourcing, and inclusive growth. She established Hilton's corporate responsibility function for Europe, Middle East and Africa upon joining the company in 2013, and joined HQ in McLean, VA in 2017.

Previously, Caroline was part of the Corporate Responsibility team at Sodexo UK & Ireland for three years. In 2009, Caroline was part of the team of the UN Special Representative for Business and Human Rights, providing gender expertise to the development of the Ruggie Framework.

Caroline holds a Masters of Arts in International Relations, International Economics and International Law from the School of Advanced International Studies (SAIS), Johns Hopkins University, and a double Diploma in Political Science from the Institut d'Etudes Politiques in Lille, France (Sciences Po), and the Westfaelische Universitaet Muenster, Germany.



Tam Nguyen
Global Head of Sustainability, Bechtel

Tam is head and general manager of bechtel.org, a social enterprise by Bechtel dedicated to building resilient and sustainable communities around the world. Concurrently, as the corporate manager and global head of sustainability, he leads the formulation and implementation of Bechtel's enterprise sustainability strategy and program. This includes corporate initiatives, technical support to major projects, stakeholder and policy planning, and innovating new products and services. Tam is a member of the U.S. Millennium Challenge Corporation (MCC)

Advisory Council, vice-chair of the corporate responsibility committee and the Sustainable Development Goals task force of the U.S. Council for International Business, a board member of Chevron's Niger Delta Partnership Initiative Foundation, and a board member of the Global Engagement Community Resilience Fund.



Theresa Loar
Senior Advisor, BSR; former Vice President, Global Corporate Affairs, CH2M

Theresa Loar has been working at the nexus of business, human rights, and diplomacy for more than 30 years with leadership positions across corporations, NGOs, and the U.S. government.

Most recently, she was senior vice president for global corporate affairs at CH2M, a Fortune 500 engineering consulting firm. In this capacity, she initiated and led a global response to modern slavery issues raised in CH2M infrastructure programs in the Middle East. She built a team to embed preventive measures in management systems and engaged with governments, clients, NGOs, and industry peers to forge effective alliances to prevent slavery in supply chains.

During the Clinton Administration, Loar worked in the White House and the U.S. Department of State to promote and protect women's human rights under the leadership of First Lady Hillary Clinton and Secretary of State Madeleine Albright. She co-led a presidential task force

to develop policy to combat human trafficking and introduced the Prevention, Protection, and Prosecution framework into testimony before the U.S. Congress. She was also the founding president of the Vital Voices Global Partnership, founded by Hillary Clinton to invest in women to improve the world. As a foreign service officer, Loar served in diplomatic assignments overseas and in Washington, D.C. She is a member of the board of directors of the Women's Foreign Policy Group and RAD-AID International, a trustee of the Social Mobility Foundation in London, and a member of the Vital Voices D.C. Council.



Mary Harvey
Olympic & World Cup Champion; Chief Executive, Centre for Sport and Human Rights

Mary Harvey is an accomplished and innovative sports governance and sustainability executive with 15+ years leading worldwide initiatives to achieve societal change and gender equity through sports. Mary's initiatives have been launched and implemented globally through a variety of organisations, having sustained impact in the empowerment of girls and women, inclusion of marginalised groups, stewardship of the environment and achievement of health and educational objectives.

As Chief Executive, Mary is spearheading the development of the newly established Centre for Sport and Human Rights, ensuring its successful transition from an interim structure to a fully independent entity by 2020. This includes oversight for the Centre's vision, including facilitating the deliberations of the Centre's multi-stakeholder Advisory Council, operational and financial management, stakeholder engagement, and good governance.

A former senior executive at FIFA (2003-2008), Mary became involved in the reform process at FIFA by launching the #WomeninFIFA campaign with Australian Moya Dodd. The campaign was successful in achieving gender inclusion as a core tenet of the reforms passed in 2016.

A lifelong athlete, Mary enjoyed an 8-year career with the US Women's National Soccer Team, winning the inaugural FIFA Women's World Cup in 1991 and Olympic Gold in 1996. Mary appeared, with her teammates, in the HBO sports documentary, "Dare to Dream." Mary holds an MBA from the Anderson School at UCLA and a BS from UC Berkeley.



Haley St. Dennis
Head of Communications, Institute for Human Rights & Business

Haley has extensive experience in the application of international human rights and responsible business standards within a wide range of industry sectors, including extractives, employment and recruitment agencies, ICT, apparel, agriculture, as well as sport. Haley's legal research background is complemented by her expertise in integrated external and internal communications across a variety of mediums.

As Head of Communications, Haley is responsible for strategic and day-to-day management of IHRB's communications and engagement across all media. Haley is also a senior advisor to the Centre for Sport and Human Rights, for which IHRB serves as the host organisation.
