

NOMINATION FORM: Global Business & Interfaith Peace Awards

Note: Nominations are open to CEOs (present or past) of companies who have championed interfaith understanding and peace.

Nominee Contact Information

1. Nominee Full Name: H. Bruce McEver
2. Corporate Title: (1) President and Co-Founder
(2) Chairman and Founder
3. Company Name: (1) The Foundation for Religious Literacy
(2) Berkshire Capital Securities LLC
4. Company Headquarters Location (Country): USA
5. Engagement with the UN Global Compact and/or the Religions Freedom & Business Foundation*
 - ☐ Company is a signatory of the UN Global Compact
 - ☐ Company has joined Business for Peace
 - ☐ Company has signed the Religious Freedom & Business Foundation's pledge to protect freedom of religion
 - ☒ Company intends to join one or more of the initiatives listed above in the next six months, please specify All of the above

* Nominees are invited to:

1. join the [UN Global Compact](#) and its [Business for Peace](#) platform and,
2. make the Religious Freedom & Business Foundation's [corporate pledge to protect freedom of religion or belief](#) (FoRB)

Nominator Contact Information

1. Nominator Full Name: Religious Freedom Center of the Newseum Institute
2. Corporate Title: Charles C. Haynes, Vice President, Newseum Institute
Nathan C. Walker, Executive Director, Religious Freedom Center
Benjamin P. Marcus, Research Fellow, Religious Freedom Center
3. Company Name: Religious Freedom Center of the Newseum Institute
4. Email Address: bmarcus@newseum.org
5. Phone Number: +1 (847) 863-8259
6. Relationship to the Nominee: Benjamin Marcus is a Special Advisor to TFRL

Please submit a Biography of the Nominee (max 200 words)

Bruce founded Berkshire Capital in 1983, pioneering the concept of providing independent merger, acquisition, and strategic advisory services for investment managers and securities firms. He directs long-term strategy and business development efforts. Previously, Bruce served as the Assistant to the Chairman of Paine Webber Group Inc. for mergers and acquisitions. He was formerly a Vice President with Blyth Eastman Dillon Inc. and a venture capital analyst at Bessemer Securities, Inc. Bruce earned a BIE from Georgia Institute of Technology, an MBA from Harvard Business School, and an MTS in Religion and Literature at Harvard Divinity School. He also studied at the Technische Hochschule in Germany. As a Lieutenant, USN, he was on the staff of the Assistant Secretary of Defense (Systems Analysis). Bruce is a member of the Dean's Council at Harvard Divinity School and the Candler School of Theology at Emory University. Bruce founded the Business across Religious Traditions (BART) Program between Harvard Business School and Harvard Divinity School and co-founded The Foundation for Religious Literacy. Bruce is a Professor of Practice at the Georgia Institute of Technology. He participates actively in environmental conservation efforts and is a hiker, biker, and author of three books of poetry.

Information about the policy, programme or initiative

1. Please describe a policy, programme or initiative that the Nominee has launched or spearheaded to advance the company's efforts to champion interfaith understanding and peace (max 300 words)

The Foundation for Religious Literacy (TFRL) promotes inter-religious understanding by bringing business leaders and other professionals together with outstanding academics and practitioners. The Foundation cultivates skills for considering values and ethics derived from religious and secular traditions, and acknowledges that a healthy pluralist democracy requires respect for difference.

Business Across Religious Traditions (BART) Program: Bruce funded the BART Program through which he and Ron Thiemann (former Dean of Harvard Divinity School) created educational modules on economic ethics in Buddhism, Confucianism, Christianity, Daoism, Hinduism, Islam, and Judaism. Programs have been offered in Boston, London, New York City, and San Francisco, often in collaboration with local Harvard Business School Clubs. Through seminars, lectures, and colloquia, the program has educated emerging and established business leaders.

Faith, Ethics, and Leadership Seminars: The educational modules created by the BART Program were complemented through annual CEO Lectures on faith, ethics, and leadership, featuring internationally recognized opinion leaders. Through this seminar-style executive education series, business leaders with demonstrated interest in continuing opportunities for learning come together under the auspices of TFRL to learn about and discuss ways their professional work can draw on resources from religion across traditions. Each seminar hosts a leading academic or practitioner and addresses how the resources of religious traditions can increase professional effectiveness, ethical leadership, and personal conduct. Seminars are organized not by shared religious affiliation but by a common interest in how religion can inform action in the workplace.

TFRL has also sponsored a Curatorship of American Religion at the Smithsonian's National Museum of American History to highlight religious diversity and the importance of religious freedom in America; the Leadership and Multifaith (LAMP) Program, a collaboration between the Georgia Institute of Technology and the Candler School of Theology at Emory University; and the Religious Literacy Project at Harvard Divinity School.

2. Which category or categories does the policy, programme or initiative fall into:

- ☐ Core business
- ☒ Social investment & philanthropy
- ☐ Advocacy and public policy engagement
- ☐ Partnership and collective action

3. Does the policy, programme or initiative address any of the following related to Freedom of Religion or Belief (FoRB)¹:

- ☒ Promote sustainable and innovative business through protecting Freedom of Religion or Belief (FoRB)
- ☐ Non-discrimination and/or non-harassment on the basis of religion or belief
- ☒ Religious accommodation and inclusion
- ☐ Protecting and promoting freedom of religion or belief (FoRB) in the community
- ☐ Other (describe below, max. 25 words)

[Click here to enter text.](#)

4. Please describe the objective of the policy, programme or initiative and the need, goal or gap that it was designed to address. (max 200 words)

The Foundation for Religious Literacy fosters inter-religious literacy and understanding among leaders in business, education, journalism, law, and politics. The Foundation supports educational outreach programs that assist leaders in realizing how religion affects our global society. The Foundation proposes that Americans need the skills, knowledge, and forums to learn about and from religion, as well as to comfortably speak about, listen to, and respectfully question religious norms—especially in the name of religious freedom.

Business Across Religious Traditions (BART) Program: The Program has the aim of (1) teaching business leaders about how members of different religious traditions speak about economic ethics and business practices, (2) fostering relationships between business leaders and scholars of religion, and (3) interrogating the boundaries between the cultivation of religion-based business/economic values and religious freedom for employees in a religiously diverse company.

¹ Article 18 of the United Nations Universal Declaration of Human Rights states: "Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance."

Faith, Ethics, and Leadership (FEL) Seminars: The Seminars have the threefold aim of (1) enriching participants' personal understandings of the role of religion in business, (2) increasing reflection and resources given to leaders to navigate faith and ethics in their businesses, and (3) fostering a new and powerful network for potential collaboration in topical subgroups, shared action, or investment projects among like-minded thinkers.

5. How was the policy, programme or initiative implemented? What role did the Nominee play? (max 200 words)

Bruce is the driving force behind The Foundation for Religious Literacy and is directly responsible for its decision to target the business community. TFRL has traditionally served business leaders given Bruce's professional background, the strength of his networks, and his convening powers with this group. Bruce has a theory of change that educated and influential people, backed by ideas and financial resources and working through networks, can accomplish outsized change. Bruce partners with business leaders, local chambers of commerce, the Harvard Business School and other university alumni networks, religious institutions, and universities to bring together a diverse group of professionals and practitioners to discuss the intersection of religion, business, and ethics. Attendees can participate in TFRL programs in-person and online. Topics covered by BART include but are not limited to (1) Judaism, Christianity, and Islam on Wealth and Poverty; (2) Religion and Spirituality in Business; (3) Corporate Christianity; and (4) Chinese Religious Traditions and Economic Practices. FEL Seminars covered a variety of topics including (a) Good Value: Reflections on Money, Morality, and an Uncertain World, (b) The Role of Your Faith in Global Capitalism: Does It Have a Place?, and (c) Religious Pluralism and the Global Workplace: The Challenges Ahead.

6. What were/are the most persistent challenges in implementing the policy, programme or initiative? How were they/are they being overcome and what was the role of the Nominee? (max 200 words)

TFRL is a lean, efficient operation, working with partners who share costs and advisors who provide considerable pro bono expertise. While the organization has been primarily funded by Bruce to date, TFRL has developed a plan to diversify its funding sources to ensure sustainability. Plans for future revenue include board sponsorships, memberships and seminar subscriptions, product sales, and grants. In addition, Harvard has agreed to allocate the funding from the BART Program to support TFRL staff and programming. TFRL will also capitalize on publicity for TFRL-sponsorship of the LAMP Initiative, the Smithsonian project, and the HarvardX course. TFRL plans to launch "talent circles," a network/forum to connect investors to leaders in the field. This will foster a culture of giving that can directly and indirectly benefit TFRL.

Tragically, TFRL co-founder Dr. Ron Thiemann passed away from cancer in 2012. Encouraged by Harvard Divinity School, friends, and business associates, Bruce continues to run the Foundation and build its programs.

7. What are the key lessons learned from launching the policy, programme or initiative? (max 200 words)

There is a tremendous amount of public interest in religious literacy development and the promotion of religious freedom, but foundations and individual donors have not yet begun to allocate resources to match this demand. As such, TFRL has learned to pursue high-leverage opportunities to reach a mass audience. This has led to strategic investments in MOOCs (via HarvardX), museum exhibitions (via Smithsonian), and multi-university collaborations (via Emory and Georgia Tech). At the same time, TFRL has strengthened its traditional programs, including BART and FEL-style seminars to engage key leaders in the business and professional communities. Despite its importance for American investing and business dealings, the ways that religious history and culture inform working relationships and economic conditions remain an under-explored arena. Through the BART Program, TFRL has begun developing substantial content in this area, but Bruce recognizes that the Foundation must develop creative new ways to make the case that religiously literate business practices that support religious freedom are good for business, not just morally important. The Religious Freedom & Business Foundation is leading the way, and TFRL is excited to learn from their success.

Impact and Reporting on Progress

1. How do you monitor and evaluate progress on the policy, programme or initiative? If relevant, what indicators and metrics are used? (max 200 words)

Building a movement and the changing of societal norms are difficult to measure, but TFRL believes program participants, as influential business and thought leaders, can exert a ripple effect on society. Some indicators of success include:

- a) Increased attendance at convenings and exhibits meant to foster religious literacy and an appreciation for religious freedom, including through the BART Program and the upcoming exhibit on religion in early America at the Smithsonian;
- b) Consistent subscription to FEL Seminars, participation in FEL subgroups, enrollment in the LAMP Program between Georgia Tech and Emory, and substantial attendance for the TFRL-sponsored MOOC developed by the Religious Literacy Project at Harvard Divinity School;
- c) Strengthened partnerships between scholars and professionals in the fields of business, education, journalism, law, and politics;
- d) Demonstrated interest of members to found their own circles of professionals who want to develop a deeper understanding of religion in society;
- e) Increased investment in TFRL by program participants and other funders;
- f) Peer-reviewed and/or widely circulated articles on the intersection of religion, business, religious freedom, and public life; and
- g) Greater support for an International Religious Literacy Roundtable in 2017 that would explore best practices for religious literacy education, tech-based teaching tools, and models for collaboration between practitioners, scholars, professionals, and teachers.

2. What outcomes or impact have been reached to date? Please be as specific as possible and supply available data. (max 200 words)

- a) **Smithsonian:** The multi-platform project *Freedom to Choose: Expanding the Understanding of Religion in America*, funded by TFRL, will include a collections survey, an exhibition, a digital scholarship database, and educational materials/programs. A newly-announced curator position will expand public education about religion in American history.
 - b) **HarvardX Course:** TFRL funded a HarvardX course to promote religious literacy globally. Professor Diane Moore expects an enrollment of roughly 50,000. TFRL will sponsor a new HarvardX MOOC titled *Religious Literacy and the Professions*, reaching a further 50,000 business leaders and other professionals.
 - c) **LAMP Program:** The TFRL-sponsored Leadership and Multifaith Program, launched in Spring 2015 to connect Georgia Tech and Emory, has already hosted two major symposia. There are currently three LAMP-affiliated courses at Georgia Tech reaching dozens of students.
 - d) **BART and FEL Seminars:** Meetings have attracted hundreds of participants globally. Textual and video resources about business and religion are now available online.
 - e) **Partnerships:** TFRL has brokered strong partnerships with key leaders in myriad organizations, including the Religious Freedom Center of the Newseum Institute, USIP, Cambridge Inter-Faith Programme, Coexist Foundation, Caux Roundtable, Smithsonian, IFYC, Ashoka, Tanenbaum, Harvard Business and Divinity Schools, Boston University, Georgia Tech, Emory University, the University of Virginia, and local chambers of commerce.
3. Is the Nominee's company reporting on its practices, policies, programmes and/or initiatives to champion interfaith understanding and peace? If so, please provide relevant weblink(s) for posting on the Awards' website. If integrated into the company's corporate sustainability report, Global Compact COP or GRI Report, please indicate relevant pages and/or sections. (max 200 words)

Information about The Foundation for Religious Literacy's programs and resources can be found on its website: www.tfrl.org. The website includes information about past lectures in the Faith, Ethics, and Leadership Series and links to videos of full lectures sponsored by the Business Across Religious Traditions (BART) Program. Lecturers include but are not limited to Bill George (Professor of Management Practice at Harvard Business School), Stephen Green (Group Chairman, HSBC Holdings), and Bethany E. Moreton (Assistant Professor of History and Women's Studies, University of Georgia-Athens). Those interested in learning more about the BART Program can also visit www.hds.harvard.edu/bart. Following its groundbreaking Religious Literacy Roundtable, co-hosted by the Coexist Foundation, The Foundation for Religious Literacy released a public report about the state of the field with regard to religious literacy, best practices for religious literacy education, the use of technology and media to develop a deeper understanding about religion in business and public life, collaborative partnerships that can deepen impact, and funding and resource models for increasing religious literacy. This report can be found here: <http://bit.ly/1UdzsZi>. TFRL is also in the process of compiling resources about religious literacy pedagogies, business ethics, religious diversity, and religious freedom on its website.

Additional Information:

1. Are there additional actions the Nominee has taken on an individual level to support interfaith understanding and peace within the organization? If so, please specify. (max 200 words)

Besides his amazing work with The Foundation for Religious Literacy, Bruce is an incredible supporter of religious literacy development via media and the arts. He provides funding for the annual conference of the Religion Communicators Council (RCC), “an association of communications professionals who work for and with a diverse group of faith-based organizations in the areas of communications, public relations, marketing, and development.” He believes that improved communications within and between religious traditions—especially methods of communicating about disagreement that model respect and equanimity—can foster an appreciation for religious diversity as a strength, not a liability. Bruce is also an amazing advocate for exploring the resources of various religious traditions in the arts. He is on the board of the Poet’s House in New York City, the University of Georgia Press, the Story Preservation Initiative, and the Flannery O’Connor Foundation. Throughout his three books of poetry, Bruce examines how finding wisdom in different religious traditions has enriched his personal life, especially when facing great tragedy. Despite his busy schedule, Bruce dedicates time to teaching undergraduates at Georgia Tech about religious themes in classic literature, fostering a greater appreciation for religious diversity and its benefits for personal and public life.

2. How has the Nominee taken action to support and promote the UN Global Compact’s Ten Principles? If so, please specify. (max 200 words)

Bruce promotes ethical business practices for both his for- and non-profit endeavors. In his current role as Chairman of Berkshire Capital Securities (BCS), Bruce implemented BCS’s Corporate Responsibility Program. The program is one reason BCS is known as a fair and ethical firm able to deal confidentially with sensitive information. Thanks to Bruce, BCS established a partnership with New York Cares and participates in revitalization projects in parks and schools throughout the NYC metro area. In addition, BCS has recently become a partner of Cari-Club, a program that empowers young professionals to apply for associate board positions at leading nonprofits. Bruce ensures that BCS is a highly diverse organization with deep employee engagement and an exceptional retention platform built around professional and social growth. Bruce sponsors inter-religious professional learning opportunities on ethical business practices, especially through the BART Program. This summer TFRL will sponsor the 2016 Caux Round Table Global Dialogue that will investigate how businesses can support the UN’s 17 Sustainable Development Goals. Bruce is an avid conservationist, formerly or currently on the boards of the Nature Conservancy (Connecticut), the Trustee of Reservations (Mass.) and his local land trust. Much of his own land is held under conservation easements.

Please provide any additional information to be considered. If you have any questions or concerns, please contact the Nominations team nominations@religiousfreedomandbusiness.org

TFRL Academic Advisory Board

- a) David Carrasco, Rudenstine Professor of the Study of Latin America, Harvard University
- b) David Ford, Regius Professor of Divinity, University of Cambridge
- c) Douglas Hicks, Provost and Dean of the Faculty, Colgate University
- d) Serene Jones, President, Union Theological Seminary
- e) Diane Moore, Director, Program in Religion and Education, Harvard University
- f) Kimberley Patton, Professor of the Comparative and Historical Study of Religion, Harvard University
- g) Stephen Prothero, Professor of Religion, Boston University
- h) Michael Puett, Professor of Chinese History, Harvard University

TFRL Business Advisory Board

- a) Ralph Appelbaum, President, Ralph Appelbaum Associates
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