

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: Baroness Nicholson of Winterbourne
2. Corporate Title: Executive Chairman (IBBC); Founder and Chairman (Amar)
3. Company Name: Iraq Britain Business Council (IBBC); and Amar Foundation
4. Company Headquarters Location (Country): United Kingdom
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 [Click here to enter text.](#)

* 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: Sharon Eubank
2. Corporate Title: Director, LDS Charities
3. Company Name: LDS Charities
4. Email Address: EubankSL@ldschurch.org
5. Phone Number: 1-801-240-5754
6. Relationship to the Nominee: LDS Charities partners with AMAR in Iraq

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

Baroness Nicholson is Executive Chairman of the Iraq Britain Business Council (IBBC), an organization which facilitates business, trade investment, human resources, training and transfer of technology and know-how into

the Republic of Iraq. Baroness Nicholson is also the founder and Chairman of the Amar Foundation. Baroness Nicholson started AMAR in 1991 in response to Saddam Hussein's systematic persecution and extermination of the Marsh Arabs, and it has now grown to become one of the leading charities in the Middle East. Baroness Nicholson is a member of Britain's Upper Chamber of Parliament, the House of Lords, and has recently been appointed as the Chairman of the House of Lords Sexual Violence in Conflict Committee. She chairs the All Party Parliamentary Group on Foreign Affairs and was a member of the influential ad-hoc Soft Power Committee. She has taken part in many election observer missions to countries such as Pakistan, Afghanistan, Lebanon, Iraq, Russia, Moldova, Kenya and Zambia, and was Chief International Observer twice in Yemen and Armenia. She was a member of the European Parliament for ten years, and served as Vice President of the European Parliament's Committee on Foreign Affairs, Human Rights, Common Defense, and Security Policy. She also served as a Rapporteur for Iraq, Kashmir, and Romania. She continues to serve on the Parliamentary Assembly of the Council of Europe and is the former chairman of the Interparliamentary Standing Delegation between the European Parliament and Iraq. Baroness Nicholson began her political life as a Member of the Parliament in Britain in 1987, serving a constituency in the South West of England for 10 years. Previously she had worked as a Director of Save the Children, and started life as a computer software developer and engineer. Away from work, her great love is music. She trained at Britain's Royal Academy of Music.

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)

Baroness Nicholson is the founder and Chairman of the Amar Foundation which serves those in need without regard to faith or ethnicity. The AMAR Foundation has brought healthcare and education to people caught in conflict and poverty for 25 years, without regard to the faith or ethnicity of those in need. When ISIS (Daesh) overran Iraqi cities and towns, AMAR sought to help all displaced persons, raising funds for new health facilities in the camps where internally displaced persons (IDPs) had congregated. Iraqis who had been chased from their homes on grounds of religion were relieved to be welcomed and cared for as individuals in need, not as members of a faith group. Some of the displaced persons served by AMAR are Yezidis, including young women and girls who were brutally mistreated by Daesh and subsequently escaped to the displaced persons' camps. AMAR designed and is implements a psycho-social program to help these traumatized young women to be healed of their mental trauma. The Baroness and AMAR recognized the need to inform the world of what religious intolerance had inflicted on Yezidi women. To that end, she took several of the Yezidi women to Britain to meet with the media and to visit British high schools so that young British Muslims would learn the truth about the crimes of Daesh. AMAR's Combating Religious Discrimination (CRD) program was developed specifically to address religious tolerance, human rights and non-discrimination that has been so prevalent in Iraq's history.

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)

In a country that has been driven by religious discrimination, AMAR serves those in need without regard to faith or ethnicity. AMAR's Combating Religious Discrimination (CRD) program educates students, educators, and civil society and religious leaders on issues of religious tolerance, human rights and non-discrimination.

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

Baroness Nicholson has guided the development of AMAR which provides its services through an all-Iraqi team of about 1,000 staff and volunteers. Each staff member and many of the volunteers are professionals in their fields. The Baroness periodically visits projects to ensure quality and to ensure that AMAR's work with displaced persons is supported by local government leaders. She works to ensure that the project helps all aspects of the displaced woman's life: health (mental and physical), education, recreation, and work skills.

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)

The most persistent challenges are the physical and psychological pain felt by displaced persons. They are living in tents—a harsh environment—their future is uncertain, many have suffered the loss of family members. Many have suffered traumatic extended abuse. These challenges are never completely overcome. AMAR ameliorates them by the positive and optimistic tenor of the program, by sponsoring enjoyable and challenging training and recreation, and by promoting religious tolerance, human rights and non-discrimination.

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

Programs intending to help overcome such difficult problems must listen closely to those being helped, ensure basic needs, like clean drinking water and sanitation, are available to every dwelling, make clinics a welcoming place for all, and enlist local professionals.

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."

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)

AMAR monitors and provides to its donors detailed data on number of displaced persons served in clinic visits, number of graduates from trainings, number of participants in psychosocial programs, and on health trends in the camps and in all AMAR's catchment areas. AMAR is also the first provider in Iraq to create and maintain health records on all its patients. AMAR tracks the number of workshops and participants in its Combating Religious Discrimination program.

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

Over 100,000 displaced persons reside in/near camps supported by AMAR's programs. AMAR is the primary healthcare provider for these people. Results of the Combating Religious Discrimination program include workshops for 10 civil-society organizations, 72 government teachers, 36 religious/community leaders throughout Basra, Maysan, Thi-Qar, Southern Iraq; participants include Sunni and Shia Muslims, Afro-Iraqis, Yazidis, Christians, Mandaean; government teachers provided workshops to over 3,000 school students and are on course to teach 10,800 by end of 3-year project; university professors have taught 576 students religious tolerance, and 1,920 students are expected to be reached by end of project; community leaders trained have organized almost 400 lectures/sermons/public events to teach approximately 9,500 people; project is on track to train 30 CSOs and 108 community leaders by end of 3 years. Two government officials from the Independent High Commission on Human Rights and 6 members of Iraq CSOs participated in additional week-long training in Lebanon in post-religious-conflict cooperation led by the Academic University for Non-Violence and Human Rights in Beirut; AMAR also organizes an annual conference, gathering relevant stakeholders and providing the opportunity to share experiences, successes, lessons learned and ideas for how to enhance religious tolerance in Iraq.

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)

AMAR's Escape From Darkness campaign: <https://appeal.amarfoundation.org/>

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)

[Click here to enter text.](#)

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)

[Click here to enter text.](#)

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

Click here to enter text.