

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: Kathy Ireland
2. Corporate Title: Founder and President
3. Company Name: kathy ireland Worldwide
4. Company Headquarters Location (Country): California, 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 Kathy Ireland, personally, and her company have supported religious freedom initiatives, both generally and more particularly related to building freedom of religion and belief in countries where oppression exists, in coordination with Hardwired, Inc, a 501c3 based in Richmond, Virginia.

* 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: Tina Ramirez
2. Corporate Title: President and Founder
3. Company Name: Hardwired, Inc
4. Email Address: tina@hardwiredglobal.org
5. Phone Number: 804-366-9808
6. Relationship to the Nominee: Supporter and now colleague

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

Kathy Ireland, a well-known American model and actress from the 1980s and 1990s, and the Founder of Kathy Ireland Worldwide, is a highly successful entrepreneur and businesswoman with her company selling over \$2 billion in products. Her business acumen and integrity make her well respected by those in the modeling and acting arena as well as by those in the business world. Kathy's concern for those in need has directed her involvement with non-profit organizations focused on HIV/AIDS, education, emergency response and training for children, disease research and management, and international issues related to women and justice and freedom of religion or belief.

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)

Kathy Ireland supports the extraordinary work of Hardwired, a women-led initiative to advance dignity and freedom in the face of religious oppression which is escalating every day. The impact on some women is horrific young. Kathy helps Hardwired as an advocate and supporter, including helping host event for Yazidi women escaping oppression, which included an appeal to Congress to take immediate action to stop ISIS. Kathy argues that "whatever your political beliefs, whatever your religious tradition and faith, nothing can stop you from joining people of every belief in supporting Hardwired's work to end unimaginable cruelty." Hardwired (HW), a U.S.-based non-profit organization, focuses on expanding civil society space so that more people around the world can experience religious freedom. HW has created the only training program in the world that is focused on training leaders in the skills to address local issues related to freedom of religion and belief (FORB) and to change worldviews that negatively impact and exacerbate oppression of religious minorities. HW trains local leaders in the legal, educational, religious, and media arenas to defend religious freedom by creating multi-faith coalitions which are prepared to counter serious legal threats and social hostilities in their countries for long-term, sustainable change. HW also provides educational training and resources for educators globally, and trains and provides policy recommendations to government leaders.

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)

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."

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)

As mentioned above, HW is focused on creating space, through the highly unique training series, so that more people around the world experience FORB. The Founder's experiences in advocacy, both as part of a non-profit organization, as well as her role in government to government advocacy to help stop religious oppression, brought to the fore the reality that advocacy, while important, was not addressing the root causes of violations of FORB. In order to address that gap, HW created its unique trainings to focus on the root causes of oppression.

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

HW's programs are implemented through a series of in-depth, experiential trainings conducted in country (where it is safe, and in a safe location when there are security threats to attendees and trainees), over a 2-4 year period. Kathy Ireland has supported HW's work in a number of ways, including through the use of her company's resources and expertise to create a video series explaining why FORB is important both at home and abroad. Kathy's behind-the-scenes approach in supporting Hardwired has resulted in building support for FORB and Hardwired in a much broader context and in sectors of the population that have not previously been involved in protecting this freedom. Her leadership has connected other high profile figures with this work and the principles of FORB and expanded the conversation and the recognition among other leaders in the acting and business world as to the importance of FORB domestically and globally.

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 in expanding this training to other countries was lack of resources, including finances, time, and the need for more fully trained trainers. HW has been asked to come to dozens of countries to provide training. Due to the desire to ensure full and thorough training of the trainees in countries in which HW currently operates, and due to a need for additional resources, HW is expanding slowly but steadily. As mentioned, Hardwired's need for additional resources prevented expansion of the trainings and programmes. Kathy has provided resources, guidance, and leadership to help make further expansion possible.

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

The response of trainees in Iraq, Sudan, and Nepal has been outstanding. By gathering in diverse faith groups, as well as diverse gender and occupational groups, attendees have been deeply challenged and have walked away with a deep passion to help stop religious freedom violations in their home country. Due to HW's focus on selecting trainees with influence in educational, legal, media, religious, and government

arenas, the replication of the trainings and expansion of the concepts has spread rapidly through the trainees. For example, the defense of and protests in support of the young, pregnant, Christian woman in Sudan imprisoned for apostasy was led by Muslim lawyers and students who had gone through HW's trainings.

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)

Hardwired's monitoring and evaluation is long term, and includes reporting to grantors, such as the UK Government, as well as to donors. Specific evidence of progress includes journalists in Iraq now reporting on FORB (previously unheard of), Muslim legal and religious leaders in Iraq pushing back against the imposition of Shari'a law on all people in Iraq, supporting trainees in Nepal as they worked to ensure a secular constitution that upholds and protects FORB for all people in Nepal, and in Sudan, Muslim lawyers, advocates and students leading the defense of a Christian woman imprisoned for apostasy.

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

Trainees have been deeply impacted by Hardwired's training and, through this experiential learning process, their realization of what it means to uphold freedom for all people in their home country. For example, at the end of the program, a prominent Muslim judge from Mosul, Iraq, who graduated from the training, remarked, "If everyone went through this training, our country would look different." Three days after he returned home, ISIS sent him photos of his brother being beheaded in order to stop this judge from seeking justice and freedom for the people of Iraq. In Sudan, referring to the first and last person sentenced to death for apostasy, lawyer Abd Almoniem said, "Taha's death and the current sentence against Mariem are reminders that no one is safe under this government – neither Muslims nor Christians. If the apostasy law remains, others will be oppressed for what they believe, which is why we are all standing together to end this law now." The Sudanese network of Hardwired-trained ambassadors for FORB, is diligently working to counter their country's oppressive laws and lead the defense in cases of those whose rights are violated.

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)

The Nominee's company is not focused on religious freedom policies and programmes internally – instead the Nominee and her company are using their resources to support FORB both domestically, via the video series on why FORB is important (this series is in production now), and internationally, by hosting in her home a young Yezidi woman trafficked by ISIS; spreading awareness of the atrocities of ISIS among the Nominee's personal and professional network; and purchasing a full page ad in a national newspaper to promote FORB and encourage people to become involved with Hardwired. The Nominee prefers to remain low key and behind the scenes, yet she has willingly used her own high profile name and status, as well as her company's

resources, to support the expansion of the dialogue around FORB, to support remedying specific injustices against female religious minorities (Yezidi girls who have been trafficked by ISIS), and to financially support Hardwired's work.

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)

Please see #3 above for specifics as Nominee has provided support and resources on a personal and professional level.

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)

Nominee has supported Principles 1 and 2 of the Global Compact by focusing on the protection of FORB as well as helping support Hardwired, an organization which is protecting, upholding and promoting this right for people of all faiths, particularly minorities.

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

**For further information on Hardwired's training programs, please see the short video explaining our work with brief comments from trainees at www.hardwiredglobal.org -- please scroll to the bottom of the page where video is in center of home page. Please note, due to security concerns, much of the information about attendees and specific locations of trainings is not in the public sphere.