



HARVARD Kennedy School

MOSSAVAR-RAHMANI CENTER for Business and Government **30** YEARS

CREATING PUBLIC VALUE BY
ENGAGING BUSINESS AND
GOVERNMENT

March 2013

Floors 3-5, Belfer Building

M-RCBG WELCOMES MEXICAN PRESIDENT FELIPE CALDERÓN BACK TO HKS



In January, Felipe Calderón, MC/MPA 2000, HKSEE 2003, who served as president of Mexico from 2006 to 2012, was named the Inaugural Angelopoulos Global Public Leaders Fellow at the Kennedy School.

As Angelopoulos Fellow, Calderón will be an active participant in the academic and intellectual life of the school, meeting with students, collaborating with scholars and researchers, lecturing and writing about the many policy challenges he encountered while serving as

Mexico's president. During his stay, Calderón will be affiliated with M-RCBG.

"I am excited to return to the Harvard Kennedy School now that my presidential term has come to an end," said Calderón. "This Fellowship is a tremendous opportunity for me to reflect upon my six years in office, to connect with scholars and students at Harvard, and to work on the important papers that will document the many challenges that we faced, and the policy positions that we developed during my administration."

The Angelopoulos Global Public Leaders program provides opportunities for high-profile leaders who are transitioning out of public office or other leadership positions to spend time in residence at Harvard for teaching, learning and research. Calderón's fellowship will continue through December 2013.

DAVOS 2013: MORE OPTIMISTIC, LESS GLAMOROUS

This year's World Economic Forum at Davos was a more sober, but also more optimistic affair than in recent years, which found political leaders preoccupied with the usual matters such as economic growth and environmental sustainability while also struggling to adjust to a world transformed by social media and communications. That was the consensus offered by a panel of Harvard experts assembled for the annual Davos Debrief on February 1, an event organized by M-RCBG and hosted by Executive Dean **John Haigh**, co-director of the center.

"The mood of the meeting was absolutely different from last year," said **Felipe Calderón**, the former president of Mexico and inaugural Angelopoulos Global Public Leaders Fellow at the Kennedy School. "It was very pessimistic in 2012 and today it is more positive." Calderón noted that despite the improvements in the economic condition, especially among European nations, the benefits of the economic sacrifices are not yet being felt by people in those societies. "It's going to take a long time before they trickle down to ordinary people," he said.

Beside its reputation for a meeting place for the world's elite, Davos has also long been known for its social scene, but participants said they found it a more subdued meeting this year. "It was a more optimistic Davos; it was a less glamorous Davos," said Nancy Koehn MPP 1983, professor of business administration at Harvard Business School. "It was all just less sparkly. It was a little less celebrity-studded and glamorous."

To read the full story, visit www.hks.harvard.edu/news-events/news/articles/davos-2013-more-optimistic.

Several of M-RCBG's seminars are now available for viewing via Vimeo. To access, visit: vimeo.com/mrcbg

Seminars & Events

M-RCBG has over 50 seminars and events scheduled for the spring semester. Please visit www.hks.harvard.edu/centers/mrcbg for a complete listing.



Up in Smoke: The Influence of Household Behavior on the Long-Run Impact of Improved Cooking Stoves; **Rema Hanna, HKS.** Bell Hall, Feb. 25, 11:45am-1pm. Bell Hall, 12-1:30pm.

The Health Effects of Coal Electricity Generation in India; **Maureen Cropper, Univ. of Maryland.** Bell Hall, Feb. 28, 11:45am-1pm.



Frugal Innovation; **Daniel Nocera, Harvard.** Bell Hall, Mar. 4, 12-1:30pm.



Capitalism at Risk: What Can Business Do? **Lynn Paine, HBS.** Bell Hall, Mar. 7, 11:45am-1pm.



Using Feed-in Tariffs to Foster the Development and Diffusion of Clean Energy Technologies; **Joern Hoppmann, HKS.** Bell Hall, Mar. 11, 12-1:30pm.



The Reality of Precaution; **Jonathan Wiener, Duke Univ. Law School.** Bell Hall, Mar. 13, 1-2:15pm.



U.S.-East Asian Relations As Seen From Tokyo; **Glen Fukushima, Center for American Progress.** CGIS Knafel Building (K262), Mar. 26, 12:30-2pm.



Just Business: Human Rights and Multinational Corporations; **John Ruggie, HKS.** Bell Hall, Mar. 28, 11:45am-1pm.



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PROGRAM UPDATES

Bilmes and Nash lead spring experience-learning projects

Linda Bilmes, Daniel Patrick Moynihan Senior Lecturer in Public Policy and M-RCBG Associate Director **Jennifer Nash** are leading four experience-learning student projects in the community this semester, including: Boston (modeling financing options for a new ferry line to the innovation district); Cambridge (evaluating the impact of potential federal cuts to the municipal bond tax exemption on city borrowing rates); Somerville (analyzing vehicle fleet management); and Sea Bright, New Jersey (disaster-recovery relief efforts after Hurricane Sandy). The Cambridge endeavor is the first Harvard-Cambridge joint project of its kind in decades, and the Sea Bright project is being conducted together with George F. Baker Jr. Professor of Public Management **Dutch Leonard** to assist his research in disaster recovery.

Nelson moderated Davos session on positive public engagement

CSRI Director **Jane Nelson** moderated the United Nations Global Compact (UNGC) LEAD's high-level discussion on January 25 in Davos, Switzerland, looking at "Designing the Post-2015 Architecture: The Leadership Agenda." Featuring UN Secretary General Ban Ki-moon and 30 CEOs and CSOs of global corporations, the discussion centered on how business can help structure positive engagement with the public sector once many of the Millennium Development Goals expire in 2015. Also in Davos, Nelson moderated a discussion at the January 23 Grow Africa dinner on how best to ensure continuing private sector investment in agricultural transformation in Africa.

Stavins publishes paper collection

Professor **Robert Stavins**, director of the Harvard Environmental Economics Program (HEEP), recently published the second volume of his selected papers with Edward Elgar Publishing, available March 2013. These 26 essays, written by Stavins and his co-authors from 2000-2011, cover a wide range of topics, including: environmental policy analysis; economic analysis of environmental policy instruments; economics and technical change; natural resource economics – land and water; and domestic and international climate change policy. The first volume was published in 2000, covering the period 1988-1999.

M-RCBG accepting senior fellow applications

Senior fellows at M-RCBG are distinguished professionals who pursue independent research that contributes to the center's mission. They are expected to complete a substantial writing project during their time here. Those interested in becoming a senior fellow should submit their CV and a three-page description of their proposed project to jennifer_nash@harvard.edu. The application deadline for the 2013-2014 academic year is April 1.



JUST
BUSINESS
MULTINATIONAL CORPORATIONS
AND HUMAN RIGHTS
JOHN RUGGIE

Ruggie publishes "Just Business"

From Asian sweatshops to oil-based violence in Nigeria, the challenges of regulating harmful corporate practices in some of the world's most difficult regions long seemed insurmountable. Human rights groups and businesses were locked in a stalemate. In 2005 the United Nations appointed **John Ruggie** to examine the problem and identify a path forward. From this inauspicious start, Ruggie produced his "Protect, Respect and Remedy" Framework and "Guiding Principles" to implement it. A road

map for responsible corporate practices that takes a pragmatic yet rights-based approach, the Guiding Principles hold both states and businesses accountable for providing more effective protection to individuals and communities. These "Ruggie Rules" were endorsed unanimously by the UN. They are being incorporated by governments and companies around the world and are employed by human rights and workers' groups. *Just Business* publishes this month and shows how this powerful transformation came about and what it means for governments, businesses, and people everywhere.

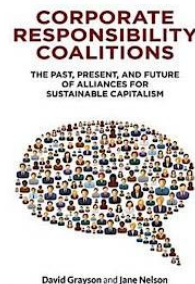
M-RCBG co-sponsored forum on business approaches to malaria prevention

Death rates from malaria have fallen significantly over the last decade, but plenty of work remains, with hundreds of thousands of children still dying from the disease every year, experts said at a recent discussion at HKS. The Harvard Malaria Forum gathered experts from the corporate and nonprofit sectors as well as academia to explore business approaches toward the goal of eliminating malaria deaths in the world, including CSRI Director **Jane Nelson** and M-RCBG senior fellow **Thomas Healey**. Panelists discussed companies' efforts to fight malaria among employees, manufacture bed nets, distribute nets along supply chains, and alert government officials, concerned about foreign exchange, to the impact the ailment has on workers. International efforts over the last decade have paid off, reducing the malaria mortality rate from more than a million a year – where it stood for decades – to less than 700,000. Further, in places where malaria control measures are in place, mortality in children from all causes has fallen by half, panelists said, a reflection of the effect malaria has weakening children it doesn't kill.

Ray Chambers, the U.N. Secretary-General's Special Envoy for Malaria, updated a packed room at the Taubman Building on progress against the disease. More than \$6 billion has been raised to fight the ailment and some 800 million people have been provided with insecticide-impregnated bed nets. Efforts have focused on nets as a relatively inexpensive intervention – malaria-carrying mosquitoes are active at night – as well as on providing medicine and indoor insecticidal spraying. It will take another \$3.5 billion to achieve the goal of zero malaria deaths by 2015, Chambers said.

HEEP welcomes associate scholar

The Harvard Environmental Economics Program (HEEP) welcomes Prof. Gilbert (Gib) Metcalf as an Associate Scholar. He is Professor of Economics at Tufts University and is a leading scholar in the field of energy and environmental economics. During 2011 and 2012, he served as the Deputy Assistant Secretary for Environment and Energy at the U.S. Department of Treasury. While there, among other duties, he was the first U.S. Board member for the Green Climate Fund, a multilateral climate-finance fund established in December 2011 at the United Nations Framework Convention on Climate Change negotiations in Durban, South Africa. Metcalf is the second Associate Scholar of the Harvard Environmental Economics Program, and in this role he joins Professor Michael Greenstone of MIT.



Nelson publishes

"Corporate Responsibility Coalitions"

It is estimated that there are more than 110 national and international business-led corporate responsibility coalitions. Given the growing reach and significance of these alliances, there is now a critical need for an informed and balanced analysis of their achievements, their progress, and their potential.

In *Corporate Responsibility Coalitions*, the first book to chronicle the subject, David Grayson and **Jane Nelson** explore the past, present, and future of these coalitions. They consider the emergence of new models of collective corporate action over the past four decades; the increasing number of these coalitions, their diversity and complexity; and how they network with each other and a broader set of institutions that promote sustainable capitalism. Drawing on their global study, the book lights the way for the future development of these influential alliances. In addition, it provides in-depth profiles of the most strategic, effective, and long-standing coalitions.