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Ministry of Business Development Ghana

Business for Peace Foundation

International Chamber of Commerce

United Nations Development Programme

‘For Better Business Together’ launches in Ghana

[New global collaboration to advance the Sustainable Development Goals and strengthen businesses in Ghana takes flight in Accra]

**Accra, Ghana**: The Ministry of Business Development of Ghana in collaboration with the International Chamber of Commerce ([ICC](https://iccwbo.org/)), United Nations Development Programme ([UNDP](https://www.undp.org/)) and Business for Peace [Foundation](https://businessforpeace.no/) will officially launch the “For Better Business Together” programme (4BBT) on 6 October at the Kempinski Hotel in Accra, Ghana.

The programme launch will announce both global and local initiatives being built to support economic recovery and strengthen the sustainability and resilience of businesses in Ghana for a better future. Both the Norwegian and Ghanaian governments have lent support to the programme, with endorsement from Prime Minister Erna Solberg and President Nana Akufo-Addo, who are both Co-chairs of the UN Secretary-General’s Eminent Group of Advocates for the SDGs.

The initiatives under the 4BBT umbrella include the establishment of a Centre for Entrepreneurship by the International Chamber of Commerce in Ghana, development of SDG-investor maps by the United Nations Development Programme and the provision of support for SMEs building on the business tracker and ICC’s global “Save Our SMEs” campaign. Lastly, 4BBT will act as a springboard for the global launch of Business for Peace’s Future of Business programme. The launch marks the 20th anniversary of the United Nations Global Compact, an initiative driven by the former U.N. Secretary General and Ghanaian diplomat, Kofi Annan.

The keynote address will be given by H.E., President Nana Afuko-Adddo. Remarks will also be given by the Prime Minister of Norway, Erna Solberg, in digital format. Other speakers include Nana Sarfo, Ministry of Business Development, Ghana; Valentina Mintah, International Chamber of Commerce; Charles Abani, UN Resident Coordinator in Ghana, Silke Hollander, Deputy Resident Representative of UNDP Ghana; Dr. Mohamed Awal, International Chamber of Commerce Nigeria; and Marius Døcker, Business for Peace.

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**About the 4BBT partners:**

**The United Nations Development Programme (UNDP):** [UNDP](http://www.undp.org) is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Kindly visit [www.gh.undp.org](http://www.gh.undp.org) for information on UNDP in Ghana or follow @UNDP/ @UNDPGhana on Twitter/Facebook for further information.

**International Chamber of Commerce:** The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 100 countries. ICC’s core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world’s leading companies, SMEs, business associations and local chambers of commerce.

**About Business for Peace:** Business for Peace is an international foundation based in Oslo that aims to support, inspire, and recognise global business leaders who are positively changing the face of business. Founded in 2007, the Foundation was established with the vision that all business leaders see improving society as their core purpose. At the centre of the Foundation’s efforts is the annual Oslo Business for Peace Award. Each year, recipients are selected by an independent committee of Nobel Prize Laureates in Peace and Economics. The Award is conferred annually to the exceptional individuals who exemplify the Foundation’s concept of being *businessworthy*: ethically creating economic value that also creates value for society. Past Honourees represent leaders of diverse industries worldwide. Business for Peace also hosts an annual Summit, which includes keynote presentations, debates, and roundtable discussions featuring business leaders and experts from a variety of fields amongst other global events in Oslo.