

# THE USCIB FOUNDATION

## 2023 YEAR IN REVIEW

[The USCIB Foundation](#) is the research and education arm of [The United States Council for International Business \(USCIB\)](#). The principal purpose of the Foundation is to carry out activities designed to promote and advance the benefits of a free market economy and to demonstrate and document the role of the corporate private sector in economic growth and social development.

Our 2023 Year in Review showcases our initiatives, designed to shift mindsets and drive actionable change. These initiatives included the Business Partner Roundtable Series, Proposed Frameworks on Metaverse Privacy Principles, the Re-Imagining Globalization Roundtable Series, and Business Partners to CONVINCe (BP2C).

Throughout 2023, we sought new and innovative ways to promote and advance the benefits of a free market economy and to demonstrate and document the role of the corporate private sector in economic growth and social development. We accomplished this thanks to the support of our partners through activities that brought new ideas and new voices together to adapt in a rapidly changing world.

Looking ahead to 2024, we will continue to provide research and education initiatives to bring business together with policy leaders for deeper and more meaningful conversations on what's needed to break down barriers on specific topic and issue areas.



Stay connected in 2024:   

# The USCIB Foundation 2023 Initiatives

## Business Partner Roundtables

The [Business Partner Roundtables \(BPR\)](#) focused on critical global topics to support multisector engagement. These invitation-only virtual discussions encourage business, public, and academic leaders to consider approaches to multisector engagement on key global issues. The sessions aim to elicit practical recommendations, resulting in a Topline Action Report.

Four sessions were held in 2023, three on [Global Health Crises](#) and one on [Infrastructure](#), each with more than 20 representatives from the World Health Organization (WHO), the Center for Disease Control and Prevention (CDC), U.S. Department of State, [International Organisation of Employers \(IOE\)](#), [Business at OECD \(BIAC\)](#), health organizations, academia, and the private sector. Attendees agreed on the importance of multisector engagement to achieve tangible impact.



*The USCIB Foundation roundtable on the metaverse in Paris with Business at OECD and USCIB's Barbara Wanner*

## Proposed Frameworks on Metaverse Privacy Principles

This project between [Business at OECD \(BIAC\)](#) and The USCIB Foundation, entitled "[Data Privacy in the Metaverse and Immersive Technologies](#)," launched three 2023 high-level roundtables in Paris, Washington, DC, and Kyoto. This initiative explored the implications of immersive technologies and seeks to inform work at the OECD to help align government thinking around the metaverse.

The recommendations, which will be summarized in a formal report with case studies, will demonstrate to governments and global policymakers that industry is taking a collaborative approach to developing privacy-focused frameworks. The final report will be launched in 2024.



## Re-Imagining Globalization Roundtable Series

USCIB, The USCIB Foundation, Wilton Park USA, London Chamber of Commerce and Industry, and S&R Evermay launched a series of in-person roundtables in the fall of 2022 to explore the future of globalization and its effect on trade, global value chains, and equity. The sessions aim to elicit practical insights, resulting in a Topline Action Report.

Globalization experienced severe challenges before the COVID health pandemic and these threats to the international system that has governed many aspects of world affairs for the last 75 years have only increased. The threats to political and economic stability in a post-pandemic world have been intensified by regional conflicts, rising global inflation, and accelerated climate change.

Three sessions were held with a diverse group of executives, founders and thought leaders that yielded a number of provocative points, ranging from the role of media to the importance and value of trade. Leaders from various industry sectors contributed to the perspectives and understanding of regional dynamics.



## Actions for Impact

### Insights from participants at 2023 Initiatives:

- **Strengthen the multilateral system** by including mechanisms for feeding private sector efficiency and innovation into policy decisions
- **Increase effective global partnerships** through principles built on trust, inclusivity, shared values, mutual benefit, and flexibility
- **Develop proactive communication strategies** to combat misinformation working with trusted sources to educate and inform and build trust
- **Identify low cost, high impact opportunities** that could involve the private sector for effective implementation



# Business Partners to CONVINCe

In 2023 the Foundation continued [Business Partners to Convince \(BP2C\)](#). BP2C is a global movement of employers that seeks to build vaccine confidence and support uptake among employees. BP2C's programmatic focus in 2022-2023 shifted from engaging employees on COVID-19 vaccinations to encompass other preventable diseases through vaccination.

The BP2C Steering team, including our three affiliates - [the International Chamber of Commerce \(ICC\)](#), [the International Organisation of Employers \(IOE\)](#) and [Business at OECD \(BIAC\)](#) - act as our communication channels to reach employers around the globe.

[BP2C Learning Modules](#) include 7 open source modules for employers with training videos, action steps, learning objectives and supporting resources.

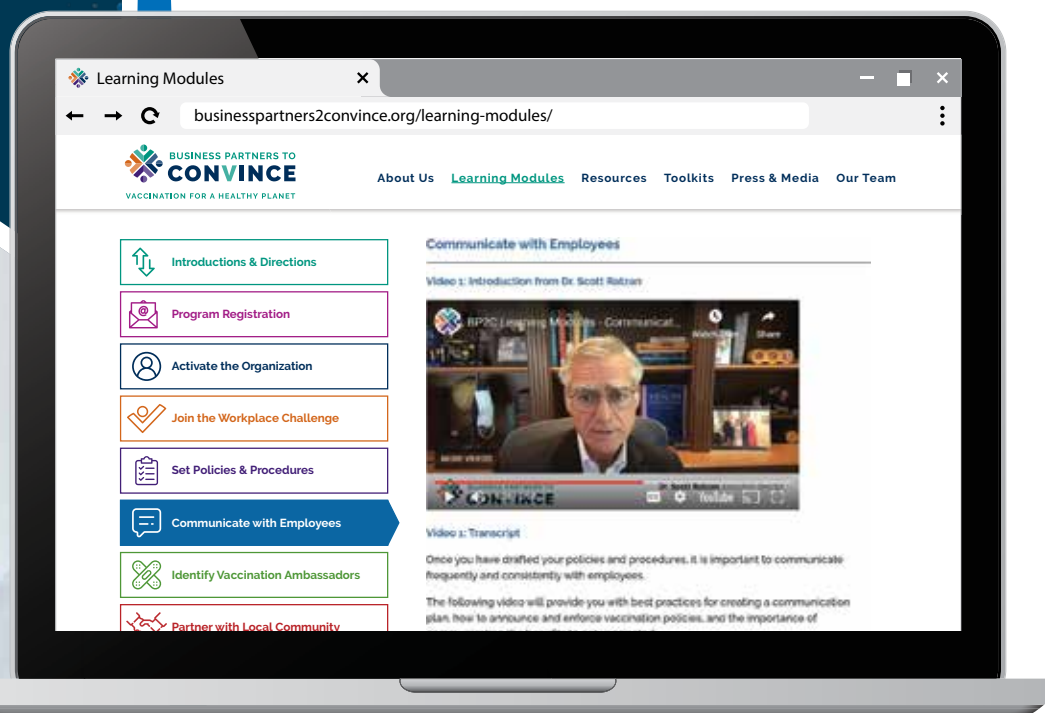


*Amir Dossal, Global Partnerships Forum, Eric Loeb, USCIB Board and Salesforce, and Dr. Scott Ratzan, The USCIB Foundation. Dr. Scott Ratzan spoke at the [UN Multi-Stakeholder Forum on Science, Technology and Innovation for the SDGs \(STI Forum\)](#) held in New York, May 3-4, 2023*

**BP2C Learning Modules** provide tools and skills to support employer vaccination efforts.



**BUSINESS PARTNERS TO  
CONVINCE**





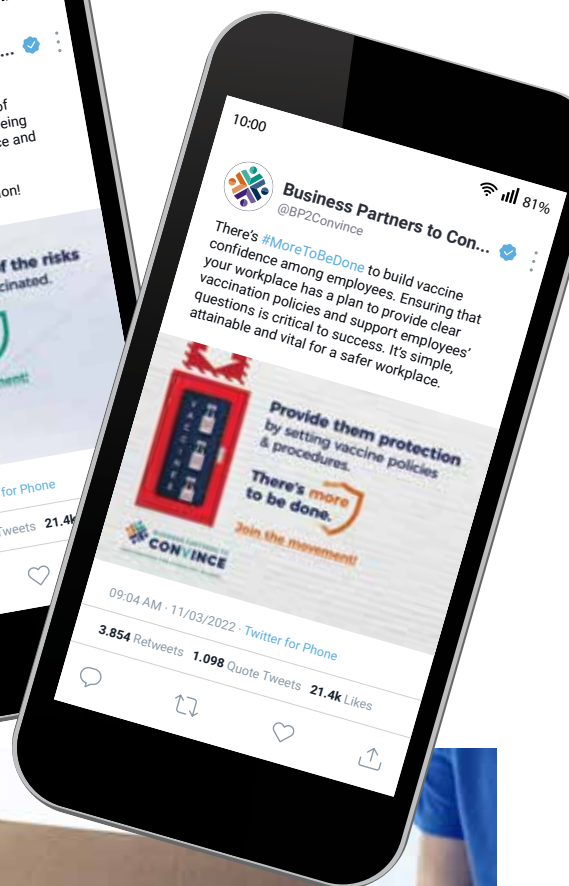
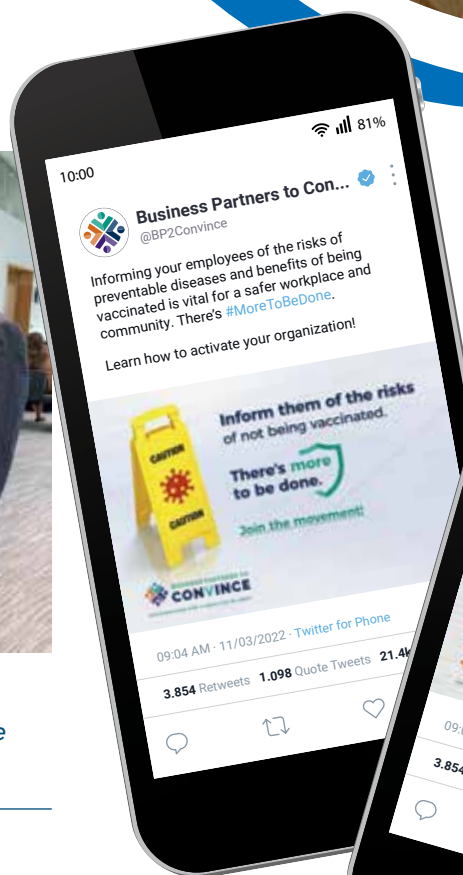
# There's more to be done.



BP2C “There’s More To Be Done” Campaign includes open source creative asset toolkits for employers to communicate the importance of vaccination and commitment to employee health and wellness.



USCIB member Ali Karami-Ruiz, FTI Consulting, and Dr. Scott Ratzan, The USCIB Foundation, at the Business at OECD (BIAC) Health Forum



# The USCIB Foundation Team

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