

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 2024 Year in Review showcases our initiatives, designed to shift mindsets and drive actionable change. These initiatives included Privacy, Immersive Technologies, and the Metaverse; Business Pact for the Future; and Stronger Together with the BIAC Health Committee.

Throughout 2024, we accomplished our objectives 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 2025, we will continue to advance initiatives that bring business and policy leaders together for deeper and more meaningful conversations, break down barriers on specific topics, and launch partnerships despite uncertainty and global challenges.

***Because leadership matters.  
There's more to be done.***

**Stay connected in 2025:**



# The USCIB Foundation 2024 Initiatives

## Privacy, Immersive Technologies, and the Metaverse

The Foundation and *Business at OECD* (BIAC) launched a joint report in 2024 on Privacy, Immersive Technologies, and the Metaverse. The report highlights the promise of the metaverse from a business perspective in the context of the OECD Privacy Guidelines and data governance issues; it is the culmination of four roundtables on four continents with tech experts, NGOs, and advocates to explore the privacy implications of the metaverse.



*Nicole Primmer (BIAC), Cheryl Miller (USCIB), Audrey Plonk (OECD), Whitney Baird (USCIB), and David Turnbull (US Department of State) at the Privacy, Immersive Technologies, and the Metaverse launch in July.*

## Business Pact for the Future

The Foundation launched the Business Pact for the Future, a business initiative to accelerate implementation of the UN 2030 Sustainable Development Agenda, a centerpiece of the Summit of the Future (SOTF). The Business Pact calls for an all-of-society approach to achieve the UN's global goals and to promote public-private partnerships. It highlights support for the multilateral system and the importance of engaging business in decision making processes.



*Whitney Baird (USCIB), Elizabeth Cousens (UN Foundation), and Ambassador Chris Lu (US Representative to the UN for Management & Reform) at the Business Pact for the Future launch in September.*

The launch event in September featured high level UN, government, and private sector speakers, including Ambassador Robert Rae, President of the UN Economic and Social Council (ECOSOC) and Canada's Permanent Representative to the UN; Ambassador Chris Lu, US Ambassador to the UN for Management and Reform; Elizabeth M. Cousens, President and CEO of the UN Foundation; Ester Baiget, President and CEO of Novonesis and Trustee of USCIB; and Sahba Sobhani, Director, UNDP Istanbul International Centre for the Private Sector in Development. The Foundation will continue to advance the Business Pact in 2025.



*Norine Kennedy (USCIB), Ilze MeIngailis (UN Foundation), and Ester Baiget (Novonesis) at the Business Pact for the Future launch in September.*



Robyn Oates (UN Women) and Abby Shapiro (The USCIB Foundation) at a Business Pact for the Future event in May.

## Stronger Together with the BIAC Health Committee

The Foundation assisted the BIAC Health Committee's Stronger Together initiative to connect the outcomes of the OECD Health Ministerial and the OECD Health Committee Program of Work. This two-year initiative will provide evidence and insights to support the OECD Health Committee's work and promote health resilience as a key strategy in our socio-economic and political frameworks.



Mark Pearson (OECD), Scott Ratzan (The USCIB Foundation), Laurent Scheer (Pernod Ricard and International Alliance for Responsible Drinking [IARD]), Peter Van de Velde (Permanent Representation of Belgium to the OECD and UNESCO in Paris's Ambassador), and Olga Mironenko Stampfer (UnitedHealth Group and Chair of Business at OECD Health Committee) at the BIAC Global Health Forum in December.

## Actions for Impact

### Insights from participants at 2024 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



## Website Relaunch

We are pleased to announce the relaunch of The USCIB Foundation website. This reflects our broad range of activities from 2012 to the present, including:



### Our Six Major Initiatives:

Growth, Jobs & Open Markets; Competitiveness & Innovation; Business in Society; Sustainable Development; Health as an Economic Imperative; Re-Imagining Globalization



### About the Foundation:

Our Mission; Our Leadership; Our Team; Our Supporters; Year in Review



### Reports:

A new section with links to all recent and historic reports and brochures



### Search:

Locate information and relevant topics through the easily locatable search function

Visit [theuscibfoundation.org](https://theuscibfoundation.org)

# The USCIB Foundation Team

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