



NOTRE DAME INITIATIVE FOR
GLOBAL DEVELOPMENT

2017 NOTRE DAME GLOBAL PATHWAYS FORUM

April 24, 2017 | Washington, D.C.



**CO-CREATION: BRIDGING THE VALUE
CHAIN AND INVESTMENT GAP**

/kō-krē'āSH(ə)n/

"A management initiative, or form of economic strategy, that brings

DIFFERENT PARTIES TOGETHER

in order to jointly produce a mutually valued outcome."

—C.K. Prahalad and Venkat Ramaswamy

KEYNOTE

The Ripple Effect: Our Journey Towards Sustainability Through Shared Value and Inclusive Business



CURTIS L. ETHERLY, JR.

coca-colacompany.com/sustainability

Curtis L. Etherly, Jr., Esq. serves as Director of Federal Affairs and International Stakeholder Relations for The Coca-Cola Company. In this capacity, Mr. Etherly interfaces with key congressional constituencies, including the Congressional Black Caucus, the Congressional Hispanic Caucus, the LGBT Equality Caucus, and the Veterans Jobs Caucus.

A 15-year veteran of the Coca-Cola System, Mr. Etherly also leads the Company's engagement with the African diplomatic corps, key U.S. government stakeholders, and non-governmental organizations (NGOs) in support of the Company's business and philanthropic efforts across Sub-Saharan Africa. The Coca-Cola System is the largest private sector employer in Africa with over 70,000 associates and \$17 billion (USD) in announced investments across the continent between 2010 and 2020. Coca-Cola has been present in Africa since 1928 and operates in all 54 countries.

The Coca-Cola Africa Foundation (TCCAF) has committed \$150 million (USD) to more than 200 projects across 48 countries on the continent. Key commitments include: the expansion of sustainable access to clean drinking water (RAIN Initiative), supporting women's economic empowerment (5by20 Program), improving supply chain logistics for the transport of critical medicines and medical supplies (Project Last Mile), developing and enhancing sustainable local agriculture sourcing models (Source Africa), and youth development ("Youth Empowered for Success" Initiative).

Prior to his tenure with The Coca-Cola Company, Mr. Etherly served in varying professional capacities with local government, the non-profit sector, and private industry. He has advised stakeholders and principals on a wide array of issues including economic development, education and the environment, labor and municipal tax policy, zoning and land use. Mr. Etherly received his bachelor's degree in political science from Yale University in 1990 and his Juris Doctor degree from Georgetown University Law Center in 1995.



The University of Notre Dame Initiative for Global Development (NDIGD) is proud to be an integral part of the new Keough School of Global Affairs, the first new school or college at Notre Dame in nearly a century.

NDIGD promotes human development and dignity among people worldwide through applied innovations, impact evaluation, education, and training that help build just and equitable societies. It supports the Keough School by combining the existing world-class teaching and research faculty of the University with a dedicated staff of experienced international development professionals, administrators, and researchers.

In keeping with Notre Dame's mission to place scholarship in service to the common good, the Keough School of Global Affairs advances integral human development through research, policy, and practice; transformative educational programs, and partnerships for global engagement. Founded in 2014, the Keough School builds on the strengths of seven institutes focused on international research, scholarship, and education at Notre Dame.



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AGENDA

8:00–8:45 A.M.
Continental Breakfast

8:45–9:00 A.M.
Welcome and Introduction

Robert Bernhard, Vice President for Research, University of Notre Dame

9:00–10:15 A.M.
Panel: Corporate Social Responsibility and Sustainable Value Chains

Moderator: **Joseph Sifer**, Executive Vice President, Booz Allen Hamilton

- **Tim McLellan**, Chief Operating Officer, TechnoServe
- **Theresa Peterson**, Senior Executive, External Affairs and Advanced Technology Programs, GE
- **Anna Pienaar**, Global Director of Institutional Partnerships, International Justice Mission
- **Tracey Webb**, Vice President of Structured Finance and Insurance, OPIC

10:15–10:30 A.M.
Networking Break with Refreshments

10:30–11:30 A.M.
Panel: Universities Partnering on Global Challenges: The Integration Lab (i-Lab)

Moderator: **Tom Purekal**, Program Manager, NDIGD

- **Tracy Kijewski-Correa**, Associate Professor of Engineering / Global Affairs and Keough School for Global Affairs Integration Lab Co-Director, University of Notre Dame
- **Luke Maillie**, Student, University of Notre Dame
- **Steve Reifenberg**, Executive Director of the Kellogg Institute for International Studies and Keough School for Global Affairs Integration Lab Co-Director, University of Notre Dame

11:30 A.M.–1:00 P.M.
Lunch Roundtable Discussions

- Table 1: The Benefits of Corporate Responsibility



- Table 2: Responding to Sustainable Development Goals
- Table 3: The Need for Monitoring and Evaluation
- Table 4: Sustainability and Environment
- Table 5: Understanding Local Networks for Business
- Table 6: Applied Innovation
- Table 7: Impact Investing
- Table 8: Financial Inclusion and the MSME Sector

1:00–2:15 P.M.
Welcome and Introduction to Keynote

R. Scott Appleby, Marilyn Keough Dean and Professor of History, Keough School of Global Affairs, University of Notre Dame

Keynote Address

Curtis L. Etherly, Jr., Director of Federal Affairs and International Stakeholder Relations, The Coca-Cola Company

2:15–3:30 P.M.
Panel: Bridging the Impact Investing Gap

Moderator: **Melissa Paulsen**, Associate Director, NDIGD

- **John Patrick "J.P." Gibbons**, Global Transactions Group Team Lead, USAID
- **Tara Kenney**, Senior Vice President of Business Development, Boston Common Asset Management
- **Christopher Walker**, Director, Innovation Investment Alliance, Mercy Corps
- **Nancy Widjaja**, Principal Manager of Knowledge and Industry Engagement, Accion Venture Lab

3:30–3:45 P.M.
Networking Break with Refreshments

3:45–5:00 P.M.
Panel: Corporate Ethics and Sustainability

Moderator: **Christopher Adkins**, Executive Director of the Mendoza College of Business' Deloitte Center for Ethical Leadership, University of Notre Dame

- **Roger Ford**, Global Managing Director, Accenture Development Partnerships
- **Doris Gonzalez**, Director of Corporate Citizenship, IBM
- **T.J. Kanczuzewski**, President and CEO, Inovateus Solar

5:00–5:15 P.M.
Concluding Remarks

Michael Sweikar, Managing Director, NDIGD

LEADERSHIP & MODERATOR



R. SCOTT APPLEBY

R. Scott Appleby, a professor of history, is the Marilyn Keough Dean of the University of Notre Dame's Keough School of Global Affairs and a scholar of global religion who has been a member of Notre Dame's faculty since 1994. His research examines the various ways in which religious movements and organizations shape, and are shaped by national, regional, and global dynamics of governance, deadly conflict, international relations, and economic development. Appleby is the author or editor of 15 books, including the widely cited volumes of *The Fundamentalism Project* (co-edited with Martin E. Marty and published by the University of Chicago Press); and *The Ambivalence of the Sacred: Religion, Violence, and Reconciliation*. From 1988 to 1993, Appleby was co-director of the Fundamentalism Project, an international public policy study conducted by the AAAS.



ROBERT BERNHARD

Robert Bernhard was appointed vice president for research at the University of Notre Dame in May 2007. In this role, he addresses infrastructure and support of research – the work of faculty, graduate, and undergraduate students alike – and the competition for funding dollars. Bernhard is one of the nation's leading experts on noise control, with a focus on tire and traffic noise, numerical methods, and active noise and vibration control. He has directed the research of 52 engineering graduates and is the co-author of more than 170 journal and conference publications on various aspects of noise control engineering, numerical methods, vibrations, and design. Bernhard is also a frequent consultant to industry and government and has had his research activities funded by more than a dozen corporations and government entities.



MICHAEL SWEIKAR

Michael Sweikar oversees the daily operations of NDIGD as its managing director, including planning, staffing, and programs. Prior to joining Notre Dame, Sweikar was a program manager at the National Center for State Court's International Division in Arlington, Virginia, where he supported the management and administration of USAID-funded rule of law projects, including the Kosovo Justice Support Program. Sweikar has worked on proposal development in response to USAID, U.S. Department of State, and UNDP request for proposals, particularly those in Eastern Europe, West Africa, and the Middle East. He also previously served as a research analyst in British Parliament and has designed and implemented several studies in conjunction with the Carter Center, CARE, and the U.S. Department of Justice.



CHRISTOPHER ADKINS

Christopher Adkins is an associate teaching professor of management and the executive director of the Notre Dame Deloitte Center for Ethical Leadership. In both business and academic settings, Adkins designs leadership programs that foster individual and organizational flourishing, integrating research from neuroscience, psychology, and behavioral economics. Empathy is the core theme of his work, offering a foundational and teachable skill to enhance innovation, communication, diversity and inclusion, ethical decision making, and change leadership. In June 2015, he was awarded "Master Teacher of Business Ethics" by the Wheatley Institution at Brigham Young University. Partners and clients have included: World Bank, Saatchi & Saatchi, Deloitte, Aspen Institute, IBM, Conference Board, General Cable, Giving Voice to Values, and Corporate Eco Forum.

SPEAKERS & MODERATORS



ROGER FORD

Roger Ford is managing director and global lead for Accenture Development Partnerships (ADP), which focuses on helping international development organizations address the world's complex social, economic, and environmental issues. Over the past 10 years, Ford has been responsible for leading ADP's global team of technology and management consulting professionals to serve Accenture's international development clients at scale - delivering consulting services including growth strategy, digital, technology, and supply chains. He also engages directly with many of Accenture's clients to broker and design innovative partnerships, which apply market-based solutions to help solve traditional development challenges spanning agriculture, healthcare, energy, education, finance, and humanitarian response.



JOHN PATRICK "J.P." GIBBONS

J.P. Gibbons leads the Global Transactions Team for USAID's Development Credit Authority (DCA). DCA partners with private sector institutions to unlock investment capital through the structuring of credit guarantees and other innovative financial products. Specifically, the Global Transaction Team leverages the resources of multinational financial institutions focused on tackling development problems through private investment and capital market solutions across the developing world. Gibbons has been with the DCA office since 2009, previously in the role of senior investment officer focused on the environment and conservation sectors. Prior to joining USAID, he served as a small business advisor with the Peace Corps in Guatemala and as an analyst with a boutique financial consulting firm. He was selected as a 2015 Kinship Conservation Fellow.



DORIS GONZALEZ

As the director of corporate citizenship at IBM Corporation, Doris Gonzalez leads philanthropic initiatives that are improving education and healthcare, exploring ways to protect the environment, and spurring communities to greater economic development. At IBM, Gonzalez has led multi-million dollar grants of innovative technologies to improve English literacy among children and adults; introduce early learners to reading, science and math; and transform the way educators and employers collaborate to prepare young people for college and their careers. Before joining IBM, she had a 14-year career in New York City's public sector as deputy executive director for public affairs at the NYC Department of Education, director of government and community relations at the NYC School Construction Authority, and assistant press secretary at the MTA.



T.J. KANCZUZEWSKI

T.J. Kanczuzewski is the president, CEO, and a founding member of Inovateus Solar LLC, and has been with the company since 2007. Driven by the company's purpose to "build a brilliant tomorrow," he has been instrumental in growing a world-class team that has successfully deployed more than 300 megawatts of solar energy within the United States and abroad. Kanczuzewski was honored as a 2013 "Forty Under 40" recipient and received the 2016 "Outstanding Young Business Leader" award from the St. Joseph County Chamber of Commerce. As a known solar entrepreneur, panelist, and public speaker, he has presented in venues ranging from *Fortune Magazine's* Scale Up Conference to The White House. He also just launched his first book, *Building A Brilliant Tomorrow*, which focuses on the history of solar energy and the energy revolution.

SPEAKERS & MODERATORS



TARA KENNEY

Tara Kenney joined Boston Common Asset Management in 2017 as senior vice president from Deutsche Bank where she managed client relationships in Latin America for the Asset Management Group from 2014 to 2016. She previously served as the lead portfolio manager and head of Emerging Markets and Latin American equities. In her 30 year career, Kenney has worked as a portfolio manager for Scudder Investments Latin American Equities as a managing director, as well at Bankers Trust, the Chase Manhattan Bank, and the Inter-American Development Bank. Kenney serves on the board of the Kellogg Institute for International Studies at Notre Dame and is a member of the Notre Dame Women's Initiative. She also serves as treasurer for Accion International, as well as on the board for several other NGOs working in Latin America.



TRACY KIJEWSKI-CORREA

Tracy Kijewski-Correa is the Leo E. and Patti Ruth Linbeck Collegiate Chair at Notre Dame and an associate professor of engineering / global affairs. She is also co-director of the Integration Lab (i-Lab), housed within the Keough School for Global Affairs. Kijewski-Correa's research focuses on disaster risk reduction and civil infrastructure challenges posed by increased urbanization and vulnerability. Her interdisciplinary scholarship emphasizes collaborative innovation, sensing, information technologies, and simulation frameworks to create scalable paradigms to enhance the resilience and sustainability of civil infrastructure. She is a core faculty in the NSF's new Natural Hazards Engineering Research Infrastructure Simulation Center, developing next-generation regional risk assessment tools for communities subjected to coastal, wind, and seismic hazards.



LUKE MAILLIE

Luke Maillie is a junior at the University of Notre Dame studying physics and pre-medical studies, as well as international development. He is currently a part of the first group of students receiving instruction in the Keough School for Global Affairs' new Integration Lab (i-Lab) course. Maillie has spent the past two summers and this past winter break in Tanzania conducting research at a rural hospital, examining the referral networks that exist for cancer patients. He is also on the executive board of Notre Dame's chapter of GlobeMed, a national organization that partners students with grassroots organizations across the world. He leads the club's efforts to advocate for a needle exchange program for HIV patients in the South Bend community. After graduation, Maillie will be attending the Icahn School of Medicine at Mount Sinai to pursue his M.D.



TIM McLELLAN

Tim McLellan is the Chief Operating Officer (COO) of TechnoServe, an international NGO dedicated to the relief of poverty by promoting vibrant industries and enterprises in 30 countries of Central and Latin America, Africa, and India. TechnoServe delivers technical assistance to farmers and businesses to increase capacity, improve market function and transparency, and support improved operating environments. As COO, McLellan is responsible for TechnoServe's programmatic effectiveness and delivery of results. In 2016, 594,000 farmers and entrepreneurs benefited from TechnoServe programs, resulting in \$196 million of increased revenue and wages. McLellan holds a master's degree from the Fletcher School at Tufts University in development economics and business and a bachelor's degree in government from the University of Notre Dame (1986).

SPEAKERS & MODERATORS



MELISSA PAULSEN

As associate director, Melissa Paulsen leads the Education and Training Division within NDIGD and works with faculty to develop interdisciplinary approaches to education and training programs related to global development needs. Prior to joining NDIGD, Paulsen was an assistant director at the Gigot Center for Entrepreneurship in Notre Dame's Mendoza College of Business. She served as director for the center's social entrepreneurship program and was concurrent assistant professional faculty in the undergraduate and graduate programs. Recent courses taught include "Social Innovation," "Social Entrepreneurship," and "Microventure Consulting," among others. Paulsen also leads numerous workshops involving social and traditional entrepreneurship. She has managed experiential and service-learning programs in various countries.



THERESA PETERSON

As senior executive of external affairs and advanced technology programs, Theresa Peterson leads a team responsible for both GE Global Research Center's (GRC) government relations technology portfolio and the company's strategic initiative to build and expand its external research and development partnerships within the United States and around the world. Specifically in this role, Peterson is responsible for identifying potential collaborations to support GE's long-range technology objectives as well as building support for strategic initiatives with senior government officials and members of Congress. In addition to pursuing research and development opportunities for GRC, she works with the corporate government relations team to ensure a "one company" approach advocacy for GE's advanced technology office in Washington, D.C.



ANNA PIENAAR

Anna Pienaar serves as the global director of institutional partnerships at International Justice Mission (IJM), applying IJM's expertise in anti-human trafficking programs around the world to corporate supply chains. IJM is a global non-profit with extensive experience addressing human rights abuses in the developing world. Its mission is to protect the most vulnerable from abuse, with a particular focus on communities where little or no protection is currently afforded to those who need it. Pienaar works with corporate partners to develop programs that result in safe communities in upstream supply chains, resulting in an enabling environment for responsible and sustainable sourcing. She has over 10 years of experience managing international development programs in the areas of poverty alleviation, education, microfinance, and human rights.



TOM PUREKAL

Tom Purekal manages a cross section of programs within the Applied Innovation Division of NDIGD. Tom came to NDIGD following a long career of working overseas with Catholic Relief Services (CRS) and other organizations. He was stationed in countries including India, South Sudan, and Myanmar, among others. Purekal has an eclectic background, having worked as an advertising executive in New York City for three years, sub-director of an orphanage in Honduras, director of operations and business development for a small agriculture manufacturer's distributor in Florida, followed by nine years with CRS. His extensive programming and project design experience encompass sectors such as peacebuilding and governance, education, disaster risk reduction, and water, sanitation, and hygiene (WASH).

SPEAKERS & MODERATORS



STEVE REIFENBERG

Steve Reifenberg is the executive director of the Kellogg Institute for International Studies, as well as co-director of the Integration Lab (i-Lab), both of which are housed within the Keough School for Global Affairs. Before coming to Notre Dame in February 2010, he worked for nearly two decades on international education, negotiation, and development issues at Harvard University. From 1996 to 2002, Reifenberg served as the executive director of Harvard's David Rockefeller Center for Latin American Studies. In 2002, he established Harvard's first-ever university-wide office overseas in Santiago, Chile, an office that he directed for seven years. Reifenberg is the former program director for Latin America of the Conflict Management Group (CMG) and served as the director of the Edward S. Mason Program in Public Policy and Management.



JOSEPH SIFER

Joseph Sifer is a 1987 graduate of the University of Notre Dame, earning a B.S. in electrical engineering with highest honors. He subsequently was awarded scholarships and fellowships to earn an M.S. in engineering from the University of California, Berkeley, and an M.A. in Science, Technology, and Public Policy from George Washington University. He is currently an executive vice president at global professional services firm, Booz Allen Hamilton. Sifer has led several businesses at Booz Allen, most notably in engineering and science; military, homeland, and emergency communications; and telecommunications technology. Each of his roles has had an international dimension, resulting in his engagement in Europe, the Middle East, Africa, and South Korea. Formerly, he was based in London where he focused on the international telecommunications market.



CHRISTOPHER WALKER

At Mercy Corps, Christopher Walker manages a fund that finances the scale-up of social enterprises. He also advises Mercy Corps' Social Venture Fund, which invests in and accelerates impact-oriented, for-profit businesses. Previously, Walker was the head of the Innovative Finance Program at the Global Alliance for Improved Nutrition, where he developed initiatives that attracted investment capital to address malnutrition. He was also a fellow with Acumen Fund, a non-profit social venture capital fund, and worked for one of Acumen's investments in Mumbai, India. Prior to that, Walker worked on international economic and development policy issues at the Millennium Challenge Corporation, the U.S. Treasury Department, and the U.S. State Department. He has a master's in Public Affairs from Princeton University and a B.A. from Williams College.



TRACEY WEBB

Tracey Webb was named vice president for structured finance and insurance (SFI) at OPIC in March 2016. Webb oversees the SFI department, which is focused on providing both financing and insurance solutions for long-term investments that strengthen OPIC contributions to international development, in sectors such as power, infrastructure, and inclusive financial services. She brings nearly three decades of private and public sector finance experience to the position, including over 20 years of experience at OPIC, most recently as a managing director of structured finance. Prior to OPIC, Webb worked to support domestic and global transactions at Peat, Marwick & Mitchell, Union Bank of California, and Bank of Austria. During her tenure at OPIC, she has been responsible for over four billion in new financing within the agency's portfolio.



NANCY WIDJAJA

Nancy Widjaja is the principal manager of knowledge and industry engagement at Accion Venture Lab, leading the team's efforts in identifying, analyzing, and articulating insights from the work of Venture Lab, as well as in engaging with the broader industry. Prior to Accion, Widjaja led strategic projects on financial inclusion with the U.N. Capital Development Fund and the Better Than Cash Alliance. She previously was also the Alliance for Financial Inclusion (AFI)'s manager of strategic planning and partnership, in which she led and managed AFI's overall strategy in advancing financial inclusion policy initiatives, established institutional partnerships, and expanded AFI's network across Africa, Asia, and Latin America. Widjaja began her career as a management consultant with The Boston Consulting Group, serving private and public sector clients across the globe.





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