

Knowledge Leader

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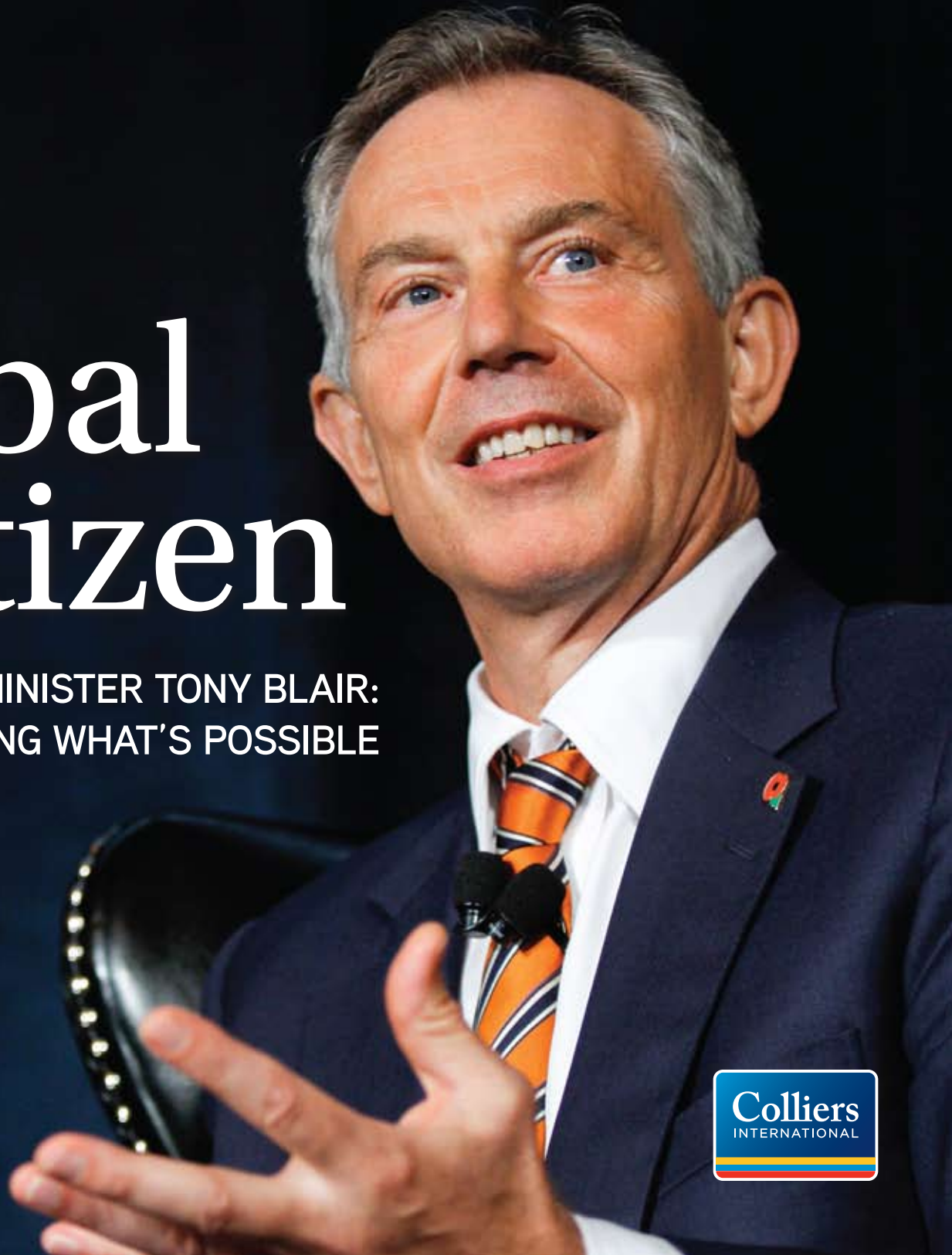
TABLE TALK
WHAT'S IN STORE FOR
REAL ESTATE IN 2011?

GIVING BACK
ADD VOLUNTEERING
TO YOUR AGENDA

PERFECT VISION
RECONNECT WITH YOUR PASSION

Global Citizen

FORMER PRIME MINISTER TONY BLAIR:
SHOWING WHAT'S POSSIBLE



A Citizen of the World

IN THE ERA OF GLOBALIZATION, TONY BLAIR—
FORMER BRITISH PRIME MINISTER AND CURRENT
MIDDLE EAST PEACE ENVOY—IS UNITING THE
WORLD BY FINDING A COMMON VOICE.

BY CHRISTINE SCHULTZ





Creating world peace:

for anyone else, the mission would seem like a pipe dream. But for someone with vision, relentless energy and an enterprising spirit—someone like former British Prime Minister Tony Blair—connecting people of all faiths by replacing conflict with cooperation is a very realistic objective.

In one of his many roles on the international stage, Blair serves as the Quartet Representative to the Middle East. The Office of the Quartet Representative is a joint diplomatic effort of the United Nations, the United States, the European Union and Russia. The office works with the Palestinian Authority, the government of Israel and the international community to help build the institutions and economy for a future Palestinian state.

Blair acknowledges that as globalization brings the world community closer than ever through organizations like the Office of the Quartet Representative, it has brought with it unprecedented opportunities—and challenges. He believes global problems need the energy and outreach of people worldwide, so in 2008 he founded the Tony Blair Faith Foundation, which promotes harmony between the world's different cultures by focusing on respect and understanding between the major religions, as well as atheists and agnostics. The foundation makes the case for the possibility of faith-without-dogma as a force for good in the modern world.

This past fall, Colliers International hosted a fundraising dinner for the foundation at San Francisco's Fairmont Hotel. Before a packed audience of 600-plus business leaders, Blair sat down with Emmy-winning broadcast journalist Charlie Rose and shared his thoughts on how citizen education can form a modern catalyst for peace. *Knowledge Leader* was there, and sat down with Blair prior to the dinner to learn more about the foundation's efforts and programs.

GENE X HWANG/ORANGE PHOTOGRAPHY



(This page) At a fundraising dinner hosted by Colliers International for the Tony Blair Faith Foundation, former U.K. Prime Minister Tony Blair spoke to a packed audience of 600-plus business executives. (Opposite page) Through technology like video conferencing, the Tony Blair Faith Foundation brings together people of all ages, and different nationalities and faiths.

Grassroot efforts with global impact

Traditionally, successful charities have been localized, creating meaningful personal interactions for participants within the communities in which they live. As efforts have moved onto the global stage, the level of influence and outreach has become potentially greater. But charitable organizations also run the risk of losing that emotional connection that was created by engaging in charitable experiences at the grassroots level.

To help counter this, one of the most important components of the Tony Blair Faith Foundation's school program, Face to Faith, is a series of local interactions which help to build a unified message.

The Face to Faith program enables high school students ages 11 to 16 to become true global citizens by supporting peace-building, harmonious coexistence. Citizenship education, an academic subject similar to politics or sociology, aims to break down barriers and stereotypes, providing an expanded world view by using new technology to connect young people in 15 countries online and through video-conferencing. The program broadens horizons by engaging students of different cultures, religions and beliefs in discussions about global issues from varying perspectives. In the United States, schools in Utah, California, New York, Washington state and Georgia are already active participants.

The day of the fundraising dinner, more than

70 teachers from 25 public and private schools around the Bay Area joined Blair at the launch of the Face to Faith program in San Francisco. Participants engaged in a live video conference with two Face to Faith schools: Brighton High School—a public school in Utah—and Edmund Rice College in Melbourne, Australia. After participating in the video conferences, Bay Area teachers and students had the opportunity to ask Blair in-depth questions about how Face to Faith fits into the school syllabus and what its potential impact might be at home and around the world.

“People today think globally. Walking in downtown San Francisco is a lot like London. San Francisco residents represent most, if not all, of the world's cultures. Our program provides an opportunity for participants from different religious faiths to learn from each other and understand each other. Our message may be global, but it's based on local applications,” explains Blair.

Another of the Tony Blair Faith Foundation's education projects is the Faith and Globalization Initiative, which includes representatives from leading universities on every continent. The initiative strives to develop a deeper understanding of the interrelationship between religion and the modern world, and is based around a university-taught course looking at the impact of, and relationship with, the 21st century. Findings and research are disseminated to the wider public and aim to help emerging leaders in these institutions understand the vital importance of the impact of faith in today's world for the future.

Founding partners include Yale University in the United States and McGill University in Canada. Additional research institutions in the global network are:

National University of Singapore (Republic of Singapore)

CORPORATE SOCIAL RESPONSIBILITY

Community and charitable efforts are at the core of Colliers International's vision. The firm contributes to hundreds of charitable organizations by empowering their professionals to support causes that are important to them and their families, friends, clients and communities. In addition to contributing to local campaigns, Colliers USA Foundation provides financial and resource support to both national and international disaster relief efforts.

For more information on the Colliers USA Foundation, visit www.colliersusafoundation.org.



Durham University (United Kingdom)
 Tecnológico de Monterrey (Mexico)
 University of Western Australia
 Peking University (China)
 Fourah Bay College, University of Sierra Leone (Africa)

Blair also hopes the personal interactions facilitated through the foundation's social action project Faith Acts will remain with participants throughout their lives. The project is a practical multi-faith campaign to end global poverty. "It's about creating action programs and working together to achieve the Millennium Development Goals, starting with eliminating deaths caused by malaria, for example," he says. The program includes volunteer activity in more than 100 countries, with gold-standard youth interfaith programs in the United Kingdom, United States, Canada and India.

"The foundation offers a whole new dimension to the way we look at social and cultural issues," says Blair. "In today's modern world, you would never find a leader of a multinational corporation, or organization or country that didn't know about race issues and gender issues—or who wouldn't be expected to be sensitive to those issues. Companies operating on a global scale need to understand cultural differences. It's about religious literacy, regardless if you're a person of faith or not."

He notes that people are always inspired by vision, but that vision must be translated into practical results.

"The single most important thing you learn when you make the transition from challenger to incumbent [in politics] is that inspiring through vision is short-lived—it's really all about getting things done," he explains. "It's about creating effectiveness around the world. Today the premium is on how you create effective governmental institutions. I think it's less about the left-right battle. At this moment in time, the public is interested more in getting things done. Politics today are less about ideologies."



Quoting former New York Governor Mario Cuomo, Blair adds, "you campaign in poetry and govern in prose."

The Tony Blair Faith Foundation is a natural transition for Blair from his career in public office. The opportunity to pursue new passions is one that more and more former political leaders are taking advantage of because they are entering public office earlier in life than ever before. President Barack Obama was one of the youngest U.S. presidents to take office at the age of 47. Former president Bill Clinton was 46. In 2010, David Cameron, at the age of 43, became the youngest British Prime Minister in 200 years.

Blair himself was only 44 when he first took office as prime minister, serving from 1997 to

2007. Because politicians are elected to higher offices at a younger age, when they leave office, they have the drive and political clout to pursue other passions in the private sector. This was certainly true for Blair when he founded the Tony Blair Faith Foundation and accepted his position with the Office of the Quartet Representative. He also just recently published his memoirs, *A Journey: My Political Life*.

His international experience—both in the public and private sectors—gives him a unique perspective into how individuals and companies can play a vital role in charitable efforts around the world. And the first step, he says, is to start at home. "Looking at a firm like Colliers International, with locations in 61 countries, they can better understand the issues and leverage their worldwide presence for things that are of global impact," he explains.

To learn more about the Tony Blair Faith Foundation, visit www.tonyblairfaithfoundation.org.  

The Ties that Bind

CREATING COMMON BONDS THROUGH COMMUNITY SERVICE.

BY DOUG FRYE

AS WE EMERGE from one of the worst global recessions in modern times, it's easy for businesses to focus solely on growing revenue and executing transactions. In fact, while our competitors were forced to reorganize or reduce services, Colliers International wrapped up 2010 with a stronger brand and bottom line.

This is because in nearly 500 communities where our professionals live and work, we capitalize on every opportunity to contribute our talents and resources to accelerating success.

But one of the traits that defines Colliers is our commitment to accelerate success for everyone—not only for our clients, but also our local and global communities. We contribute to the causes that personally inspire us, such as health, education, the environment, peace, and prosperity for those less fortunate.

A passion for supporting our communities also unites us. We came together with clients and colleagues last November in San Francisco at a fundraising dinner to raise \$500,000 for The Tony Blair Faith Foundation. Our local teams also regularly host food, toy and clothing drives, including an award-winning effort in Phoenix.

These events didn't start with a corporate decree. It's exciting when our 15,000 professionals bring their spirit of enterprise—the same creative, ingenious approach they apply to solving our clients' problems—to tackling the challenges that face our communities. That's why we empower our people to choose the causes they care about and engage their

colleagues and clients in reaching a goal.

The results are exceptional. Not only does it allow Colliers to connect with people beyond real estate owners, tenants and investors, it also reinforces our culture. This summer, we watched Colliers' rising stars challenge each other in sports competitions to win a pot of money—which the winners promptly donated to a children's charity. I've also seen a staff member so touched by a colleague's terminal illness that she not only brought the office together for a fundraising gala, but she later joined that charity as its director of development.

It reminds me of a quote from Millard Fuller, the late founder of Habitat for Humanity International, who ceaselessly advocated asking others to share in your purpose. "I've tried asking, and I've tried not asking...and asking works better," he was known to say. I see colleagues and clients form stronger bonds when one has the courage to ask for help in supporting a cause and the other steps up with whatever they can offer.

For example, when China and Indonesia were rocked by earthquakes, our teams raised more than \$100,000 to rebuild a school and health facility for children. In Canada, we help low-income families earn and own simple, decent homes through building projects sponsored by Habitat for Humanity. And in Latin America, we helped disadvantaged families get their children's education off to a good start by contributing time and money to nonprofit organizations such as Jardín de Niños (Garden of the Children) Corinca.

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Doug Frye is the global president and chief executive officer for Colliers International.

On the cycling front, a team from Colliers International in Australia helps the Starlight Foundation and Tour de Kids raise funds to improve the lives of seriously ill children and their families by participating in a 700-mile ride from Melbourne to Sydney, Australia. And in Europe, cyclists from Colliers raise funds for Cancer Research UK and the North West Children's Support Group by riding 170 miles from Bratislava to Budapest.

While this small sampling is a good representation of our overall fundraising efforts, our community involvement doesn't always involve a financial target.

We've leveraged our role as an advisor to guide our clients in sustainable construction and environmentally sound operations and maintenance, and we've worked to "green" business practices for Colliers and our clients. Colliers International is the first and only commercial real estate services provider to be a founding partner of the World Green Building Council, which focuses on building, managing and living green.

I am thankful for the opportunities Colliers has to contribute our expertise and resources to so many deserving and diverse causes. Each of these gives us new opportunity to find common ground—an alignment of values with our colleagues, clients and community.

Whether your charity of choice is for kids or for whales, whether you support it by swinging a hammer or signing a check, one thing is certain: You are making an impact through the power of partnership. 