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Companies Investing in Iran Urged to Manage Risks Beyond Sanctions

New Initiative Launched to Foster Responsible Business in Iran

Breaking new ground in the politically charged atmosphere surrounding foreign investment in Iran, the [Iran Business Responsibility \(IBR\)](#) project was launched today.

With billions of dollars' worth of foreign investment under consideration now that international sanctions have been eased, the new non-profit initiative is aimed at encouraging and guiding companies investing in Iran to implement responsible business standards that will avoid harm to people and the environment.

"Companies are focused on the sanctions against Iran," said Andrea Saldarriaga, Co-Director of the project. "But the challenges they will face go well beyond sanctions."

"Sanctions checks alone will not prepare companies for a death rate from workplace injuries in Iran that is eight times the international average, or severe air pollution and water scarcity that threaten health and business operations," she added.

Managing these challenges is crucial for a company's ability to avoid legal, reputational and financial risk. Addressing them successfully enables the benefits of investment to be shared by all.

IBR offers [Online Resources](#) that include informational briefings, videos, case studies and business updates, and a [Collaborative Engagement](#) programme that convenes companies, governments, financiers, investors and other market actors in single-and multi-stakeholder settings to learn more intensively about responsible business issues in Iran and develop strategies specific to the Iranian context.

"Business can play a constructive role in advancing responsible standards and

bringing benefits to people and communities,” said Andrea Shemberg, Co-Director of the project. “But to do so, companies need to know the full range of challenges they’ll face and develop strategies to address them.”

“We do not aim to promote or hinder foreign investment in Iran,” Shemberg added, “But where it does occur, we want to make sure companies are well-informed to avoid harm to people or the environment.”

In addition to Paris-based Saldarriaga and Bologna-based Shemberg, both international lawyers with decades of experience implementing responsible business, the project is supported by a team of Iran specialists, lawyers and researchers around the globe.

“There is a global expectation that companies should avoid harmful impacts, wherever they operate,” said Saldarriaga. “IBR’s deep expertise on Iran and responsible business and our collaborative, practical approach allows us to help companies meet this expectation.”



IBR is a nonprofit initiative that works with companies, governments and other stakeholders to foster responsible business practices that respect people and the environment, enhancing the benefits business can bring and reducing the risks for companies.

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