

## World Forum for Ethics in Business announces Ethics in Business Award Winners 2013

**Novartis, Greenpeace International and Naga Foundation are the recipients of the award that will be conferred on 15<sup>th</sup> November during the International Leadership Symposium on Ethics in Business at the European Parliament**

Brussels, 14 November 2013 - The World Forum for Ethics in Business, a public interest foundation with the mission to foster good governance and ethical leadership, has announced today the categories and the winners of the annual Ethics in Business Award.

The awardees will be recognized during the international Symposium of the WFEB, which is set to take place tomorrow with an interactive debate on 'Shared Value – The role of business in tackling society's problems.

### Outstanding Corporation

The Ethics in Business Award 2013 in the category 'Outstanding Corporation' goes to Novartis AG for the company's ongoing efforts in implementing shared value practises and their deep commitment to CSR, which is inbuilt in the company's business model.

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, over-the-counter and animal health products.

The award will be received by Mr Jürgen Brokatzky-Geiger, Global Head of Human Resources, Novartis

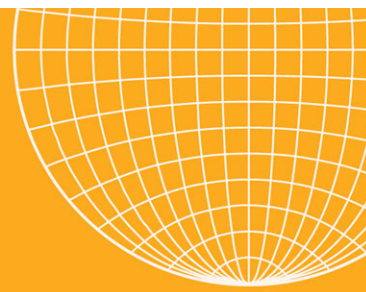
### Outstanding NGO

The Ethics in Business Award in the category Outstanding NGO will be presented to Greenpeace International. With conferring the 2013 Ethics in Business Award in the category 'Outstanding NGO' to Greenpeace International, the World Forum for Ethics in Business recognizes the organization's commitment to bringing awareness, direct action and value creation to environmental matters that affect various stakeholder group. Greenpeace is an independent campaigning organisation that uses non-violent, creative confrontation to expose global environmental problems and to force solutions which are essential to a green and peaceful future. Greenpeace International will be represented by Mr Jorgo Riss, Director, Greenpeace European Unit.

### Outstanding Innovation

By selecting Naga Foundation as winner in the Category 'Outstanding Innovation', WFEB recognizes and supports Naga Foundation's shared value driven mission of recovering desertified land into a healthy, well functioning ecosystem, which in turn not only serves flora and fauna, but allows for a sustainable agriculture and income opportunities in often less developed areas.

Naga Foundation is a non-profit founded in 2010 and works from the legacy of the Westerveld Conservation Trust founded in 1997. The Foundation develops and realizes initiatives that reverse the process of desertification. The award will be received by Mr Dennis Karpes, co-Founder and Director, Naga Foundation.



The Ethics in Business Award is an annual prize conferred by the World Forum for Ethics in Business to honor individuals and companies that have demonstrated the importance of human values and ethics in life and in the business arena. The Award was instituted in 2006, and is presented at the annual International Leadership Symposium organized by the World Forum for Ethics in Business.

Previous winners include Volkswagen AG, Transparency International, HE Andris Piebalgs, European Commissioner for Development, Unilever, Mr Luis Moreno Ocampo, First Prosecutor of the International Criminal Court, ING-Bank, TATA, Prof. Eigen, and Dr Brigitte Mohn, Executive Board Member of the Bertelsmann Foundation.

For interview requests with the award winners please contact [press@wfeb.org](mailto:press@wfeb.org)

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**The World Forum for Ethics in Business** is a registered public interest foundation based in Belgium (N° 822.216.342). The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in a globalized world. Providing a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance and facilitating global dialogue and fostering cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders are among the organisation's main objectives.