International Leadership Symposium on Ethics in Business

“Shared Value - The Role of Business in Tackling Society’s Problems”

15th November 2013
European Parliament, Brussels
On behalf of the World Forum for Ethics in Business I am delighted to welcome you to this International Leadership Symposium on Ethics in Business at the prestigious European Parliament in Brussels. This year marks our 10th anniversary. It has been a decade of global initiatives, partnerships, inspiration and impact. You have been an important partner in this journey and I thank you deeply for your contribution.

2013 has been a very busy year for us. Regional conferences were held in India, Slovenia and at the United Nations in Geneva. These have resulted in regional initiatives to address local issues. New global initiatives like “The Oath of Ethics”, “Ambassador of Ethics” & monthly “Ethics Newsletter” were launched. All previous year initiatives like the TLEX program, the World Youth Forum among others gathered strength for tangible action.

We meet today when the global economic, social and political situation continues to stay dynamic and volatile. Communities and countries are fighting hard to keep up with the challenges of environment, poverty, unemployment, health, inequalities etc. Business is not separate from the world it operates in. What then is the responsibility of business enterprise in solving societal problems? How can they create Shared Value to ensure sustainable inclusive growth and prosperity. This is the key theme of the conference this year. World leaders from the public and private sector, development agencies and government will share their stories and solutions. I am confident that the inspiring conversations and constructive debates around this theme will create engagement for long term initiatives and impact.

This dynamic environment also poses unique leadership challenges. Leaders today need to be adaptive and agile in not only making rapid changes but also being proactive in anticipating change. Creativity and innovation are the clear market differentiators. With this in mind, our team has put together powerful sessions to empower you with new leadership skills and techniques. I am sure you will enjoy these sessions and take back some valuable tools and techniques to accelerate your results. Sessions and case studies that showcase Shared Value approaches of select multinational organizations have also been planned. These will give you many new insights and ideas on how your organization can adapt some of these approaches.

As a reaffirmation of maintaining WFEB as an action oriented forum, today we will launch the WFEB Online Ethical Leadership curriculum. It was a key action decision from our conference last year. Designed in easy self study modules, this curriculum aims to empower leaders with wisdom and tools to strengthen their responses while facing ethical dilemmas.

With a day so rich in content, I am sure you will have an invigorating time.

I look forward to meeting and interacting with you to set more milestones in fostering ethics in business and good governance.

Yours sincerely,

Rajita Kulkarni
President
World Forum for Ethics in Business

WELCOME TO THE INTERNATIONAL LEADERSHIP SYMPOSIUM ON ETHICS IN BUSINESS

"Shared value: The role of business in tackling society’s problems"
15 November 2013
European Parliament Brussels

40.000 PARTICIPANTS, 60 COUNTRIES, 10 YEARS

The Symposium was first launched on inspiration of HH Sri Sri Ravi Shankar in 2003 in Bangalore, India, and the venue moved to the European Parliament in Brussels in 2006. Over the past ten years, political leaders, Nobel Laureates and top executives from global companies such as Shell International B.V., Microsoft Corporation, Coca Cola, Infosys, ING Bank, GMR Group, Daimler AG and Tata Services have participated in this event.

In January 2010 stakeholders from previous conferences joined forces and established a new independent organization, the World Forum for Ethics in Business (WFEB), a registered public interest foundation (“fondation d’utilité publique” – N° 822.216.342), based in Belgium. The founding Members of WFEB are Mr. Nirj Deva, Vice-President of the Development Committee in the European Parliament, Mr. Jules Goudsmit, CEO Acropolés SA, Mr. Ram Lakhina, Chairman of The Netherlands India Chamber of Commerce and Trade, Ms. Erika Mann, Former Member of the European Parliament, Dr. Sanjay Pradhan, Vice-President, the World Bank, Mr. Madhu Rao, CEO Shangri-La Hotels and H.H. Sri Sri Ravi Shankar, Founder, International Association for Human Values.

In the past ten years over 40.000 leaders from 60 countries have participated in this conference and innumerable stories of transformation at a personal as well as at a corporate level have taken place. The immediate priorities of the Forum for 2010 were to expand the conference to other regions and countries, to develop ethical leader-ship & governance programs for the private sector and to create a platform for sharing best practices and innovations in business ethics. Consequently the conference has expanded its advocacy platform in 2010 by reaching out to new geographic areas: In September 2010, regional conferences were hosted in Poland and Russia and actions are now under way in these countries to implement business ethics on a local level. In November 2010, WFEB, IAHV and the World Bank co-hosted a conference focused on strengthening responsible business and good governance in Africa. In 2012, the network of ethics in business ambassadors was further expanded with satellite conferences held in Argentina, Singapore and in the Netherlands. In 2013, satellite conferences were held in India, Slovenia and at the United Nations in Geneva.

For 2014, satellite conferences are already scheduled in Nepal, Italy and Switzerland.

THE CONFERENCE

In recent years, business increasingly has been viewed as a major cause of not just the global economic crisis but also major social and environmental problems. This calls into question the traditional paradigm of business under which companies have continued to view value creation narrowly, optimizing short-term profits in a bubble while ignoring the most important societal problems that are critical for their longer-term success. A false dichotomy has been set up wherein companies should only be interested in short-term profits which governments need to tackle social problems. We need a new paradigm for business wherein businesses generate economic value by tackling society’s major needs and problems such as health, education and environmental degradation as a core value proposition. This broader notion of shared value can reshape the relationship of business to society and can legitimize business as a central partner in tackling society’s problems.

This International Leadership Symposium on Ethics in Business on 15th November 2013 at the European Parliament in Brussels will explore this new paradigm for business and showcase inspirational examples that can be scaled up for global impact.

This Symposium will provide an opportunity to major stakeholders from all sectors of society to have a fresh look at current political and economic paradigms. The dialogue will challenge existing belief systems and identify shared values as a roadmap for a sustainable future. Inspirational, international examples will be showcased providing ideas that can be scaled up for global impact.

The Conference, organized by the World Forum for Ethics in Business, in which the World Bank Institute and the International Association for Human Values are partnering organizations, is an annual event which brings together prominent leaders from business, politics, academia, civil society and faith-based organizations to dialogue on the pressing need to strengthen human values and ethics in business. The recipients of the WFEB Ethics in Business Award, which honors individuals and companies that have demonstrated the importance of ethics in life and in the business arena, will also be announced at the Conference.
Economy is the most vital aspect of any society. Not only do businesses provide livelihood to many, they are also an expression of creativity in solving real world issues. A business idea becomes successful and profitable when it serves a genuine need in society. Every experienced businessman knows that the real wealth is the trust that they build in their clients. Trust and retaining the trust of late has been a challenge. Unfortunately, due to the numerous scams that we have seen in the past, this trust among people in society has turned to mistrust. It is the responsibility of business enterprises to bring back trust in the minds of people and that requires a sustained effort to establish integrity and ethics.

When creativity, experience and expertise are put to use to benefit people at large, a viable working model evolves on its own. The Art of Living Foundation is collaborating very closely with a few corporates for some of our rural development programs. For example, the Light A Home project of the Art of Living brings solar lights to areas that are still without electrical connection. The project has sustained itself well and has illuminated thousands of rural homes as well as promoted entrepreneurship by skill development programs. Likewise, there are many non-governmental organisations working closely with the corporate sector. This sense of contributing to society has to be re-awakened. Businessmen in society have to come forward and reinforce the message that you can still be prosperous without resorting to corrupt or unethical means. It is to provide a platform for this message to come through that the World Forum for Ethics in Business was founded.

Corruption is an issue that ails all societies all over the world. It happens because of lack of connectedness among people. One cannot indulge in corrupt practices if you feel connected. It is much more difficult for an individual to fight corruption alone while collective efforts have always paid off. It is time for well-established businesses to promote ethics in business so that the young entrepreneur finds a hope of doing business without corrupt practices. Business institutions can also help mould the education system in which they are also direct stakeholders. Often, students go through years of expensive courses only to be re-oriented by their employers before they begin work. Businesses can play a key role in ensuring that the curriculum stays relevant and also provide students exposure to elements of professional life while they are still studying, making them better prepared for their new roles after college.

In all this, one should not forget that the happiness factor plays a direct role in the increase of productivity and success. The fear and insecurity that accompanies an attitude of ‘How can I get more?’ vanishes with an attitude of ‘How can I help?’

Born in India in 1956, H.H. Sri Sri Ravi Shankar is a revered spiritual leader and humanitarian. His mission of uniting the world into a violence-free global family has inspired millions of people worldwide to work towards sustainable peace.

He is the Founder of the Art of Living and the International Association for Human Values. Both organisations are UN accredited NGOs and are one of the biggest volunteer based organizations worldwide.
Mr. Arnoldo Abruzzini
Secretary General, Eurochambres

Business by definition creates values: for the shareholders, for the employees, for the customers. Everyone individually taken is a part of the society. And creating well being for many means creating wealth for the society. This is the contribution of business to modern societal challenges, framed in the set of shared values of today society.

Mr. Abruzzini joined EUROCHAMBRES in 1999 as Secretary General. EUROCHAMBRES is the Brussels-based European Association of Chambers of Commerce and Industry, representing more than 2,000 regional and local Chambers of Commerce and Industry with more than 20 million member companies in 45 countries.

- 1996: he founded INTERACTIVE MEDIA and served as board member till 2010.
- 1996 to 1999: Board Member of MEDIACAMER, a communication company owned by the Italian Chamber of Commerce.
- 1984 to 1996: shareholder and managing partner of the CONSIR group.
- 1987 to 1989: managing director of the BAVARIA ASSICURAZIONI.
- 1982 to 1984: assistant to the Managing Director in MEDIOBANCA.
- 1979 to 1982: he worked in the Rome (Italy) and Milwaukee (US) offices ARTHUR ANDERSEN.

A native of Italy, Mr. Abruzzini is a graduate in Economy with major in Finance from the Rome University “La Sapienza”.

Ms. Caomhie Buckely
Head of Public Affairs Europe, BHP Billiton

Our experience confirms that natural resources and the wealth they create can be successfully harnessed for the benefit of the wider economy. Companies need to manage these resources with transparency and integrity, and in real partnerships with the governments and civil society.

Caomhie Buckley has been BHP Billiton’s European Head of Public Affairs since 2012. Caomhie has extensive public and private sector experience, including with the British government where she was marketing and communications director at UK Trade & Investment and Standard Chartered where she had numerous communications roles based in London, Hong Kong, and South Korea. Caomhie also worked in public relations at the London Metal Exchange, and began her career in Brussels, where she completed a traineeship at DG Enlargement and subsequently worked for Saatchi and Saatchi. Caomhie holds a Master’s Degree in Economic Science from University College Dublin and a Master’s Degree in Politics and Economics from Trinity College Dublin.

Mr. Juha-Pekka Ahtikari
Country Manager, Finland, Russell Reynolds Associates

The groundwork for ethics in any business is laid in the Board Room. I believe what Robert Noyce, an inventor, said “If ethics are poor at the top, that behavior is copied down through the organization”. Therefore addressing the issue of Ethics in Business should start from the Board Rooms of global companies.

Juha-Pekka Ahtikari is the firm’s Country Manager for Finland and is based in Helsinki. He has over 26 years of experience in advising Finnish and international clients in CEO and senior leadership solutions, as well as boardroom assignments across all industries for quoted, private and private equity backed companies.

He specializes in industrial, technology and consumer sectors and is member of the CEO/Board Services practice and Industrial/Natural Resources sector. Juha-Pekka has completed a number of CFO and CHR assignments for quoted, private and private equity-backed companies.

From 1990 to 2001, he was in charge of AM at Banca Intesa, which he led to become one of the most successful AM companies in Europe.

Mr. Gian Luigi Costanzo
Senior Business & Financial Adviser, Visiting Scholar & Lecturer at LIUC-Università Cattaneo, Varese/Milan, Italy

Ethics in business is at the base of the success and long-term survival of modern capitalist societies: without ethical behaviour there cannot be trust and trust is the glue that holds all relationships together, that allows people to co-operate and markets to exist, to function and to properly, efficiently and effectively allocate scarce resources to the benefit of everyone in the world, with a view at today’s needs but also to the sustainability and resilience in the future.

The International Leadership Symposium on Ethics in Business organized by WBFB in Brussels can provide the occasion to identify, discuss and spread best practices involving public and private enterprises to the achievement of these goals.

Dr. Gian Luigi Costanzo has 30y experience in Asset Management, having been in charge of AM business at Banca Intesa in 1990s and at Assicurazioni Generali in 2000s. Until March 2013 he was Executive Chairman of GFM (Luxembourg), managing all Generali’s UCITS funds. Previously, he set up and was CEO of Generali Investments, managing the insurance assets of Generali worldwide. From 1990 to 2001, he was in charge of AM at Banca Intesa, which he led to become one of the most successful AM companies in Europe.

He served on several Boards and Committees: in particular he has been Member of Assogestioni Executive Committee, of ESMA IM Consultative Group and of MSCI-Ibarra Advisory Board.

He graduated at Bocconi University in 1981 and, after attending the Graduate School of Economics at The University of Chicago, worked in the AM departments of Generali in London and New York (1983-1988) and in Benetton Group (1989).
Mr. Christoph Glaser
Director, World Forum for Ethics in Business

Born and raised in Basel, Switzerland, Christoph Glaser serves since 2004 as CEO TLEX, Europe for the Transformational Leadership for Excellence (TLEX) program for leaders from the public and private sectors in more than 50 countries across Europe, Africa, USA, Asia and the Middle East. Furthermore, he has been instrumental in establishing public-private partnerships for social development initiatives and currently also leads various humanitarian service projects of the International Association for Human Values, Europe. Christoph is also Board Member of the International Association for Human Values, Europe, and the International Art of Living Foundation, Switzerland, and serves since 2006 as Managing Director of the annual International Leadership Symposium on Ethics in Business, Brussels. He has been instrumental in developing the World Youth Forum and the “Yes – We Can! Community Leadership Training Program,” which has trained more than 700 emerging leaders in Europe. Christoph holds a MPP from the Humboldt-Viadrina School for Governance and graduated with honours from the Basel Vocational Business School.

Ms. Puja Handa
International Workshop Director, TLEX Program

Puja Handa has led an inspiring life in several different parts of the world; from Africa to the U.S.A and England, she has made a difference to people’s lives wherever she has been. With a master’s degree in Psychology followed by a training qualification with Tex, Handa has taught courses in various Fortune 500 Companies, all with the same overall objective – to live life to your full potential.

Mr. Benjamin Herzberg
Program Lead, Private Sector Engagement for Good Governance, World Bank Institute

Benjamin Herzberg is Program Lead, Private Sector Engagement for Good Governance (PSGG) at the World Bank Institute and leads the Bank’s Open Private Sector Platform. Before, he was Senior Private Sector Development Specialist in the joint World Bank / IFC Investment Climate Department, where he was the Global Product Leader on Public-Private Dialogue. Since he joined the Bank in 2004, he led or participated to interventions on investment climate reform, multi-stakeholder dialogue, and competitiveness in more than 25 countries. He also led the incubation of a new Global Practice on Competitive Industries in 2010-11 and directed Investment Generation programs in Europe and Central Asia out of Vienna, Austria in 2009-2010. Beforehand, he worked in Bosnia and Herzegovina at the Office of the High Representative on participatory reform making and at the OSCE on stimulating the SME sector. Previously he worked in the private sector in France (banking), Israel (biotechnology) and the USA (high-technology). Herzberg holds a post-graduate degree in Geography and Environment from the Université des Sciences et Techniques, and a Suma Cum Laude Master’s degree in Geography from the Université de la Sorbonne, France.

Ms. Amanda Jackson
Head of Campaigns and Policy, Micah Challenge International

Amanda is the Head of Campaigns and Policy with Micah Challenge International, a Christian campaign to halve extreme global poverty by 2015. She is also responsible for the campaign and policy direction of the EXPOSED campaign which seeks to shine a light on corruption in church, business and government. She has produced a business toolkit for people working in SMEs which gives practical steps to deliver integrity and avoid corrupt practices. Amanda develops campaigning ideas, trains and encourages national campaigns in over 40 countries and works with wider civil society groups to promote the Millennium Development Goals and EXPOSED. She writes regular articles on faith, poverty, politics and advocacy.

The World Forum this year offers the chance to explore new and better ways - more sustainable ways - to do business. We all recognise that the “profit” mantra is flawed but the danger is that the soul searching that happened in the aftermath of the GFC has already been subsumed by a fresh desire to worship at the altar of quick wealth and greed. Business has a social role and benefit beyond a CSR fund or support for community projects. And this fact is being recognised by the world’s governments which want business to play a key role in formulating the post-2015 global development goals. Business that is more female, more environmentally sustainable, more transparent in its governance and more willing to be philanthropic will be good for us all.
Ms. Hazel Jackson
CEO, biz-group FZ LLC, United Arab Emirates

Are you a Genius or a Genius maker? There are the leaders who inspire employees to stretch themselves to deliver results that surpass expectations. These are the Multipliers. And the world needs more of them, especially now, when leaders are expected to do more with less. Discover the research & findings from bestselling book Multipliers, how the best leaders make everyone smarter, by Liz Wiseman, in a dynamic and challenging keynote.

Hazel has built an impressive reputation and successful multi-million dollar business – biz-group FZ LLC- during the past 20 years based in Dubai. Nearly two decades ago, and with just US$700 in her pocket, Hazel founded biz-group, which she has developed from a small training company into an organisation of 42 professionals servicing the Middle East’s corporate training, team building and business strategy needs. A strong believer in the multiplying effect of exceptional leadership, Hazel conducts strategic workshops for executives, is a regular commentator on business leadership issues and a keynote speaker at HR conferences throughout the region and internationally.

Renowned for her high-energy business savvy, Hazel is the Past President of the UAE Chapter of the global Entrepreneur’s Organisation (EO), and the business was rated a Multipliers keynote speaker and certified workshop leader, Hazel focuses on how Multipliers enables Business Leaders to maximize the intelligence in their workforce, ultimately let go and hold others accountable.

Ms. Rajita Kulkarni
President, World Forum for Ethics in Business

Business is far more all-embracing than simply a view of the bottom line. Companies have an identity, and human values must be part of that identity. An organization that bases itself on strong human and ethical foundations will sail through these challenging times without losing sight of the value and sustainability that it seeks to create.

Rajita is a humanitarian, an educator, a writer, a leadership guide and a global leader. She is the President of the World Forum for Ethics in Business and a Board member in a number of non governmental organizations at a national and international level. She helps organizations globally to achieve excellence in governance, finance & administration. She is committed to create a global advocacy to inspire individuals and corporations embrace an ethical way of life. She has been instrumental in leading a number of action oriented initiatives towards this goal. Apart from global responsibility of WFEB, some of her key current projects include the launch of the prestigious Sn Sri University in India, global design & roll out of TLEX & overseeing the administration of over 150 educational institutions. Her expertise lies in leading large, multicultural, multi country, diverse teams to unleash their full potential and fulfill their vision. She has trained and coached leaders in over 40 countries to rid themselves of their stress & live a happy healthy life. She travels the world addressing various international fora to advocate the message of ethics and human values. Before committing her life to society 3 years ago, Rajita was a banker for 18 years with Citi. She held many international leadership positions in her career. Considered an expert in her field; she designed 85 management exercises and learning tools released in a book “Focus Forward”. She has won 17 awards for professional excellence in her field and has clocked over 1 million man hours in training and development of over 100000 participants.

Mr. Jo Leinen
Member of European Parliament

Excess and greed in finance and business have put the world’s economy and with it millions of citizens in a deep crisis. We need a paradigm shift now. We must recommit on core business values and formulate clear ethical rules for economic activities. The WFEB is a great start to get this done.

Jo Leinen was born in the Saarland at the German-French border. Leinen began his career as a legal trainee at the Higher Regional Court Koblenz and soon after became a well-established lawyer in Freiburg@resigau. Before becoming an MEP, Jo Leinen was Minister for the Environment in the State Government of Saarland, Germany from 1985-1994. From November 1994 until September 1999, he played the triple role of Chairman of the Committee for European Affairs in the State Parliament of Saarland, Germany and member of both the Committee of the Regions and Congress of Regions of the Council of Europe. He served as a Vice President of the European Movement International (EMI) from 2003 to 2011, before becoming its President in November 2011.

Since July 1999 Mr. Leinen has been a Member of the European Parliament. He was a Member of the Convention for the Elaboration of a Charter of Fundamental Rights for the EU. From 2004 to 2009 he was President of the Constitutional Affairs Committee and from 2009 to 2011 he chaired the Committee on the Environment, Public Health and Food Safety.

He is a full member in the Committee on the Environment, Public Health and Food Safety and a substitute member of the Committee for Foreign Affairs and of the EP’s Working Group on EU-UN relations. He is also a full member of the Delegation for the relations with India and a substitute in the ACP-EU Joint Parliamentary Assembly.

Ms. Anne-Marie Lizin
Honorary President of the Belgian Senate

What are the qualities for leadership, and what are the special difficulties linked to gender in this leadership analysis? I shall insist on the three phases of leadership : 1) How to get power and combativity linked to the period of access to leadership, 2) How to keep leadership once in power and 3) Communication policies and the danger of long period of power.

On the three aspects, I shall develop the specific difficulties for women in the leadership. How to influence society in the way of harmonise men and women expectations? Does evolution in family and sexual freedom influence positively leadership by women?

An honorary speaker of the Belgian Senate, Mrs. Lizin has held many significant positions in Belgium and was the first woman President of the Senate.

Mrs Lizin has assumed the function of independent expert of the UN Commission for Human Rights, on extreme poverty from 1998 to 2004. She was a member of the Belgian Government from 1988 to 1992 on European Affairs, and served as senator for 20 years.
**Prof. Ruud Lubbers**  
Former Prime Minister of the Netherlands  
Head, Advisory Board, WEF

Business can no longer insulate itself as outside the scope of values of human conduct. In this globalized world, where more and more voices are being heard, and where business and governance are becoming more global, a common ethical framework should ensure cohesion between governments, civil society and business.

Ruud Lubbers was Prime Minister of the Netherlands from 1982 to 1994, leading three successive governments, making him the longest-serving post-war premier. During his terms, he was influential in building Europe into what it is today. He was also the key figure in introducing the ‘Dutch Model’, which led to the successful turn-around of the Dutch economy. After that, he was the 9th United Nations High Commissioner for Refugees, from 2001 until February 2005. A graduate of The Netherlands’s School of Economics, Ruud Lubbers’ career began by managing the family business. He joined the Dutch Government in 1973 as Minister of Economic Affairs and continued as Senior Deputy Leader of the Christian Democratic Alliance. After leaving politics, he taught university courses on globalization and sustainable development at Tilburg University in the Netherlands, and as a visiting professor at the John F. Kennedy School of Government at Harvard University. He was instrumental in contributing to the success of The Earth Charter.

**Ms. Larissa Luy**  
Global Lead - Environmental and Sustainability Standards, Advisory Services, IFC

Larissa is the Global Lead on Environmental, Social, Governance and Trade Standards at IFC and has over 17 years of experience in environmental and social assessment and management. She holds a MSc. in Industrial Engineering and Environmental Management and a MIA in International Relations. Prior to joining IFC in 2005, she worked for Levi Strauss & Co in Brussels managing environmental and social issues, in particular labor issues, in Levi’s supply chain. In her home country, Peru, she has worked as an environmental specialist in the mining and infrastructure sectors.

Since joining IFC in Washington DC, Larissa has been part of the environmental & social department providing support to all new investment and supervision activities, with a particular focus on agribusiness and manufacturing sectors. As of March 2010, Larissa was part of the core team for the review and update process of the IFC Sustainability Framework, including the Performance Standards, with particular focus on European Stakeholders.

Larissa is currently leading the Environmental, Social, Governance & Trade Standards team in the Advisory Services Department, working in the agribusiness, forestry and manufacturing sectors. Based in Paris, part of her functions as an environmental & social specialist include, support the investment team on business development, support to advisory services in the region, and engagement with CSOs and other relevant stakeholders.

**Mr. Dorje Mundle**  
Head, Corporate Responsibility Management Novartis

At Novartis, we aim to improve global health and make an important contribution to society through our business. We discover and develop innovative healthcare products, targeting unmet medical needs. Novartis collaborates with others to help address some of the world’s greatest health challenges and focus our corporate responsibility work on programs that underscore our mission of caring and curing.

In 2012, Novartis programs to enhance access to healthcare reached 101 million patients globally and were valued at USD 2 billion. These programs include the Malala Initiative, one of the healthcare industry’s largest access-to-medicine programs, and Arogya Parivar, a sustainable business model that makes affordable, high-quality medicines accessible to underserved millions in India. We would like to thank the World Forum for Ethics in Business for the work it’s doing to highlight ethics and the positive results that can be achieved when social value and company value are aligned.

In the global role of Head of Corporate Responsibility Management for Novartis, Dorje Mundle works at the nexus between societal concerns and commercial interests to create value through responsible business. He drives the integration of societal issues into corporate innovation and commercial and organizational development activities. Mundle’s top priority is enabling business innovation to meet the needs of underserved patients, and has worked extensively with different business partners to design and expand inclusive business models for base of pyramid communities in Africa, Asia and Latin America. Prior to joining Novartis, he spent 12 years managing corporate responsibility issues at Shell, PricewaterhouseCoopers, and Novo Nordisk. He is from the UK, where he completed his undergraduate studies at the University of Reading before taking a Master’s degree at Imperial College, London.

**Mr. Alojz Peterle**  
Member of European Parliament; Former Prime Minister of Slovenia

The lack of rule of law inevitably leads to corruption. While we are all faced with the same global crisis, some of us perform and others not. When we look at where the effects were milder, the answer points to those countries where the rule of law works better. Therefore, the main reason for the crisis is not only in seemingly external or cyclical causes, but basically in the lack of values. In many cases, the management of public interests left behind the idea of the public good, transforming into clientelism and other sorts of destructive expressions. So, the basic ethical problem to which we are now confronted is that this cost is now expected to be shared by everybody. Our duty is to rebuild the elites, also within politics. We need elites which would exercise ethics at all levels of decision-making and practice it for the common good.

Alojz Peterle has been a Member of the European Parliament since 2004 and is currently member of the Foreign Affairs Committee and substitute member of the Committee on the Environment, Public Health and Food Safety (ENVI). He is as well Vice-Chair of the Delegation to the EU-Russia Parliamentary Cooperation Committee and Member of Delegation to the EU-Croatia Joint Parliamentary Committee. Besides, he is President of the parliamentary group Friends of Turkey, President of MAC group, Co-chair of ENVI Health Working Group and Member of governing board of Knowledge4Innovation.

Previously Slovenia’s Prime Minister, the first since the country’s independence, Petere also held the position of President of Foreign Affairs twice. He was Vice-President of the European People’s Party (EPP) and Head of the Slovenian National Delegation in the EPP.

In 2005 he was appointed as Personal Representative of the OSCE Chairman in Office for Central Asia. He was appointed from the European parliament as Member of the Observation Delegations in Azerbaijan, Cambodia and Ukraine. He was also appointed by High Representative/EC Vice-President Catherine Ashton as Chief Observer of the EU Election Observation Mission to Nigeria and to Kenya.

Mr. Peterle has been an active promoter of cancer care, in particular as President of the informal all-party forum, “MSPs Against Cancer”.

---

**Mr. Peterle has been a Member of the European Parliament since 2004 and is currently member of the Foreign Affairs Committee and substitute member of the Committee on the Environment, Public Health and Food Safety (ENVI). He is as well Vice-Chair of the Delegation to the EU-Russia Parliamentary Cooperation Committee and Member of Delegation to the EU-Croatia Joint Parliamentary Committee. Besides, he is President of the parliamentary group Friends of Turkey, President of MAC group, Co-chair of ENVI Health Working Group and Member of governing board of Knowledge4Innovation.**
Dr. Sanjay Pradhan  
Vice President for Change, Knowledge and Learning, World Bank

Society is at an interesting juncture in history where ethics, collaborative leadership, and good governance have emerged as key driving themes. People are no longer willing to tolerate the status quo, as seen in the revolutions that swept through the Arab world. The call for a more equitable and inclusive economic system has grown from a mere rumbling to a resounding chant heard around the world, and the time to act is now. This year’s International Leadership Symposium reflects this sea change in thinking by examining innovative approaches to bring more transparency and accountability to public-private interactions, and to strengthen public value-oriented approaches in leadership education across sectors as well as discussing approaches to further embed integrity and ethics in the workplace.

Dr. Sanjay Pradhan is the Vice President of the World Bank Institute (since October 2008). Prior to this, he was the Director, Public Sector Governance for the World Bank. He was responsible for providing the strategic directions for the World Bank’s global work on improving public sector governance and combating corruption. He earlier served as the World Bank’s Sector Manager, Public Sector and Poverty Reduction for the South Asia region. Prior to that, he was responsible for managing the bank’s unit supporting governance and public sector reform in 26 countries.

Dr. Pradhan was a Principal Author of the World Development Report 1997, The State in a Changing World. He presented the WDR in 20 countries, including press conferences, high-level seminars, and presentations to heads of state and Parliament, including the British House of Commons. He is the author of numerous publications, including articles, books and policy papers.

Dr. Pradhan completed his PhD from Harvard University (1988), and his Bachelor’s degree from Harvard College, Harvard University (1982).

Mr. Greg Priest  
Head of Sustainability, Policy and Compliance, IKEA Group

At IKEA we believe that having a positive impact on the environment, people and communities is critical not only to the world around us but also for our business success. We will do this through our customers, our entire value chain and by engaging and influencing externally. The concept of shared value is strongly aligned with our approach and I am very encouraged to see it so prominently included in such an important forum. I am looking forward to the good discussion and inspiration the day will bring.

Greg has been a key figure in the development of IKEA Group sustainability strategy, “People and Planet Positive”. He leads the development of the policies and processes to achieve IKEA ambitious goals in the area of sustainability. Current priorities include the integration of the United Nations Guiding Principles on Business and Human Rights and further developing the company’s approach to the respect of children’s rights. Greg is also responsible for IKEA’s external engagement on sustainability and for developing partnerships to support the company’s social and environmental goals.

Greg has been working in the sustainability area for the past 16 years, both with consumer topics and supply chain issues. Prior to his current position, Greg worked as Global IWAY Compliance Manager, developing the company’s supplier code of conduct and IKEA’s global approach to supply chain responsibility.

Greg is a Canadian citizen and lives in Sweden with his wife and son. He has an MBA from the Schulich School of Business at York University in Toronto, with a major in Business Sustainability.

Mr. Shantanu Prakash  
Founder, Chairman & Managing Director, Educomp Solutions Limited

The World Forum for Ethics in Business is an idea whose relevance and importance has never been as critical as today. We are at a crossroads of the creation of a new world order, not just in business and economics, but also in the frame work of values and ethical principles that shall define the business of the 21st century. This conference is bringing together global leaders from government, business, civil society, politics, bureaucracy and thus creating a very important platform for both communication and advocacy in this most important aspect of human civilization in the 21st century - the aspect of ethics and values.


His vision has been to transform the teaching-learning process through the use of technology and best practices. The company employs over 16000 people across 27 offices worldwide including India, Canada, Nigeria, Saudi Arabia and Singapore. Educomp is the leader in education content, professional development, online learning and the first company to set up high quality schools across the country.

Educomp works with over 26,000 schools and 15 million students across India, USA and Singapore and has joint ventures with Pearson PLC and Raffles Education Corporation for vocational and higher education respectively.

Mr. Bernhard Schwager  
Head of Sustainability, Robert Bosch GmbH

In the long term, an honest and fair approach to doing business will always be the most profitable. And the business world holds such an approach in much higher esteem than is generally imagined.” Robert Bosch made this statement in 1921. To this day, the words of our company founder guide the company in matters of responsible corporate management.

From 1980 to 1985 Bernhard Schwager studied Chemical Engineering at the University of Applied Sciences in Nuremberg, Germany. Between 1985 and 2005 he acted as an internal consultant within Siemens AG in the fields of Environmental Protection and Technical Safety, both on plant and corporate level before he changed to Robert Bosch GmbH. In May 2006 he has been appointed as the President of the German Association of Environmental Professionals (VBU) and since May 2008 as chair of the German committee Environmental Management Systems and Audits within the German Standard Institute (DIN NaGUS). In January 2009 he has received a Master degree of Environmental Science. Within the corporate communication department of Bosch Schwager runs the Sustainability Office. He is acting as contact person for different stakeholder groups and is pushing forward sustainability items. For that the environmental scientist represents the company in various national and international organisations and associations like B.A.U.M., VBU, AmI, GRI, GC, ISO, DIN, Ecosense, BDI or ZVEI.
SPEAKERS

Prof. Heiko Spitzeck
Professor, Fundação Dom Cabral, Brazil

The Yunus Inside! How Social Intrapreneurs create Shared Value. Social Intrapreneurs are a new species of corporate change makers which work inside corporations using society’s challenges as an inspiration for innovation. Several cases from employees at Vodafone, BASF, Allianz and other companies demonstrate that people find ways to launch sustainable innovations which on one side contribute to their employer’s competitiveness as well as to alleviating society’s global problems such as housing and financial inclusion. Those social intrapreneurs are at the forefront of a more human form of business.

Heiko Spitzeck is professor at Fundação Dom Cabral in Brazil. His main interest is in organizational learning in terms of corporate responsibility and sustainability. His teaching experience includes courses on Business Ethics, Social Entrepreneurship as well as Responsible and Sustainable Business for MSc, MBA, Executive MBA students, and Senior Executives. His teaching is informed by more than 10 years of consulting experience as well as academic research. His publications have appeared in numerous international journals as well as in several books published among others by Cambridge University Press. He is Founding Member of the Humanistic Management Network (www.humanetwork.org). From 2008-2010 he was lecturer at Cranfield University’s Doughty Centre for Corporate Responsibility in the UK. Between 2004 and 2006 he served as Director for oikos International, a student-driven NGO for sustainable management and economics. Due to this extensive experience Heiko was invited to give guest lectures in Austria, Bangladesh, Brazil, Germany, Mexico, Spain, Switzerland, United Kingdom, and the United States. Also, he held visiting positions at the University of California at Berkeley, Fordham University in New York (both U.S.) as well as the University of Extremadura (Spain). Heiko was educated in Germany, Spain and Switzerland. He received his PhD in Business Ethics from the University of St. Gallen (Switzerland).

Ms. Snezana Stoiljkovic
Vice President, Global Practices, World Bank

Combined public and private sector solutions are needed to address global development challenges. IFC helps companies overcome obstacles to sustainable growth, benefiting the communities they work in through job creation and expanded access and opportunities. The private sector is our partner in the global effort to end extreme poverty and promote shared prosperity.

Nena Stoiljkovic is IFC’s Vice President for Business Advisory Services and a member of its Management Team. She leads Advisory Services staff in 84 offices across 66 countries, and heads IFC’s work to set standards in sustainability. IFC is a member of the World Bank Group. IFC’s Advisory Services provides advice in the areas of Access to Finance, Investment Climate, Sustainable Business, and Public-Private Partnerships.

Ms. Stoiljkovic also oversees IFC’s Environment, Social, and Governance Department, which helps clients address challenges and opportunities on environmental, social, and corporate governance issues; and its Inclusive Business Models Group, which connects people, resources, and ideas to support inclusive business clients that target low-income people at the base of the economic pyramid.

In addition, Ms. Stoiljkovic is one of two VPs for Global Practices at the World Bank Group. A Serbian national, Ms. Stoiljkovic became Vice President in September 2011. She was previously IFC’s Director for Eastern Europe and Central Asia, where she provided successful leadership to a region particularly hard hit by the financial crisis and demonstrated the powerful impact of integrating IFC’s Investment and Advisory Services.

Prior to joining IFC, Ms. Stoiljkovic worked as a Consultant at the Economic Institute of Belgrade. She holds an MBA from the London Business School.

Dr. Ajay Tejasvi
Governance Specialist, World Bank

Trust is the glue that holds society together. The lack of trust can lead to weak governance institutions, debilitated economies, and prolonged vulnerability to conflict – as is evident in the fragile and post-conflict states around the world. In such situations, leadership must seek to restore the trust of people – and this can happen when leadership models the change. Ethical leadership practices are vital in restoring confidence and legitimacy, and building trust through inclusion and early, visible results at local levels. It is important before embarking on wider institutional reform.

I believe that the International Leadership Symposium at the World Forum for Ethics in Business is a vital platform to help raise the collective awareness of the importance of trust and ethics in helping resolve the problems facing the global community today.

Ajay’s professional, academic and personal experiences have converged to focus his attention on the challenge of good governance and ethical leadership as the heart of the development problem today. His work with the Art of Living Foundation (www.artofliving.org) and the International Association for Human Values (www.aihu.org) in community-driven development, academic training in international relations and leadership, and professional experience in the private sector and the World Bank have strengthened his resolve to help developing countries improve their leadership capacities and governance systems for sustainable poverty reduction (www.worldbank.org/wbi). An engineer by training, Ajay earned a Ph.D. in Political Science, focusing on the role of leadership strategies in alleviating state fragility. He also holds Masters degrees in Foreign Policy and Artificial Intelligence from Georgetown University and the University of Southern California.

Mr. Vivek Vig
MD & CEO, Destimony Group

Ethics in Business impacts the way a corporation organises itself around profit maximisation to nurture an ecosystem that creates and sustains value for all stakeholders – the employees, the shareholders, the communities & the environment that the organisation operates. A truly ethical organisation is one that goes beyond legal compliance and operates in a manner that positively impacts all stakeholders each and every day.

Currently pursuing an entrepreneurial role as MD & Group CEO of Destimony, a retail financial services organisation catering to middle India. An alumnus of IIM Bangalore, Mr. Vig has a rich and varied banking experience spanning over two decades across several emerging markets – Poland, Taiwan, Turkey, Saudi Arabia and India. Working in so many diverse environments and cultures, Mr. Vig has been exposed to the similarities in business ethics in corporations across different geographies, cultures and levels of economic development. This has allowed him to accept that business and ethics can co-exist to create innovation that has the power to positively impact and change lives.
Rainer Wieland, Vice-President of the European Parliament

Rainer Wieland became a Member of the European Parliament in 1997 and was elected Vice-President of the European Parliament in 2009. He is a member of the Group of the European People’s Party (Christian Democrats). Rainer Wieland studied law in Tübingen, Heidelberg and Stuttgart and started his professional career as a lawyer and partner of a solicitor’s office in Stuttgart.

Rainer Wieland has a strong expertise in legal affairs. He currently sits as a full member on the Committee on Legal Affairs and the Committee on Petitions and as a substitute member on the Committee on Constitutional Affairs. As a chairman of Europa-Union Deutschland Baden-Württemberg (regional section of UEF - Union of European Federalists), Rainer Wieland is also very much engaged in fostering citizen participation in the European integration process.

Mr. Risto Siilasmaa
Chairman of the Board of Directors, Nokia Corporation

Do well, but also do good

It is beyond debate that today’s expectations of business, especially large multinational business, have changed dramatically over the last 20 years. But those expectations are not limited to financial metrics. Yes, companies are expected to do well, quarter on quarter, but also to do good. To do good within the enterprise and the communities where the business operates.

In starting my company and throughout my career I have stressed not only the importance of taking pride in what we accomplish, but also in how we accomplish it. I think that happens when we have values that are clear to employees and strictly observed by management and that support the communities where we work and live.

I think that there are three key values that enterprises must integrate into their culture to do well and do good: Integrity, respect and building for the future.

Leadership must live the value of integrity every day and in every action. The company must clearly communicate what integrity means in concrete real life examples. Simply saying the word “integrity” is insufficient. Unfortunately, large multinational enterprises continue to struggle to distinguish between and act on right versus wrong.

Many companies talk about their core value of respect, but employees don’t believe it when they see record profits, soaring share prices but, in many cases, little of that returned to them. Communities have felt the impact of companies that have focused on profit at the expense of local economies and the environment. These must be respected for the sake of the enterprise, the communities where it does business and the environment.

Finally, the enterprise must invest in its future and employees should consider how their decisions create a stronger, better and more durable company for future employees to grow and prosper. Decision making cannot be simply tactical, but must consider the long term implications for the company, its employees and their key stakeholders.

When an enterprise can consistently operate its daily business with integrity that is demonstrable internally and externally, where employees and the communities where they live and work feel respected, and where decisions are made for the long-term to create a stronger more durable organization, then the high demands that are made of business to do well and good will be met.

Mr. Nirj Deva
MEP, Vice-President of the European Parliament Development Committee

Gone is the time when we can act without being accountable for our actions. It is on us to demand something more; to translate the discussions of the coming forum into tangible actions. To build a society of conscience that we can be proud of.

Nirj Deva is the first person in history to be born in one continent (Asia), to be elected to parliament in another continent (UK) and then elected to represent that country as a member of a multi-national parliament (the European Parliament). He became in 1981, Chairman of the Bow Group, a leading British political think-tank. In 1985, he was honoured as the first Asian to be appointed by Her Majesty The Queen as a Deputy Lieutenant of Greater London. In 1992 he was elected to the United Kingdom Parliament, as the Conservative Member for Brentford and Isleworth (1992-1997). Nirj has subsequently been a Member of the European Parliament for the past 12 years, elected in 1999 from a Constituency of 7.5 million voters in the South East of England. Appointed the Vice President of the Development Committee in 2009, he remains a Member of the South Asia Delegation and of the Subcommittee on Human Rights. He is a Fellow of Britain’s Royal Society of Arts, Hon. Life President of the EU-India Chamber of Commerce, and Patron of the International Monarchist League. His phenomenal work on International Development led to his nomination for the post of Secretary General of the United Nations to succeed Kofi Annan in 2006. In 2011, Nirj was awarded MEP of the Year for Development. In 2012, Nirj has been honoured with the prestigious Priyadarsini Academy award for his services to international development. In 2012 he was nominated by a major political group and came second in the election to be the President of the European Parliament, defeating the liberal candidate into third place.”
WFEB in India, 8-9 February 2013
The World Forum for Ethics in Business was a partner at the Corporate Culture & Spirituality (CCS) India 2013 held in Bangalore, India. CCS India 2013 was hosted by the Federation of Karnataka Chambers of Commerce & Industry (FKCCI) and The Art of Living.
Representing WFEB were Mr Jo Leinen, Member of European Parliament, and Board Member of the WFEB, as well as Mr Nirj Deva, Member of European Parliament, and Board Member, WFEB. Ms Rajita Kulkarni, President, WFEB, was also present at the event. Attended by around 700 business heads, global leaders and parliamentarians, the conference emphasized on the role of spirituality and ethics in business.
Sri Sri Ravi Shankar, co-founder of the World Forum for Ethics in Business, set the tone for the conference, saying “Just as you need both scissors and a needle to make a garment, business and spirituality go hand in hand. One cuts and the other joins, and both have an important role to make the garment. In spirituality, we tap into the world of intuition, which is an important aspect of success in business.”

WFEB in Slovenia, 22 March 2013
Participants of the first National Ethics in Business Symposium in Slovenia that took place on 22 March 2013 at IECD - Bled School of Management, were searching for an answer to the question of finding the leadership styles that would help avoid future crises and provide sustainable, long-term growth. Participants agreed that one of the most important solutions is an ethics and leadership style that brings not only progress but also trust.
Held in cooperation with its strategic partner in Slovenia, Fokus 2031, an open political platform initiated by Mr. Alojz Peterle, MEP, the conference brought together leading personalities from the political, business, academic, media and NGO side to dialogue on the pressing need to strengthen human values and good governance across all sectors.
Around 150 delegates attended the Symposium from Slovenia and surrounding countries. Keynote speakers included H.E. Mr. Borut Pahor, President of the Republic of Slovenia and Mr Alojz Peterle, MEP.
Participants agreed that one of the most important solutions is an ethics and leadership style that brings not only progress but also trust.

WFEB at the United Nations in Geneva, 1 July 2013
Wider realization that we need to change the players if we are to change the game, was the major take-home of the ‘International Leadership Symposium on Ethics in Business’ held at the United Nations on 1 July 2013, that was organized by the International Association for Human Values, in partnership with the World Forum for Ethics in Business (WFEB), the Global Partnerships Forum and the World Bank Institute.
More than 300 world leaders from politics, business, academics, faith based organizations and civil societies attended the conference in Geneva that saw registrations closed already 5 days ahead of the event due to an over demand on the available delegate places.
As a symbol to mark the 10th anniversary of the symposium, HH Sri Sri Ravi Shankar, Founder of the International Association for Human Values, Founder of the Art of Living, Co-Founder of the WFEB and HE Dr Boutros Boutros-Ghali, Former Secretary General of the United Nations, inaugurated the conference by watering a plant together under the motto of ‘Tree of Shared Values - Deeper Roots, Better Fruits!’
“Ethics cannot be cosmetic. They have to be authentic. In moments of crisis we can gauge if ethics are genuine or cosmetic. If one can stick to ethical practices in tough times, I call that genuine,” said Sri Sri Ravi Shankar while reminding the gathering that seed of ethics is already in all of us and we just need to cultivate and nurture it. Executive Director of UNITAID Dr Denis Brown went a step further and added, “Ethical practices when ingrained can resist crises situations.”
Echoing the sentiments of all speakers that it is time to take responsibility and push for ethical practices, First Prosecutor of the International Criminal Court, Mr Luis Moreno Ocampo said, “It is not enough to just complain, we must be a bridge, and we must win over people with love.” Agreeing Ms Rajita Kulkarni, President, World Forum for Ethics in Business explained that, “It is really people, not policies who keep us from reaching our ethical goals, and if we want to change that then we need tools to transform mindsets and foster shared values.”
Further keynote speakers included H.E. Ambassador Néstor Osorio, Ambassador Extraordinary and Plenipotentiary, President of ECOSOC, United Nations, CERN Director General Prof Rolf-Dieter Heuer and Dr Denis Brown, Executive Director of UNITAID.
Alongside the insightful deliberations the symposium also crystallized concrete steps to further promote ethical practices. The significant among them were the announcement of a launch of an online ethical leadership curriculum and an Ambassador of Ethics Program by WFEB. The forum reiterated its priorities of building awareness, creating ethical leaders and changing the rule of the game by pushing for collective action for transparency.

THE YEAR IN REVIEW
Expanding the Advocacy platform
The World Forum for Ethics in Business would like to thank all distinguished speakers, sponsors and participants for bringing human values and ethics to the forefront of leadership.

The WFEB thanks the Event Management Team:

**WFEB Head Office**
Neringa Antanaityte
Cirstin Ehlers
Mojca Gerzina
Katrien Hertog
Agnieszka Kowalska
Lillian Nouwen
Shaparak Shaghafi

**World Bank Institute**
Benjamin Herzberg
Ajay Tejasvi

**IAHV**
Werner Lüdemann

**Office of MEP Nirj Deva**
Ingrid Grosu

**World Youth Forum**
Camille Abgrall
Hogne Hide
Christoph Köllner
Serge Michenaud
Tina Motaye