

International Leadership Symposium on Ethics in Business 15 November 2013, European Parliament, Hall P 5B.01

Shared value: Role of business in tackling society's problems

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.

The 2013 edition of the International Leadership Symposium of the World Forum for Ethics in Business will not only explore this new paradigm for business and showcase inspirational examples that can be scaled up for global impact. It also aims to provide the participants a wide range of tools which empowers them personally as a leader, recognizing that paradigm changes in the society base on the transformation of the individual.

09.00 - 10.10: Inaugural Plenary Session

Opening Remarks:

Mrs Rajita Kulkarni, President, World Forum for Ethics in Business

Mr Rainer Wieland, Vice President of the European Parliament

Key-Notes:

Ms Snezana Stoilkovic, Vice President, Global Practices, World Bank Group

Mr Bernhard Schwager, Head of Sustainability, Robert Bosch GmbH

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

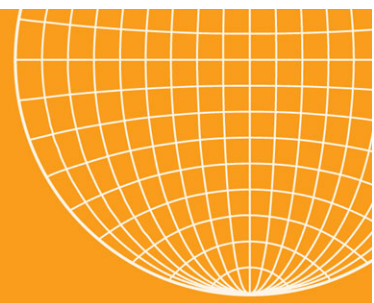
Ms Caoimhe Buckley, Head of Public Affairs, Europe, BHP Billiton

Video message: **HH Sri Sri Ravi Shankar**, Co-Founder, World Forum for Ethics in Business

Session Lead: **Mr Christoph Glaser**, Director, World Forum for Ethics in Business

10.10 – 10.20: Soft launch of the online ethical leadership curriculum

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



10.20 - 10.35: Special address

Prof Ruud Lubbers, Former Prime Minister, Netherlands

Mr Jo Leinen, Member of European Parliament

10.35 - 11.00: Ethics in Business Award Ceremony

Session Lead: **Mrs Rajita Kulkarni**, President, World Forum for Ethics in Business

11.00 - 11.15: Reflections and Relaxation

11.15 - 11.30: Break

11.30 - 13.00: Parallel Workshops

Workshop 1: Multipliers: How the Best Leaders Make Everyone Smarter

- Hall P4 B001 -

This inspirational Workshop will provide participants hands-on tools, which empowers leaders to make the most of available resources to exceed their goals: A powerful journey to make everyone around you smarter and achieve more by doing less!

Ms Hazel Jackson; CEO, biz-group FZ-LLC, United Arab Emirates

Introduction: **Mr Hogne R. Hide**, Accountant, La Strada AS

Workshop 2: Why and how corporations have implemented Shared Value initiatives?

- Hall P5 B001 -

The Workshop will include examples of companies who will describe how they have worked on delivering social, governance or sustainability impact while improving the bottom line. The audience will hear from three business executives who will describe their company's journey to implementing Shared Value, display some concrete example of results, and discuss lessons learned.

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

Mr Bernhard Schwager, Head of Sustainability, Robert Bosch GmbH

Mr Dorje Mundle, Head, Corporate Responsibility Management, Novartis

Session Lead: **Ms Snezana Stoiljkovic**, Vice President, Global Practices, World Bank Group

Workshop 3: Adaptive Leadership

- Hall P7 C050 -

We live in an increasingly demanding and dynamic global environment that poses immense tactical and strategic challenges for leadership. In this workshop, you will be introduced to the fundamentals of Adaptive Leadership, a practical leadership framework that helps individuals and organizations adapt and thrive in challenging environments. It is being able, both individually and collectively, to take on the gradual but meaningful process of adaptation. Adaptive Leadership is about diagnosing the essential from the expendable and bringing about a real challenge to the

status quo. This interactive Workshop provides the participants powerful reflections and learning on how the adapt to change and grow as a leader.

Dr Ajay Tejasvi, Governance Specialist, The World Bank

Introduction: **Mr Stéphane Ayrault**, International Workshop Director, TLEX Program

13.00 - 14.00: Lunch

14.00 - 14.30: Call of the Youth

14.30 - 15.45: Plenary Session

- P 5B.01 -

Mr Alojz Peterle, Member of European Parliament; Former Prime Minister of the Republic of Slovenia

Dr Sanjay Pradhan, Vice President for Change, Knowledge and Learning, World Bank

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

Prof Heiko Spitzack, Professor, Fundação Dom Cabral, Brazil

Mr Arnaldo Abruzzini, Secretary General, Eurochambres

Session Lead: **Mr Jo Leinen**, Member of European Parliament

15.45 – 16.00: Break

16.00 - 17.30: Parallel Workshops

Workshop 1: Mind Matters

- P 5B.01 -

We are what our mind is. Our mind makes our world. This is especially true of a leader who bears the huge responsibility of his/her team, organization and its success. Yet the first step to leading others is to be able to lead oneself!

In the Mind Matters workshop, participants will learn powerful tools for creativity, focus and higher resilience.

Ms Puja Handa, International Workshop Director, TLEX Program

Introduction: **Ms Sumathi Jayaraman**, Senior Relationship Manager, UNICEF

Workshop 2: Open Governance: Shared Value in supply chains - Scaling up inclusive business practices through the Open Private Sector Platform

- P 4B.01 -

The segment will include an example of a company partnering with IFC who will describe how they have worked on delivering social, governance or sustainability impact while improving the bottom line by using open and collaborative practices down their supply chain. Specific questions will be addressed such as: What practical approaches are leaders in the private sector using to ensure that

their value chains are sustainable? What are the biggest barriers to adopting good social and environmental practices in primary production, processing and manufacturing?

Ms Maria Alexiou, CSR Director, Titan Cement

Mr Michel Washer, Deputy Chief Sustainability Officer, Solvay

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

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

Workshop 3: Business 2014 – An outlook

- Hall P7 C050 -

Business has become more dynamic as ever. Adapting to change is therefore key – but the strongest power is in anticipating and shaping the future. Join great leaders perspectives on 2014 and beyond.

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

Mr Vivek Vig, MD & CEO, Destimoney Group

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

Session Lead: **Ms Anne-Marin Lizin**, Honorary President of the Belgian Senate

17.30 - 18.00: Closing Session

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Mrs Rajita Kulkarni, President, World Forum for Ethics in Business

Dr Sanjay Pradhan, Vice President for Change, Knowledge and Learning, World Bank

Mr Jo Leinen, Member of European Parliament