

## Shared Value – The role of Business in tackling society's problems

### Launch of first ever online curriculum on ethics in business and the announcement of the 2013 ethics in business award winners will highlight the World Forum for Ethics in Business' International Leadership Symposium on 15<sup>th</sup> November at the European Parliament

Brussels, 8 November 2013 – 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.

The 2013 edition of the International Leadership Symposium of the World Forum for Ethics in Business will explore in interactive keynote sessions and specialized workshops this new paradigm for business and will showcase inspirational examples that can be scaled up for global impact.

The Symposium will reiterate WFEB's strong determination on the defined action agenda with the launch of an online ethical leadership curriculum. Designed in easy self-study modules, this curriculum aims to empower leaders with wisdom and tools to strengthen their responses while facing ethical dilemmas.

In light of the upcoming conference, WFEB's co-founder HH Sri Sri Ravi Shankar says '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.'

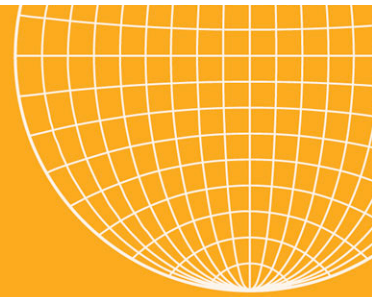
WFEB President Rajita Kulkarni adds 'Leaders today need to be adaptive and agile in not only making rapid changes but also being proactive in anticipating change. Creativity and innovation are the clear market differentiators.'

The conference will also provide a global platform for young leaders to articulate their vision for a sustainable future. The sixth edition of the World Youth Forum for Ethics in Business commences on November 9<sup>th</sup> with a weeklong holistic leadership training for selected youth. They will present their findings at the Symposium and will lead a session on 'Call of the Youth' as part of the conference proceedings.

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.

The Symposium is organized together with WFEB's strategic partners World Bank Institute, International Association for Human Values and the Earth Charter.

Over the past ten years, Nobel Laureates, political leaders and top executives from global companies such as Microsoft Corporation, Coca Cola, Infosys, ING Bank, GMR Group, Daimler AG and Tata Services have participated in this event. Over 10.000 leaders from 60 countries joined in worldwide conferences and innumerable stories of transformation at a personal as well as at a corporate level have taken place.



## Registration

The International Leadership Symposium on Ethics in Business starts on 15<sup>th</sup> November 2013 at 9.00am. Prior registration is required on [www.wfeb.org](http://www.wfeb.org) or via email to [office@wfeb.org](mailto:office@wfeb.org). Participation is free of charge.

A **press conference** will be held on Tuesday, 12 November at 11.00am at the Brussels Press Club. Please contact [press@wfeb.org](mailto:press@wfeb.org) for all inquiries, RSVP, accreditation and interview requests.

## Contact

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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.