



World Forum  
for Ethics in Business

PURPOSE

04-05

PLACES

06-12

PEOPLE

13-17

PROJECTS

18-50

PATRONAGE

51-55

*“ Trust is the breath of business,  
ethics is the limbs.  
Its goal is to uplift the spirit. ”*

*Economy is the most vital aspect of any society.*

*Business is an expression of creativity in solving real world issues. A business idea becomes successful when it serves a genuine need. When passion is balanced with fairness, when profit is balanced with service, and when a business ambition is balanced with a compassion to give back to society, prosperity follows.*

*Business leaders 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.*

*Now is the time for us to come together and plan how we can build a sustainable future, and bring peace and prosperity to mankind. Human values and ethics need to be the core of any development. We have seen the flaws in communism; now we are seeing the failings of unbridled capitalism. It is time for a new ism: humanism.*

**Sri Sri Ravi Shankar**

Founder, World Forum for Ethics in Business

## THE WORLD FORUM FOR ETHICS IN BUSINESS

# Sixteen years of advocacy and action on ethics, good governance and shared value in business, and beyond.

Our first symposium was launched inspired by Sri Sri Ravi Shankar in Bangalore, India. Three years later, we moved the venue to the European Parliament in Brussels in 2006. This has been our main advocacy platform since.

In January 2010, stakeholders from previous conferences joined forces and established a new independent organisation, the World Forum for Ethics in Business, *WFEB*.

Since then, a series of symposia have been held annually at the European Parliament, and around the world. We examine whether business and ethics are complementary or contradictory. We also explore new ways for business leaders to evolve sustainable, socially responsible, and also profitable leadership styles for their organisations.

The organisation also aims to provide participants with a wide range of tools that can empower them personally as leaders, recognising that paradigm shifts in society are based on individual transformation.



European Parliament, Brussels:  
International Leadership Symposium venue since 2006



## SIXTEEN YEARS OF ADVOCACY AND ACTION AROUND THE GLOBE

Since 2006, the WFEB conferences has been held at the European Parliament in Brussels annually. In addition, satellite conferences have been held in thirteen countries across the globe.

In 2010 the World Forum for Ethics in Business decided to expand the conference to more regions, develop ethical leadership and governance programs for the private sector and create a platform for sharing best practices and innovations in business ethics.

Consequently, the conference expanded its advocacy platform to new regions:

In September 2010, regional conferences were hosted in Poland and Russia. In November of the same year, WFEB, IAHV and the World Bank co-hosted a conference in Brussels, 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 The Netherlands.

In 2013, satellite conferences were held in India, Slovenia and at the United Nations in Geneva, Switzerland.

The following year, conferences were held in Nepal and at the FIFA Headquarters in Zurich, Switzerland, with a special focus on ethics in sports.

In 2015, conferences took place in Bangalore, India, Berlin, Germany, London, UK and the European Parliament.

While continuing the ethics in sports series in 2016 at the FIFA headquarters in Zurich, conferences were also held in India and for the first time in Mexico.



In 2017, WFEB expanded its focus area once again and held its first conference on ethics in innovation in Munich, Germany.

The ethics in innovation series continued in 2018 with the first conference being held in the USA in the Silicon Valley.

In the same year, WFEB teamed up with Anti-Doping Norway and FairSport for the "Anti-Doping in Sports" conference in Oslo, another edition in the ethics in sports conference series, which will see its continuation in 2019 as well. WFEB also held an Ethics in Sports Roundtable in Bangalore, India, in January 2019 with leading sport stakeholders from India, Norway and Germany.





## COMING TOGETHER WHERE IT MATTERS MOST

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In our efforts to advocate ethics, it is our aim to develop sustainable partnership with key stakeholders around the world. A global network for change has been developed.



## MORE THAN A DECADE AT THE EUROPEAN PARLIAMENT

**2006-2019:** International Leadership Symposia on Ethics in Business were held at the European Parliament in Brussels annually. The buildings are the only EU institution to be awarded the Environmental Management Scheme (EMAS) certificates for efficient use of energy, water and paper. The Parliament holds offices for 751 members, which represent the second largest democratic electorate in the world.





Palais des Nations, United Nations Geneva, Switzerland Courtesy of the UN Secretariat



Moorgate Place, ICAEW Headquarter, London – Courtesy of ICAEW

On 1 July 2013, the WFEB International Leadership Symposium took place at the United Nations Geneva, Switzerland, at the historic Palais des Nations overlooking the lake of Geneva. The Palace is architecturally designed to preside and to hold discussions in the calm atmosphere which should prevail when dealing with problems of an international dimension. The Palace and its buildings constitute the second-largest building complex in Europe, after Versailles.

The WFEB Leadership Summit was held in London, UK at the headquarters of ICAEW, Moorgate Place on 13 November 2015. It is a characterful Grade II listed building designed by Victorian Architect Sir John Belcher RA and built in 1890. The exterior features a carved stone frieze by Hamo Thornycroft and the interior includes works of art by Eduardo Paolozzi, Gerald Benney and John Piper.

***An der Altern Försterei***

stadium served as host to the 24 September 2015 Ethics in Sports Symposium Berlin. The home of the 1.FC Union Berlin football club exhibits uniqueness of team spirit: more than 2,300 Union fans invested 140,000 labour hours to renovate their stadium, and 27,500 fans and guests sing Christmas carols as part of an annually growing event.



Outside of the An der Altern Foresterai stadium, Berlin



FIFA Headquarters, Zurich

**The 1st World Summit on Ethics in Sports** was held on 19 September 2014, at the home of the international football community federation, the FIFA Headquarters. This impressive looking

building was designed to have zero-emission, using energy-efficient technologies that blend harmoniously into its park-like surroundings.



## ETHICS IN INNOVATION

The first conference in the Ethics in Innovation series of the World Forum for Ethics in Business was held from 26 – 27 June 2017 at the headquarters of the German Patent and Trademark Office in Munich, Germany (DPMA).

A joint initiative of the World Forum for Ethics in Business, the Max Planck Institute for Innovation and Competition and the Peter Löscher Chair for Business Ethics at the Technical University of Munich, the conference brought together multiple stakeholders to seek answers to ethical questions in innovation.

The current office building of DPMA was created by the Land Office Munich and the architects Franz Hart and Helmuth Winkler as a new building in the years 1954 to 1959 on a plot of a barracks destroyed in the war. The first construction phase consisted of the five-story atrium construction, the second construction phase of the twelve-story high-rise parallel to the Isar. This urban architectural dominant is visible from afar. The building is attributed to the context-conscious and artistically ambitious modernity.



#### MULTI STAKEHOLDER PLATFORM FOR INNOVATIVE SOLUTION

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We recognise that many of our challenges today are systemic in nature. Therefore we have created a multi-stakeholder platform which brings all segments of the society together to come up with winning solutions for common benefits.



The remedy for today's problems is nothing but a return to the values and ethical solutions — both in political and business activity.

**PROF. JERZY BUZEK**

Former President of European Parliament, Former Prime Minister of Poland

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 value of today's society.



**MR. ARNALDO ABRUZZINI**

Secretary General, Eurochambres



More business leaders need to unite in becoming a force for good in our society. Business ethics begin in the boardroom, but must be spread throughout the entire organisation, right to the front line.

**MS. HUGUETTE LABELLE**

Chair, Transparency International

We need a wise and ethical vision that will bring all of humanity together. Such a vision must arise from an understanding of what constitutes development, personal wealth and societal prosperity in the human context.



**MR. JIGMI YOSER THINLEY**

Former Prime Minister of Bhutan



Modern market economy will have two pillars: profit and social responsibility. The supporting pillar of the social responsibility is the ethical dimension. We need a general and personal ethical behaviour.

**H. E. BORUT PAHOR**

President of Slovenia



Nothing is really difficult if one has good results – and this is what pushes me forward! Success for me is being in a present moment - being here and now.

**MS. TINA MAZE**

World Cup Alpine Ski Racer and Double Olympic Gold Medalist, Slovenia

I hope for thorough debates on how international sport can regain credibility, support human development and have a positive impact on societies all over the world in such a discord year, a year full of horror and sorrow at so many places.



**MS. SYLVIA SCHENK**

Chair of Working Group Sport, Transparency International



Investigators can point out the problems, identify what they are, but real change comes from inside the organizations, not from investigations.

**PROF. RICHARD MCLAREN**

WADA Investigation Member, Member of Int. Court of Arbitration for Sport

In today's world, sport holds an important influence and has the power to promote key ethical values and tackle social problems. To realize its true potential, we must preserve its integrity and beauty. I would like to convey my sincere gratitude to the organizers in their pursuit of increasing the global awareness of ethics in business.



**MR. WILFRIED LEMKE**

Special Adviser to the United Nations Secretary-General on Sports for Development and Peace



Human brain have a massive impact on the planet; We have to make sure things end up well.

**MR. JAAN TALLINN**

Co-Founder, Splye



THE WFEB ETHICS IN BUSINESS AWARD: CELEBRATING ROLE MODELS

We honour individuals and companies that have demonstrated the importance of human values as well as ethics in life and business.



Outstanding Individual Award, 2007 Winner, Prof. Dr. Peter Eigen, Founder of Transparency International



International Leadership Symposium 2012, European Parliament, Brussels



Outstanding Individual and Corporation Awards 2009, Mrs. Sung-Joo Kim and Dr. Brigitte Mohn



WFEB Award winners 2012 pose with WFEB Board Members & Executive.



2013 WFEB Award Winners with the WFEB Board Members and Executive Team



Outstanding Individual Award 2015 winner, H. E. Lyonchen Jigmi Thinley, Former Prime Minister of Bhutan



International Leadership Symposium 2012, European Parliament, Brussels



Ethics in Sports Award for Outstanding Teamwork winners, Peder and Steen Mondrup 'Team Tvilling', Zurich 2014



## PROJECTS: FROM ADVOCACY TO ACTION

We spearhead advocacy for ethics in business with the platforms we create in our symposia and conferences. In parallel, we also support and develop inspiring projects like the World Youth Forum, or the ethics-themed TLEX training programmes. Currently the WFEB is developing the world's first online curriculum on ethics in business.



H. E. Boutros Boutros-Ghali, Former United Nations Secretary-General, at the WFEB Conference, 1 July 2013, UN Headquarters, Geneva



Ms. Katarina Witt, Outstanding Individual Ethics in Sports Award recipient



World Summit on Ethics in Sports 2014, FIFA Headquarters, Zurich, Switzerland Inaugural Panel.

## WORLD YOUTH FORUM

The World Youth Forum was established in 2007 as an open platform for youth to voice their message to world leaders. The World Youth Forum is part of the Leadership Symposium on Ethics in Business.

330 young leaders from 35 countries have participated in this unique leadership programme. By developing leadership skills and their capacities to perform, it provides an opportunity for youths to learn from corporate or political leaders.

The World Youth Forum also awards outstanding individuals through its World Youth Awards. Previous winners were Ms. Natalie Du Toit, Olympian and Paralympian, South Africa and Mr. Suhas Gopinath, CEO and President, Globals Inc.



“ I’m convinced that the WYFEB has helped me master my leadership skills. It has opened up my international business network, and also allowed me to cooperate closely with business leaders from all over the world.

**JULIA GOGOLEVA (19)**  
Student, University of Zurich



World Youth Forum participants



Call of the youth at the European Parliament, Brussels, 2013



Youth Award winners: Ms. Du Toit and Mr. Gopinath



World Youth Forum 2009 assembly



Mr. Mitch Webster, youth representative, Brussels, 2013



World Youth participants 2010

## ETHICS IN SPORTS

Sport transcends culture, nation and beliefs. It triggers emotions and facilitates opinion building and inspiration. Sport manifests challenges in the chain of value creation in real time.



Given the immense importance sports has gained in today's society, a focus on true sportsmanship and the discussion on good governance and ethics in sports have become more relevant than ever. Recognizing the power of sports and its current governing challenges, but also its potential to connect people and help address social issues, WFEB in 2014 launched a new conferences series titled 'Ethics in Sports'.

Subsequently, the first World Summit on Ethics in Sports was held at the FIFA Headquarters in Zurich on 19 September 2014.

Global stakeholders not only discussed burning governance challenges in sports, in particular in soccer, but also emphasized on the important values sports promotes and the enormous potential sports has to solve social problems. In workshops and in panel discussions solutions for the protection of the purity and integrity of sports were discussed and worked out.

To honor true sportsmanship, the Summit also saw the conferment of the first Ethics in Sports Award in the categories Outstanding Individual, Outstanding Organization and Outstanding Teamwork.

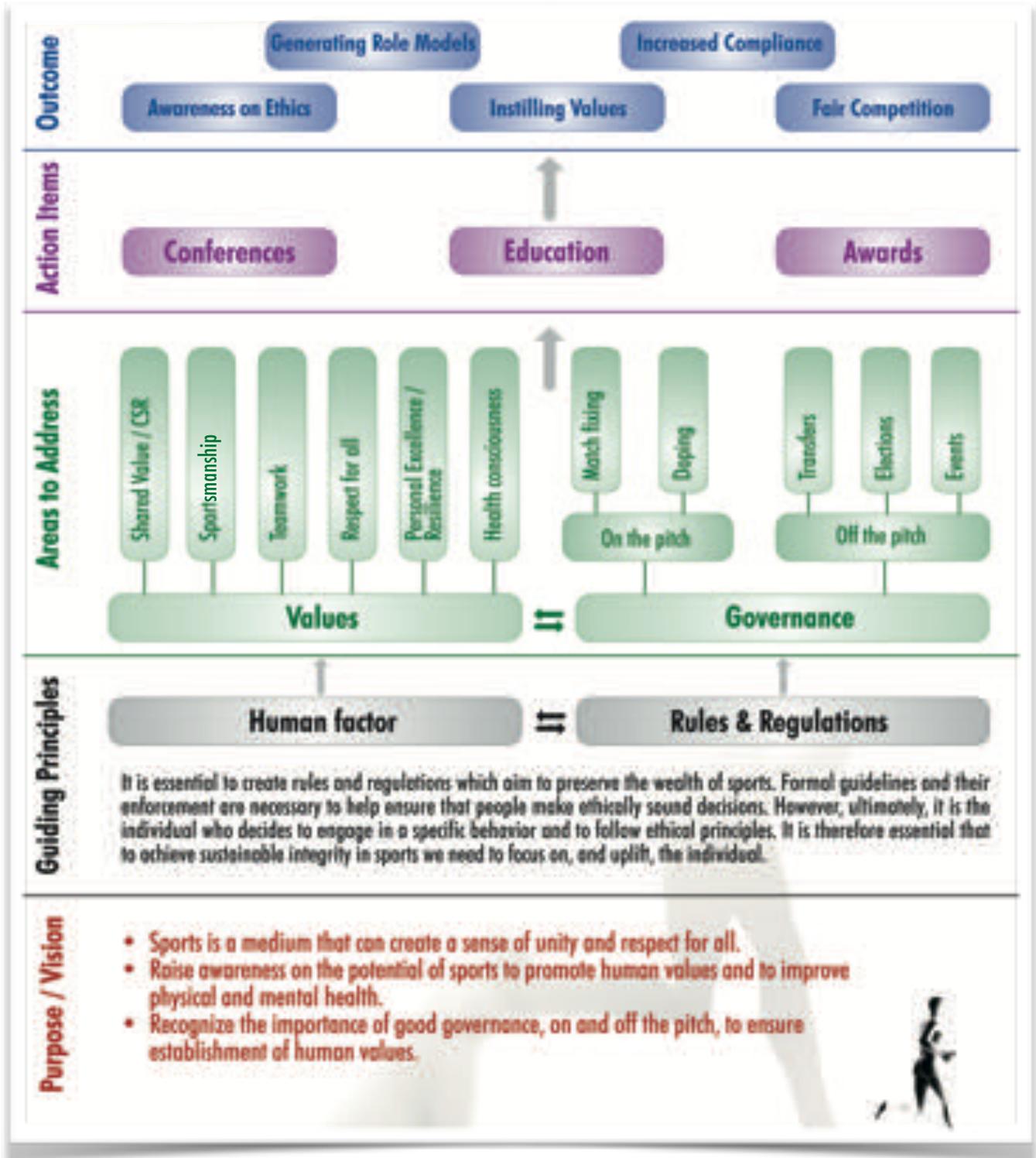
Continuing the success of our first summit, a dedicated Ethics in Sports Symposium was organized in partnership with the German

football club 1. FC Union Berlin in Germany's capital.

On September 24, 2015 sports personalities, business and political leaders and media representatives headlined the event along with more than 200 participants from fifteen countries to discuss issues in today's sports and how good governance, ethics and human values at the core of all activities can help solve them. One of the core discussion at the Symposium on the topic of 'challenges on and off the pitch' raised the question whether global sports organizations were actually hiding behind the FIFA's governance challenges and therefore do not address their own challenges.

The common understanding was that it is easy to point out mistakes in others; however, it is critical to address one's own issues in first place.

WFEB Initiative for Ethics in Sports Framework



ETHICS IN SPORTS



# Ethics in Sports



Top:  
World Summit on Ethics in Sports  
2014, FIFA headquarters, Zurich  
Mr. Sven Hannawald, Mr. Alain Sutter,  
Ms. Katarina Witt, Mr. Heinz  
Günthardt, Mr. Bernard Thurnheer

Bottom:  
Ethics in Sports Symposium Berlin  
2015, Dirk Zingler, President, 1.FC  
Union Berlin with Mrs. Rajita Kulkarni,  
President, WFEB

EISS Berlin 2015, Mr. Christoph  
Daum, International Football Coach

EISS Berlin 2015, Mr. Peter Nünlist  
with the Union Berlin mascot

Speakers at the Ethics in Sports  
Symposium Berlin 2015

## ETHICS IN SPORTS

“Preserving the beauty of Sports and leveraging its full potential for society!”- the 2nd WSELS brought attention to the critical challenges related to sports governance such as match fixing, doping and human rights, but also recognised the good that sports stands for by celebrating positive role models.



From left to right:  
Christoph Glaser, Marc Tarabella, Rajita Kulkarni, Milind V. Pendharkar, Wilfried Lemke, Sri Sri Ravi Shankar, André Borschberg from Solar Impulse, Peter Marti, Ewald Poeran, Christoph Daum.

“In the face of corruption it is high time to wake up and take corrective measures. We should take life as sportive. Sports can play a major role in uniting the hearts and minds of people”, said Sri Sri Ravi Shankar, WFEB founder.

## 2ND WORLD SUMMIT ON ETHICS AND LEADERSHIP IN SPORTS



Morning opening panel moderated by Mr. Christoph Glaser, WFEB Managing Director



Mrs. Rajita Kulkarni, WFEB President, and Mr. Gianni Infantino, FIFA President.

FIFA President Gianni Infantino welcomed the 250 international delegates from 35 countries at the home of FIFA, which served as the venue for the Summit. He highlighted the necessity of FIFA to be an open organisation whose mission is also “to foster and encourage these events, taking into consideration the social impact we create”.

## ETHICS IN SPORTS



WFEB founder Sri Sri Ravi Shankar addresses the 1st Anti-Doping in Sports Conference in Oslo



Norway's Prime Minister Erna Solberg inaugurated the conference



The leadership of WFEB, Anti-Doping Norway and FairSport with the 2019 WFEB Ethics in Sports Award winner David Howman

Speaking up for anti-doping, WFEB in 2018 teamed up with Anti-Doping Norway and FairSport for the "Anti-Doping in Sports" conference in Oslo, another edition in the ethics in sports conference series, which will see its continuation in 2019 as well.

Global experts in the anti-doping world met on 25 June 2018 during the '1st Anti-Doping in Sports Conference' in Oslo, seeking for alternatives and valuable inputs to protect clean sports and athletes. The conference was opened by Norway's Prime Minister Erna Solberg.

WFEB also held an Ethics in Sports Roundtable in Bangalore, India, in January 2019 with leading sport stakeholders from India, Norway and Germany to define ways that bring sports to the heights that it deserves in India and internationally, in a manner which represents the true spirit of sports. To further help advance sports in India, a white paper will be developed, focusing on the accessibility and infrastructure of sports in India.

## Recognizing sustainable success in the sports arena

The Ethics in Sports Award stems from the annual Ethics in Business Award 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 annually at the International Leadership Symposium organized by the World Forum for Ethics in Business at the European Parliament in Brussels.

In 2014, for the first time, WFEB recognized outstanding

sustainable contributions in the sports arena and once again in 2016 and 2018. The Ethics in Sports Award recognizes an organization an / or individual that have been a leading role model in radiating and embodying ethical behavior in life and in the sports area. The recipients have inspired people to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis success in sports. Winners are selected by the Board of Directors of the WFEB.

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### Ethics in Sports Award 2018



#### DAVID HOWMAN CONFERRED WITH ETHICS IN SPORTS AWARD 2018

The former WADA Director General and current Chair of the Athletics Integrity Unit was awarded by the World Forum for Ethics in Business for his longtime service to the sport and for his fight against doping and corruption in sports during the Anti-Doping Conference in Oslo on 25 June 2018 at the Grand Hotel in Oslo.

## THE ETHICS IN SPORTS AWARD

### Ethics in Sports Award 2016



#### SOLAR IMPULSE, THE FC BASEL LEADERSHIP TEAM AND UN'S PEACE AND SPORTS AMBASSADOR WILFRIED LEMKE

In a moving ceremony, the audience applauded the winners in the category **'Outstanding Organization', Solar Impulse**. Through their record-breaking solo flight of five days and five nights without fuel from Nagoya to Hawaii and the long-term persistence to achieve this goal, Solar Impulse has at all times put their message and motivation for the bigger organizational goal at the forefront and impressively role-modeled the diverse values of sportsmanship.



**Mr. Wilfried Lemke**, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace was the recipient of the Ethics in Sports Award in the category **'Outstanding Individual'** for his outstanding contributions in promoting the use of sports as a unifying tool for peace in the world and his initiatives to set-up projects in conflict zones that give hope and relief to the underprivileged and war-torn.



The 2016 Ethics in Sports Award in the category **'Outstanding Teamwork'** went to the leadership team of the **Swiss football club FC Basel** for its value-based leadership style of the Management and Board of Administration of the FC Basel and its impact on the sustainable success of the Club.

### Ethics in Sports Award 2014



#### OUTSTANDING INDIVIDUAL

The 2014 Ethics in Sports Award in the category "Outstanding Individual" went to famous figure-skating icon **Ms. Katarina Witt**, for her outstanding contributions to provide disabled children with a better, happier life through medical care and customized programs that she drives with her charity work and through the Katarina Witt Foundation.



#### OUTSTANDING ORGANIZATION

The 2014 Ethics in Sports Award in the category "Outstanding Organization" went to the **Cruyff Foundation**.

The Cruyff Foundation has been a source of inspiration for children to overcome their limitations, exercise and rise to their full potential. For over 15 years, their goal has been to give more children an opportunity to come together and play sports, boosting their health, facilitating their integration in society, improving their quality of life and instilling in them values that will last a life-time.



#### SPECIAL AWARD: OUTSTANDING TEAMWORK

The 2014 Ethics in Sports Award in the category "Outstanding Teamwork" went to **Team Tvillig**, Peder and Steen Mondrup from Denmark. Peder Mondrup is the first athlete with cerebral palsy to complete an Ironman Contest with his twin brother Steen – a living inspiration of mind governing matter.

Steen Mondrup is an example of physical endurance, sportsmanship and the joy of sharing. The Board of Directors of the WFEB recognized in particular their outstanding contributions to replace the 'winning-at-all-cost mentality' with the more important goal of working together and learning life lessons through sports.



## GLOBAL LEADERSHIP FORUM

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The two-days 'Global Leadership Forum' that took place from 12 – 13 March 2016 in New Delhi saw world leaders deliberating the need for decisive leadership to create trusted communities and a connected world.





Held in New Delhi under the aegis of the World Culture Festival, a celebration of The Art of Living's 35 years of service to humanity, the Global Leadership Forum saw a line-up of leading decision-makers who examined the dilemmas of leadership and reflect on how they can balance these challenging dichotomies in today's world for a positive social impact.

**The forum highlighted the need for better implementation of**

**Social Capital, sustainable and developing economies with an active involvement of women.**

Discussions at the forum were about the necessity of social capital with political institutions to achieve development, leaders sharing their personal journeys of success, the role of global leadership community in achieving development.



Mr. Michael S. Perlis, President and Chief Executive Officer of Forbes Media LLC.



Mr. Michael Ashwin Satyandre Adhin, Vice President of the Republic of Suriname



## ETHICS IN INNOVATION

# Redefining the place for ethics in the 4.0 era

A call for ensuring a human face in the era of artificial intelligence marked the inaugural series of the first “Ethics in Innovation Conference – Innovation 4.0” that took place from 26-27 June 2017 at the German Patent and Trademark Office in Munich, Germany.

A joint initiative of the World Forum for Ethics in Business, the Max Planck Institute for Innovation and Competition and the Peter Löscher Chair for Business Ethics at the Technical University of Munich, the conference brought together multiple stakeholders to seek answers to ethical questions in innovation.

More than 300 global thinkers and leading experts from academics, business, politics and NGOs deliberated on critical concerns about the new era of the fourth industrial revolution the humanity is set to enter. At a time when the world is on the verge moving into the era of Artificial Intelligence, the conference explored answers to important questions, such as, “Should growth be the main guiding principle for the 4th industrial revolution?”, “How do we make it more humane?”, “What type of leadership do we need to create to deal with this novel situation?” and “What type of education do we need in order to cater to the needs of the changing society?”.

The “Ethics in Innovation Conference 2017” also saw 54 selected students and young professionals from 27 countries leading a session on ‘Call of the Youth’ and voicing their message to today’s decision makers. The participating youth leaders had the opportunity to undergo holistic leadership training and prepare their intervention along with interactions with global leaders three days prior to the conference at the ”World Youth Forum on Ethics in Innovation”. Over 350 youth leaders from more than 30 countries have already participated in the World Youth Forums in the past few years.

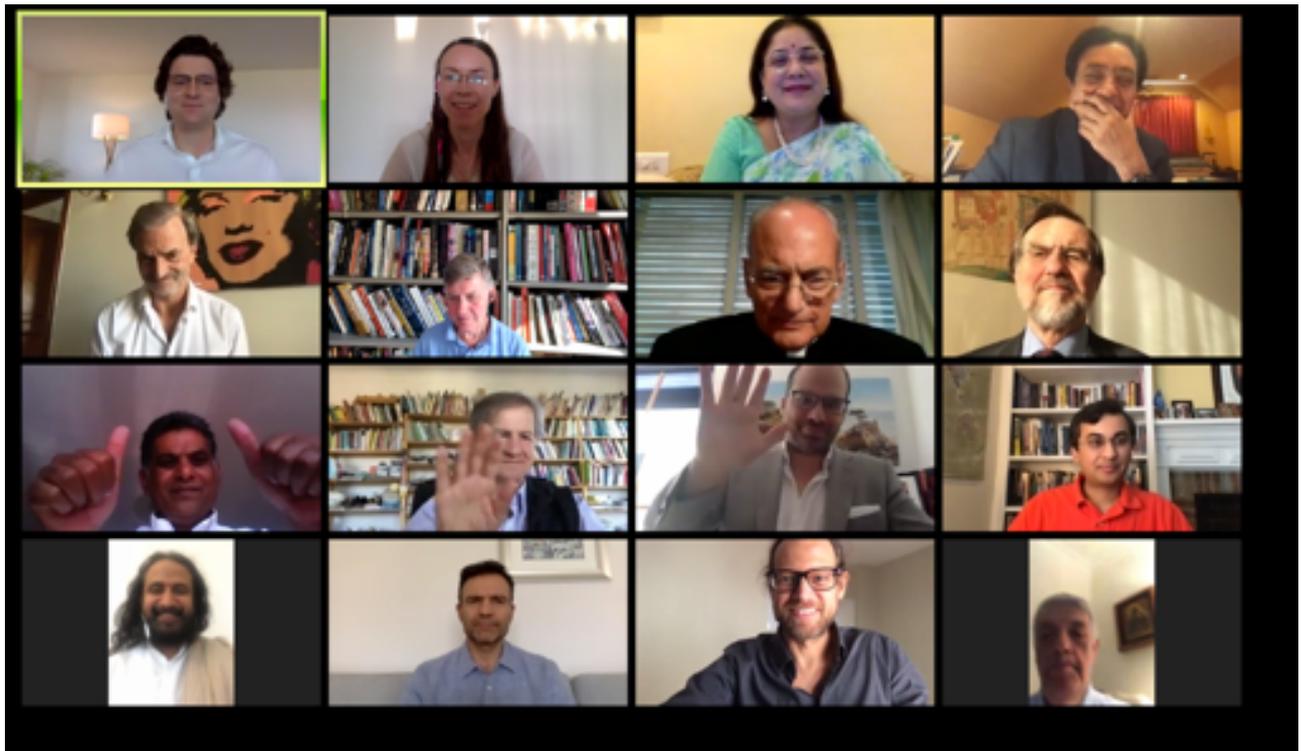


## ETHICS IN INNOVATION IN THE SILICON VALLEY

As a continuation of the ‘Ethics in Innovation’ conference series, WFEB conducted its first conference in North America and the second conference in this theme series.

After the success of the 1<sup>st</sup> “Ethics in Innovation’ conference in 2017 in Munich, the 2<sup>nd</sup> edition took place in the ‘heart of innovation’, the Silicon Valley at the headquarters of Symantec. In dedicated keynote speeches and interactive roundtable discussions more than 200 leading CEOs, impact investors, entrepreneurs and NGO leaders discussed how innovation grounded in ethics can power long term growth, and explored new ideas that can promote human wellbeing and solve the biggest problems facing our society and planet through innovation.





## WFEB launches a series of dedicated Think Tank discussions to address ethical dimensions of the current pandemic

To help us make sense of the ground shifting beneath our feet as the crisis unfolded and to discuss on how Ethics, Wellbeing and successful Business can be combined, The World Forum for Ethics in Business (WFEB) launched a series of Think Tanks on 8 April 2020.

The first edition in the series was themed **“Shaping a new World together – Navigating**

**the Wellbeing, Ethics & Business now and post Corona”** and was hosted by WFEB founder and global humanitarian Sri Sri Ravi Shankar.

The maiden Think Tank brought together leading thinkers from around the world to share their wisdom on how we as a global community can best deal with the pandemic and how we can shape a good tomorrow.

## Think Tank participants included

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- **Dr. Katarina Barley**, Vice President, European Parliament
- **Heinz Günthardt**, Coach of the Swiss Fed Cup Team; Former professional tennis player, Wimbledon Winner
- **Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Jo Leinen**, Former Member of the European Parliament
- **Mohamed Moncef Marzouki**, Former President of Tunisia
- **Alojz Peterle**, Former Prime Minister of Slovenia
- **Dr. Sanjay Pradhan**, CEO, Open Government Partnership
- **Tim Ryan**, Congress Member, USA
- **Bishop Dr. Marcelo Sánchez Sorondo**, Chancellor of the Pontifical Academy of Sciences and the Pontifical Academy of Social Sciences Holy See
- **Erik Solheim**, Former Head. UNEP

The Think Tank deliberated on ethical COVID-19 responses and on how to empower citizens with accurate information to curb contagion, support doctors forced to choose among patients, fight corruption in emergency supplies through open contracts, tackle domestic violence and on how to reduce fear through mindfulness.

Think tank participants commonly agreed that in the current situation there is a lot of focus on how to cope with the virus, there is also a lot of focus on how to cope with the economic impact. But what is this crisis doing to the human being, to the wellbeing and emotional state of an individual? How can we help the individual to find the inner strength and resilience to cope with this crisis?

## Outcome

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As an outcome of this first online Think Tank it was decided to open up topic-focused platforms for advocacy and action to further address specific Covid-19 issues and the post Covid-19 scenario, by focusing on the individual's health and wellbeing.

**Launch of free of cost online stress management and resilience program for frontline workers across Europe and the USA by WFEB's partner The Art of Living**

As a result of the first Think Tank in this series, WFEB founder Sri Sri Ravi Shankar together with WFEB's sister organization The Art of Living Foundation launched a free of cost online stress management and resilience program for frontline workers across Europe and the USA. This program enables participants to better cope with the stress, tension and anxiety that they are experiencing.

## Humanity Against Intimate Terrorism — Domestic Violence Must End —



Smriti Irani | Katherine Clark | Fabiana Tunez

Angela Atta | Turid Elisabeth Solvang | Bhanumathi Narasimhan

A Dialogue with Gurudev Sri Sri Ravi Shankar

Join us LIVE on April 17th, 2020

DEEPENING THE DISCUSSIONS IN THEME-BASED THINK TANKS:

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### Addressing domestic violence

The lockdown to protect citizens from Covid-19 has resulted in an alarming increase in domestic violence. Women are primarily the victims and nations are struggling with the lack of resources and support-systems to tackle this situation while the pandemic and health care are priorities.

To address the alarming figures of increased domestic violence, the World Forum for Ethics in Business in partnership with The Art of Living Foundation hosted a dedicated online forum of global women leaders working towards women's rights and safety. This event entitled "Humanity Against Intimate Terrorism – Domestic Violence Must End" was held on 17th April 2020.

This dedicated roundtable saw women leaders from Europe, Asia, Africa, USA and South America come together to share ideas, methods and best practices for dealing with women's safety. This online forum was watched by around half a million viewers and brought awareness and examples on addressing this issue from leaders of different backgrounds.

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## Background

This event was organized by the World Forum for Ethics in Business in partnership with the International Art of Living Foundation, a UN-accredited international NGO with a presence in 156 countries. Our partner organization has four decades of experience in women empowerment, mental health of women and in rights and participation for all girls and women. More information is available at [iwc.artofliving.org](http://iwc.artofliving.org)





# How can the Covid-19 crisis help humanity find harmony with Nature?

## CHANCES, CHALLENGES & THE WAY FORWARD



EVENT HOST

**SRI SRI RAVI SHANKAR**

Founder, World Forum for Ethics in Business and Founder, The Art of Living Foundation



EVENT MODERATOR

**ANNIKA DOPPING**

TV Producer and Host



SPEAKER

**AMBASSADOR JAN ELIASSON**

Chair of the WFFB (covering World Energy Equity Secretary-General of UN and Foreign Minister of Sweden



SPEAKER

**REBECCA LE MOINE**

Minister of Swedish Parliament



SPEAKER

**PROF. JOHAN ROCKSTRÖM**

Director of the Potsdam Institute for Climate Impact Research, Chair of the International Advisory Board at the Stockholm Resilience Centre



SPEAKER

**ERIK SOLHEIM**

Former Head of the UN Environment Program



SPEAKER

**FELLA THIEL**

WFF Environmental Hero of the year 2019a  
On campus Bioethics Co-founder and chair of East Swedish-Norway



SPEAKER

**RADITA KULKARNI**

President, World Forum for Ethics in Business



SPEAKER

**CHRISTOPH GLASER**

Managing Director World Forum for Ethics in Business

**Date: 4 May 2020**

**3 pm CEST (6:30 pm IST)**

**Live webcast**

[facebook.com/WFEB.Global](https://www.facebook.com/WFEB.Global) [twitter.com/WFEB\\_global](https://twitter.com/WFEB_global)

[facebook.com/SriSriRaviShankar](https://www.facebook.com/SriSriRaviShankar) [instagram.com/srisriravishankar](https://www.instagram.com/srisriravishankar)

[facebook.com/TheArtOfLivingGlobal](https://www.facebook.com/TheArtOfLivingGlobal) [youtube.com/srisri](https://www.youtube.com/srisri) | [srisri.org/live](https://srisri.org/live)

This event is organized by the World Forum for Ethics in Business in partnership with the International Association for Human Values, and focussed on environmental issues.

### THE ENVIRONMENTAL IMPACT OF COVID-19

“How can the Covid-19 crisis help humanity find harmony with Nature? – Chances, challenges & the way forward” was the topic of this online event that was publicly streamed on social media.

Former UNEP head Erik Solheim, international top scientist Prof. Johan Rockström, political veteran Ambassador Jan Eliasson and Sweden's MP & environmentalist Rebecka Le Moine were among the speakers of this live online event hosted by WFEB founder Sri Sri Ravi Shankar on 4 May 2020.

This online discussion forum invited global sustainability experts to put into perspective the current impact of the pandemic on our future life conditions, the lessons learned and what really must be the way forward to create a long-lasting positive impact for people and the planet.

For this dedicated edition on the environmental impact, the World Forum for Ethics in Business teamed up with the International Association for Human Values. The International Association for Human Values, a UN-accredited global NGO, has carried out significant work to reduce greenhouse emission and restore nature's balance over the past decades. This includes large scale tree plantations drives, water management and protection including cleaning polluted rivers and rejuvenating dried rivers and zero-budget chemical-free farming that is both economically and organically sound.

## QUOTES FROM THE DISCUSSION

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In a way this pandemic has compelled us to disrupt the way we live our lives. To innovate in the way we connect with each other. It has shown us unprecedented ways in which we can come together as a global community. Caring for the planet, nurturing our planet is quite intrinsic to so many of our cultures around the world. The Art of Living, the International Association for Human Values and the World Forum for Ethics in Business have been united in our efforts. Volunteers have planted more than 81 million trees around the world. More than 46 rivers got rejuvenated. Earlier this year we have taken a resolution to launch a program called "Mission Green Earth" where we have taken a global pledge to plant, nourish, nurture 5 million trees in the next 5 years.

**RAJITA KULKARNI**

President, World Forum for Ethics in Business

Without for a second disregarding or ignoring the terrible suffering taking place in many ways now due to the pandemic there is also a parallel truth that in every crisis is entailed an opportunity or a new beginning, an opportunity to start questioning strategies that might no longer serving us, or correcting imbalances or dysfunctional systems and start with a new governance in a wiser direction.

**ANNIKA DOPPING**

TV-Producer and Host, Communication Expert and Content Provider, Sweden

## QUOTES FROM THE DISCUSSION

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The Corona crisis reminds us that the domination approach and lack of respect of our fellow species and nature will harm ourselves. Because we are nature. This can and must change. An international law against environmental destruction, an ecocide law can become true if we want to. For Ecocide to be recognized 82 states must say yes to this idea.

**REBECKA LE MOINE**

Member of Swedish Parliament

We already today should draw lessons; lessons to be learned are very obvious. We need to remind ourselves that we are all interdependent and that we need cooperation, both inside the country and in-between countries. How do we build back better after Corona? We must build back a better society after the crisis but at the same time deal very energetically with the situation as it is now. The SDGS are the tool to repair the world and the program to reach what we want.

**AMBASSADOR JAN ELIASSON**

Chair of the SIPRI Governing Board, Former Deputy Secretary-General of the UN and Foreign Minister of Sweden

This crisis has shown the best and the worst of humanity. The worst is quailing between nations and quailing within nations. The best is the outburst of solidarity and dignity. Getting out of the crisis we need to be much greener.

**ERIK SOLHEIM**

Former Head of the UN Environment Program

The question is how can we make sure that people do the right thing even if nobody is watching? We believe that leadership starts where the knowledge ends. In this global crisis we have come to a scenario where we really don't know the way. This is new to all of us. This is when insight, mindfulness and the true connection to oneself and to the other is most important.

**CHRISTOPH GLASER**

Managing Director, World Forum for Ethics in Business

## QUOTES FROM THE DISCUSSION

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It is not the pathway to a sustainable future that we need to have a virus pandemic hitting so hard that the global economy is shut down, jobs are lost and misery is created but it tells us something incredibly important and powerful: Isn't it remarkable how we over 150 years have accepted that the only pathway to generate wealth and prosperity and development is at the cost of humans and the planet? I find that a remarkable reminder that the virus is now giving us this gift of showing us that the GDP growth-based paradigm is simply too costly. It is not acceptable neither morally, nor health-wise nor economically to pursue this kind of development at the expense that it has caused us. And we are approaching potentially irreversible catastrophic thresholds that would place all future generation in a situation that we can call today a planetary emergency. That is one important lesson from what we are facing right now.

**PROF. JOHAN ROCKSTRÖM**

Director of the Potsdam Institute for Climate Impact Research, Chair of the International Advisory Board at the Stockholm Resilience Centre

We are part of nature. We cannot be outside of nature. We are governed by the 5 elements. Mental health is very important at this point of crisis.

When greed takes over a person, when fear takes over a human psyche, they would do anything to destroy other human beings and destroy the nature as well. Violent tendencies is because of stressed mind and lack of broader vision.

We live in a globalized society today. We have to really care for human's safety and security both through putting laws and regulations in place about biological experiments that countries are doing in different parts of the world as well as kindling the humanness that is widely present in all human beings. In this way we connect to nature, we connect to fellow human beings we live a life of more peace and harmony and we can bring more prosperity to our planet.

**SRI SRI RAVI SHANKAR**

Founder, World Forum for Ethics in Business and Founder, The Art of Living Foundation

We have to stop govern nature. We have to govern ourselves in our relation to nature. Nature has rights, all human beings have rights. How can we respect those rights. How can we negotiate our existence in relation to the rest of the living-web.

It is time to start the discussion to balance the UN declaration of Human rights with the declaration of the rights of nature.

**PELLA THIEL**

WWF Environmental Hero of the year 2019 in the category Biodiversity, Co-fouer and chair of End Ecocide Sweden and Transition Network Sweden

The poster features the logos of 'THE ART OF LIVING' and 'World Forum for Ethics in Business' on the left, with the tagline 'United for Ethics in Sport'. The main title 'Sports: Quo Vadis?' is prominently displayed in a large, bold font, with the subtitle 'RE-IMAGINING SPORTS IN COVID-19 TIMES' below it. A grid of 14 speaker portraits is arranged in two rows of seven. The event details specify the date as '15 May 2020' at '4:30 pm CEST (8 pm IST)'. Social media links for Facebook, Twitter, Instagram, and YouTube are provided, along with the website 'sri Sri Sri.org/live'. A footer note states 'This event is organized by the World Forum for Ethics in Business'.

## SPORTS: QUO VADIS? – RE-IMAGINING SPORTS IN COVID-19 TIMES

The current pandemic has turned the world of sports upside down. Competitions are cancelled, leagues are at rest or called off, training facilities are closed, there is a ban on personal contact between coaches and teammates, and athletes somehow have to keep fit at home.

The sports industry undoubtedly is facing one of their greatest existential threads. Every part of the sporting value chain has been affected, from athletes, teams and leagues, to the media that broadcast and cover games, to sports hospitality and other related goods and services.

And while the economic losses are apparent, it is not just the financial losses and the physical health that take a toll but also the psychological consequences. Athletes whose life was completely geared to the competition calendar and who have been training for years towards big competitions face greater emotional distress and lack of purpose.

In these times of uncertainty, what are the leadership styles required to navigate through

this crisis? How does the future of sports in the post Covid-19 world look like and what needs to be the roadmap? What has and can the sports learn from this crisis? How can we ensure that the beauty and purity are preserved and that the excesses of competitive sports can be better managed?

This online discussion forum, hosted by WFEB founder Sri Sri Ravi Shankar on 15 May 2020, put into perspective the current impact of the pandemic on professional and amateur sports, the lessons learned, and what really must change in the post Covid-19 world to create a more ethical, healthy and humane world of sports.



# The impact of the current crisis on Mental Health IMPLICATIONS & CONSEQUENCES



HOST

**SRI SRI RAVI SHANKAR**  
Founder, World Forum for Ethics  
in Business and Founder, The Art  
of Living Foundation



SPEAKER

**DR. KATARINA BARLEY**  
Vice-President,  
European Parliament



SPEAKER

**DR. MED PETER LIESE**  
Member of European Parliament;  
EPP Health Spokesperson



SPEAKER

**DR. DAN CHISHOLM**  
Regional Advisor for Mental Health  
for the European Region, WHO



SPEAKER

**JO LEINEN**  
Former Member of European  
Parliament and Board Member,  
WFEB



SPEAKER

**PROF. BJARNE HANSEN**  
Head of the Bergen 4-day  
Treatment Clinic, Haukeland  
University Hospital



SPEAKER

**ANDREA EUENHEIM**  
Chief Human Resources Officer,  
Metro AG



SPEAKER

**RAJITA KULKARNI**  
President,  
World Forum for Ethics in Business



MODERATOR

**CHRISTOPH GLASER**  
Managing Director,  
World Forum for Ethics in Business



**Date: 29 May 2020**

**4:30 pm CEST (8 pm IST)**

**Live webcast**

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This event is organized by the World Forum for Ethics in Business

## THE IMPACT OF THE CURRENT CRISIS ON MENTAL HEALTH

Since the outbreak of Covid-19, the pandemic has impacted the mental health of people around the world. Isolation, fear, insecurity, economic turmoil, loss of loved ones and a feeling of powerlessness have determined the lives of citizens globally. Levels of stress and anxiety have risen substantially, including amongst children, young people and healthcare workers. Substance and alcohol dependency are expected to rise, while self-harm and suicide rates among at risk individuals are also expected to increase.

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## The United Nations warns of a sharp rise in mental illness as a result of the pandemic. The WHO urges that governments should put the issue at the center of their crisis management efforts and calls for increased investment in psychological support and emergency programs, such as therapies via video conference.

Leading experts warn that if we do not address it properly, a mental health crisis could be the next pandemic.

Never before has the importance of mental health been in such forefront of the discussion and experienced a de-stigmatization as with the current pandemic.

With mental health experts distributing their advises through social media livestreams, newspapers around the world sharing tips on how to cope with the psychological implications of Covid-19, or with virtual mindfulness and meditation sessions that sees people around the world turning to find inner peace and resilience – mental health has clearly reached the mainstream in unprecedented ways.

In the current crisis, what needs to be the paradigm shift in mental health support, both from a micro and macro perspective? What are the chances and challenges arising from the pandemic, and what needs to be the roadmap?

This online discussion forum, hosted by WFEB founder Sri Sri Ravi Shankar on 29th May 2020 live on social media., invited leading experts to put into perspective the current implications and consequences of the pandemic on mental health, discussed best practices, and called for urgent changes required in an inevitable scale-up of mental health efforts around the world. Speakers included among others Dr. Katarina Barley, Vice-President of the European Parliament, Dr. Dan Chisholm, Regional Advisor for Mental Health in Europe at WHO, Andrea Euenheim, CHRO at Metro AG , Dr. med Peter Liese, Member of European Parliament; Health spokesperson for the largest political group in the European Parliament and Prof. Bjarne Hansen, Head of the Bergen 4-day Treatment Clinic, Haukeland University Hospital & Professor at The Center for Crisis Psychology, University of Bergen.

The Think Tank called for the urgency to find cost-effective and immediate solutions to address the rise of mental health issues globally.



# THE POWER OF BREATH

Can breathing-based stress management techniques be an answer in the current mental health crisis?



**SPEAKER**  
**SWAMI JYOTHIRMAYAH**  
International Director, The Art of Living Foundation, Breathwork & Meditation Expert



**SPEAKER**  
**Dr. EMMA SEPPÄLÄ**  
Science Director, Stanford Center for Compassion and Altruism Research and Education; Co-Director Wellness, Yale Center for Emotional Intelligence



**SPEAKER**  
**JAMES NESTOR**  
Science Journalist, Author of the Bestseller book "Breath"



**MODERATOR**  
**CHRISTOPH GLASER**  
Managing Director, World Forum for Ethics in Business

**Date: 7 October 2020**  
**7 pm - 8:30 pm CEST**

**Live webcast**

- [facebook.com/WFEB.Global](https://www.facebook.com/WFEB.Global)
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This event is organized by the World Forum for Ethics in Business

CONTINUING THE DISCUSSIONS ON THE IMPACT OF COVID-19 ON MENTAL HEALTH

The Power of Breath: Can breathing-based stress management techniques be an answer in the current mental health crisis?

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## Latest studies by Yale University and the Beth Israel Deaconess Medical Center (BIDMC) published in July 2020 suggest that breathing-based techniques can be an effective tool in reducing stress and depression and support overall mental health and well-being.

How can something as simple and cost-effective as our own breath be a remedy in the current mental health crisis? Why are these techniques considered so impactful? And where are these techniques already in use and can be scaled-up as a best-practice for global impact?

To find answers for these questions, WFEB invited experts from the US and Europe who have done significant research and work in this area to a dedicated expert roundtable. The panel comprised of Dr. Emma Seppälä, Lecturer at Yale University and Science Director at Stanford University, James Nestor, Science Journalist and Author of the bestseller Book “Breath” as well as Swami Jyothirmayah, International Director of The Art of Living Foundation and Breathwork & Meditation expert.

The roundtable event saw a dynamic exchange, inspiring case studies of transformation and a presentation of latest scientific studies and practical research done at Yale University on the effectiveness of breathing techniques, in particular a breathing technique called “SKY” (Sudarshan Kriya).

A few days to go till this year’s World Mental Health Day, speakers urged that it is more important and mandatory than ever before to bring mental health awareness in the spotlight and turn to solutions and new approaches for prevention and treatment. All speakers commonly agreed that the right breathing techniques can play a significant role in contributing to overall mental health and wellbeing.

For further information visit [www.wfeb.org](http://www.wfeb.org).



WFEB Managing Director, Mr. Christoph Glaser at a TLEX Training Session in Bahrain

## BE THE CHANGE YOU WANT TO SEE IN THE WORLD

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The WFEB is partnering with the TLEX Institute to offer ethical leadership initiatives for both, public and private sector. The question: How can systems and rules be complemented with leaders who do the right thing, even if nobody is watching? A change of mindset is needed.



Mind Management Framework, TLEX Programme

While the overarching concept of learning agility has always been important, it seems even more so today given the constant churn in today’s business environment. To think outside the box whilst being able to turn crisis into opportunities, employees need to understand and manage their most important asset: their own mind.

## THAT IS WHY DEVELOPING AN AGILE AND INSPIRED MINDEST IS AT THE CORE OF ALL TLEX SEMINARS

TLEX’s experiential, fun and integrated processes are empirically validated for mental clarity. Its processes are proven with a solid track record

among the world’s Top 100 Fortune companies, leading business schools, as well as NGOs.

The trainings are carried out by real-life experts, so employees can perform under high complexity and demand with greater collaboration and innovation.

TLEX has facilitated trainings and talks to nearly 30,000 employees, with over 200 organisational clients in 30 countries across the globe.



Top: Former Secretary-General of the UN, H. E. Boutros Boutros-Ghali, with WFEB Founder, H. H. Sri Sri Ravi Shankar at the WFEB Conference at the UN Headquarters, Geneva, 1 July, 2013

For the whole to be more than the sum of the parts, good teamwork, trust and mutual partnership is the key. The WFEB looks back to sixteen years of collaborative leadership and strong strategic partnerships.

We recognise that given the challenges the world faces today, we are just a drop in the ocean. However, the team is committed to serve with our absolute best and do even more in future.

BOARD OF DIRECTORS



**MRS. RAJITA KULKARNI**

President, WFEB

Ethics is the way to sustainable growth and long term prosperity. WFEB is committed to make ethics the bedrock of every facet of life.



**MR. NIRJ DEVA**

MEP, Vice-President of the Development Committee in the European Parliament, Co-Founder, Board Member, WFEB

Gone is the time when we can act without being accountable for our actions.



**ABHA JOSHI-GHANI**

Director, Leadership, Learning and Innovation, World Bank Group

Society is at an interesting juncture in history where ethics, collaborative leadership, and good governance have emerged as key driving themes.



**MR. ROLAND GLASER**

Former CEO Minerva Schools Switzerland

Education is the basis of good governance and the WFEB is a great platform for education and sharing of best practices.



**MR. RAM LAKHINA**

Chairman, Netherlands-India Chamber of Commerce & Trade

We need to broaden and deepen our commitment to human and ethical values.



**MR. JO LEINEN**

Member of European Parliament

We must re-concentrate on core business values and formulate clear ethical rules for economic activities.



**MR. ALOJZ PETERLE**

Member of European Parliament

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.



**MR. MADHU RAO**

Former Vice Chairman, Shangri-La Hotels, Co-Founder, Board Member, WFEB

Being profitable and contributing to society is complementary.



**MR. MICHAEL STEINER**

German Ambassador (ret.)

EXECUTIVE MANAGEMENT



**MR. CHRISTOPH GLASER**

Managing Director, WFEB

I feel nurtured and energised by the important cause and our wonderful team.



**MR. EWALD POERAN**

Managing Director, WFEB

Ethics is to uphold not just that which is lawful, but also morally correct.

## ADVISORY COMMITTEE

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**MR. GÜNTER CONRAD**

Chairman, CON-First GmbH, Frankfurt; Germany

True leaders have always acknowledged the operating principles of our universe by being guided by ethics and values.



**MR. AADESH GOYAL**

EVP, Global Head of HR, Chairman of the Board, Tata Communications Payment Solutions, Ltd.

Ethics is at the very core of co-existence. When everyone lives by the same values, the same ethical standards, it leads to harmony and trust amongst the stakeholders.



**DR. MONIKA GRIEFAHN**

Chair, Right Livelihood Award Foundation; Former Minister, Germany

Big and successful enterprises prove even nowadays that ethics and business can be combined.



**MS. ANJA JESSURUN**

Entrepreneur, The Netherlands



**MR. RUTGER KOOPMANS**

CEO, Biomass Feedstock, Partner, Melles & Partners Asset Management

With a leadership focus, based on human values and good ethics, we can maintain the economic edge.



**MR. PETER MARTI**

CEO, Marti Communications AG

Ethics stands for the universal norms and maxims of conduct that are derived from ones' responsibility towards others.



**MR. VIVEG VIG**

Managing Director, CEO, Destimoney Group

A truly ethical organisation is one that goes beyond legal compliance and operates in a manner that positively impacts all stakeholders.





MS. CIRSTIN EHLERS

Ethics concerns all of us, and I am glad that the WFEB unites stakeholders from all sectors of society to trigger a much needed change in the way we look at our people, planet and profit.

MS. NERINGA ANTANAITYTE

I am glad that in our team we live and experience values that we are advocating at WFEB.



MS. GORDANA TIHOMIROVIĆ

Ethics is about taking responsible decisions in our daily life; conscious decisions that positively influence our inner and outer world.

MS. LILLIAN NOUWEN

I am hopeful and optimistic when I look back to what WFEB achieved so far and what agendas are lined up for upcoming events.



MS. AGNIESZKA KOWALSKA

Very proud to be a part of the creative force used to a greater cause at WFEB.

MS. AUŠRA JOGELAITE

There is so much to learn, there are so many role models and examples of how ethical business can be profitable and create value in society.



## DISTINGUISHED SPEAKERS

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Scientific breakthroughs require a balanced mix of excellence, positive competition, and capability to share. Only if all the individuals involved adopt a rigorous, transparent, and ethical behaviour, then true success will be achieved.

PROF. ROLF-DIETER HEUER

We need not just ethics, but good ethics. Good ethics is only possible through the conscious spiritual effort of human beings.



REV. PIOTR MAZURKIEWICZ

Former Secretary General, Commission of the Bishops' Conferences of the European Community



The most important need, in my view, is spirituality and the expansion of consciousness to really enhance this idea of ethics within a chaotic society.

DR. MYRON S. SCHOLES

Noble Prize Laureate in Economic Sciences

An honest and fair approach to doing business will always be the most profitable.



MR. BERNHARD SCHWAGER

Head of Sustainability, Robert Bosch GmbH; Germany



It is a great forum to challenge ourselves on ethical questions because of the nature of what we do and what we want to become.

DR. ERIC CORNUT

Chief Ethics, Compliance and Policy Officer, Novartis AG; Switzerland

I strongly believe that women's intelligence and leadership will re-shape the global socio-economic structure with a new value system.



MS. SUNG-JOO KIM

Chairwoman of Sungjoo Group, President of the Korean Red Cross

The WFEB believes that working in partnerships will help multiply the power of our efforts and shall build strong alliance in all sectors. We sincerely thank our strategic partners for their continued support.





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for Ethics in Business

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