

-- Press Release --

1. FC Union Berlin and the World Forum for Ethics in Business organize Ethics in Sport Symposium Berlin

"Sport meets Business – Creating sustainable success" is the theme of this multi-stakeholder platform to take place for the first time at the stadium grounds of the Bundesliga club in the German capital on 24th September 2015

Berlin, September 04, 2015 – Last March, a delegation of the World Forum for Ethics in Business (WFEB), comprised of the foundation's president, Rajita Kulkarni, and executive director Christoph Glaser, visited the 1. FC Union Berlin and their stadium An der Alten Försterei.

From the initial exchange of views in March, an in-depth cooperation between the Belgium-based international foundation WFEB and the football club from Berlin-Köpenick has arisen. With the joint organisation of the 1st Ethics in Sports Symposium Berlin, a new platform is being offered in the German capital to elaborate on what business and politics can learn from sports and how a value-based leadership style enables sustainable success in both sports and business.

The conference themed "Sports meets Business - Creating sustainable success" will take place on 24th September 2015 from 16:00 o'clock to 21.00 o'clock at the 1. FC Union Berlin stadium Alte Försterei in Berlin-Köpenick.

Amongst confirmed speakers are the international football coach Christoph Daum, the multiple swimming champion Mark Warnecke, EU Parliament member Jo Leinen (Germany), FIFA Deputy Head of Communication Alexander Koch, UEFA CSR senior manager Patrick Gasser, Sylvia Schenk, Chair of Working Group Sport at Transparency International, Wendela Kuper, Chair of the EPAS Governing Board at the Council of Europe and Dr. Mustafa Al-Sayed, Secretary General of the Royal Charity Organization Bahrain. The welcome speech will be given by Dirk Zingler, president of 1. FC Union Berlin and WFEB president Rajita Kulkarni.

More recently, sports, and above all, football have become increasingly economically important and therefore it is particularly important that structures, the organisational culture and values keep up pace, not only because of the current challenges on and off the pitch, but because sports carries a social responsibility in the broader context.

The 1st Ethics in Sports Symposium Berlin would like to examine what business and politics can learn from sports, showcase successful CSR activities in the field of professional sports as well as discuss current challenges in sports ethics. Theme-specific panel discussions and keynote speeches by national and international dignitaries from sports, business, politics and science will facilitate in-depth insights and promise a broad exchange of expertise and opinions.

The complete program is available at <http://wfeb.org/berlin>.

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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. The World Forum for Ethics in Business is governed by its President Rajita Kulkarni and its Board Members Dr. Sanjay Pradhan, Vice President for Change, Knowledge and Learning, World Bank; Jo Leinen, Member of European Parliament, Nirj Deva, Member of European Parliament; Madhu Rao, CEO Shangri-La Hotels; Roland Glaser, Former CEO Minerva Schools and Ram Lakhina, Chairman of The Netherlands India Chamber of Commerce and Trade. For further information visit www.wfeb.org.

1. FC Union Berlin is a professional German association football club based in Berlin. The club emerged 1966 under the current name in East Germany and competes in the 2. Bundesliga for the sixth consecutive season. The home ground Stadion An der Alten Försterei (Stadium by the old forester's house) is the largest single-purpose football stadium in the German capital. It has been home to Union Berlin and its forerunners since it was opened in 1920. The club is well known for its enthusiastic and creative fan base, as well as club initiatives over the last two decades and is colloquially called "Eisern Union" (Iron Union). In May 2004, the supporters raised enough money to secure the club's license for fourth-division football through a campaign called 'Bleed for Union'. This catchphrase was not meant metaphorically. One element of the campaign was that fans donated blood to Berlin hospitals and then gave the money they received from the blood bank to their club. In 2008, more than 2,300 fans helped the club to renovate the Stadion An der Alten Försterei. They contributed over 140,000 hours of free labour. The renovation was an essential part of the licence acquisition for the following season. Union Berlin became increasingly attractive for new Berliners, even internationals, who are drawn to the club's atmosphere. Solidity, sustainability and social responsibility are and remain axiomatic fundamental values of the club's philosophy. President of the association is Dirk Zingler. More on: www.fc-union-berlin.de.