



World Forum
for Ethics in Business

Ethics in Sports Symposium Berlin

Sports meets Business – Creating Sustainable Success

24th September 2015, Berlin



ETHICS IN SPORTS SYMPOSIUM BERLIN

24th September 2015, Football Stadium of the 1. FC Union Berlin

An der Alten Försterei, Berlin-Köpenick

Program

The **Ethics in Sports Symposium Berlin** will shed light on two subjects: on one hand, the symposium will elaborate on what business and politics can learn from sports and how value-based leadership can enable sustainable success in business as well as sports. Valuable interactive discussions with top athletes and experts from the world of sports and business will be available.

On the other hand, the symposium will discuss current challenges in the current sports ethics and governance and the dwindling trust in sports' representatives and institutions. Today's situation in the global football scenario will be in the center of the debates.

The symposium will also bring into perspective how institutions' performance, as well as individuals' in sports and business, can and should be measured in a meaningful way. In doing so, we want to ask, whether success and financial performance are sufficient as evaluation criteria, or in what way the holistic contribution to man and environment has to be considered as well.

15:30 – 16:00h: **Registration and networking**

16:00 – 16:10h: **Inaugural address**

- **Mr. Dirk Zingler**, President, 1. FC Union Berlin

16:10 – 16:20h: **Opening speech**

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business

16:20 – 16:30h: **Keynote address**

- **Dr. André Hahn**, Member of the German Parliament, Spokesperson of the Left Party for the Sports Committee

16:30 – 16:40h: **Welcome speech by the German Football Association (DFB)**

- **Mr. Eugen Gehlenborg**, Vice President for social responsibility, German Football Association (DFB)

16:40 – 16:50h: **Keynote address**

- **Mrs. Wendela Kuper**, Chair of the EPAS Governing Board, Council of Europe



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16:50 – 18:10h: **Panel discussion: Creating sustainable success – what we can learn from sports**

Successful leadership as a result brings together diverse groups of people in achieving a common goal. This panel discussion will showcase best practice examples from sports and business and ask the question: what is the secret to sustainable success and what can business and politics learn from sports?

- **Mr. Christoph Daum**, International football coach
- **Mr. Mark Warnecke**, Owner of AM Sport, former professional swimmer, Olympic medalist, World and European Champion
- **Mr. Jamilon Mülders**, Coach of the German National Women's Hockey Team
- **Mr. Peter Nünlist**, CEO, Peter Nünlist AG Investment Management & Services

Moderation: **Mr. Christoph Glaser**, Managing Director, World Forum for Ethics in Business

18:10 – 18:30h: **Break**

18:30 – 18:40h: **Keynote address: The changing nature of sports – Is there a place for sportsmanship and ethics in today's professional sports scenario?**

- **Mr. Jürgen Trittin**, Member of the German Parliament, Member of the Committee on Foreign Affairs

18:40 – 20:00h: **Panel discussion: Is there a place for sportsmanship and ethics in today's professional sports scenario? – Leadership challenges**

Sportsmanship is an aspiration or ethos that sports or any other activities are enjoyed for their own sake, with proper consideration for fairness, ethics and mutual respect. However, today it seems that the end justifies every mean, hence the question arises: Are success and sportsmanship complimentary or even contradictory? In recent years, sport organizations have been growing immensely in size and influence; therefore it is crucial that their structure, attitude and culture are aligned with current challenges such as the allocation of events or transfers. But also on the pitch, with the matters of match fixing and doping, there are problems that demand new solution strategies.

This panel will assess the current reality in sports' governance from different perspectives and suggest possible solutions.



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- **Dr. Mustafa Alsayed**, General Secretary, Royal Charity Organization, Bahrain
 - **Mrs. Sylvia Schenk**, Chair of Working Group Sports, Transparency International
 - **Mr. Alexander Koch**, Deputy Head of Communication, FIFA
 - **Mr. Patrick Gasser**, Senior CSR Manager, UEFA
 - **Mr. Florian Bauer**, Special Sports political Journalist, ARD German TV
- Moderator: **Mr. Jo Leinen**, Member of the European Parliament, Board Member, WFEB

20:00 – 20:10h: **Keynote address: Perspectives for sustainable development**

- **Mr. Matthias Schmidt**, Member of the German Parliament, Member of the Sports Committee (SPD)

20:10 – 20:30h: **Closing and outlook**

20:30 – 21:00h: **Penalty shoot-out and reception**

Moderators:

Mrs. Birgit Nössing, Sky Deutschland AG

Mr. Christian Arbeit, Communications Director, 1. FC Union Berlin e.V.