

International Leadership Symposium on Ethics in Business 20th November 2015, European Parliament Brussels

Program

“The Double Bottom Line – How rich we really are”

Today businesses need to focus on generating sustainable economic value by tackling society’s major needs and problems, such as, health, education and environmental degradation, among others.

Over the last few years a wide global discussion has arisen on how we actually measure the performance of both governance and business institutions. It has become evident that the economic output is not enough to both satisfy the needs of inhabitants and employees and to assure good governance and sustainability.

The 11th edition of the International Leadership Symposium on Ethics in Business will look beyond the measures which indicate economic growth and emphasize on the wellbeing of an individual as the ultimate success for both public and private sector.

The symposium will raise the question of how do we define and measure well-being and will look into different aspects of mental health.

The 2015 WFEB conference will also provide a unique global platform to explore this new paradigm for successful sustainable business, the commitment we have to take, and showcase inspirational examples that can be scaled up for global impact. In addition, it will present best practice case studies of initiatives that foster sustainable, long-term growth and development with individual well-being at the core of their business operations. These will highlight the approach of shared value, open, ethical and transparent market and supply chain connections.

The recipients of the 2015 WFEB Ethics in Business Award, which honors individuals and companies that have demonstrated the importance of ethics in life and in business, will be announced during the conference.

09.00 – 10.15: **Inaugural Plenary Session (MAIN HALL 3C050)**

Welcome Addresses:

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Mr. Nirj Deva**, Member of European Parliament; Board Member, World Forum for Ethics in Business
- **Mr. Jo Leinen**, Member of European Parliament; Board Member, World Forum for Ethics in Business

Inaugural Addresses:

- **Hon. Mr. Jigmi Yoser Thinley**, Former Prime Minister of Bhutan
- **Dr. Eric Cornut**, Chief Ethics, Compliance and Policy Officer, Novartis AG
- **Sri Sri Ravi Shankar**, Founder, World Forum for Ethics in Business; Founder, The Art of Living

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

Strategic partners:

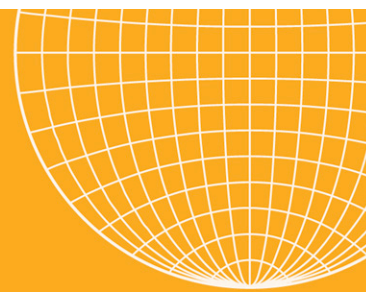


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10.15 – 10.20: Award Ceremony

- Ethics in Business Award

Facilitated by:

- **Mr. Ram Lakhina**, Chairman, Netherlands India Chamber of Commerce and Trade, Netherlands

10.20 – 11.30: Keynote Addresses

- **Mr. Roland Koch**, Chairman, Supervisory Board, UBS; Former Minister-President of Hessen, Germany
- **Dr. Sanjay Pradhan**, Vice President Leadership, Learning and Innovation, World Bank, USA
- **Prof. Herman de Croo**, Minister of State, Member of the Belgian House of Representatives, Former Speaker and Former Cabinet Minister, Mayor of Brakel, Belgium
- **H.E. Mr. Manjeev Singh Puri**, Ambassador of India to the European Union, Belgium and Luxembourg
- **Mr. Jörg Himmelmann**, Director, Global Training, Daimler AG, Germany

Moderator:

- **Dr. Monika Griefahn**, Chair, Right Livelihood Award Foundation, Germany

11.30 – 11.50: Break

11.50 – 13.00: Deep Dives

Discussion 1: Ethics in Sports (HALL 3G2)

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. As some sports have grown into businesses they also carry a much larger responsibility for society.

In this deep dive discussion we will assess the current reality in sports' governance from different perspectives, reflect on what is the secret to sustainable success and what can business and politics learn from sports?

- **Mr. Christoph Daum**, International Football Manager, Germany
- **Mr. Christian Arbeit**, Communications Director, 1. FC Union Berlin, Germany
- **Prof. Fahri Saatcioglu**, Professor for Molecular and Cell Biology, Department of Biosciences, University of Oslo, Norway
- **Mr. Lefteris Coroyannakis**, Strategic Communications, FIFA, Switzerland

Moderator:

- **Mr. Peter Marti**, CEO, Marti Communications, Switzerland

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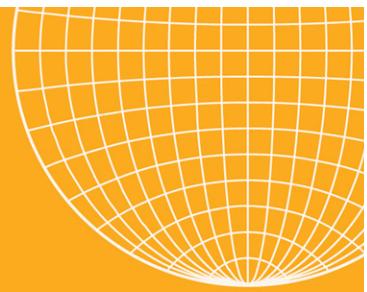


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Discussion 2: The Double Bottom Line: Every action counts (*HALL Petra Kelly 1G3*)

While many will agree that the responsibility of businesses and governments is far beyond pure profit, evidence shows that many a times the pressure of the bottom line becomes the primary focus.

This discussion aims to bring to light inspirational stories in which shared value was created despite the pressure for bottom line. What was the leaders vision, what struggles did they go through, how are they coping with their current challenges and what keeps them going? What can we all do to take the famous first step, which begins the journey of a thousand miles?

- **Dr. Mustafa Alsayed**, Secretary General, Royal Charity Organization, Kingdom of Bahrain
- **Mr. Avnish Goyal**, Director, Hallmark Care Homes, United Kingdom
- **Ms. Lamia Merzouki**, Chief Strategy & Development Officer, Casablanca Finance City Authority, Morocco
- **Mr. Michel Nugawela**, Brand consultant, Sri Lanka

Moderator:

- **Ms. Annika Dopping**, TV-Producer and Host, Communicator and Content Provider, Sweden

13.00 – 14.30: **Lunch**

14.30 – 16.00: **Plenary Session and Keynote Addresses**

- **Mr. Alojz Peterle**, Former Prime Minister of Slovenia, Member of European Parliament
- **Mr. Michael Hübner**, Division Manager Outpatient Care / Care / Innovation; BARMER GEK, Germany
- **Prof. Grzegorz W. Kolodko**, Former Deputy Premier and Minister of Finance of Poland; Founder and Director of TIGER, Kozminski University Warsaw, Poland
- **Mr. Bernhard Schwager**, Head of Sustainability, Robert Bosch GmbH, Germany
- **Mr. Vikas Chawla**, Managing Director, South East Europe, The Coca-Cola Company, Greece
- **Mr. Louis Gagnon**, Chief Product and Marketing Officer, Audible, USA

Moderator:

- **Mr. Shantanu Prakash**, Founder & CEO, Educomp Solutions Ltd., India

16.00 – 16.20: **Break**

16.20 – 17.30: **Deep Dives**

Discussion 1: Profits and People: The imperative of Well-Being (*HALL 3G2*)

Businesses around the world invest in programs, efforts and trainings that build technical skills of employees so that performance can be improved and bottom line can be impacted positively. But in the current dynamics of the virtual world with 24-hours demand on time and the rapidly changing economic landscape;

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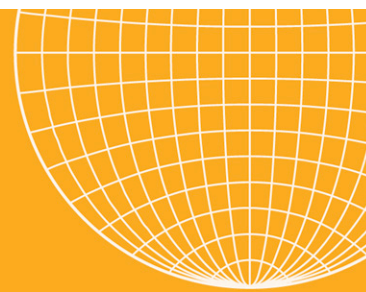


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is this really enough to enable individuals and teams to perform sustainably. This deep dive discussion will look at cutting edge methods to create well-being at the workplace and ensure sustainable success.

- **Mr. Arnaldo Abruzzini**, Secretary-General, Eurochambres, Belgium
- **Prof. Dr. Hartmut Schröder**, Professor of Linguistics, Faculty of Social and Cultural Sciences, European University Viadrina Frankfurt (Oder), Germany
- **Mr. Sandro Giuliani**, Managing Director, Jacobs Foundation, Switzerland
- **Mr. Günter Conrad**, Chairman CON-First GmbH, Frankfurt, Germany
- **Mr. Johann Berlin**, CEO, TLEX USA

Moderator:

Mr. Milind Pendharkar, Chief Financial Officer, American Express, Saudi Arabia

Discussion 2: Profits and Planet: The Imperative of Tomorrow (HALL Petra Kelly 1G3)

In the pursuit of maximizing profits the exploitation of the natural resources has reached a level that needs us to ask tough questions on how long this can continue?

What can governments and businesses do to ensure to protect the planet? This discussion will showcase leading experts on sustainability share their efforts towards the double bottom line.

- **Mr. Bob Blackman**, Member of Parliament for Harrow East, United Kingdom
- **Mr. Subhash Thakrar**, Vice President and Past Chairman, London Chamber of Commerce and Industry, United Kingdom
- **Mr. Ashish Saraf**, Chairman & CEO FACOR Energy UK Ltd., United Kingdom

Moderator:

Mr. Anil Singhal, CEO TACH INDIA / TACH GLOBAL, India

17.30 – 18.00: **Closing Session (MAIN HALL 3C050)**

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