



World Forum
for Ethics in Business

PURPOSE

02-03

PLACES

04-09

PEOPLE

10-13

PROJECTS

14-23

PATRONAGE

24-30



*“ 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

Thirteen 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



THIRTEEN 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 twelve countries across the globe.

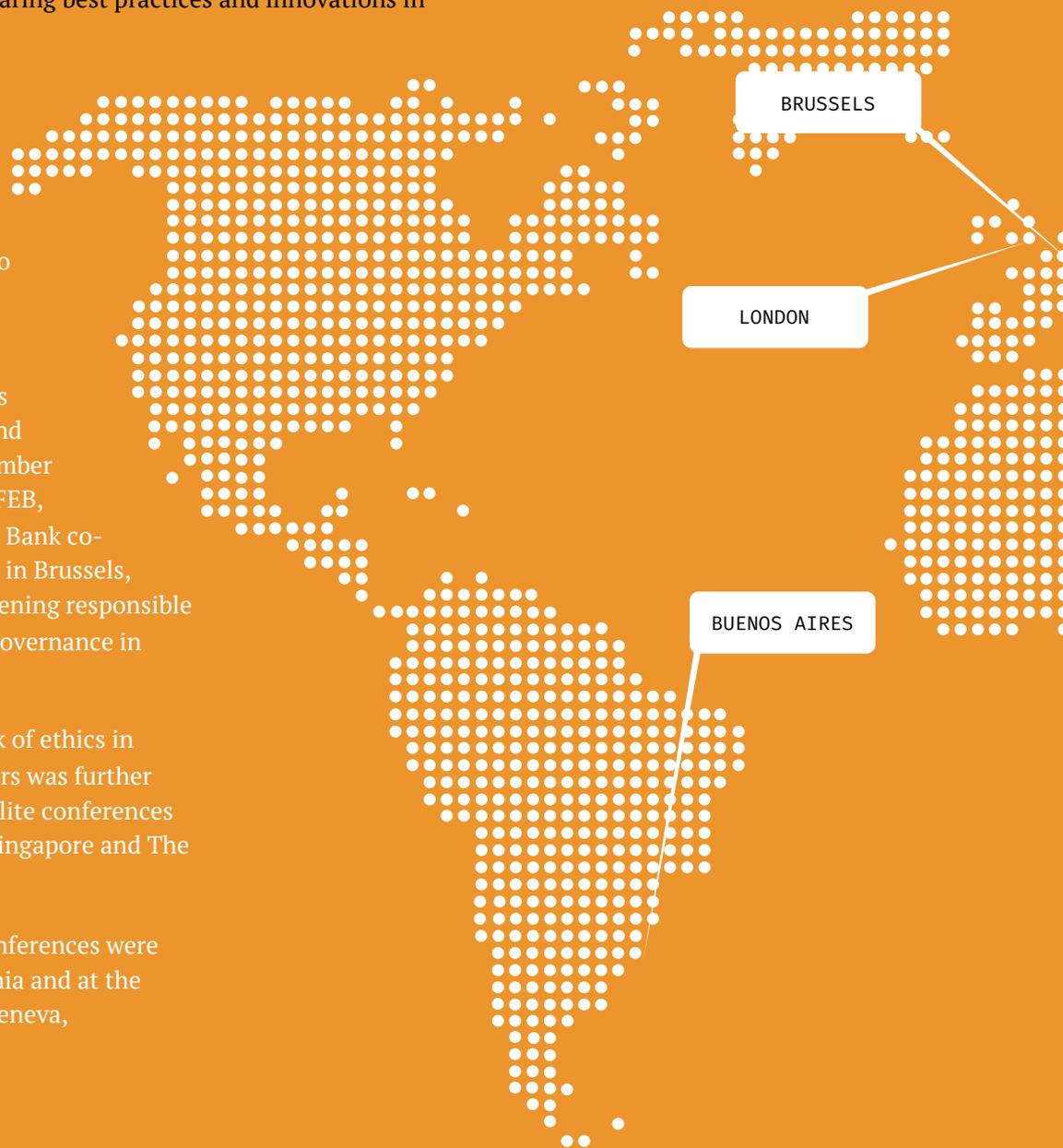
In 2010 the World Forum for Ethics in Business decided to expand the conference to more regions, develop ethical leadership and governance programs for the private sector and create a platform for sharing best practices and innovations in business ethics.

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 Brussels.





COMING TOGETHER WHERE IT MATTERS MOST

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.



A DECADE AT THE EUROPEAN PARLIAMENT

2006-2016: 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.



MULTI STAKEHOLDER PLATFORM FOR INNOVATIVE SOLUTION

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.

DISTINGUISHED SPEAKERS



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



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 Tvillig', 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.

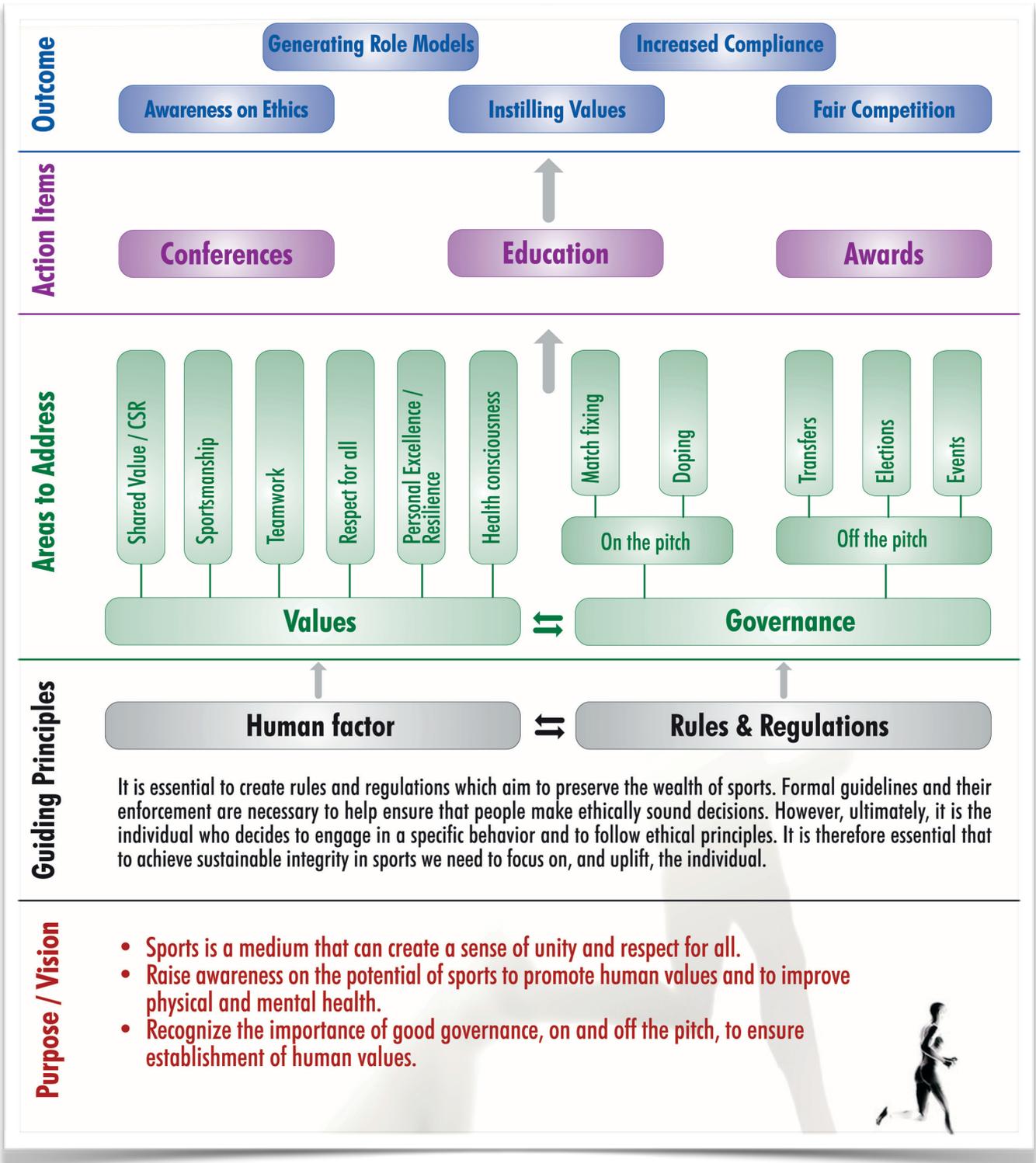
The first World Summit on Ethics in Sports was held at the FIFA Headquarters in Zurich, 19 September 2014. Global stakeholders not only discussed the challenges in sports, emphasising the importance of ethics and human values, it is recognised that sport has a unique potential to help solve social problems. To honour true sportsmanship, the Summit also produced the Ethics in Sports Awards.

Continuing the success of our first summit, the second Ethics in Sports

summit was organised in partnership with the German football club 1.FC Union Berlin.

On September 24, 2015, Football stars, sports personalities, business and political leaders headlined the event along with more than 200 participants from fifteen countries to discuss issues in today's sports and how good ethics and human values can help solve them.

WFEB Initiative for Ethics in Sports Framework



Purpose / Vision

- Sports is a medium that can create a sense of unity and respect for all.
- Raise awareness on the potential of sports to promote human values and to improve physical and mental health.
- Recognize the importance of good governance, on and off the pitch, to ensure establishment of human values.



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. Felix Magath

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



BE THE CHANGE YOU WANT TO SEE IN THE WORLD

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 MIND-MANAGEMENT IS AT THE CORE 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.



PATRONAGE: SYNERGISING FOR THE CAUSE

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 thirteen 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.

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

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. MADHU RAO

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

Being profitable and contributing to society is complementary.



MR. RAM LAKHINA

Chairman, Netherlands-India Chamber of Commerce & Trade

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



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.



MR. JO LEINEN

Member of European Parliament

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



DR. SANJAY PRADHAN

Vice President Leadership, Learning and Innovation, World Bank, Board Member, WFEB

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.

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

**PROF. RUUD LUBBERS**

Former Prime Minister, The Netherlands

Not only politicians and administrators have responsibilities for the quality of life, but also responsible businesses all over the world.

MS. MONIKA GRIEFAHN

Chair, Right Livelihood Award Foundation, Germany

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

**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. 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.

**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. 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.



MS. CIRSTIN EHLERS

Ethics concerns us all, 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



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
Director General, CERN

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

OUR PARTNERS

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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