

Invitation 2012



International Leadership Symposium on Ethics in Business

30th November - 1st December 2012
at the



European Parliament & Hotel Metropole

8TH INTERNATIONAL LEADERSHIP SYMPOSIUM ON ETHICS IN BUSINESS

The International Leadership Symposium on Ethics in Business is an annual event which brings together leaders from business, politics, academia, civil society and faith-based organizations to dialogue on new leadership styles that support inclusive and sustainable development and ensure profitability for businesses. It provides a platform for leading minds to share their experiences and expertise on the value of an ethics-based approach to deal with today's challenges in the global markets. It also examines the impact of this approach on the bottom line.

The International Leadership Symposium on Ethics in Business is an initiative of The World Forum for Ethics in Business, a registered public interest foundation with the aim to pursue and establish the indispensable ethical foundations of business in a globalized world.

The 2012 Conference is the eighth conference in the series, and the sixth to be held at the European Parliament.

The World Forum for Ethics in Business is organizing the 2012 Conference in cooperation with:

- International Association for Human Values (IAHV)
- The World Bank Institute.

The 2012 International Leadership Symposium on Ethics in Business consists of two events:

30th November - 1st December 2012

Conference on *Ethics in Business* in the European Parliament, Brussels, Belgium

26th November - 1st December 2012

Ethics in Business - World Youth Forum

Program

30th November 2012, European Parliament

09.00 - 10.00: Opening Session and Welcome Addresses

10.00 - 13.00: Plenary Sessions

14.30 - 16.00: Workshops

16.00 - 16.30: Workshop Conclusions

17.00 - 17.30: Call of the Youth

17.30 - 18.00: Award Ceremony and Closing Session

19.30: Gala Dinner at the Metropole Hotel

1st December 2012, Hotel Metropole

09.30 - 11.30: Workshop sessions

11.30 - 13.00: Reflections, Agenda for Action and Closing Session



The Conference will address:

- The culture and leadership of successful organizations
- Human values as anchor to corporate social responsibility
 - Emerging leadership and new management styles
- Learning from the crisis: the relationship between ethics and business
 - Secrets of successful global leaders
- Pressing issues on the global agenda: further addressing the economic crisis, climate change, corruption, and poverty

Capitalism – but not reloaded?!

A systemic crisis and its consequences

2011 was a year of revolutions. The Arab Spring, technology changing fate of nations (eg. Egypt), the common man standing up for his rights in India, the world's biggest democracy. 2011 was also the year when history came back to haunt us with the epic crisis in Europe.

Many signs point to 2012 witnessing an acceleration of the negative economic and fiscal metrics that plagued advanced and major emerging economies in 2011. Is 2012 shaping up to be the blockbuster main event of the on-going financial crisis or will the on-going interventions of both, public and private sector, show positive results? Has capitalism failed as a whole? What has led to this crisis of epic proportions? What are the lessons to be learnt and what are the solutions?

The 2012 edition of the International Leadership Symposium of the World Forum for Ethics in Business looks at the current global situation as a systemic crisis which can only be solved with a holistic view on all stakeholders. The Symposium therefore aims to allow major stakeholders from all sectors to have a fresh look at the current political and economic paradigms. It aims to challenge existing belief systems with the clear objective to identify a roadmap that allows for a sustainable future. In these most challenging times, is the focus on human values and ethics an indispensable key to overcoming the crisis? How could this approach be integrated in governance in private and public institutions? What is the leadership style that can pave the way for a sustainable future?

The Conference will consider the following questions:

- The Euro zone - the end of a dream?
- Rating Agencies: blessing or curse?
- Regaining the trust.
- Greed – the human tragedy?!
- Combating Corruption – Case study India.
- Business and Ethics - Complementary or Contradictory?
- Leadership in the 21st Century - Time for a Paradigm Shift?!
- In the wake of the crisis, is globalization still beneficial to the society at large? In a new round of globalization, who are the winners and who are the losers? How can globalization serve as a means to distribute wealth in a more equitable way?
- What is the role of the global player in addressing the basic needs of eradicating poverty, improving education and health systems, and dealing with unemployment and environmental degradation?
- What practices contribute to the highest executive and organizational performance?
- How can organizations implement an ethics-based approach to achieve long-term success, transform society and contribute to a better sense of community at the global level?

Leaders share their secrets to sustainability and success!

Recognizing sustainable success

Announcement of Ethics in Business Award Winners 2012

The World Forum for Ethics in Business (WFEB) will present the 2012 Ethics in Business Award at the International Leadership Symposium on Ethics in Business. The WFEB Ethics in Business Award honors individuals and companies that have demonstrated the fundamental importance of human values and ethics in life and in the business arena.

2010 Awardees

Category Outstanding Corporation -

Unilever (received by Mr. Miguel Veiga-Pestana, Vice-President Global External Affairs)

Category Outstanding Individual -

Mr. Dele Olojede
CEO and Publisher, Timbuktu Media

Category Outstanding Individual / Public Sector -

Mr. Andre Pielbags
Member, The European Commission

2009 Awardees

Category Outstanding Individual -

Dr. Brigitte Mohn
Member of Executive Board, Bertelsmann Foundation, Germany

Category Outstanding Corporation -

Sungjoo Group (received by founder, Mrs. Sung-Joo Kim)



Outstanding Corporation 2010, Unilever, received by Mr. Miguel Veiga-Pestana (left), Vice-President Global External Affairs



Mr. Dele Olojede (right) – Outstanding Individual 2010 and Dr. Brigitte Mohn – Outstanding Individual 2009



Mr. Andre Pielbags, Outstanding Individual / Public Sector 2010



Dr. Brigitte Mohn (right) - Outstanding Individual 2009 and Mrs. Sung-Joo Kim (left) - Outstanding Corporation 2009 Sungjoo Group



ETHICS IN BUSINESS AWARD

Winners in the categories “Outstanding Individual” and “Outstanding Corporation” are selected by the Board of Directors of the WFEB based on the following selection criteria.

Outstanding Individual and Outstanding Corporation:

1. The nominee is an inspiration for people to practice human values, and gives great importance to human values vis-à-vis material commercial values.
2. The nominee is a recognized leader in corporate social responsibility.
3. The nominee has nurtured and sustained a successful international or transnational business enterprise.

For more please visit our website www.wfeb.org

2008 Awardees

Category Outstanding Individual -

Prof. Dr. Ibrahim Abouleish, Founder, SEKEM, Egypt

Category Outstanding Corporation -

GMR Group, India (received by Group Chairman, Mr. G.M. Rao)

Category Outstanding Scientist / Academic -

Prof. Dr. Hans-Peter Dürr
Founder, Global Challenges Network, Germany

2007 Awardees

Category Outstanding Individual –

Prof. Dr. Peter Eigen, Founder, Transparency International

Category Outstanding Corporation –

ING Bank, The Netherlands (received by Senior Executive Vice President, Mr. Rutger Koopmans)

2006 Awardee

Category Outstanding Corporation -

Tata Services, India (received by Managing Director, Mr. T.R. Doongaji)



Outstanding Individual 2008
Prof. Eigen presents the award to Prof. Abouleish (left)



Outstanding Corporation 2008
Mr. Koopmans presents the award to Mr. Rao (right), on behalf of GMR Group



Outstanding Individual 2007
H.H. Sri Ravi Shankar (right), Founder of the International Association for Human Values, presents the award to Prof. Eigen



Outstanding Corporation 2007
ING Bank, The Netherlands, received by Senior Executive Vice President, Mr. Koopmans



Outstanding Corporation 2006
Tata Services, India, received by Managing Director, Mr. Doongaji

SHAPING THE FUTURE - THE WORLD YOUTH FORUM

The conference not only challenges the leaders of today, it also provides a rare opportunity for young professionals from around the world to articulate their vision for a sustainable future. Acknowledging the pivotal role of education, the WFEB created in 2007 the World Youth Forum (WYF).

The WYF is an open platform for the youth (aged 18 to 30) to voice their message to the world's top decision makers in today's global economic and political environment and to the world community at large. More than 200 young leaders from 20 countries have participated in this unique leadership program, which helps youth to develop and strengthen the skills and capacities to take strong leadership in the world and provides opportunities to learn through interactive sessions with top business and successful political leaders.

WYF participants present "A Call of the Youth" at the Conference on Ethics in Business. The World Youth Forum also awards outstanding individuals with the World Youth Award. Previous winners were Ms. Natalie Du Toit, Olympian and Paralympian, South Africa and Mr. Suhas Gopinath, CEO & President, Globals Inc.



SPEAKERS – PREVIOUS CONFERENCES



"Climate change has gone from being a marginal issue to being at the forefront of business leaders' minds. We need to stir our hearts and minds, and admit that fighting climate change is our ethical obligation."

Prof. Jerzy Buzek: President of European Parliament; Former Prime Minister, Poland



"It is the responsibility of society and governments to create the right framework for – on the one hand – the development and the production of the right products and – on the other – for customers to wish to acquire such goods."

Dr. Hanns R. Glatz: Delegate of the Board of Management, Daimler AG, Germany



"The current financial crisis has given rise to soul-searching about the right rules and incentives for actors in the financial markets. Yet, without the glue of values no rule and incentive system can comprehensively guide people in desirable ways. What is desirable is itself open to question. To balance the freedom to experiment with values that guide us is the never-ending challenge - in financial markets and elsewhere."

Mr. Michael Klein: Former Vice President, Financial and Private Sector Development, The World Bank



"Today, corporate social responsibility is becoming core business. This is wonderful. Together, we practice the capacity to celebrate life."

Dr. Ruud Lubbers: Former Prime Minister, The Netherlands



"To avoid the misuse of ethics, we need more than just ethics – we need good ethics, referring not to what seems to be good, but to what really is good. This can only be achieved when ethics refers to reason and its ability to discover the truth of human nature, rather than being a kind of emotional reaction to 'unpleasant' situations."

Rev. Prof. Dr. Piotr Mazurkiewicz: Secretary General, Commission of the Bishops' Conferences of the European Community (COMECE)



"Good corporate culture, which is regulated by corporate laws, only flows from ethical living of individual employees and the management."

Mr. Vinod Mittal: Managing Director, Ispat Industries Limited, India



"The International Criminal Court is one innovative institution establishing basic ethical rules: no genocide, no crimes against humanity and no war crimes, as well as a revolutionary global design to enforce such rules. Institutions and individuals are both needed to establish ethics in business."

Mr. Luis Moreno-Ocampo: Chief Prosecutor of the International Criminal Court (ICC)



"Technology in the next ten years will play an unprecedented transformative role in society and will even more dramatically influence further globalization. People, organizations and states will mainly compete through their ability to use technology in innovation, creativity and design."

Mr. Jan Muehlfeit: Chairman Europe, Microsoft Corporation



"Corporate social responsibility matters because it mirrors the core values of the society in which we wish to live."

Mr. Jacques Santer: Former Prime Minister, Luxembourg



"Innovation is no mere technical or technological endeavour. It requires the co-operation of all members of an organization and thus a leader's style, which governs by argument, fairness, respect and empowerment of colleagues."

Prof. Dr. Gesine Schwan: President, European University Viadrina Frankfurt (Oder), Germany



"In times of globalization, corporations have become too powerful, and therefore have to take on an active role with respect to the social dynamics."

Dr. h.c. Lothar Späth: Chairman, Merrill Lynch, Germany/Austria; Former Minister-President, Baden-Württemberg



"Values are the glue that sticks societies together. No economic system can be sustainable if it is seen to work against those values. To shape a sustainable future we therefore need to reinvent the market economy as a system which rewards those entrepreneurs who create value for society."

Mr. Günter Verheugen: Vice-President, European Commission; Commissioner for Enterprise and Industry

About us

The World Forum for Ethics and Business is a public interest foundation (“fondation d’utilité publique” – N° 822.216.342) registered in Belgium. The mandate of the Forum includes all manner of pursuing and establishing the indispensable ethical foundations of business in a globalized world.

Objectives

- Provide a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance;
- Facilitate global dialogue and foster cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders with the end in view of fostering decency, maximising human values and building wider public trust in business;
- Recruit the broadest possible support for trends, initiatives and projects that would encourage or enhance ethical and/or spiritual motivations, practices, norms and goals in the business world;
- Assume responsibility for continuing the International Leadership Symposium on Ethics in Business.

Activities

- Regularly convene the International Leadership Symposium on Ethics in Business as well as other pertinent public forums and conferences (Since 2006 conference is held annually in the European Parliament, Brussels: 143 speakers, over 2000 participants from 50 countries have attended the conference so far);
- Organise meetings, trainings and workshops, including leadership seminars and summits, for the benefit of relevant stakeholders, such as the World Youth Forum for young leaders;
- Undertake projects to raise awareness on the critical link between business and spirituality as well as human values;
- Give public recognition and award prizes to outstanding individuals and companies for their exemplary work and service;
- Raise funds and build resources in support of the mission and objectives of the foundation.
- Cooperate and work closely with the International Association for Human Values to realize common aims and objectives.

Founders

- Mr. Nirj Deva, Member of the European Parliament
- Mr. Jules Goudsmit, CEO Acropoles SA
- Mr. Ram Lakhina, Founder and Executive President of The Netherlands India Chamber of Commerce and Trade
- Ms. Erika Mann, Former Member of the European Parliament
- Dr. Sanjay Pradhan, Vice-President the World Bank Institute, the World Bank
- Mr. Madhu Rao, CEO Shangri-La Hotels
- H.H. Sri Sri Ravi Shankar, Founder, International Association for Human Values

International Leadership Symposium on Ethics in Business

an initiative of



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