

Impressions



World Summit on Ethics in Sports

19th September 2014
at the FIFA Headquarters, Zurich, Switzerland

Organized by the World Forum for Ethics in Business

CAN SPORTS HELP COMBAT VIOLENCE? 1ST WORLD SUMMIT ON ETHICS IN SPORTS CALLS FOR ACTION

In a trailblazing intervention at the FIFA headquarters in Zurich, the World Forum for Ethics in Business convened the 1st World Summit on Ethics in Sports. Global stakeholders not only discussed on governance challenges in sports but also emphasized on the important values sports promotes and the enormous potential sports has to solve social problems.

The current governance challenges in sports and in particular in soccer absorbed much attention at the 1st World Summit on Ethics in Sports that took place on 19th September 2014 in Zurich.

Participants and speakers agreed that the commercialization in sports threatens to overshadow the values that sports transports. In workshops and panel discussions solutions for protection of the purity and integrity of sports were discussed. "It is about finding the balance between virtue and addiction for fame, success and money", emphasized Brazilian swim legend and multiple Olympic medal winner Gustavo Borges, one of the 57 world-leaders and sports-stars speaking at the Summit.

WFEB Founder Sri Sri Ravi Shankar pointed out, that sports, if governed in the right way, 'can be a very important instrument to create peace in places where inter-cultural conflicts prevail.'

Slovenia's former Prime Minister and current MEP Alojz Peterle urged on the true meaning of sportsmanship, 'We will always have winners and losers in sports but we should not have victims.'

"Sports stands for personal excellence, for perseverance, intense resilience, teamwork, leadership, solidarity, health, well being and respect for all, said Rajita Kulkarni, President of the World Forum for Ethics in Business in her opening speech. 'Where politics might not always succeed, sports has the power to unite the world in many ways, cutting across language, culture and religion. Business, politics and society can learn from the great values sports promotes.'

FIFA President Joseph Blatter shared that 'FIFA is the only sports organization which has this independent body for ethics, nobody else, not even the IOC (International Olympic Committee).'

However, the speeches of Hans-Joachim Eckert, Chairman of the adjudicatory chamber of FIFA's independent Ethics Committee, and Michael J. Garcia, Chairman of the investigatory chamber of FIFA's independent Ethics Committee indicated, that final clarity concerning the investigations on the Qatar 2022 World Cup can only be expected towards the end of 2014.

The WSES featured a mix of keynote addresses and breakout sessions to enrich participants' overall knowledge and experience and to identify concrete action steps to tackle current shortcomings in ethics in sports.

Dr. Sanjay Pradhan, World Bank emphasized during the inaugural panel discussion that "Sports should have a dual bottom line, one that uplifts ethics in society."

"Can we save the soul of sports in spite big money involved? It must be possible", Jo Leinen, Member of European Parliament urged the audience.

David Walsh, Award Winning Sports Journalist; Chief Sports Writer of The Sunday Times added that "There will always be people who want to do things in a correct way, those are the people on whose side we should be on. If you win in a wrong way, you're not just a loser, but you may become the most disgraced person in the history of sports."

Further speakers included amongst others Luis Moreno Ocampo - First Prosecutor of the International Criminal Court, Christoph Daum - International Football Manager, Stanislas Frossard - Executive Secretary, Enlarged Partial Agreement on Sport, Council of Europe and renowned sports stars like Katarina Witt, Sven Hannawald, Alain Suter and Brazilian multiple Olympic medalist Gustavo Borges.

Amongst a total of 55 speakers, a number of NGO representatives like Sylvia Schenk, Senior Advisor for Sport at Transparency International and Manon Schick, Amnesty International's Swiss Head.

To honor true sportsmanship and showcase the values sports promotes, the World Summit awarded three Ethics in Sports Awards. In a moving ceremony, more than 300 delegates from 35 countries applauded the winners in the category Outstanding Team, the Team Tvilling, Peder and Steen Mondrup from Denmark. Peder Mondrup is the first athlete with cerebral palsy to complete an Ironman contest with his twin brother Steen. World famous figure skating icon and two times Olympic winner Katarina Witt won the title for the outstanding individual for her sportsmanship and service to society. The Johann Cruyff Foundation was awarded the title outstanding organization for the long lasting work in the field of education through sport.

During the closing session, WFEB President Rajita Kulkarni presented the framework on recommended action steps to move towards more integrity in ethics in sports on and off the pitch.

The WSES concluded with a festive penalty shoot-out, facilitated by former Swiss national goalkeeper Pascal Zuberbühler.

About the World Summit on Ethics in Sports

The World Summit on Ethics in Sports is an initiative of The World Forum for Ethics in Business, a registered, Belgium-based public interest foundation. The mandate of the Forum includes all manner of pursuing and establishing the indispensable ethical foundations of business in a globalized world.

For eleven years the WFEB has convened in worldwide conference and since 2006 annually at the European Parliament in Brussels. In the past decade over 40.000 leaders from 60 countries have participated in this conference and innumerable stories of transformation at a personal as well as at a corporate level have been heard. Political leaders, Nobel Laureates and top executives from leading global companies have participated in the annual symposium and in satellite conferences around the world.

The 2014 Summit at the FIFA Headquarters in Zurich was the first conference of its kind. The World Forum for Ethics in Business has organized this summit in cooperation with Marti Communications and the International Association for Human Values.



1st World Summit on Ethics in Sports



1ST WORLD SUMMIT ON ETHICS IN SPORTS

19th September 2014 at the FIFA Headquarters, Zurich, Switzerland



Ethics in Sports Award 2014

Katarina Witt, the Cruyff Foundation, and Team Tivving are the recipients of the award that was presented at the WSES. The award winners have inspired people, inside as well as outside of organizational settings to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis their own interests.



The Role of Sports in Society

The 1st World Summit on Ethics in Sports was organized by the World Forum for Ethics in Business and hosted at the FIFA Headquarters in Zurich. A multi-stakeholder platform, the summit welcomed participants from sports, business, politics, NGOs, interfaith-based organizations and the media.



Chances & Challenges in Sports Ethics

The summit featured a mix of keynote addresses and interactive workshop discussions to identify and elaborate on the current chances and challenges on the pitch and off the pitch and to identify the role of sports in society.



Connect through Sports

Participants and speakers from 35 countries and all segments of society experienced the power of sports when they connected in the penalty shootout with former Swiss national goalkeeper Pascal Zuberbühler.



SPEAKERS AND MODERATORS



Mr. Gustavo Borges



Mr. Roland Büchel



Mr. Miroslav Cerar



Prof. Jean-Loup Chappelet



Mr. Heinz Frei



Mr. Andreas Förster



Mr. Stanislas Frossard



Mr. Günter Conrad



Mr. Robin Cornelius



Mr. Christoph Daum



Mr. Michael J. Garcia



Ms. Janine Geigele



Mr. Christoph Glaser



Mr. Walter De Gregorio



Mr. Nirj Deva



Prof. Jiří Dvořák



Mr. Hans-Joachim Eckert



Mr. David Endt



Mr. Heinz Günthardt



Mr. Sven Hannawald



Prof. Livia Járóka



Mr. Simone Farina



Ms. Yvonne Feri



Dr. Catherine Ferrier



Mr. Hanns-Bruno Kammertöns



Mr. Rutger Koopmans



Mr. Robert Korzeniowski



Mrs. Rajita Kulkarni

SPEAKERS AND MODERATORS



Dr. Jana Leidenfrost



Mr. Jo Leinen



Mr. Patrick K. Magyar



Ms. Erika Mann



Mr. Andreas Sachs



Mr. Richard Saller



Mr. Christian Savioz



Mr. Jamilon Mülders



Mr. Ralf Mutschke



Mr. Peter Nünlist



Dr. Mustafa Al-Sayed



Ms. Sylvia Schenk



Ms. Manon Schick



Ms. Lisette Sevens



Mr. Luis Moreno Ocampo



Dr. Scott Paton



Mr. Alojz Peterle



Dr. Sanjay Pradhan



Sri Sri Ravi Shankar



Mr. Michael Sokoll



Mr. Alain Sutter



Mr. Erik Thorstvedt



Prof. Dr. Gerhard Prätorius



Mr. Bryan Roy



Prof. Fahri Saatcioglu



Mr. Bernard Thurnheer



Mr. David Walsh



Ms. Katarina Witt



Mr. Pascal Zuberbühler



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