

# Invitation



**Sports meet Business**

**”Shared value and the role of sports  
in solving societal problems”**

**19<sup>th</sup> September 2014  
at the FIFA Headquarters, Zurich, Switzerland**

Organized by the World Forum for Ethics in Business

## Sports meet Business

### Shared value and the role of sports in solving societal problems

Sports exemplify how various stakeholder groups are directly impacted by the corporate culture (strategy, team spirit), the individual performance (skills and behavior) and the wider corporate context (leadership, legal framework; CSR; media) to reach the organizational business goals (win the game).

- Sports transcend cultures, nations and beliefs and connects people, based on a common set of values.
- Sports trigger emotions and has the power to move masses in a short period of time, facilitates opinion building and imitation.
- Sports show in real time challenges in the value creation chain.

The first edition of the World Summit on Ethics in Sports will explore what business and politics can learn from sports, as well as assess and address current challenges in sports ethics and showcase inspirational examples that can be scaled up for global impact.

The World Summit on Ethics in Sports 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 World Forum for Ethics in Business is organizing this summit in cooperation with:

- Marti Communications
- International Association for Human Values

The summit will be held at the FIFA headquarters in Zürich.



## Program

### Sports meet Business

“Shared value and the role of sports in solving societal problems”

19<sup>th</sup> September 2014, FIFA Headquarters

- 09.00 – 10.30:** Inaugural Panel
- 10.30 – 10.45:** Ethics in Sports Awards
- 10.45 – 11.00:** The Call of the Youth: World Youth Summit on Ethics in Sports
- 11.00 – 11.15:** Reflections
- 11.15 – 11.45:** Break
- 11.45 – 13.15:** Workshops
1. Respect and dignity for all - Learning from sports
  2. Shaping the team to success – Learning from sports
  3. The cutting edge of sports performance: New horizons
  4. Shared Value and CSR – Sharing of best practices
- 13.15 – 14.15:** Lunch
- 14.15 – 15.30:** Key-Note Panel
- 15.30 – 16.00:** Break
- 16.00 – 17.30:** Workshops
1. Anti-Corruption: The way forward
  2. Integrity: Doping and performance enhancing drugs in sports and business
  3. Sports meet business: Enhancing teamwork and trust
  4. Winning ugly? - The place of sportsmanship in today's global sports scenario
- 17.30 – 18.00:** Resolutions, action plans and closing
- 19.30 – 22.30:** Gala Dinner, The Dolder Grand Hotel



## Sports meet Business

### Shared value and the role of sports in solving societal problems

The conference will consider the following questions:

- Respect and dignity for all: learning from sports.
- Shaping the team to success – Lessons from sports & business.
- The influence of medicine in ethics in sports.
- Regaining the trust.
- Greed – the human tragedy?!
- Anti-Corruption: The way forward.
- Integrity: Doping and performance enhancing drugs in sports and business.
- Winning ugly? - The place of sportsmanship in today's global sports scenario
- What practices contribute to the highest individual and team performance?
- What is the role of the global players in addressing the basic needs of eradicating society's problems: poverty, improving education and health systems, and dealing with unemployment and environmental degradation?

Leaders share their secrets to integrity and success!



### Recognizing sustainable success

#### Announcement of Ethics in Sports Award Winners 2014

The World Summit on Ethics in Sports will present the 2014 Ethics in Sports Award at the FIFA Headquarters, Zurich, Switzerland.

The Award will recognize an outstanding individual and organization that have demonstrated the importance of human values and ethics in life and in the sports arena.

Winners are selected by the Board of Directors of the WFEB, the Summit organizer, based on the following selection criteria:

**Outstanding Individual:** The award will recognize an outstanding individual who, during 2014, has been a leading role model in radiating and embodying ethical behaviour in life and in the sports area. The nominee has inspired people to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis success in sports. Human values include sincerity, integrity, friendliness, a sense of belongingness, compassion, non-violence, fairness, respect and dignity.

**Outstanding Organization:** The Ethics in Sports Award will honor a sports organization for their outstanding commitment and achievements towards an ethical, long-term, sustainable team success during 2014.

The nominee has inspired people, inside as well as outside its organizational settings to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis organizational interests. The nominee has coupled organizational interests with a commitment to serve society through CSR initiatives and responsible leadership.

### World Youth Summit on Ethics in Sports

#### 17th – 18th September 2014, Zurich

The World Summit on Ethics in Sports (WYSES) creates an open platform for the youth (aged 18 to 30) to voice their message to decision makers and the global sports community at large.

The WYSES will take place prior to the main Summit with a dedicated two-days training for 15 selected youth. The participants will undergo a holistic leadership training program and learn from and interact with leaders from sports, politics, business and academics. The training will feature the preparation of the call of the youth, a unique intervention that sees the participants leading one of the sessions during the World Summit on Ethics in Sports at the FIFA Headquarters in Zurich.

The WYSES consists of five pillars:

- Identify and discuss urgent challenges in the global scenario, and define possible solutions
- Develop and strengthen the skills and capacities of the youth to take strong leadership in sports and society
- Provide opportunities to learn through interactive sessions with top leaders
- Present "A Call of the Youth" at the World Summit on Ethics in Sports
- Develop an international network between young leaders

## ABOUT THE ORGANIZER

### The World Forum for Ethics in Business

Through the International Leadership Symposium on Ethics in Business, the World Forum for Ethics in Business brings together leaders from all sectors of society to dialogue on new leadership styles that support inclusive and sustainable development and ensure profitability for businesses. Over the course of 11 years, conferences were already held in Russia, Poland, Netherlands, India, Singapore, Argentina, Slovenia, Nepal and at the United Nations in Geneva.

### Statements from previous speakers



**H.E. Dr. Boutros Boutros-Ghali**  
Former Secretary-General of the United Nations

The human being, particularly in the consumer society, is a victim of this drift, which can only be reversed by fighting at the level of education and communication.



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

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. Rolf-Dieter Heuer**  
Director General, CERN

The WFEB, by promoting dialogue and cooperation among different players, can play an important role in identifying models of balanced ethical approaches to business, taking into account the experience also from science.



**Ms. Huguette Labelle**  
Chair, Transparency International

More business leaders need to unite in becoming a force for good in our societies.



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

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



**Mr. Jan Muehlfeit**  
Chairman Europe, Microsoft Corporation

People, organizations and states will mainly compete through their ability to use technology in innovation, creativity and design.

### Ethics in Business Award - Recent awardees

Every year, WFEB confers the Ethics in Business Award to honor individuals and companies that have demonstrated the importance of human values and ethics in life and in the business arena.



**Outstanding Corporation 2013**  
Novartis

received by Mr. Dorje Mundle, Head, Corporate Responsibility Management, Novartis International AG



**Outstanding Innovation 2013**  
Naga Foundation

received by Mr. Dennis Dennis, Co-Founder and Director, Naga Foundation



**Outstanding NGO 2013**  
Greenpeace International

received by Mr. Jorgo Riss, Director, European Unit, Greenpeace



**Outstanding Individual 2012**  
Mr. Luis Moreno Ocampo

First Prosecutor of the International Criminal Court

## ABOUT THE ORGANIZER

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. The WFEB for the past decades has been advocating and acting towards ethics, sustainability, governance and sustainable values. Over the past ten years, 40.000 leaders from 70 countries joined in worldwide conferences and innumerable stories of transformation at a personal as well as at a corporate level have taken place.
- 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.

### President

- Mrs. Rajita Kulkarni

### Founders

- H.H. Sri Sri Ravi Shankar, Founder, International Association for Human Values
- Mr. Nirj Deva, Member of the European Parliament
- Mr. Jules Goudsmit, CEO, Coffral 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



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