

- Press release -

WFEB organizes 1st World Summit on Ethics in Sports at FIFA Headquarters on 19th September 2014

Sports meets business – shared value and the role of sports in tackling society’s problems is the theme of the first summit of its kind that will be organized by the World Forum for Ethics in Business (WFEB)

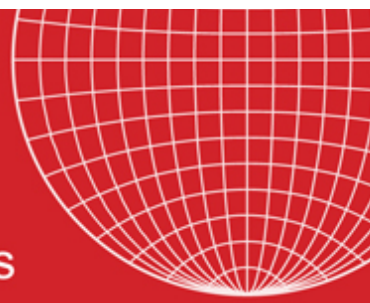
Zurich, 18th September 2014 – Leading decision-makers from sports, politics, business, academics and NGOs will for the first time converge in Zurich to define the role of sports in solving societal problems and to celebrate best practice examples of ethical sportsmanship. The World Summit on Ethics in Sports (WSES) will elaborate on what business and politics can learn from sports, showcase successful CSR activities in the sports arena and assess and address current chances and challenges in sports ethics. This multi-stakeholder summit will feature a mix of keynote addresses and breakout sessions to enrich participants’ overall knowledge and experience and propose a substantial agenda for action.

‘Given the immense importance sports have gained in today’s society, a focus on true sportsmanship and the discussion on ethics in sports have become more relevant than ever’, says Rajita Kulkarni, President of the WFEB. ‘We need to take the discussion on ethics to all parts of society and in sports it is much needed today. Soccer is one of the most popular sports in the world and we find it timely that the 1st World Summit on Ethics in Sports will take place at the home of the world soccer governing body, the FIFA’, Kulkarni added.

‘Sport serves as an excellent tool for international collaboration, and only fair play on and off the pitch can create trust and peace’, says Jo Leinen, Member of European Parliament and WFEB Board Member. ‘The European Parliament has many a times called for a common code of conduct in sports and this Summit is very important for an open debate about common rules in sport competition to create consensus about fair play in sports. The WFEB has held various global sessions in the European Parliament in Brussels in the past, which were highly appreciated, and I am sure that this 1st WSES at FIFA is going to be a successful endeavor’, he further added.

The WSES will feature a line-up of world-class speakers and allow participants to leverage from global knowledge and experience to invoke thought-provoking discussions and exchange of ideas. Amongst the highlights will be a panel discussion between leading sports personalities; a number of issue-based, action-oriented workshops will invite for in-depth debates and analyses.





FIFA President Sepp Blatter will welcome the summit participants in the FIFA home of soccer. Confirmed speakers include amongst others MEP Jo Leinen, Hans-Joachim Eckert- Chairman of the adjudicatory chamber of FIFA's independent Ethics Committee, Michael J. Garcia - Chairman of the investigatory chamber of FIFA's independent Ethics Committee, World Bank's Vice-President Dr. Sanjay Pradhan, Luis Moreno Ocampo - First Prosecutor of the International Criminal Court, David Walsh - Award Winning Sports Journalist, Chief Sports Writer of The Sunday Times; 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 Sutter and Brazilian multiple Olympic medalist Gustavo Borges. From India, Sri Sri Ravi Shankar, WFEB Co-founder and global humanitarian will join the conference. 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 are confirmed.

The summit is organized by the World Forum for Ethics in Business (WFEB), a registered, independent Belgium based foundation that is advocating towards ethics, sustainability, good governance and shared value in different arenas around the world. For the past 11 years the WFEB has convened in worldwide conference and since 2006 annually at the European Parliament in Brussels.

The 1st World Summit on Ethics in Sports is organized in partnership with the International Association for Human Values and Swiss-based Marti Communications.

The World Summit on Ethics in Sports will also see the conferment of the Ethics in Sports Award 2014. 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.

The livestream of the WSES will be broadcast from the following link: <http://ethicsinsports.ch/livestream>. For further information and the full speakers list please visit <http://ethicsinsports.ch/>

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The World Forum for Ethics in Business is a registered public interest foundation based in Belgium (N° 822.216.342). The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in



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a globalized world. Providing a platform for the promotion and defense of ethical approaches to business enterprise and corporate governance and facilitating global dialogue and fostering cooperation among the private sector, the academic world, government agencies, international organizations, the media, spiritual as well as secular communities and all other stakeholders are among the organization's main objectives. The World Forum for Ethics in Business is governed by its President Rajita Kulkarni and its Board Members Dr. Sanjay Pradhan, Vice President for Change, Knowledge and Learning, World Bank; Jo Leinen, Member of European Parliament, Nirj Deva, Member of European Parliament; Madhu Rao, CEO Shangri-La Hotels; Roland Glaser, Former CEO Minerva Schools and Ram Lakhina, Chairman of The Netherlands India Chamber of Commerce and Trade. For further information visit www.wfeb.org.

