

## The World Summit on Ethics in Sports announces Ethics in Sports Award Winners 2014

**Katarina Witt, the Cruyff Foundation, and Team Tvilling are the recipients of the award that was conferred on the 19<sup>th</sup> of September during the World Summit on Ethics in Sports at the FIFA Headquarters in Zurich, Switzerland.**

Zurich, 23<sup>th</sup> of September 2014 - The 1<sup>st</sup> World Summit on Ethics in Sports (WSES), a multi-stakeholder platform that took place last Friday at the home of world soccer to elaborate on what business and politics can learn from sports and that discussed and identified the role of sports in solving societal problems, has announced the winners of the 2014 Ethics in Sports Awards.

The award recognized an outstanding individual, a team and an organization that have demonstrated the importance of human values and ethics in life and in the sports arena. 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. Winners were selected by the Board of Directors of the WFEB, the organizer of the Summit for Ethics in Sports, after an open call for nominations. The awardees were recognized at a dedicated Award Ceremony during the conference proceedings at the WSES.

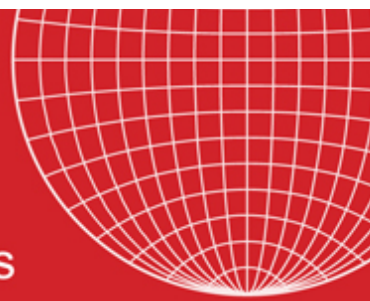
### Outstanding Individual

The 2014 Ethics in Sports Award in the category “Outstanding Individual” went to Ms. Katarina Witt, one of the most successful sports icons of all time in figure skating, having won two Olympic gold medals, four world Championships, and six European Championships, for her outstanding contributions to provide disabled children with a better, happier life through medical care and customized programs that she drives with her charity work and through the Katarina Witt Foundation. Beyond her active sports career she has demonstrated that sports stars through their contributions to society can become positive role models for the world to emulate. For years she has used her popularity and contributions to international figure skating to bring these socially relevant issues in the forefront of societal awareness. Her charity work and personal efforts serve as an inspiration in society and has changed the lives of many for the better.

The award was received by Katarina Witt during the award ceremony.

### Outstanding Organization

The 2014 Ethics in Sports Award in the category “Outstanding Organization” went to the Cruyff Foundation. The Cruyff Foundation has been a source of inspiration for children to overcome their limitations, exercise and rise to their full potential. For over 15 years, their goal has been to give more children an opportunity to come together and play sports, boosting their health, facilitating their



integration in society, improving their quality of life and instilling in them values that will last a lifetime.

In his own right, the founder, Johan Cruyff is a sports legend, internationally regarded as one of the greatest football players of all time.

The award was received by Johann Cruyff, Founder of the Cruyff Foundation, by video message.

### **Special Award: Outstanding Teamwork**

The 2014 Ethics in Sports Award in the category “Outstanding Teamwork” went to 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 - a living inspiration of mind governing matter. Steen Mondrup is an example of physical endurance, sportsmanship and the joy of sharing.

By conferring the 2014 Ethics in Sports Award in the category ‘Outstanding Teamwork’ to Team Tvilling, the Board of Directors of the WFEB recognizes in particular their outstanding contributions to replace the ‘winning-at-all-cost mentality’ with the more important goal of team-working together and teaching life lessons through sports.

The Award also lauded their efforts of raising awareness for athletes with physical and/or mental handicaps and the inspiration you have brought to many. Their achievement of completing the Ironman together serves as a great example of ethical sportsmanship and the possibilities resulting from excellent teamwork and a value-driven attitude.

The award was received by Peder and Steen Mondrup at the WSES.

The Ethics in Sports Award stems from the annual Ethics in Business Award conferred by the World Forum for Ethics in Business to honor individuals and companies that have demonstrated the importance of human values and ethics in life and in the business arena. The Award was instituted in 2006, and is presented annually at the International Leadership Symposium organized by the World Forum for Ethics in Business at the European Parliament in Brussels.

17 winners have received this award over the past years, in 2014, for the first time, the WFEB recognized outstanding sustainable contributions in the sports arena.

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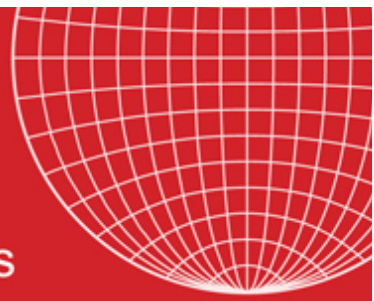
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*The World Forum for Ethics in Business* is a registered public interest foundation based in Belgium (N° 822.216.342). The mandate of the Forum includes all manners of pursuing and establishing the indispensable ethical foundations of business in



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](http://www.wfeb.org).

