

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.

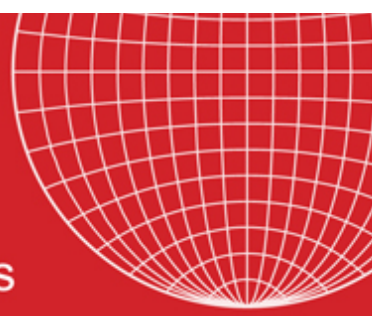
Zurich, 21 September 2014: The current governance challenges in sports and in particular in soccer absorbed much attention at the 1st World Summit on Ethics in Sports.

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.’

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.

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 Tvillig, 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.



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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. 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.

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