

World Summit on Ethics in Sports

19th September 2014, FIFA Headquarters Zurich

The Program:

Sports meets Business - „Shared Value and the role of sports in solving societal problems“

The 1st World Summit on Ethics in Sports (WSES) aims to define the role of sports in solving societal problems and to celebrate best practice examples of ethical sportsmanship. The summit will elaborate on what business and politics can learn from sports, showcase successful CSR activities in the sports arena and assess and address current opportunities 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.

08.15 – 08.45: Registration

08.45 – 09.00: Opening address

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business

09.00 – 09.10: Welcome message

- **Mr. Joseph S. Blatter**, President of FIFA

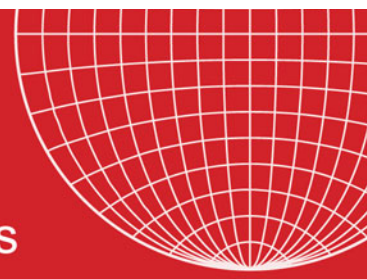
09.10 – 10.35: Inaugural panel

- **Opening remarks: Mr. Jo Leinen**, Member of European Parliament; Board Member, World Forum for Ethics in Business
- **Dr. Sanjay Pradhan**, Vice President Leadership, Learning and Innovation, World Bank
- **Mr. Hans-Joachim Eckert**, Chairman of the adjudicatory chamber of the independent FIFA Ethics Committee
- **Mr. Alojz Peterle**, MEP, Former Prime Minister of the Republic of Slovenia
- **Mr. Gustavo Borges**, Brazilian former international swimmer and multiple Olympic medalist
- **Prof. Jiří Dvořák**, MD, FIFA Chief Medical Officer, Chairman F-MARC, Schulthess Clinic Zurich
- **Mr. Nirj Deva**, Member of European Parliament, Board Member; World Forum for Ethics in Business
- **Sri Sri Ravi Shankar**, Co-founder, World Forum for Ethics in Business

Moderation: Mr. Christoph Glaser, Director, World Forum for Ethics in Business

10.35 – 11.00: Break





11.00 – 12.15: Workshops

Workshop 1: Shared Value and CSR – Sharing of best practices

We need a new paradigm for business wherein businesses generate economic value by tackling society's major needs and problems such as health, education and environmental degradation as a core value proposition. This broader notion of shared value can reshape the relationship of business to society and can legitimize business as a central partner in tackling society's problems. As some sports have grown into businesses they also carry a much larger responsibility for society. In this panel we share best practice from business, which could be scaled up for greater impact in the sporting community.

- **Mr. Robin Cornelius**, Founder and owner of Switcher SA
- **Prof. Livia Járóka**, Former MEP; Founder, Járóka Livia Talent Supporting Association
- **Prof. Dr. Gerhard Prätorius**, Head of CSR, Volkswagen AG
- **Mr. Richard Saller**, Founder, Saller-Sports
- **Ms. Manon Schick**, Amnesty International, Head of Swiss Section

Moderation: **Mr. Günter Conrad**, CEO, Con-First GmbH

Hall: "Training" - with English and German translation

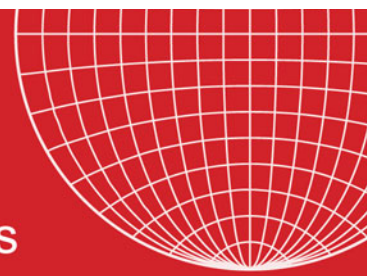
Workshop 2: Shaping the team to success – Learning from sports

Leadership is about bringing together diverse groups of people to achieve a common goal. Best practice from sports can be a great example on how to successfully lead teams. In this workshop world-renowned athletes and team players share their wisdom and secrets of success.

- **Mr. Jamilon Mülders**, Coach of Germany women's national field hockey team, Hockey world champion in 2002
- **Mr. Andreas Sachs**, Austrian racing cyclist, runner-up in the legendary Race Across America 2009 and the Race Across Australia 2011
- **Mr. Erik Thorstvedt**, Former Norwegian football player, TV football expert

Moderation: **Dr. Jana Leidenfrost**, Entrepreneur & Coach; Author of the book on Leadership and Sports „Naturally performing better“

Hall: "Kick & Score" - with English and German translation



Workshop 3: The cutting edge of sports' performance: New horizons

Stronger faster higher, this is the evolution of sports. However, what is the line between acceptable and unacceptable performance enhancement in sports? In this workshop, scientists and practitioners will provide thought provoking insights and discussions on how to improve one's performance in today's world of competitive sports, with concrete solutions for future generations.

- **Prof. Fahri Saatcioglu**, Professor for Molecular and Cell Biology, Department of Biosciences, University of Oslo, Norway
- **Dr. Scott Paton**, Chiropractor, Certified Athletic Trainer, Masters Degree in Sports Medicine, Author, "Health Beyond Medicine", USA
- **Mr. Bryan Roy**, Football Manager of the Ajax Youth Team, Former Professional Player of the Dutch National Football Team
- **Ms. Lisette Sevens**, former Dutch field hockey defender, Olympic gold medalist with the field hockey national women's team

Moderation: Ms. Janine Geigele, Swiss Sports TV Reporter and Journalist

Hall: "Turf" – This workshop will be conducted in English

Workshop 4: Coaching yourself to success – Learning from sports

Evolving oneself towards using one's full potential is most likely not only the desire and dream of every athlete but also of every professional. Taking inspiration from the life stories of four incredibly successful sports people, this workshop seeks to explore ways to coach oneself to success.

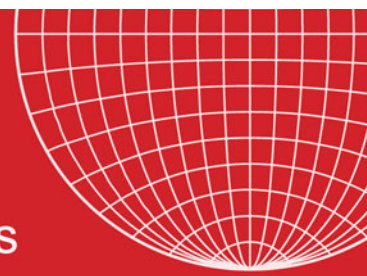
- **Mr. Heinz Frei**, Swiss wheelchair athlete, 15-times gold medalist at the summer and winter Paralympics, current world record holder
- **Mr. Robert Korzeniowski**, Former Polish racewalker, Four-times Olympic gold medalist
- **Mr. Miroslav Cerar**, Vice-President of the European Fair-Play Movement, Former Olympic gold medalist in gymnastics
- **Mr. Gustavo Borges**, Brazilian former international swimmer and multiple Olympic medalist

Moderation: Mr. Rutger Koopmans, Independent Advisor and Non-Executive Director, Acting CFO at Vertical Biomass Corporation

Hall: "Auditorium" - with English and German translation

12.15 – 13.20: Lunch





13.30 – 14.30: Afternoon opening panel

- **Mr. Luis Moreno Ocampo**, First Prosecutor of the International Criminal Court
- **Mr. Christoph Daum**, Former German Professional Football Player, International Football Manager
- **Mr. David Walsh**, Award Winning Sports Journalist; Chief Sports Writer of The Sunday Times
- **Dr. Mustafa Al-Sayed**, Secretary General, Royal Charity Organization, Kingdom of Bahrain

Moderation: Dr. Sanjay Pradhan, Vice President Leadership, Learning and Innovation, World Bank

14.30 – 15.40: Workshops

In recent years, sport organizations have been growing immensely in size and importance, therefore it is crucial that the structure, attitude, and culture keep pace with current challenges such as match fixing, doping, as well as with transfers and events. It is really about developing a whole program on how to ensure that athletes, suppliers and other stakeholders know about the expectations and stick to the rules. The Anti-Corruption Workshops 1 and 2 will assess the current reality in sports governance from different perspectives and suggest possible solutions.

Workshop 1: Anti-Corruption: Challenges on the pitch: Match Fixing & Doping

- **Mr. Ralf Mutschke**, Director of Security, FIFA
- **Mr. Simone Farina**, FIFA Ambassador for Fair Play
- **Prof. Jiří Dvořák**, MD, FIFA Chief Medical Officer, Chairman F-MARC, Schulthess Clinic Zurich, Switzerland
- **Mr. Stanislas Frossard**, Executive Secretary, Enlarged Partial Agreement on Sport, Council of Europe
- **Mr. Patrick K. Magyar**, Director, Weltklasse Zürich, CEO of the European Championships in Athletics 2014 Zurich

Moderation: Dr. Jana Leidenfrost, Entrepreneur & Coach; Author of the book on Leadership and Sports „Naturally performing better“

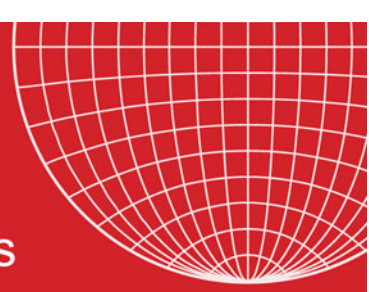
Hall: “Turf” – This workshop will be conducted in English

Workshop 2: Anti-Corruption: Challenges off the pitch: Transfers, Elections, Events

- **Mr. Michael J. Garcia**, Chairman of the investigatory chamber of the FIFA independent Ethics Committee
- **Mr. Roland Büchel**, Member of the National Council of Switzerland
- **Mr. Jo Leinen**, Member of European Parliament
- **Mr. Peter Nünlist**, CEO, PETER NÜNLIST AG, Investment Management & Services
- **Ms. Sylvia Schenk**, Senior Advisor for Sport, Transparency International

Moderation: Ms. Erika Mann, Former MEP; Managing Director Public Policy, Facebook, Board of Directors at ICANN

Hall: “Auditorium” – This workshop will be conducted in English



Workshop 3: The role of media to promote ethics in sports

It is obvious that the media wields an incredible influence on the world, and some statistics show 30% of media space is dedicated to sports. How does one tread the fine balance between keeping the news on sports entertaining, and informative, yet keeping it within the principles of truth, fairness, and decency? Where is the line between investigative journalism that reveals the truth, and pure sensationalism, which sells on negativity at the compromise of ethics?

- **Mr. Hanns-Bruno Kammertöns**, Managing Editor, Die Zeit, Germany
- **Mr. David Walsh**, Award Winning Sports Journalist; Chief Sports Writer of The Sunday Times
- **Mr. Bernard Thurnher**, Swiss TV Commentator, Sports Presenter and Showmaster
- **Mr. Christoph Daum**, Former German Professional Football Player, International Football Manager
- **Mr. Walter de Gregorio**, Director of Communications and Public Affairs, FIFA

Moderation: Mr. Michael Sokoll, CEO, Sokoll Communications

Hall: "Training" – with English and German translation

Workshop 4: Winning ugly? Is there a place for sportsmanship in today's global sports scenario?

Sportsmanship is an aspiration or ethos that a sport or activity will be enjoyed for its own sake, with proper consideration for fairness, ethics, respect, and a sense of fellowship with one's competitors. However, as today it sometimes seems that the end justifies every means, the question arises: Are success and sportsmanship complimentary or contradictory?

- **Ms. Yvonne Feri**, National Councillor, Switzerland
- **Dr. Catherine Ferrier**, Director, Executive Education in CSR, University of Geneva
- **Mr. David Endt**, Dutch sports journalist, author and columnist, Former team manager of FC Ajax Amsterdam
- **Prof. Jean-Loup Chappelet**, Professor of Public Management at IDHEAP, Université de Lausanne

Moderation: Mr. Christian Savioz, CEO, evolution⁴

Hall: "Kick & Score" – with English and German translation

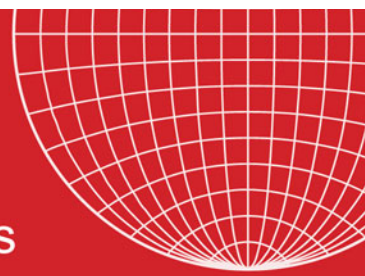
15.40 – 16.10: Break

16.10 – 16.30: Ethics in Sports Awards

Felicitators:

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Dr. Sanjay Pradhan**, Vice President Leadership, Learning and Innovation, World Bank
- **Mr. Werner Lüdemann**, President, International Association for Human Values Switzerland
- **Mr. Peter Marti**, CEO, Marti Communications

Moderation: Mr. Michael Sokoll, CEO, Sokoll Communications



16.30 - 17.30: Panel discussion: The role of sports in solving societal problems

- **Mr. Sven Hannawald**, former German ski jumper, Winner of the Four Hills Tournament, race-car driver
- **Mr. Alain Sutter**, Former Swiss Football Player; Author and TV Football expert
- **Ms. Katarina Witt**, Former German Figure Skater, Two-Time Olympic Gold Medalist, Four-time World Champion
- **Mr. Heinz Günthardt**, Former professional tennis player, Wimbledon Winner; Coach of the Swiss Fed Cup Team

Moderation: Mr. Bernard Thurnher, Swiss TV Commentator, Sports Presenter and Showmaster

17.30 – 18.30: Resolutions, action plans and closing

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Dr. Sanjay Pradhan**, Vice President Leadership, Learning and Innovation, World Bank
- **Mr. Peter Marti**, CEO, Marti Communications

18.30: Aperitif and Penalty Challenge

Goalkeeper:

- **Mr. Pascal Zuberbühler**, Former Professional Goalkeeper of the Swiss National Football Team; Teleclub Expert for the Swiss League; Technical Director and Goalkeeper Coach, Servette Football Club Geneva

Moderation: Mr. Andreas Förster, Founder, Holistic Counselling