



Ethics in Sports Symposium Berlin

'Sports meets Business
– Creating sustainable success'

24th September 2015

Stadium An der Alten Försterei, Berlin, Germany

WELCOME MESSAGE FROM WFEB



Rajita Kulkarni

President
World Forum for Ethics in Business

Dear distinguished Guests of the Ethics in Sports Symposium Berlin

On behalf of the World Forum for Ethics in Business I am delighted to welcome you to the Ethics in Sports Symposium Berlin that is being hosted for the first time in Germany.

For over twelve years, the World Forum for Ethics in Business has been a bastion of global initiatives, partnerships, impact and inspiration in the areas of ethics in business, good governance, transparency and shared values. With the launch of the World Summit on Ethics in Sports in 2014, we began conversations about the critical importance of ethics in sports.

I am glad that the 1. FC Union Berlin is taking the discussions further ahead by hosting and co-organising this Symposium that seeks to address the much needed questions of how to inculcate the values of ethics, transparency and good governance in creating sustainable success in sports and business.

Today, sports is a universal global language, transcending cultures, religions, nationalities and beliefs. It connects the people of the world in a way that little else can. As the founder of the World Forum for Ethics in Business, Sri Sri Ravi Shankar, emphasized last year during our 1st World Summit on Ethics in Sports, if governed in the right way, sports can even be a very important instrument to create peace in places where inter-cultural conflicts prevail.

In recent years, sports organisations have been growing immensely in size and importance, therefore it is crucial that the structure, attitude, and culture keep pace with current demands. As many sports have grown into businesses, they also carry a much larger responsibility for society; a focus on true sportsmanship and the discussion on ethics in sports have become more relevant than ever.

The first Ethics in Sports Symposium Berlin wants to examine what business and politics can learn from sports, showcase successful CSR activities from the area of professional sports and discuss current challenges in sports ethics.

In this Symposium we are happy to welcome accomplished sportsmen, leaders from business, politics, government, NGOs and media, to share their stories, present inspiring case studies and also dialogue on current challenges.

I would like to thank you for joining us in this important conversation and wish you an inspiring time at the Ethics in Sports Symposium in Berlin. The Symposium will benefit greatly from your participation and I invite you to actively join the discussions.

I look forward to meeting and interacting with you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rajita Kulkarni', with a horizontal line underneath.

Rajita Kulkarni

President
World Forum for Ethics in Business

WELCOME MESSAGE FROM 1. FC UNION BERLIN



Dirk Zingler

President
1. FC Union Berlin e.V.

Ladies and Gentleman, dear guests, dear Mrs. Kulkarni

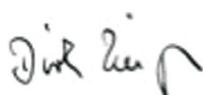
On behalf of 1. FC Union Berlin I warmly welcome you to our Stadion An der Alten Försterei in Berlin.

The strong support the weak. This is the maxim of our varied social commitment. It includes projects directly connected to football as well as the support of arts and culture, the collaboration with refugees, the topic of health in general, and our commitment against racism, homophobia and discrimination of any kind. Due to these ethical and moral values, we are inclined to be aware of and work with the integrative power of sports beneficially for the society.

Today we are coming together here in our Stadion An der Alten Försterei for the first time to pursue the question of how the values of sports effect other parts of society, such as politics and economy. Furthermore, we will discuss the threats they are exposed to as well as the possibilities of resistance for the sportsmen and sportswomen.

I am looking forward to listening to outstanding speakers and interesting conversations. May all participants and guests have an inspiring and pleasant day!

Best regards,

A handwritten signature in black ink, appearing to read 'Dirk Zingler'.

Dirk Zingler

President
1. FC Union Berlin e.V.



ABOUT THE ETHICS IN SPORTS SYMPOSIUM BERLIN

“Sports meets Business – Creating sustainable success”

Sports has an immense role in our society today. In the shortest time sports transcends cultures, nations and beliefs; it brings people together based on common values and triggers emotions.

More recently, sports, and above all, football have become increasingly economically important and therefore it is particularly important that structures, the organisational culture and values keep up the pace, not only because of the current challenges on and off the pitch, but because sports carries a social responsibility in the broader context.

The aim is to preserve the very potential and nature of sport for the benefit of society and future generations. The stadium and the sporting competition can thereby become a place of learning – not only for the club member, the sports fan and for the active athlete, but also for the spectator who actually wants to be entertained. This means that in sporting activities, common rules should be used to implement adequate regulations.

On this topic, the World Forum for Ethics in Business together with the 1.FC Union Berlin organise the “Ethics in Sport Symposium Berlin” .

The 1st Ethics in Sports Symposium Berlin would like to examine what business and politics can learn from sports, showcase successful CSR activities in the field of professional sports as well as discuss current challenges in sports ethics.

Are (commercial) success and ethics complementary or contradictory? Which methods lead to peak performance both in individual and team sports? Corporate Social Responsibility (CSR) and Shared Value: What is the role of sports in society?

Discuss with our experts on current challenges and opportunities in the world of sports and be inspired by interesting testimonies of active and former top athletes, what business and sports can learn from each other.

Theme-specific panel discussions and keynote speeches by national and international dignitaries from sports, business, politics and science will facilitate in-depth insights and promise a broad exchange of expertise and opinions.

The Ethics in Sport Symposium Berlin is organised by the World Forum for Ethics in Business (WFEB), a registered, independent foundation based in Belgium, and the German football club 1.FC Union Berlin.



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World Forum for Ethics in Business



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Managing Director



Mr. Ewald Poeran
Managing Director

ADVOCACY AND ACTION: THE WORLD FORUM FOR ETHICS IN BUSINESS

The World Forum for Ethics in Business: Twelve years advocating and acting towards ethics in business, good governance and shared value

The World Forum for Ethics in Business (WFEB) 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 globalised world. Among the organisation's main objectives are 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 organisations, the media, spiritual as well as secular communities and all other stakeholders.

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, Vice-Chairman Shangri-La Hotels; Roland Glaser, Former CEO Minerva School; and Ram Lakhina, Chairman of The Netherlands India Chamber of Commerce and Trade.

The strategic partners of the WFEB annual conference are the World Bank Group and the International Association for Human Values.

40,000 Participants, 60 Countries, 12 Years

The Symposium was first launched on the inspiration of Sri Sri Ravi Shankar in 2003 in Bangalore, India, and the venue moved to the European Parliament in Brussels in 2006. Over the past twelve years, political leaders, Nobel Laureates and top executives from global companies such as Shell International B.V., Microsoft Corporation, Coca Cola, Infosys, ING Bank, GMR Group, Daimler AG and Tata Services have participated in this event.

In January 2010 stakeholders from previous conferences joined forces and established a new independent organisation, the World Forum for Ethics in Business (WFEB).

Expanding Advocacy Platform to New Geographies

The immediate priorities of the Forum for 2010 were to expand the conference to other regions and countries, to develop ethical leadership and governance programs for the private sector and to create a platform for sharing best practice and innovations in business ethics. Consequently the conference has expanded its advocacy platform in 2010 by reaching out to new geographic areas: In September 2010, regional conferences were hosted in Poland and Russia and action is now under way in these countries to implement business ethics on a local level. In November 2010, WFEB, IAHV and the World Bank co-hosted a conference focused on strengthening responsible business and good governance in Africa. In 2012, the network of ethics in business ambassadors was further expanded with satellite conferences held in Argentina, Singapore and the Netherlands. In 2013, satellite conferences were held in India, Slovenia and at the United Nations in Geneva. In 2014, conferences were held in Nepal and at the FIFA Headquarters in Zurich, Switzerland."



ADVOCACY AND ACTION: THE WORLD FORUM FOR ETHICS IN BUSINESS

Online Curriculum on Ethical Leadership

A global taskforce of experts came together in 2013 to work and put together this curriculum which would be made available free to the entire world. Designed in easy self-study modules, this curriculum aims to empower leaders with wisdom and tools to strengthen their responses while facing ethical dilemmas and measure their ethical score. This e-curriculum features videos, success stories of inspiring ethical leaders, case studies and assessments. This is currently being developed in partnership with Educomp and the World Bank Group.

Ambassador of Ethics

With this program, individuals can sign up with WFEB and do small interventions in their community to take up this advocacy for ethics, good governance and sustainability.

Newsletter

WFEB launched a monthly newsletter which showcases practice in ethics to leaders around the world. It gives out information about ethical leadership tools and innovations and helps to expand the network of ethics ambassadors.

Open Contracting

The World Bank Group has been working with WFEB during the past few years as a strategic partner to bring together diverse stakeholders from the government, private sector, NGO, media and others to form coalitions to make contracts open, transparent and easily understood.

“Development is a process of trial and error which is inherently context specific. Structured platforms in which stakeholders interact and discover solutions to problems are the best way for the public and private sectors to learn from each other, build trust and understanding, and set and support reform priorities that work for them. Promoting “voice” and self-discovery through collaborative governance initiatives offers an effective means of increasing the reform space and thus raising the prospects for a sustainable path to economic development and poverty reduction.”

– Mr. Benjamin Herzberg, Program Lead, Private Sector Engagement for Good Governance World Bank Group

Oath of Ethics

The intention to do good begins with me. With this thought, the oath of ethics program was designed to encourage students and leaders from around the world to go to our website and take this oath.



EDUCATION IS KEY: THE WORLD YOUTH FORUM

World Youth Forum: A New Dimension to Leadership

An initiative of the World Forum for Ethics in Business, the World Youth Forum is part of the International Business and Leadership Symposium, an annual event which brings together prominent leaders in business, politics, religion and academia to consider ways and means of strengthening human values and ethics in business, and highlight new leadership styles that are profitable, yet sustainable.

The conference not only challenges the leaders of today, it also provides a rare opportunity for young professionals from around the world to articulate their vision for a sustainable future. Acknowledging the pivotal role of education, the WFEB created the World Youth Forum (WYF) in 2007. The WYF is an open platform for youth (aged 18 to 30) to voice their message to the world's top decision makers in today's global economic and political environment and to the world community at large. More than 330 young leaders from 35 countries have participated in this unique leadership program, which helps youth to develop and strengthen the skills and capacities for strong leadership in the world. It also provides opportunities to learn through interactive sessions with top business and successful political leaders. WYF participants present "A Call of Youth" at the Conference on Ethics in Business. The World Youth Forum also awards outstanding individuals with the World Youth Award.

THE WFEB Partnership Program

The Partnership Program of the WFEB seeks to expand the reach and depth of the worldwide symposia by inviting organisations for a structural partnership with the aim of fostering human values and ethics in business, politics and in life. Partners are encouraged and supported in their own endeavors in this regard, but also become part of an active forum that aims to implement human values and ethics in business on a global scale.

The main benefit for WFEB partners is in the first place the opportunity to give visibility to their commitment to ethics and human values in business through international high-level forums of leaders from all sectors of society. The Partnership Program also provides the partners with the opportunity to help setting the agenda and influence important developments in the field of corporate culture, ethics and values. Main partners can contribute to the design of the conference and to the nomination of speakers.

Be the change you want to see in the World

The Ethics in Business Award is an annual prize 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 at the annual International Leadership Symposium organised by the World Forum for Ethics in Business. Over the past years 17 Ethics in Business Awards were presented.





World Forum
for Ethics in Business

F.O. UNION

WFEB Initiative for Ethics in Sports

Outcome

Generating Role Models

Increased Compliance

Awareness on Ethics

Instilling Values

Fair Competition

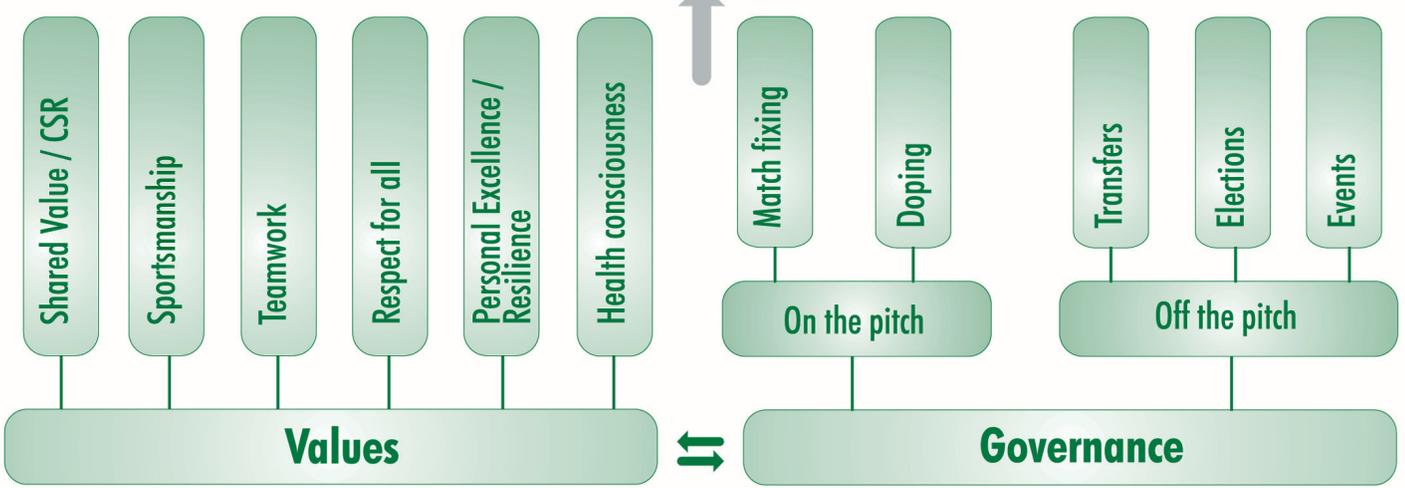
Action Items

Conferences

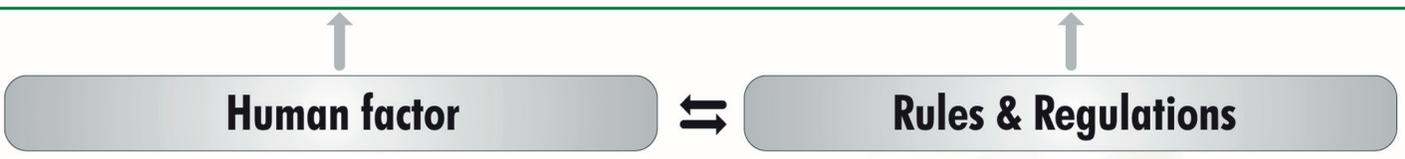
Education

Awards

Areas to Address



Guiding Principles



It is essential to create rules and regulations which aim to preserve the wealth of sports. Formal guidelines and their enforcement are necessary to help ensure that people make ethically sound decisions. However, ultimately, it is the individual who decides to engage in a specific behavior and to follow ethical principles. It is therefore essential that to achieve sustainable integrity in sports we need to focus on, and uplift, the individual.

Purpose / Vision

- Sports is a medium that can create a sense of unity and respect for all.
- Raise awareness on the potential of sports to promote human values and to improve physical and mental health.
- Recognize the importance of good governance, on and off the pitch, to ensure establishment of human values.



ABOUT 1. FC UNION BERLIN

1. FC Union Berlin and the home ground „Stadion An der Alten Försterei“

FC Union Berlin is a football club based in the Berlin district of Köpenick. Founded on January 20 1966, its roots go even further, with connections to predecessor clubs from the district of Oberschöneweide that gives Union Berlin an almost 110 year history. The home ground 'Stadion An der Alten Försterei' – Stadium at the old for-ester's house – is the largest single-purpose football stadium in the German capital. It has been home of Union Berlin and its forerunners since it was opened in 1920.

Union Berlin is as well known for its enthusiastic and creative fan base, and for its club initiatives over the last two decades.

In May 2004, the supporters raised over 1,5 million Euros to secure the club's license for fourth-division football through a campaign called 'Bleed for Union.' One element of the campaign was that fans donated blood to Berlin hospitals and then gave the money which they received from the blood bank to their club. Proceeds of later campaigns were donated to flood victims and other charity organizations.

Fan devotion is no better epitomised than during the 2008/09 season, when more than 2,300 Union fans helped the club to renovate and modernize its famous stadium, contributing over 140,000 hours of free labour. Moreover, the renovation was an essential part of the licence acquisition for the following season.

Another outstanding activity that shows the unique character of FC Union Berlin is the annual Christmas sing-along. In 2003, 89 Union supporters entered the stadium unannounced in order to sing Christmas Carols. Subsequently, this singing has developed into a much respected event. Last year, 27,500 fans and guests sang together in the 'Alte Försterei'.

In 2014, the club came up with the idea of inviting fans to take their own sofas to the ground to watch the World Cup broadcasted from Brasil. 750 sofas were placed in rows on the pitch in front of the big screen, and over 140.000 guests participated in this event during the tournament.

The ground has also hosted open air concerts, including the U.S. band Linkin Park, which was visited by 25,000 fans.

With its unique battle cry, "Eisern Union!", FC Union Berlin's success on the pitch has included winning the GDR-Cup, reaching two further cup finals and qualification for the UEFA Cup. At present, Union Berlin is playing the seventh consecutive season in the 2nd league of the German Bundesliga.

With its 12,437 club members, the club has become increasingly attractive for new Berliners, who soon become devotees to this club's unique atmosphere.





World Forum
for Ethics in Business

PROGRAM



ETHICS IN SPORTS SYMPOSIUM BERLIN

24th September 2015

Stadium An der Alten Försterei, Berlin-Köpenick

The **Ethics in Sports Symposium Berlin** will shed light on two subjects: on one hand, the symposium will elaborate on what business and politics can learn from sports and how value-based leadership can enable sustainable success in business as well as sports. Valuable interactive discussions with top athletes and experts from the world of sports and business will be available.

On the other hand, the symposium will discuss current challenges in sports ethics and governance and the dwindling trust in sports' representatives and institutions. Today's situation in the global football scenario will be in the center of the debates.

The symposium will also bring into perspective how institutions' performance, as well as individuals' in sports and business, can and should be measured in a meaningful way. In doing so, the symposium wants to ask, whether success and financial performance are sufficient as evaluation criteria, or in what way the holistic contribution to man and environment has to be considered as well.

15.30 – 16.00h: Registration and networking

16.00 – 16.50h: Welcome addresses and keynote speeches

16.50 – 18.10h: Panel discussion: Creating sustainable success – what we can learn from sports

Successful leadership as a result brings together diverse groups of people in achieving a common goal. This panel discussion will showcase best practice examples from sports and business and ask the question: what is the secret to sustainable success and what can business and politics learn from sports?

18.10 – 18.30h: Break

18.30 – 18.40h: Keynote address: The changing nature of sports – Is there a place for sportsmanship and ethics in today's professional sports scenario?

18.40 – 20.00h: Panel discussion: Is there a place for sportsmanship and ethics in today's professional sports scenario? – Leadership challenges

Sportsmanship is an aspiration or ethos that sports or any other activities are enjoyed for their own sake, with proper consideration for fairness, ethics and mutual respect. However, today it seems that the end justifies every mean, hence the question arises: Are success and sportsmanship complimentary or even contradictory? In recent years, sport organizations have been growing immensely in size and influence; therefore it is crucial that their structure, attitude and culture are aligned with current challenges such as the allocation of events or transfers. But also on the pitch, with the matters of match fixing and doping, there are problems that demand new solution strategies.

This panel will assess the current reality in sports' governance from different perspectives and suggest possible solutions.

20.00 – 20.10h: Keynote address: Perspectives for sustainable development

20.10 – 20.30h: Closing and outlook

20.30 – 21.00h: Penalty shoot-out and reception

Dr. Mustafa Alsayed

Secretary General, Royal Charity Organization, Kingdom of Bahrain



“Fair play means more than just abiding by the rules. It covers such notions as friendship, respect for others and the sporting spirit. Sports ethics signify not just a certain form of behaviour but also a particular way of thinking. It involves the elimination of cheating, bending the rules, doping, abuse of food additives, physical and verbal violence, the harassment and sexual abuse of young people and women, trafficking in young sportsmen and women, discrimination, exploitation, unequal opportunities, excessive commercialisation and corruption.”

Dr. Mustafa Alsayed, who is the Secretary General for Royal Charity Organization, was the Chief Executive of Bahrain Petroleum Company (BAPCO) until end 2007.

His previous positions include Chief Engineer with the Ministry of Works, Power & Water, responsible for power generation in Bahrain, Chief Executive at Midal Cables and General Manager with Gulf Petrochemical Industries Company (GPIC) and Power and Utilities Supervisor with Bahrain Petroleum Company.

A mechanical engineer by qualification, Mr. Al Sayed also holds a PhD and Masters in Industrial Management.

Mr. Al Sayed is the winner of the Crown Prince Award for Best Research in Social Science in 2007 and the GCC Best Environment Personality Award for 2005-2006. He is the author of a management book, *The Key to Organizational Success*.

Mr. Florian Bauer

Special sport political journalist, ARD German TV



“There is no business in the world where so much money is involved, where there is so much social influence, so much political power and yet so little institutional supervision prevails as in sports. A discussion of ethics, human rights, and the responsibility of sports often does not occur.”

Florian Bauer is an award-winning journalist, host and lecturer. As a journalist working in the field of social policy, especially as an expert in the field of sports for the German TV channel ARD, he has revealed many scandals in the last couple of years. Those scandals mainly belong to the fields of doping, FIFA and human rights in sports. He has been granted several awards for his work and is a popular guest in talkshows, such as “Günther Jauch”, or with channels like CNN, BBC or HBO.

He mainly works for the TV and radio channel ARD abroad and reports on topics that are being neglected in general. Such is the case with, for example, the Sochi workers that have been exploited during the erection of the buildings for Olympia, the question of human rights at major sports events in Belarus, Kazakhstan and China, as well as the history behind having Qatar as the World Cup’s host in 2022.

His being arrested at the end of March this year caused headlines around the globe. Bauer is an experienced journalist displaying his own cinematic handwriting. His most recent work is a 45 minutes documentary about refugees in Germany. As one of only very few international journalists, he reported on the sociopolitical circumstances around the Africa Cup in dictatorial Equatorial Guinea. The film material even had to be hidden in the underpants.

For several years he presented the TV report *Sport im Westen* (“Sports in the West”) working for the German TV channel WDR. Apart from that, he was one of the youngest commentators for the German newscast *ARD Tagesthemen*. Amongst other things, he teaches journalism at universities, and writes articles for the German weekly *DIE ZEIT*. He spent several months living in the USA, Madagascar, Australia, and Columbia.

Mr. Christoph Daum

International Football Manager



"You can fall. It is not important how many times you fall. You just have to get up again."

Christoph Daum, who was born in 1953 in the mountainous area of Erzgebirge, grew up in the Ruhr region, and is one of the most prolific and idiosyncratic football coaches in Germany.

For a quarter of a century he has been working successfully as the head coach of top European clubs; he won national titles in Germany, Turkey and Austria with his teams. Christoph Daum is the father of four children and married to his second wife. He lives with his family in Cologne.

Mr. Patrick Gasser

Senior CSR Manager, UEFA



"Is there a place for sportsmanship in today's scenario of professional sports? – Challenges on and off the pitch – We are required to ensure, that sportsmanship is sustained in professional sports."

Patrick heads UEFA's Football and Social Responsibility (FSR) Unit, having joined UEFA in 1999. Before his time at UEFA he worked for thirteen years at the International Committee of the Red Cross (ICRC), both in the field and in Geneva. He was engaged in areas affected by conflict in Africa, Asia and Europe where he had a broad range of responsibilities that included directing relief and protection operations, and managing media contacts. Along with football his sporting passions are skiing and tennis.

Mr. Eugen Gehlenborg

Vice-President, Social Responsibility, German Football Association



Eugen Gehlenborg has been a member of the German Football Association's (DFB) steering committee since October of 2013. As the Vice President responsible for sustainability, social and sociopolitical matters, he also serves as the Managing Chairman of the Egidius Braun Foundation maintained by the DFB and as Chairman of the Sepp Herberger Foundation.

During his days as an active player, Gehlenborg played at the association level and was also active at the district level for many years as a player-manager. He has been holding honorary positions within the association since 1991. He initially serves as the Chairman for the Cloppenburg Fußballkreis, later followed by a positions as Vice President of the Football Association of Lower Saxony and Chairman of the Commission for Social Matters.

Eugen Gehlenborg has also been the President of the North German Football Association since 2009.

As a certified pedagogue, Gehlenborg worked in adult education after completing his degree and held an executive position in the Weser-Ems region. In 2003, Gehlenborg joined Lower Saxony's Ministry for Science and Culture. There, he was entrusted with heading the division responsible for Continuing Education, Information Management and Academic Libraries and was appointed the Deputy Head of Department for the Research and Innovation area.

Dr. André Hahn

Member of German Parliament, Spokesperson of the Left Party for the Sports Committee



"Bertolt Brecht wrote in The Threepenny Opera, "Food comes first, then comes morality". He ensured morality has a place in the (capitalist) economy, although not at the top of the priority list. How much morality, can and must they, the economy and professional sports, afford today? I mean: significantly more than in the past, out of their own interest. Profit rates, economic return rates, or the number of medals are not supposed to be the only currency in competitive sports."

Dr. André Hahn (52) is a Member of the German Parliament since October 2013. There he is, inter alia, Member of the sports committee and sports policy spokesman of the faction DIE LINKE, as well as Chairman of the Parliamentary Control Panel who reviews the work of the secret services, and Parliamentary Secretary of the Left Party. He is also Deputy Member of the NSA committee of inquiry, the Committee on Internal Affairs and the Tourism Committee. His constituencies are the Saxon Switzerland – Osterzgebirge and the district Meissen.

The Berlin-born graduate teacher was a member of the Central Round Table of the GDR from 1989 to 1990 and did his PhD in 1994, Dr. rer. soc. on the topic: "Political culture in the last year of the GDR based on investigations of the round tables".

André Hahn is a member of the county council Saxon Switzerland since 1994 – Osterzgebirge. From 1994 to 2013 he was for the PDS / Die Linke member of the Saxon parliament in various capacities from 2007 to 2012 as the faction chairman.

Sports, especially football, is Hahn's number one hobby. Until 1991, a football referee (last national league, before until the DDR-League), Hahn was active in the state parliament FC Sachsen: as vice president, team captain and reliable scorer (116 goals in 114 games). Since 2014 he plays in the FC Bundestag.

More information: www.andre-hahn.eu

Mr. Alexander Koch

Deputy Head of Communication, FIFA



"In the past, we used to deal primarily with organisational matters - today, our focus is increasingly shifting to other issues, such as ethics, human rights, the protection of the environment and sustainability. I wholeheartedly welcome this change and appreciate that it is making my work even more interesting."

Alexander Koch was born in Bremen 1967. His life was marked since early childhood through sport.

He rowed at the World Championships and the Olympic Games in 1992 for Switzerland and his career is from the outset closely linked to sports.. In 1995 he started at the ISL Worldwide in the athletics department and directed, inter alia, the local office for the 1999 World Championships in Seville.

Since 2000 Alexander Koch works for football, first in marketing, where he, among other things, was responsible for the marketing program of the 2006 FIFA World Cup in Germany, and since 2006 in the communications department of FIFA as Deputy Head of Corporate Communications.

Mrs. Rajita Kulkarni

President, World Forum for Ethics in Business



"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."

Rajita is a humanitarian, an educationist, a writer, a leadership coach and a global leader. She is the President of the World Forum for Ethics in Business and a Board member in a number of non-governmental organisations at an Indian national and international level.

She helps organisations globally to achieve excellence in governance, finance and administration. She is committed to create global advocacy to inspire individuals and corporations to embrace an ethical way of life. She has been instrumental in leading a number of action-oriented initiatives towards this goal.

Apart from global responsibility of WFEB, her key current projects include the launch of the prestigious Sri Sri University in India, global design and roll out of the Transformational Leadership for EXcellence program that enables leaders to unleash their full potential and overseeing the administration of over 510 educational institutions that reach education to over 6,000 children (including schools, a college of journalism, a college of Ayurveda and an MBA school). Of these 421 are free schools reaching free education and mid day meals to 43,450 children in 12 states of India.

Her expertise lies in leading large, multicultural, multi country, diverse teams to unleash their full potential and fulfill their vision. She is a certified leadership coach and has trained CEO's, current and ex Heads of Governments, Parliamentarians among others to sharpen their leadership skills towards creating increased public value.

She travels the world addressing various international fora to advocate the message of excellence, ethics and human values. Before committing her life to society five years ago, Rajita was a banker for 18 years with Citi. She held many international leadership positions in her career, last of which was Asia Pacific Head for Customer Advocacy and Training for the Retail Assets Business where her portfolio responsibility was annual revenues of 750 million US dollars, 16,000 employees and over 800 branches across 12 countries.

Considered an expert in her field of Leadership training and coaching, she designed 85 management exercises and learning tools. She has won 17 awards for professional excellence in her field and has done training and development for over 100,000 participants from over 50 countries.

Ms. Wendela Kuper

Chair of the EPAS Governing Board, Council of Europe

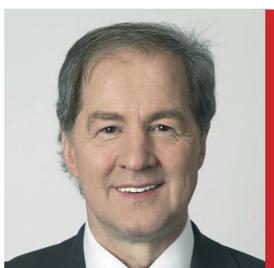


“Sport is about fair play – fair play should be evident in the board room as well as on the field. And if it goes wrong in the board room, how can one expect fair play to exist out on the field.”

Since 2013 Wendela Kuper is the chair of the Governing Board of the Enlarged Partial Agreement on Sport (EPAS), which is the intergovernmental platform of co-operation of the Council of Europe on Sports policies. Next to that she is working as a program manager sport, security and international affairs at the Ministry of Health, Welfare and Sport in the Netherlands. She is responsible for topics like integrity of sport, match-fixing and international affairs. Before working at the ministry Wendela had various positions in the healthcare sector at NGO's and healthcare organisations.

Mr. Jo Leinen

Member of European Parliament; Member of the Board, World Forum for Ethics in Business



“Sport serves as an excellent tool for international collaboration, and only fair play on and off the pitch can create trust and peace. 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 Symposium is going to be a successful endeavor.”

Jo Leinen was born in the Saarland at the German-French border. Leinen began his career as a legal trainee at the Higher Regional Court Koblenz and soon after became a well-established lawyer in Freiburg/Breisgau. Before becoming a MEP, Jo Leinen was Minister for the Environment in the State Government of Saarland, Germany from 1985-1994. From November 1994 until September 1999, he played the triple role of Chairman of the Committee for European Affairs in the State Parliament of Saarland, Germany and was member of both the Committee of the Regions and Congress of Regions of the Council of Europe. He served as Vice President of the European Movement International (EMI) from 2003 to 2011, before becoming its President in November 2011. Since July 1999 Mr. Leinen has been a Member of the European Parliament. He was a Member of the Convention for the Elaboration of a Charter of Fundamental Rights for the EU. From 2004 to 2009 he was President of the Constitutional Affairs Committee and from 2009 to 2011 he chaired the Committee on the Environment, Public Health and Food Safety. He is a full member in the Committee on the Environment, Public Health and Food Safety and a substitute member of the Committee for Foreign Affairs and of the EP's Working Group on EU-UN relations. He is also a full member of the Delegation for the relations with India and a substitute in the ACP-EU Joint Parliamentary Assembly.

Mr. Jamilon Mülders

Coach of Germany women's national field hockey team, Hockey world champion in 2002



"Our responsibility as a coach is to accompany and encourage our athletes on their way to top-performances. We need to give realistic feedback and clearly define goals to support our athletes."

"Open and honest communication is a prerequisite for creating an atmosphere of mutual trust. Only with such confidence in themselves and their skills is it possible to have a successful and long term sportsman career."

Jamilon Mülders (29 May 1976, Düsseldorf) is a former German National Team hockey player, world champion and national coach of the junior German Hockey Federation (DHB). Currently, he is the federal coach of the German Women's National Team. His sports career started in 1991.

Since then he passed through every selected team of the German Hockey Federation, participated in the Junior European Championship and World Cup. In 2001 he won the Champions Trophy with the German Men National Team. He played 41 matches with the national team and 104 junior national matches. In 2002, after his first World Cup victory in Kuala Lumpur, Mülders ended his active career as a professional hockey player.

Mr. Peter Nünlist

CEO, Peter Nünlist AG, Investment Management & Services



"I am convinced that we can achieve an outstanding performance in considering environmental and social aspects within our investment decision process."

Peter started his career as a Portfolio Manager at UBS. He later became Assistant to the Executive Board of a Private Bank before taking the role of Head of Portfolio Management at Bank Leu and PBS Private Bank Switzerland in Zurich.

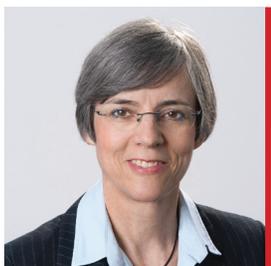
In 2007, Peter founded his own Asset Management Company. He is focussing on Wealth Management for Clients in the Sports World, offering a personal service and tailored expertise in the fields of sports and finance.

Peter holds diplomas from the University of North-West Switzerland (BA), from St.Gallen (Financial Mathematics) and from ESSEC Paris (Master of Economics).

Peter is a passionate football player and started playing in his early childhood. Nowadays, he enjoys practicing sports with his three children. He is convinced, that sport keeps him fit and gives him the strengths to take sustainable investment decisions in every situation.

Ms. Sylvia Schenk

Senior Adviser on Sport, Transparency International



“Sportsmanship – just as a the conduct of integrity in politics, business and other societal fields – must always be lived anew. Where people are in competition with one another, where power and (peak-) performance are at stake, there is also the danger of manipulation. Already in the Olympic games of the Antique, corruption and fraud existed, that did not change until today. Therefore it is crucial to identify risks, and to meet them adequately. To that end, a commitment to ethical conduct and the living example of the leadership are essential, as well as transparency, accountability and an extensive communication about the values of an organization and the sport respectively.”

Sylvia Schenk is a lawyer in Frankfurt am Main, Germany. She worked as a judge at the Labor Court of Offenbach (1979-1989) and as a City Councilor in Frankfurt (1989-2001). She has been a German champion and an Olympic athlete in 1972 800 m running and has served as a volunteer in national and international sports organisations since 1975. From 2001 to 2004, she was the President of German Cycling and from 2000 to 2005, member of the Management Committee of the International Cycling Union UCI. From 2007 to 2010, she was on the chair of Transparency Germany and from 2006 to 2014, Senior Advisor for Sport of Transparency International, and is now chairing the Working Group Sport of Transparency Germany. She is a board member of the German Olympic Academy and an arbitrator at the Court of Arbitration for Sports (CAS) in Lausanne.

Mr. Matthias Schmidt

Member of the German Parliament, Member of Sports Committee (SPD)



“Sports are a connective link between people of various different cultures, religions and countries. They constitute a common language that is characterized by the acceptance of rules and the striving for an ethical self-perception that is sustained by a mindset of fairness, integrity and integration.”

Matthias Schmidt has been a member of the German Parliament since 2013. Born in Northern Hesse, he got his High School education at the Phillippinum Gymnasium in Marburg in 1982. After obtaining his degree in public administration from the Fachhochschule des Bundes in Cologne, he worked at the German Federal Statistical Office („Statistisches Bundesamt“) - first in Wiesbaden, later as Administrative Director in Berlin, where he resides today. Schmidt is 52 years old, married with three children and has one grandson.

Since 2006, Matthias Schmidt has been a member of the SPD parliamentary group in the district parliament („Bezirksverordnetenversammlung“) of Treptow-Köpenick, becoming Chairman of the group in 2011. In 2013, he was elected to the Parliament via party list. As part of his parliamentary duties, he serves as a member of the Committee on Internal Affairs and the Sports Committee. He also functions as Deputy Spokesman of the „Landesgruppe Ost“. In addition to his commitment to the promotion of sports, his political work also encompasses the fight against right-wing extremism as well as the strengthening of democratic principles. The recognition of lifetime achievements of East German citizens is of special importance to him as the representative of an East Berlin electoral district. In addition to his political activities, Schmidt is committed to creating and maintaining an immigrant-friendly, open arms policy in his district. Maintaining the regional town twinning agreements and partnerships has also been of great importance to him for many years.

Mr. Jürgen Trittin

Member of German Parliament, Member of the Foreign Committee



Jürgen Trittin was born in Bremen and studied social sciences in Göttingen. After graduating, he worked as a research assistant, press spokesman and freelance journalist. From 1990 to 1994, he served as the Minister of Federal and European Affairs for the State of Lower Saxony. From 1998 to 2005, Jürgen Trittin was Minister for the Environment, Nature Conservation and Nuclear Safety. He then served as a Member of the Committee for European Affairs, as coordinator of the International Politics Study and as Vice Chairman of his political group. From 2009 to 2013, he served as the Group Chairman of "Die Grünen". Today, Mr. Trittin works as a member of the Parliament's Committee on Foreign Affairs.

Mr. Mark Warnecke

CEO AM Sport, former professional swimmer, Olympic Medal Winner, World and European champion



"I am delighted to be part of this year's symposium in Berlin. Business, ethics and sustainability have become important topics in sports. I was able to use my athletic success in a sustainable manner and build on it as the oldest swimming world champion. Meanwhile, I'm on the other side and may return some of it as an entrepreneur and nutrition medicine expert to the sport and in particular to the athletes."

Mark Warnecke is an entrepreneur, physician, nutritionist and former athlete. His most exciting swimming achievements were the bronze medal at the 1996 Olympics in Atlanta 100m breaststroke, three World Championship titles, seven world records and the surprise victory at the World Championships in Montreal 2005: with already 35 years, he became the oldest swimming world champion of all time. But Mark Warnecke sees himself not only as an athlete: as a trained physician and due to personal experiences he has been working for years on the subject of diet and sports nutrition. He first examined the impact of amino acids on the body.

In addition to performance optimization and the enhancement of regeneration in athletes, these findings help people who try to lose weight without suffering the dreaded yo-yo effect. Today Warnecke has had great success with this self-developed nutrition and service concept. Non-athletes, recreational athletes, but also competitive athletes benefit from his AMsport® products. Warnecke bids farewell to sports at the German championship in 2007.

Now he has devoted himself entirely to his company on the sports nutrition AMsport® and to the topic "Nutrition and Di-etetics" in connection with his AMFORMULA®

Mr. Dirk Zingler

President, 1. FC Union Berlin e.V.



“The strong helps the weak – This is the motto of the multi-faceted societal responsibility commitment of the 1. FC Union Berlin. It encompasses projects which are directly connected to football, as well as the promotion of culture and arts, the work with refugees, the topic of health and the commitment against racism, homophobia and discrimination of any kind. Is it for the ethical values which prompt us to use the integrating power of sports in a way which benefits society. The Ethics in Sports Symposium Berlin, held at the stadium An der Alten Försterei, to which we are inviting, together with the WFEB, serves as a platform for exchange on how the values of sports can affect other areas of society, such as politics and business and also on which challenges it is facing, and how the actors in sports can prepare for them. I am looking forward to distinguished speakers and interesting talks.”

Dirk Zingler was born in August 1964 in Königs Wusterhausen in Brandenburg, Germany and was raised in Eichwalde. Educated as a maintenance technician, he is an entrepreneur since 1995 and is the owner of a construction logistics company with 300 Employees. As an “Unioner” for more than 40 years and as member of an Union-fan-club, he took the post of president at the 1. FC Union Berlin in 2004. Since then, the Club has taken to a speedy development in the last years, and became well established in German professional football, without losing its traditional as well as innovative character. Dirk Zingler is married and has three children.

Mr. Christian Arbeit

Communications Director, 1. FC Union Berlin



"The symposium jointly organized by the WFEB and 1. FC Union Berlin brings interesting conversational partners together to discuss the overlaps of sports and society as well as the economy, in particular. The challenges related to ethical and sustainable action are greater than ever and require permanent reflection and consideration. This event can set an important impulse and provide plenty of food for thought – two partners have come together here that both firmly understand the importance of acting in a socially responsible and considerate manner."

Christian Arbeit was born in Berlin in February of 1974 and has remained faithful to his home city to this very day. The 41-year-old is a graduate social pedagogue and worked in the cinema industry up to the end of 2008.

Being a fan of 1. FC Union Berlin for many years, he is responsible for the club's communication since 2009. Three years prior to that, he already started working on the microphone of the club's stadium located "An der Alten Försterei" as a stadium announcer.

Christian Arbeit has two children.

Mr. Christoph Glaser

Managing Director, World Forum for Ethics in Business



"Sports has provided some of the most wonderful experiences in my life. I believe that in sports, key values can be learned in a most playful manner. For me, this conference is an opportunity to learn from great leaders and athletes, and to think jointly on how we can preserve this enormous wealth."

Born and raised in Basel, Switzerland, Christoph has served since 2006 as Managing Director for the International Leadership Symposium of the World Forum for Ethics in Business.

As a leadership expert and personal development coach, Christoph has delivered leadership programs in more than 50 countries over 15 years. This rich experience of diverse cultures and an understanding of global social economic and political scenarios has helped him to establish several public-private partnerships for social development. Since 2009 he acts as CEO for the TLEX Europe (Transformational Leadership) Seminars. Some of the organizations which he has worked with include: Harvard Business School, Accenture, Beiersdorf, Boston Consulting Group, General Electric, Microsoft, Shell and the World Bank Group.

Christoph currently serves on the Boards of a number of Non-Governmental Organizations internationally such as the International Association for Human Values. He holds a Master's degree in Public Policy (MPP) from the Humboldt-Viadrina School for Governance and graduated with honors from the Basel Business School, Switzerland.

Ms. Birgit Nössing

Moderator, Sky Germany



"Sport has prepared me for life. I've learned as a young skier to fall and then rise again. As someone from South Tyrol I grew up in Italy speaking German and found out how easy prejudices can be overcome through sport."

Birgit Nössing works as Moderator at Sky Sport News HD, the first 24-hour sports news channel in Germany. Raised in South Tyrol she lived after her studies of Communication Sciences in Munich for several years in Berlin-Kreuzberg. In addition to the *Welt* and *Welt am Sonntag* she has been working there for five years for the news channel N24. Before this she worked inter alia 2008 as a correspondent for the US presidential election and was bound for the 2010 Olympics in Vancouver. In 2011 Nössing was also seen as a presenter of ProSieben *News Time*.

Today she is involved in addition to the moderation for Sky Sport News HD in social projects of the Sky Foundation and is producing films. In its report on Munich's street soccer league *Colourful plays well* one could see how integration can work through soccer. In her spare time Nössing is a passionate athlete. She is a governmental approved ski instructor and some time ago has contested numerous competitions of ski racings at the international level. In addition to her mother tongue, she speaks fluent Italian and English.

The World Forum for Ethics in Business and 1. FC Union Berlin would like to thank all distinguished speakers and participants for bringing human values and ethics to the forefront of sports.

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