

Invitation



Sports meets Business

“Preserving the beauty of Sports
and leveraging its full potential!”

16th September 2016
at the FIFA Headquarters, Zurich, Switzerland

Organised by the World Forum for Ethics in Business

Sports meets Business

Preserving the beauty of Sports and leveraging its full potential!

Sports exemplifies how various stakeholder groups are directly impacted by the corporate culture (strategy, team spirit), the individual performance (skills and behavior) and the wider corporate context (leadership, legal framework, CSR, media) to reach the organisational business goals (win the game).

- Sports transcends cultures, nations and beliefs and connect people, based on a common set of values.
- Sports triggers emotions and has the power to move masses in a short period of time, facilitating opinion building and imitation.
- Sports shows in real time challenges in the value creation chain.

The 2nd World Summit on Ethics and Leadership in Sports (WSELS) 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 leadership and teambuilding learnings 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 discussions as well as breakout sessions to enrich participants' overall knowledge and experience and propose a substantial agenda for action.

The World Summit on Ethics and Leadership in Sports is an initiative of The World Forum for Ethics in Business, a registered public interest foundation with the aim to pursue and establish the indispensable ethical foundations of business in a globalised world.

The World Forum for Ethics in Business is organising this summit in cooperation with:

- Marti Communications
- International Association for Human Values

The summit will be held at the FIFA headquarters in Zurich.



Program

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16th September 2016, FIFA Headquarters

08.15 – 08:45: Registration

08.45 – 9.10: Opening address and Welcome message

9.10 – 10.35: Inaugural Panel

10.35 – 11.00: Break

11.00 – 12.15: Deep-Dives

Deep-Dive 1 / Workshop: Towards the triple bottom line – Sharing best CSR practices

Deep-Dive 2 / Workshop: The cutting edge of sports' performance: New horizons

Deep-Dive 3 / Discussion: Shaping the team to success – Learning from sports

Deep-Dive 4 / Discussion: Mind Matters: Is the mental power the last unused resource in today's "sports-war" for success?

12.15 – 13.30: Lunch

13.30 – 14.30: Key-Note Discussion

14.30 – 15.40: Deep-Dives

Deep-Dive 1 / Workshop: Anti-Corruption: Challenges on the pitch: Match Fixing and Doping

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

Deep-Dive 3 / Discussion: The role of digital and other media to promote ethics in sports

Deep-Dive 4 / Discussion: Human Rights and Sports

15.40 – 16.10: Break

16.10 – 16.45 Ethics in Sports Awards' Ceremony

16.45 – 17.15: Conclusions

17.15 – 18.30: Aperitif and Penalty Challenge

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Preserving the beauty of Sports and leveraging its full potential!

The conference will consider the following questions:

- Respect and dignity for all: learning from sports.
- Shaping the team to success – Lessons from sports and business.
- Human rights in sports.
- Regaining the trust.
- Greed – the human tragedy?!
- Anti-Corruption: The way forward.
- Integrity: Doping and performance enhancing drugs in sports and business.
- The cutting edge of sports' performance: New horizons
- What practices contribute to the highest individual and team performance?
- What is the role of the global players in addressing the basic needs of eradicating society's problems: poverty, improving education and health systems, and dealing with unemployment and environmental degradation?
- The role of media to promote ethics in sports

Leaders share their secrets to integrity and success!



Recognising sustainable success

Announcement of Ethics in Sports Award Winners 2016

The World Summit on Ethics and Leadership in Sports will present the 2016 Ethics in Sports Award at the FIFA Headquarters, Zurich, Switzerland.

The Award will recognise an outstanding individual and organisation that have demonstrated the importance of human values and ethics in life and in the sports arena.

Winners are selected by the Board of Directors of the WFEB, the Summit organiser, based on the following selection criteria:

Outstanding Individual: The award will recognise an outstanding individual who, during 2016, has been a leading role model in radiating and embodying ethical behaviour in life and in the sports area. The nominee has inspired people to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis success in sports. Human values include sincerity, integrity, friendliness, a sense of belongingness, compassion, non-violence, fairness, respect and dignity.

Outstanding Organisation: The Ethics in Sports Award will honor a sports organisation for their outstanding commitment and achievements towards an ethical, long-term, sustainable team success during 2016.

The nominee has inspired people, inside as well as outside its organisational settings to observe and practice human values, and to give equal, if not greater importance, to human values vis-à-vis organisational interests. The nominee has coupled organisational interests with a commitment to serve society through CSR initiatives and responsible leadership.



ABOUT THE ORGANISER

The World Forum for Ethics in Business

Through the International Leadership Symposium on Ethics in Business, the World Forum for Ethics in Business brings together leaders from all sectors of society to dialogue on new leadership styles that support inclusive and sustainable development and ensure profitability for businesses.

Over the course of 13 years, conferences were already held in Belgium, Germany, Switzerland, United Kingdom, Russia, Poland, Netherlands, India, Singapore, Argentina, Slovenia and Nepal.

Statements from previous speakers



Mr. Christoph Daum
Former German Professional Football Player, International Football Manager

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



Mr. Hans-Joachim Eckert
Chairman of the adjudicatory chamber of the independent FIFA Ethics Committee

Ethics and morals are the basics of life. Playing sports just to make profit destroys the principles of fair play. We must ensure that rules are applied in sports.



Mr. Sven Hannawald
Former German ski jumper, Winner of the Four Hills Tournament

As in life sports is full of striking success and failure. We need to learn to deal with these failures and setback in order to come out stronger in the end.



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.



Ms. Sylvia Schenk
Senior Advisor for Sport, Transparency International

We have to take the side of those who trust the values of sport, who have hope that sport will really contribute to a better World.



Ms. Manon Schick
Head Swiss Section, Amnesty International

Sports organisations have a role to play to protect human rights.

Ethics in Sports Award - 2014 awardees

The 1st World Summit on Ethics in Sports in 2014 presented Ethics in Sports Award to recognise an outstanding individual, team and organisation that have demonstrated the importance of human values and ethics in life and in the sports arena.



Outstanding Individual 2014
Ms. Katarina Witt
Former German Figure Skater, Two-time Olympic Gold Medallist, Four-time World Champion



Outstanding Organisation 2014
Cruyff Foundation
received by Carole Thate, Managing Director of Cruyff Foundation



Outstanding Teamwork 2014
Team Tvillig
received by Peder and Steen Mondrup

ABOUT THE ORGANISER

The World Forum for Ethics and Business is a public interest foundation (“fondation d’utilité publique” – N° 822.216.342) registered in Belgium. The mandate of the Forum includes all manner of pursuing and establishing the indispensable ethical foundations of business in a globalised world.

Objectives

- Provide a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance;
- Facilitate global dialogue and foster cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders with the end in view of fostering decency, maximising human values and building wider public trust in business;
- Recruit the broadest possible support for trends, initiatives and projects that would encourage or enhance ethical and/or spiritual motivations, practices, norms and goals in the business world;
- Assume responsibility for continuing the International Leadership Symposium on Ethics in Business.

Activities

- Regularly convene the International Leadership Symposium on Ethics in Business as well as other pertinent public forums and conferences. The WFEB for the past decades has been advocating and acting towards ethics, sustainability, governance and sustainable values. Over the past ten years, 40.000 leaders from 70 countries joined in worldwide conferences and innumerable stories of transformation at a personal as well as at a corporate level have taken place.
- Organise meetings, trainings and workshops, including leadership seminars and summits, for the benefit of relevant stakeholders, such as the World Youth Forum for young leaders;
- Undertake projects to raise awareness on the critical link between business and spirituality as well as human values;
- Give public recognition and award prizes to outstanding individuals and companies for their exemplary work and service;
- Raise funds and build resources in support of the mission and objectives of the foundation.
- Cooperate and work closely with the International Association for Human Values to realise common aims and objectives.

Founder

- **Sri Sri Ravi Shankar**, Founder, International Association for Human Values

President

- **Mrs. Rajita Kulkarni**

Board of Directors

- **Mr. Nirj Deva**, Member of the European Parliament, United Kingdom
- **Mr. Roland Glaser**, Former CEO, Minerva Schools Switzerland
- **Mr. Ram Lakhina**, Chairman, Netherlands India Chamber of Commerce and Trade (NICCT)
- **Ms. Abha Joshi-Ghani**, Director, Leadership, Learning and Innovation, The World Bank
- **Mr. Jo Leinen**, Member of European Parliament
- **Mr. Madhu Rao**, Vice-chairman, Shangri-La Hotels



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