



World Summit on  
ETHICS & LEADERSHIP  
in Sports

## 2<sup>nd</sup> World Summit on Ethics & Leadership in Sports

- Press release -

# WFEB organizes 2<sup>nd</sup> World Summit on Ethics and Leadership in Sports at the Home of FIFA on 16<sup>th</sup> September 2016

***The ongoing doping scandal and overall pressing governance challenges in sports to highlight the agenda in what is expected to be a heated debate to preserve the original values of sports***

Zurich, 23<sup>rd</sup> August 2016 – Leading decision-makers from sports, politics, business, academics and NGOs will for the second time converge at the Home of FIFA in Zurich to define the role of sports in society and to celebrate best practice examples of ethical sportsmanship. Organized by the World Forum for Ethics in Business, this multi-stakeholder platform will elaborate on what business and politics can learn from sports, showcase successful CSR activities in the sports arena and assess and address current challenges in sports ethics. Themed “Preserving the beauty of Sports and leveraging its full potential for society”, the summit will feature a mix of keynote addresses and dedicated breakout sessions to enrich participants’ overall knowledge and experience and propose a substantial agenda for action.

‘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’, says Rajita Kulkarni, President of the World Forum for Ethics in Business.

‘In today’s world, sport holds an important influence and has the power to promote key ethical values and tackle social problems. To realize its true potential, we must preserve its integrity and beauty’, adds Wilfried Lemke, Special Adviser to UN Secretary-General on Sport for Development and Peace and confirmed keynote speaker at the Summit.

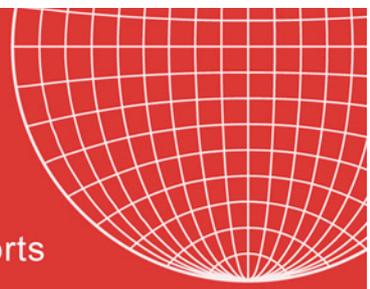
The Summit will feature a line-up of world-class speakers and allow participants to leverage from global knowledge and experience to invoke thought-provoking discussions and exchange of ideas. FIFA President Gianni Infantino will welcome the summit participants in the Home of FIFA. Ms. Fatma Samoura, FIFA’s new Secretary General is scheduled to deliver a key-note speech.

Amongst the highlights will be a panel discussion on anti-corruption led by WADA doping investigator Prof. Richard McLaren as well as a dedicated discussion on current burning sports governance challenges featuring Hans-Joachim Eckert, Chairman of the adjudicatory chamber of the independent FIFA Ethics Committee. A number of issue-based, action-oriented workshops will invite for in-depth debates and analyses on topics such as human rights at events, the cost of success and the role of digital and other media to promote ethics in sports.



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Confirmed speakers include amongst others Mr. Ryszard Czarnecki, Vice President of the European Parliament, Marc Tarabella, MEP and Coordinator Sport Intergroup at the European Parliament, Transparency International's Chair of Working Group Sport Sylvia Schenk, Frank Dassler, General Counsel of the adidas Group, Christoph Daum, Coach of the National Soccer Team of Romania and FC Basel's President Bernhard Heusler. From India, Sri Sri Ravi Shankar, WFEB Founder and global humanitarian will join the conference.

The World Summit on Ethics and Leadership in Sports will also see the conferment of the Ethics in Sports Award 2016. The Award will recognize an outstanding individual and organization that have demonstrated the importance of human values and ethics in life and in the sports arena.

A day prior to the Summit, the World Forum for Ethics in Business will launch an interdisciplinary working group, as global stakeholders from across all sectors have signaled strong interest for continued cooperation with the Brussels based foundation on the topic of ethics and leadership in sports.

The 2<sup>nd</sup> World Summit on Ethics and Leadership in Sports is organized by the World Forum for Ethics in Business in partnership with the International Association for Human Values and Swiss-based Marti Communications. For the past 13 years the WFEB has convened in worldwide conference and since 2006 annually at the European Parliament in Brussels to advocate and act towards ethics and good governance.

For further information and the complete speakers lists visit <http://ethicsinsports.ch/>

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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 Abha Joshi-Ghani, Acting Vice-President, Leadership, Learning and Innovation, The 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).



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