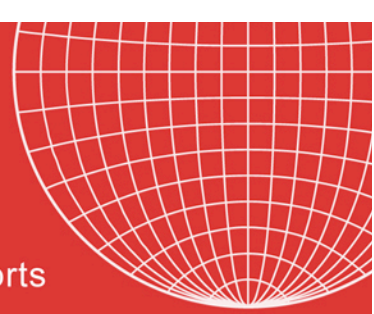




World Summit on
ETHICS & LEADERSHIP
in Sports

2nd World Summit on Ethics & Leadership in Sports



- Press release -

The dire need for role models in sports: WFEB announces Ethics in Sports Award Winners 2016

The Award that will be conferred on 16th September during the World Summit on Ethics and Leadership in Sports at the FIFA Headquarters in Zurich will recognize an outstanding individual, organization and extraordinary teamwork

Zurich, 14 September 2016 - By hosting the 2nd World Summit on Ethics and Leadership in Sports this Friday, the Brussels-based World Forum for Ethics in Business (WFEB) will not only focus on bringing attention to the critical challenges related to sports governance such as match fixing, doping and human rights but also recognizes the good that sports stands for by celebrating positive role models.

The conference proceedings will highlight the conferment of the Ethics in Sports Award, a prize that recognizes an outstanding individual, a team and an organization that have demonstrated the importance of human values and ethics in life and in the sports arena.

Presiding over the award function will be WFEB founder and global humanitarian Sri Sri Ravi Shankar. With the World Forum for Ethics in Business he has institutionalized a body which aims to bring about transformation through a multi-stakeholder approach to ethics, good governance and transparency in the world of business and sports. Sri Sri Ravi Shankar is visiting Switzerland on his way to the signing of the historic final peace treaty on 26th September 2016 between the Colombian Government and the FARC rebels where he supported a major break-through in the peace negotiations.

Organized by the World Forum for Ethics in Business, The World Summit on Ethics and Leadership in Sports 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.

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. One of the two pilots of Solar Impulse, the First Solar Airplane to fly around the world only with solar energy, Mr. André Borschberg, is also expected to give a key-note speech.

Confirmed speakers include amongst others FIFA President Gianni Infantino and FIFA's new Secretary General Fatma Samoura, Ryszard Czarnecki, Vice President of the European Parliament and Marc Tarabella, MEP and Coordinator Sport Intergroup at the European Parliament, Transparency International's Chair of Working Group Sport Sylvia Schenk, Former Soccer Player and Coaches Christoph Daum and Edgar Davids, Inge Andersen, Secretary General, Norwegian Olympic and



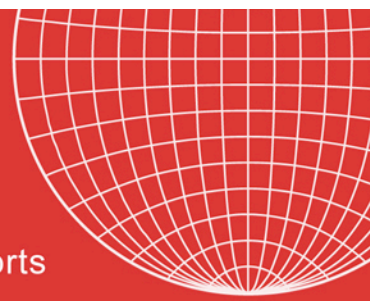
World Forum for Ethics in Business | World Summit on Ethics in Sports | Avenue des Courses 16 (B11), 1050 Brussels, Belgium
Tel. +49 7804 973-96514 | Fax: +49 7804 973-967 | Email: info@ethicsinsports.ch | www.ethicsinsports.ch

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Paralympic Committee and Confederation of Sports and Filippo Lombardi, Former president and current member of the Council of States of Switzerland.

Background

The Ethics in Sports Award stems from the annual Ethics in Business Award 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 annually at the International Leadership Symposium organized by the World Forum for Ethics in Business at the European Parliament. 18 winners have received this award over the past years. In 2014, for the first time, WFEB recognized outstanding sustainable contributions in the sports arena. The Ethics in Sports Award recognizes an organization and individual that have been a leading role model in radiating and embodying ethical behavior in life and in the sports area. Previous winners were figure-skating icon Katarina Witt, the Cruyff Foundation and Team Tivillig, Peder and Steen Mondrup from Denmark.

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

Contact

WFEB Press Office

Tel: +49 (0) 151 43101428

Email: press@wfeb.org

www.wfeb.org

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, Vice-Chairman, 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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