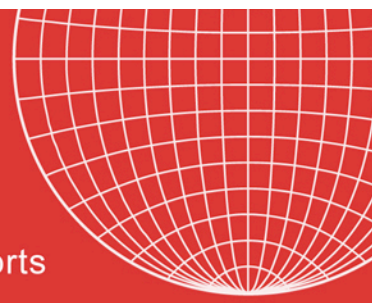




World Summit on  
ETHICS & LEADERSHIP  
in Sports

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



### World Summit on Ethics and Leadership in Sports

16<sup>th</sup> September 2016, FIFA Headquarters Zurich

#### The Program:

**Sports meets Business - Preserving the beauty of sports & leveraging its full potential for society**

**08.15 – 08.45: Registration**

**08.45 – 08.55: Welcome Address**

- **Mr. Gianni Infantino**, President of FIFA

**08.55 – 09.15: Opening Address**

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Hon. Mr. Ryszard Czarnecki**, Vice President of the European Parliament

**09.15 – 10.35: Inaugural Panel and Q & A**

- **Mr. Wilfried Lemke**, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace
- **Prof. Richard McLaren**, WADA Investigation Team Member, Member of the International Court of Arbitration for Sport
- **Mr. Bjørn Berge**, Director of the Secretary General Private Office, Council of Europe
- **Mr. Frank Dassler**, General Counsel of the adidas Group, President of the World Federation of the Sporting Goods Industry
- **Dr. iur. Bernhard Heusler**, President, FC Basel, Switzerland
- **Mr. Jo Leinen**, Member of European Parliament; Board Member, World Forum for Ethics in Business
- Moderation: **Mr. Christoph Glaser**, Director, World Forum for Ethics in Business

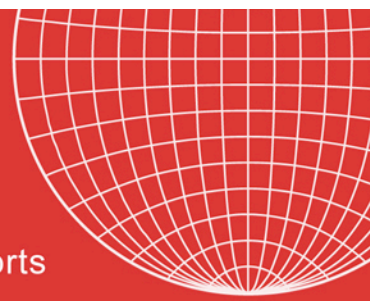
**10.35 – 11.00: Break**

**11.00 – 12.15: Deep Dives**



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### Deep-Dive 1: Hall: "TURF"

#### Workshop: Towards the triple bottom line – Sharing of best CSR 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 legitimise 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 deep dive discussion we will assess the current reality in sports' governance from different perspectives, reflect on what is the secret to sustainable success and what can business and politics learn from sports?

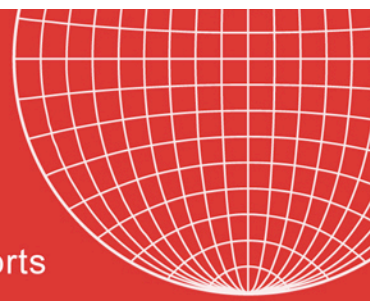
- **Mr. Nico Briskorn**, Head, Corporate Social Responsibility, VFL Wolfsburg
- **Mr. Christian Arbeit**, Communications Director, 1. FC Union Berlin
- **Prof. Dr. Jürgen Buschmann**, Lecturer, German Sport University Cologne
- **Mr. Sandro Giuliani**, Managing Director, Jacobs Foundation
- **Ms. Madleen Noreisch**, Deputy Head of Sustainability & Diversity, FIFA
- Moderation: **Mr. Peter Marti**, CEO, Marti Communications, Advisory Committee Member, World Forum for Ethics in Business

### Deep-Dive 2: Hall: "AUDITORIUM" - with English and German translation

#### Workshop: Anti-Corruption: Challenges off the pitch: Governance & Elections

In recent years, sport organisations 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, 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 Workshop will assess the current reality in sports governance from different perspectives and suggest possible solutions.

- **Mr. Roland Büchel**, Member of the National Council of Switzerland
- **Mr. Hans-Joachim Eckert**, Chairman of the Adjudicatory Chamber of the Independent FIFA Ethics Committee
- **Dr. François Carrard**, Senior Partner, Kellerhals Carrard; Legal Advisor, International Olympic Committee
- **Mr. Jens Sejer Andersen**, International Director, Play the Game
- **Dr. Alisher Aminov**, Vice President of the International Fund for Legal Initiatives, Russia
- Moderation: **Mr. Stanislas Frossard**, Executive Secretary, Enlarged Partial Agreement on Sport, Council of Europe



### Deep-Dive 3: Hall: “TRAINING”

#### Discussion: Sports & Human Rights at Events

In the recent years media, NGOs and others stakeholders reported that in countries that organise major international sporting events, human rights violations do occur. What is the current state of affair in this matter and to what degree international sports organisations can take responsibility to assure that human rights are honoured in the countries they facilitate their events?

- **Mr. Marc Tarabella**, Member of European Parliament, Coordinator Sport Intergroup at the European Parliament
- **Ms. Sylvia Schenk**, Chair of Working Group Sport, Transparency International
- **Mr. Florian Bauer**, Special Sport Political Reporter, WDR/ARD TV, Germany
- **Hon. Dr. Shri Biren Sikder**, Minister of State for the Ministry of Youth and Sports of the Government of the People’s Republic of Bangladesh
- **Mr. Federico Addiechi**, Head of Sustainability and Diversity, FIFA
- Moderation: **Mr. Bjorn Edlund**, Principal, Edlund Consulting Ltd

### Deep-Dive 4: Hall: KICK & SCORE - with English and German translation

#### Discussion: Mind Matters

Is the mental power the last unused resource in today’s “sports-fight” for success? And if so; how can one successfully access one’s full mental potential: learning from the best

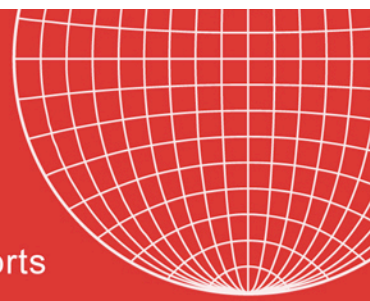
- **Mr. Johann Berlin**, CEO TLEX Sports, USA
- **Ms. Fabienne In-Albon**, Swiss Golf Professional
- **Mr. Detlef D. Soost**, Dancer, Choreographer and Fitness Coach, Germany
- **Ms. Anett Szigeti**, Sport Psychologist, Mental Coach of the German Olympic Gold Medal Winning Beach Volleyball Team 2016, Olympiastützpunkt Hamburg
- Moderation: **Mr. Alexander Koch**, Deputy Head of Corporate Communications, FIFA

### 12.15 – 13.30: Lunch

### 13.30 – 14.20: Keynote Discussion:

Success at any cost? What is the price that business leaders and sports stars pay for their success and how can true sustainable success be achieved without risk of negative impact on oneself, society and environment?

- **Ms. Tina Maze**, World Cup Alpine Ski Racer and Double Olympic Gold Medallist, Slovenia
- **Mr. Christoph Daum**, Coach of the National Football Team of Romania
- **Mr. Edgar Davids**, Former National Football Player, Netherlands



- **Mrs. Isha Johansen**, President of the Sierra Leone Football Association, Owner and CEO of Sierra Leone National Premier League Club FC Johansen
- **Prof. Fahri Saatcioglu**, Professor for Molecular and Cell Biology, Department of Biosciences, University of Oslo, Norway
- Moderation: **Ms. Janine Geigele**, Swiss Sports TV Reporter and Journalist

#### 14.20 – 14.30: Ethics in Sports Award Ceremony: Special Award “Outstanding Teamwork”

#### 14.30 – 15.40: Deep Dives

##### Deep-Dive 1: Hall: “AUDITORIUM”

###### Anti-Corruption: Challenges on the pitch: Doping

In recent years, sport organisations 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.

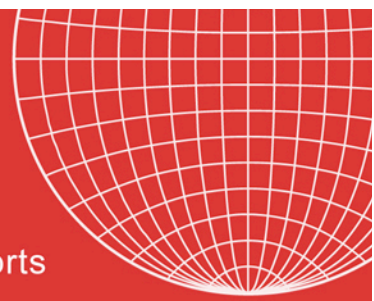
- **Prof. Jiří Dvořák** MD, FIFA Chief Medical Officer, Chairman F-MARC
- **Prof. Richard McLaren**, WADA Investigation Team Member, Member of the International Court of Arbitration for Sport
- **Mr. Inge Andersen**, Secretary General, Norwegian Olympic and Paralympic Committee and Confederation of Sports
- Moderation: **Dr. Stephan Netze**, Specialist in Sports Law and Arbitration, Member of the ICC Court of Arbitration

##### Deep-Dive 2: Hall: “KICK & SCORE”

###### Discussion: The role of digital and other 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. Hajo Seppelt**, Journalist and Author, Germany
- **Mr. Rob Harris**, Global Football Writer, The Associated Press
- **Mr. Bruno Sassi**, Senior Corporate Communications Manager, FIFA
- **Mr. Andreas Krannich**, Managing Director Sports Rights Owners, Sportradar AG
- Moderation: **Ms. Claudia Neumann**, Sports TV Reporter, Germany



### Deep-Dive 3: Hall: "TRAINING"

#### Discussion: Creating Synergies in Reform Processes – Learning from sports

Leadership is about bringing together diverse groups of people to achieve a common goal. Best practices from sports can be great examples on how to successfully lead teams. In this workshop renowned and experienced Sports Functionaries will explore how learnings from Sports can help Sports Organisations build synergies, leverage influence and work as a global collective to address and resolve challenges that the world of sports faces today.

- **Mr. Filippo Lombardi**, Former president and current member of Council of States of Switzerland, Chairman of 1er Hockey league Team Ambri
- **Mr. Christian Savioz**, CEO, evolution4
- **Mr. Emanuel Medeiros**, CEO, ICSS Europe
- **Mr. Francesco Ricci Bitti**, President, Association of Summer Olympic International Federations
- Moderation: **Mr. Rutger Koopmans**, CEO, Biomass Feedstock Holding BV

#### 15.40 – 16.00: Break

#### 16.00 – 16.50: Ethics in Sports Awards

Keynote Speech:

- **Sri Sri Ravi Shankar**, Founder, World Forum for Ethics in Business

Felicitators:

- **Mr. Milind Pendharkar**, Chief Financial Officer, American Express Saudi Arabia
- **Mr. Peter Marti**, CEO, Marti Communications, Advisory Committee Member, World Forum for Ethics in Business
- **Mr. Ewald Poeran**, Managing Director, World Forum for Ethics in Business

Moderation:

- **Mr. Ali Aslan**, TV Host and Journalist, Germany

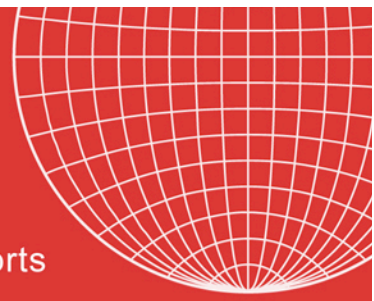
#### 16.50 – 17.30: Conclusions

- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business
- **Mr. Alexander Koch**, Deputy Head of Corporate Communications, FIFA
- **Mr. Ewald Poeran**, Managing Director, World Forum for Ethics in Business



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### 17.30 – 18.30: Aperitif with Penalty Challenge

- **Ms. Seraina Friedli**, Goalkeeper, Switzerland
- Moderation: **Mr. Andreas Förster**, Managing Partner, Albert und Förster Consulting

### 18.30: End

Organizer:



Partners:



**MARTI.**  
SMART IDEAS

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