

# Impressions



## **World Summit on Ethics & Leadership in Sports**

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

Organized by the World Forum for Ethics in Business

## Do sport athletes have a superior social responsibility? 2<sup>nd</sup> World Summit on Ethics & Leadership in Sports with heated debate on protecting the original values of sports

**In a trailblazing intervention at the FIFA headquarters in Zurich, the ongoing global doping scandal and critical shortcomings in sports governance observed much attention at the second summit of its kind, organized by the World Forum for Ethics in Business (WFEB)**

At a time when the world of sports is facing increasingly large leadership challenges and has moved far away from its original objective, a focus on true sportsmanship and absolute adherence to the rules of the game on and off the pitch were at the forefront of the agenda.

Prof. McLaren, WADA Special Investigator, Wilfried Lemke, Special Adviser to UN Secretary-General on Sport for Development and Peace for Sport, Ryszard Czarnecki, European Parliament's Vice President and 53 other world-class speakers gathered to mutually discuss and assess the current situation in the world of sports and explore the way forward.

Participants and speakers agreed that the commercialization in sports threatens to overshadow the values that sports uphold. "Sport at the elite level is no longer amateur but professional. It's a business first, and sports second. Win-at-all-cost attitude in sports is like the business model to maximise profits", said Prof. McLaren, Special Investigator from the World Anti-Doping Agency. In this regards, solutions for protection of the purity and integrity of sports were identified and discussed in workshops and panel discussions.

FIFA President Gianni Infantino welcomed the 250 international delegates from 35 countries at the home of FIFA, which served as the venue for the Summit. He highlighted the necessity of FIFA to be an open organisation whose mission is also "to foster and encourage these events, taking into consideration the social impact we create".

By organising the 2nd World Summit on Ethics & Leadership in Sports, the Brussels-based World Forum for Ethics in Business not only focused on bringing attention to the critical challenges related to sports governance such as match fixing, doping and human rights, but also recognized the good that sports stands for by celebrating positive role models.

The conference proceedings highlighted the conferment of the Ethics in Sports Award, a prize that recognized 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.

"In the face of corruption it is high time to wake up and take corrective measures. We should take life as sportive. Sports can play a major role in uniting the hearts and minds of people", said Sri Sri Ravi Shankar, WFEB founder

and global humanitarian who was presiding over the award ceremony. With the World Forum for Ethics in Business he has institutionalized a body that 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 was 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.

In a moving ceremony, the audience applauded the winners in the category 'Outstanding Organization', Solar Impulse. Through their record-breaking solo flight of five days and five nights without fuel from Nagoya to Hawaii and the long-term persistence to achieve this goal, Solar Impulse has at all times put their message and motivation for the bigger organizational goal at the forefront and impressively role-modeled the diverse values of sportsmanship. Mr. Wilfried Lemke, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace was the recipient of the Ethics in Sports Award in the category 'Outstanding Individual' for his outstanding contributions in promoting the use of sports as a unifying tool for peace in the world and his initiatives to set-up projects in conflict zones that give hope and relief to the underprivileged and war-torn. The 2016 Ethics in Sports Award in the category 'Outstanding Teamwork' went to the leadership team of the Swiss football club FC Basel for its value-based leadership style of the Management and Board of Administration of the FC Basel and its impact on the sustainable success of the Club.

A day prior to the Summit, WFEB launched an Interdisciplinary Think Tank on Ethics and Leadership in Sports with participants from the European Council, European Parliament, FIFA, Transparency International, NOC Norway and more with the first focus lying on the organization of major sports events.

### About the organizer

The 2nd 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. The World Forum for Ethics in Business is a registered public interest foundation based in Belgium. 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.

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.





## 2<sup>ND</sup> WORLD SUMMIT ON ETHICS & LEADERSHIP IN SPORTS

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### Celebrating role models in sports

Solar Impulse, the FC Basel leadership team and UN's Peace and Sports Ambassador Wilfried Lemke are the recipients of the Ethics in Sports Award 2016 that was conferred during the conference proceedings.



### Using the power of sports for society

WFEB Founder Sri Sri Ravi Shankar urged that it is high-time to take corrective measures against unethical behaviour in sports and emphasised that sports is an important tool to create happiness in our environment.



### Addressing challenges in sports governance

The 2nd edition of this Summit welcomed 250 delegates from 35 countries at the Home of FIFA to discuss on measures that preserve the original value of sports.



# SPEAKERS AND MODERATORS



Mr. Federico Addiechi



Dr. Alisher Aminov



Mr. Inge Andersen



Mr. Christian Arbeit



Mr. Christoph Daum



Prof. Jiří Dvořák



Mr. Hans-Joachim Eckert



Mr. Florian Bauer



Mr. Ali Aslan



Mr. Johann Berlin



Mr. Björn Edlund



Mr. Andreas Förster



Ms. Seraina Friedli



Mr. Stanislas Frossard



Mr. Bjørn Berge



Mr. Roland Büchel



Mr. Nico Briskorn



Prof. Dr. Jürgen Buschmann



Ms. Janine Geigele



Mr. Christoph Glaser



Mr. Sandro Giuliani



Dr. François Carrard



Mr. Ryszard Czarnecki



Mr. Frank Dassler



Dr. iur. Bernhard Heusler



Mr. Rob Harris



Mr. Gianni Infantino



Ms. Fabienne In-Albon

# SPEAKERS AND MODERATORS



Mr. Alexander Koch



Ms. Isha Johansen



Mr. Rutger Koopmans



Mr. Andreas Krannich



Mr. Milind V. Pendharkar



Mr. Ewald Poeran



Mr. Francesco Ricci Bitti



Mrs. Rajita Kulkarni



Mr. Jo Leinen



Mr. Wilfried Lemke



Prof. Fahri Saatcioglu



Mr. Bruno Sassi



Mr. Christian Savioz



Ms. Sylvia Schenk



Mr. Filippo Lombardi



Mr. Peter Marti



Ms. Tina Maze



Mr. Emanuel Medeiros



Mr. Jens Sejer Andersen



Sri Sri Ravi Shankar



Mr. Hajo Seppelt



Mr. Detlef Soost



Prof. Richard McLaren



Ms. Claudia Neumann



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Hon. Dr. Shri Biren Sikder



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