



World Forum  
for Ethics in Business

PURPOSE

04–05

PLACES

06–12

PEOPLE

13–17

PROJECTS

18–45

PATRONAGE

45–49

*“ Trust is the breath of business,  
ethics is the limbs.  
Its goal is to uplift the spirit. ”*

*Economy is the most vital aspect of any society.*

*Business is an expression of creativity in solving real world issues. A business idea becomes successful when it serves a genuine need. When passion is balanced with fairness, when profit is balanced with service, and when a business ambition is balanced with a compassion to give back to society, prosperity follows.*

*Business leaders have to come forward and reinforce the message that you can still be prosperous without resorting to corrupt or unethical means. It is to provide a platform for this message to come through that the World Forum for Ethics in Business was founded.*

*Now is the time for us to come together and plan how we can build a sustainable future, and bring peace and prosperity to mankind. Human values and ethics need to be the core of any development. We have seen the flaws in communism; now we are seeing the failings of unbridled capitalism. It is time for a new ism: humanism.*

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

## THE WORLD FORUM FOR ETHICS IN BUSINESS

# Twenty years of advocacy and action on ethics, good governance and shared value in business, and beyond.

Our first symposium was launched inspired by Sri Sri Ravi Shankar in Bangalore, India. Three years later, we moved the venue to the European Parliament in Brussels in 2006. This has been our main advocacy platform since.

In January 2010, stakeholders from previous conferences joined forces and established a new independent organisation, the World Forum for Ethics in Business, *WFEB*.

Since then, a series of symposia have been held annually at the European Parliament, and around the world. We examine whether business and ethics are complementary or contradictory. We also explore new ways for business leaders to evolve sustainable, socially responsible, and also profitable leadership styles for their organisations.

The organisation also aims to provide participants with a wide range of tools that can empower them personally as leaders, recognising that paradigm shifts in society are based on individual transformation.



European Parliament, Brussels:  
International Leadership Symposium venue since 2006



## TWENTY YEARS OF ADVOCACY AND ACTION AROUND THE GLOBE

Since 2006, the WFEB conferences has been held at the European Parliament in Brussels annually. In addition, satellite conferences have been held in thirteen countries across the globe.

In 2010 the World Forum for Ethics in Business decided to expand the conference to more regions, develop ethical leadership and governance programs for the private sector and create a platform for sharing best practices and innovations in business ethics.

Consequently, the conference expanded its advocacy platform to new regions:

In September 2010, regional conferences were hosted in Poland and Russia. In November of the same year, WFEB, IAHV and the World Bank co-hosted a conference in Brussels, focused on strengthening responsible business and good governance in Africa.

In 2012, the network of ethics in business ambassadors was further expanded with satellite conferences held in Argentina, Singapore and The Netherlands.

In 2013, satellite conferences were held in India, Slovenia and at the United Nations in Geneva, Switzerland.

The following year, conferences were held in Nepal and at the FIFA Headquarters in Zurich, Switzerland, with a special focus on ethics in sports.

In 2015, conferences took place in Bangalore, India, Berlin, Germany, London, UK and the European Parliament.

While continuing the ethics in sports series in 2016 at the FIFA headquarters in Zurich, conferences were also held in India and for the first time in Mexico.

In 2017, WFEB expanded its focus area once again and held its first conference on ethics in innovation in Munich, Germany.

The ethics in innovation series continued in 2018 with the first conference being held in the USA in the Silicon Valley.



In the same year, WFEB teamed up with Anti-Doping Norway and FairSport for the "Anti-Doping in Sports" conference in Oslo, another edition in the ethics in sports conference series, which will see its continuation in 2019 as well. WFEB also held an Ethics in Sports Roundtable in Bangalore, India, in January 2019 with leading sport stakeholders from India, Norway and Germany.

From 2020 to 2024, WFEB hosted a series of influential events addressing some of the world's most pressing challenges. During the COVID-19 pandemic, it organized widely attended online conferences that drew hundreds of thousands of viewers and featured global leaders, including Dr. Tedros Adhanom Ghebreyesus, then Director-General of the WHO. As the world reopened, WFEB held major in-person gatherings—such as the Global Leadership Forum in Washington D.C. and a high-level think tank on mental health at the European Parliament in 2023—to bring together policymakers and experts exploring well-being, ethics, and peace-building. That journey culminated in 2024 with a landmark conference at the United Nations in Geneva, highlighting WFEB's growing role in shaping global conversations on leadership, human development, and social impact.





## COMING TOGETHER WHERE IT MATTERS MOST

In our efforts to advocate ethics, it is our aim to develop sustainable partnership with key stakeholders around the world. A global network for change has been developed.



## MORE THAN A DECADE AT THE EUROPEAN PARLIAMENT

**2006-2025:** International Leadership Symposia on Ethics in Business were held at the European Parliament in Brussels annually. The buildings are the only EU institution to be awarded the Environmental Management Scheme (EMAS) certificates for efficient use of energy, water and paper. The Parliament holds offices for 751 members, which represent the second largest democratic electorate in the world.





Palais des Nations, United Nations Geneva, Switzerland Courtesy of the UN Secretariat



Moorgate Place, ICAEW Headquarter, London – Courtesy of ICAEW

On 1 July 2013, the WFEB International Leadership Symposium took place at the United Nations Geneva, Switzerland, at the historic Palais des Nations overlooking the lake of Geneva. The Palace is architecturally designed to preside and to hold discussions in the calm atmosphere which should prevail when dealing with problems of an international dimension. The Palace and its buildings constitute the second-largest building complex in Europe, after Versailles.

The WFEB Leadership Summit was held in London, UK at the headquarters of ICAEW, Moorgate Place on 13 November 2015. It is a characterful Grade II listed building designed by Victorian Architect Sir John Belcher RA and built in 1890. The exterior features a carved stone frieze by Hamo Thornycroft and the interior includes works of art by Eduardo Paolozzi, Gerald Benney and John Piper.

***An der Altern Försterei***

stadium served as host to the 24 September 2015 Ethics in Sports Symposium Berlin. The home of the 1.FC Union Berlin football club exhibits uniqueness of team spirit: more than 2,300 Union fans invested 140,000 labour hours to renovate their stadium, and 27,500 fans and guests sing Christmas carols as part of an annually growing event.



Outside of the An der Altern Foresterai stadium, Berlin



FIFA Headquarters, Zurich

**The 1st World Summit on Ethics in Sports** was held on 19 September 2014, at the home of the international football community federation, the FIFA Headquarters. This impressive looking

building was designed to have zero-emission, using energy-efficient technologies that blend harmoniously into its park-like surroundings.



## ETHICS IN INNOVATION

The first conference in the Ethics in Innovation series of the World Forum for Ethics in Business was held from 26 – 27 June 2017 at the headquarters of the German Patent and Trademark Office in Munich, Germany (DPMA).

A joint initiative of the World Forum for Ethics in Business, the Max Planck Institute for Innovation and Competition and the Peter Löscher Chair for Business Ethics at the Technical University of Munich, the conference brought together multiple stakeholders to seek answers to ethical questions in innovation.

The current office building of DPMA was created by the Land Office Munich and the architects Franz Hart and Helmuth Winkler as a new building in the years 1954 to 1959 on a plot of a barracks destroyed in the war. The first construction phase consisted of the five-story atrium construction, the second construction phase of the twelve-story high-rise parallel to the Isar. This urban architectural dominant is visible from afar. The building is attributed to the context-conscious and artistically ambitious modernity.



#### MULTI STAKEHOLDER PLATFORM FOR INNOVATIVE SOLUTION

We recognise that many of our challenges today are systemic in nature. Therefore we have created a multi-stakeholder platform which brings all segments of the society together to come up with winning solutions for common benefits.



The remedy for today's problems is nothing but a return to the values and ethical solutions — both in political and business activity.

PROF. JERZY BUZEK

Former President of European Parliament, Former Prime Minister of Poland

Well-being for many means creating wealth for the society. This is the contribution of business to modern societal challenges, framed in the set of shared value of today's society.



More business leaders need to unite in becoming a force for good in our society. Business ethics begin in the boardroom, but must be spread throughout the entire organisation, right to the front line.

MS. HUGUETTE LABELLE

Chair, Transparency International

We need a wise and ethical vision that will bring all of humanity together. Such a vision must arise from an understanding of what constitutes development, personal wealth and societal prosperity in the human context.



MR. JIGMI YOSER THINLEY

Former Prime Minister of Bhutan



Modern market economy will have two pillars: profit and social responsibility. The supporting pillar of the social responsibility is the ethical dimension. We need a general and personal ethical behaviour.

H. E. BORUT PAHOR

President of Slovenia



Nothing is really difficult if one has good results – and this is what pushes me forward! Success for me is being in a present moment - being here and now.

MS. TINA MAZE

World Cup Alpine Ski Racer and Double Olympic Gold Medalist, Slovenia

I hope for thorough debates on how international sport can regain credibility, support human development and have a positive impact on societies all over the world in such a discord year, a year full of horror and sorrow at so many places.



MS. SYLVIA SCHENK

Chair of Working Group Sport, Transparency International



Investigators can point out the problems, identify what they are, but real change comes from inside the organizations, not from investigations.

PROF. RICHARD MCLAREN

WADA Investigation Member, Member of Int. Court of Arbitration for Sport

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. I would like to convey my sincere gratitude to the organizers in their pursuit of increasing the global awareness of ethics in business.



MR. WILFRIED LEMKE

Special Adviser to the United Nations Secretary-General on Sports for Development and Peace



Human brain have a massive impact on the planet; We have to make sure things end up well.

MR. JAAN TALLINN

Co-Founder, Slype



THE WFEB ETHICS IN BUSINESS AWARD: CELEBRATING ROLE MODELS

We honour individuals and companies that have demonstrated the importance of human values as well as ethics in life and business.



Outstanding Individual Award, 2007 Winner, Prof. Dr. Peter Eigen, Founder of Transparency International



International Leadership Symposium 2012, European Parliament, Brussels



Outstanding Individual and Corporation Awards 2009, Mrs. Sung-Joo Kim and Dr. Brigitte Mohn



WFEB Award winners 2012 pose with WFEB Board Members & Executive.



2013 WFEB Award Winners with the WFEB Board Members and Executive Team



Outstanding Individual Award 2015 winner, H. E. Lyonchen Jigmi Thinley, Former Prime Minister of Bhutan



International Leadership Symposium 2012, European Parliament, Brussels



Ethics in Sports Award for Outstanding Teamwork winners, Peder and Steen Mondrup 'Team Tvilling', Zurich 2014



## PROJECTS: FROM ADVOCACY TO ACTION

We spearhead advocacy for ethics in business with the platforms we create in our symposia and conferences. In parallel, we also support and develop inspiring projects like the World Youth Forum, or the ethics-themed TLEX training programmes. Currently the WFEB is developing the world's first online curriculum on ethics in business.



H. E. Boutros Boutros-Ghali, Former United Nations Secretary-General, at the WFEB Conference, 1 July 2013, UN Headquarters, Geneva



Ms. Katarina Witt, Outstanding Individual Ethics in Sports Award recipient



World Summit on Ethics in Sports 2014, FIFA Headquarters, Zurich, Switzerland Inaugural Panel.

## WORLD YOUTH FORUM

The World Youth Forum was established in 2007 as an open platform for youth to voice their message to world leaders. The World Youth Forum is part of the Leadership Symposium on Ethics in Business.

330 young leaders from 35 countries have participated in this unique leadership programme. By developing leadership skills and their capacities to perform, it provides an opportunity for youths to learn from corporate or political leaders.

The World Youth Forum also awards outstanding individuals through its World Youth Awards. Previous winners were Ms. Natalie Du Toit, Olympian and Paralympian, South Africa and Mr. Suhas Gopinath, CEO and President, Globals Inc.



“ I’m convinced that the WYFEB has helped me master my leadership skills. It has opened up my international business network, and also allowed me to cooperate closely with business leaders from all over the world.

**JULIA GOGOLEVA (19)**  
Student, University of Zurich



World Youth Forum participants



Call of the youth at the European Parliament, Brussels, 2013



Youth Award winners: Ms. Du Toit and Mr. Gopinath



World Youth Forum 2009 assembly



Mr. Mitch Webster, youth representative, Brussels, 2013



World Youth participants 2010

## ETHICS IN SPORTS

Sport transcends culture, nation and beliefs. It triggers emotions and facilitates opinion building and inspiration. Sport manifests challenges in the chain of value creation in real time.



Given the immense importance sports has gained in today's society, a focus on true sportsmanship and the discussion on good governance and ethics in sports have become more relevant than ever. Recognizing the power of sports and its current governing challenges, but also its potential to connect people and help address social issues, WFEB in 2014 launched a new conferences series titled 'Ethics in Sports'.

Subsequently, the first World Summit on Ethics in Sports was held at the FIFA Headquarters in Zurich on 19 September 2014.

Global stakeholders not only discussed burning governance challenges in sports, in particular in soccer, but also emphasized on the important values sports promotes and the enormous potential sports has to solve social problems. In workshops and in panel discussions solutions for the protection of the purity and integrity of sports were discussed and worked out.

To honor true sportsmanship, the Summit also saw the conferment of the first Ethics in Sports Award in the categories Outstanding Individual, Outstanding Organization and Outstanding Teamwork.

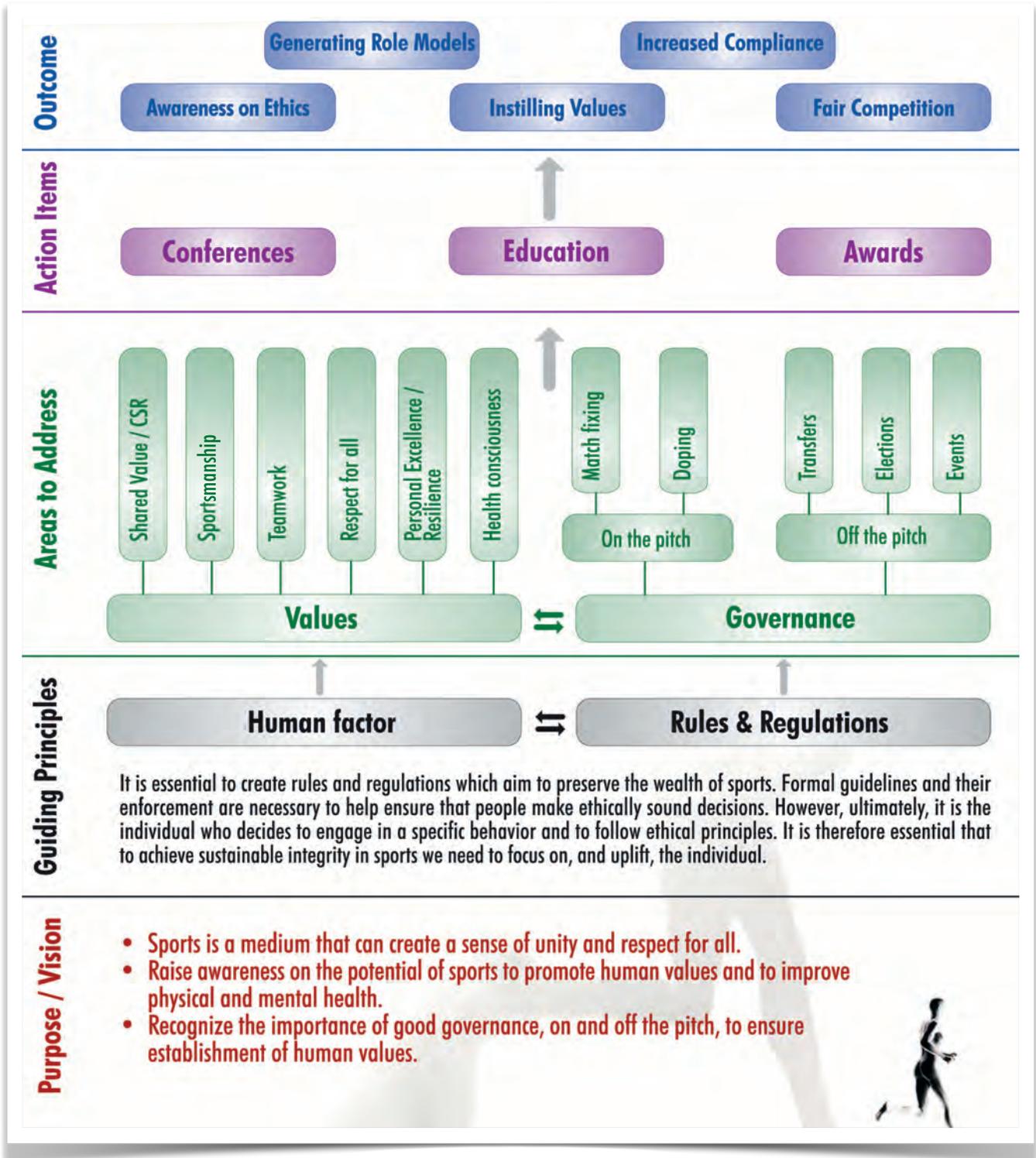
Continuing the success of our first summit, a dedicated Ethics in Sports Symposium was organized in partnership with the German

football club 1. FC Union Berlin in Germany's capital.

On September 24, 2015 sports personalities, business and political leaders and media representatives headlined the event along with more than 200 participants from fifteen countries to discuss issues in today's sports and how good governance, ethics and human values at the core of all activities can help solve them. One of the core discussions at the Symposium on the topic of 'challenges on and off the pitch' raised the question whether global sports organizations were actually hiding behind the FIFA's governance challenges and therefore do not address their own challenges.

The common understanding was that it is easy to point out mistakes in others; however, it is critical to address one's own issues in first place.

WFEB Initiative for Ethics in Sports Framework



ETHICS IN SPORTS



# Ethics in Sports



Top:  
World Summit on Ethics in Sports  
2014, FIFA headquarters, Zurich  
Mr. Sven Hannawald, Mr. Alain Sutter,  
Ms. Katarina Witt, Mr. Heinz  
Günthardt, Mr. Bernard Thurnheer

Bottom:  
Ethics in Sports Symposium Berlin  
2015, Dirk Zingler, President, 1.FC  
Union Berlin with Mrs. Rajita Kulkarni,  
President, WFEB

EISS Berlin 2015, Mr. Christoph  
Daum, International Football Coach

EISS Berlin 2015, Mr. Peter Nünlist  
with the Union Berlin mascot

Speakers at the Ethics in Sports  
Symposium Berlin 2015

## ETHICS IN SPORTS

“Preserving the beauty of Sports and leveraging its full potential for society!”- the 2nd WSELS brought attention to the critical challenges related to sports governance such as match fixing, doping and human rights, but also recognised the good that sports stands for by celebrating positive role models.



From left to right:  
Christoph Glaser, Marc Tarabella, Rajita Kulkarni, Milind V. Pendharkar, Wilfried Lemke, Sri Sri Ravi Shankar, André Borschberg from Solar Impulse, Peter Marti, Ewald Poeran, Christoph Daum.

“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.

## 2ND WORLD SUMMIT ON ETHICS AND LEADERSHIP IN SPORTS



Morning opening panel moderated by Mr. Christoph Glaser, WFEB Managing Director



Mrs. Rajita Kulkarni, WFEB President, and Mr. Gianni Infantino, FIFA President.

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”.

## ETHICS IN SPORTS



WFEb founder Sri Sri Ravi Shankar addresses the 1st Anti-Doping in Sports Conference in Oslo



Norway's Prime Minister Erna Solberg inaugurated the conference



The leadership of WFEb, Anti-Doping Norway and FairSport with the 2019 WFEb Ethics in Sports Award winner David Howman

Speaking up for anti-doping, WFEb in 2018 teamed up with Anti-Doping Norway and FairSport for the "Anti-Doping in Sports" conference in Oslo, another edition in the ethics in sports conference series, which will see its continuation in 2019 as well.

Global experts in the anti-doping world met on 25 June 2018 during the '1st Anti-Doping in Sports Conference' in Oslo, seeking for alternatives and valuable inputs to protect clean sports and athletes. The conference was opened by Norway's Prime Minister Erna Solberg.

WFEb also held an Ethics in Sports Roundtable in Bangalore, India, in January 2019 with leading sport stakeholders from India, Norway and Germany to define ways that bring sports to the heights that it deserves in India and internationally, in a manner which represents the true spirit of sports. To further help advance sports in India, a white paper will be developed, focusing on the accessibility and infrastructure of sports in India.

## India's Ministers for Sport and Justice, WFEB founder Gurudev Sri Sri Ravi Shankar, Members of European and National Parliament, Top Athletes, Sports Federations as well as former FIFA President Sepp Blatter were among the speaker line-up in this one-of-a-kind event



“United for Ethics in Sports” was the theme of the 6th World Summit on Ethics & Leadership in Sports that welcomed more than 400 delegates from 45 countries to seek a roadmap for protecting the original values of sports, and to unite people through sports in a post-pandemic world riddled by conflict, economic crisis and mental health issues.

Taking place from 13-14 October 2022 in Bangalore, India, the Summit not only focused on bringing attention to the critical challenges related to sports governance such as corruption, doping and human rights, but also recognize the good that sports stands for by celebrating positive role models with announcing the winners of the Ethics in Sports Award 2022.

"Sports can be that one thing that can bring people together. But today sport is played like a war and wars are waged like a sport," said Sri Sri

Ravi Shankar, founder of the World Forum for Ethics in Business. "Players should play with a sense of responsibility and have a sense of sacredness towards their viewers and fans. Ethics is simply not doing what one does not want to be done to them, and this awareness is very important," he added.

Kiren Rijju, Minister of Law and Justice, Government of India, and former Sports Minister with the Government of India shared his views on the need to encourage a culture of sports in India, creating career opportunities within the sports ecosystem for players to take up roles as coaches, managers, sporting businesses and for a diverse viewership in sports outside of cricket. "India has a rich history and tradition of sports that goes back to ancient times. But over the years, the evolution of the society didn't bring sports culture in the country to the extent we would desire," he shared.

## 6TH WORLD SUMMIT ON ETHICS & LEADERSHIP IN SPORTS HELD IN INDIA IN 2022



"Sports isn't only about winning and losing, it is more about participation and engage the self. Loving your favorite sportspersons is good, having an attachment to the game is critical. Let us compete in games with sportsman spirit instead of fighting with bullets."

Among the other speakers present were MEP Ryszard Czarnecki, Swiss MP Dr. Nik Gugger, Germany's Leading Soccer Club Union Berlin Foundation's Board Member Stefan Krauß, Narain Karthikeyan, the first Indian Racer to compete in Formula 1, Inge Andersen, Former Secretary General of the Norwegian Olympic and Paralympic Committee, Norway, Kalyan Chaubey, President of All India Football Federation and a former Professional Football, Tom Farrey, Executive Director & Founder of the Sports & Society Program, Aspen Institute USA, and Pankaj Advani, 25-time International Billiard and Snooker world champion.

## Recognizing sustainable success in the sports arena

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 in Brussels.

In 2014, for the first time, WFEB recognized outstanding

sustainable contributions in the sports arena and once again in 2016 and 2018. The Ethics in Sports Award recognizes an organization an / or individual that have been a leading role model in radiating and embodying ethical behavior in life and in the sports area. The recipients have 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. Winners are selected by the Board of Directors of the WFEB.

---

### Ethics in Sports Award 2018



#### DAVID HOWMAN CONFERRED WITH ETHICS IN SPORTS AWARD 2018

The former WADA Director General and current Chair of the Athletics Integrity Unit was awarded by the World Forum for Ethics in Business for his longtime service to the sport and for his fight against doping and corruption in sports during the Anti-Doping Conference in Oslo on 25 June 2018 at the Grand Hotel in Oslo.

## THE ETHICS IN SPORTS AWARD

### Ethics in Sports Award 2016



#### SOLAR IMPULSE, THE FC BASEL LEADERSHIP TEAM AND UN'S PEACE AND SPORTS AMBASSADOR WILFRIED LEMKE

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.

### Ethics in Sports Award 2014



#### OUTSTANDING INDIVIDUAL

The 2014 Ethics in Sports Award in the category "Outstanding Individual" went to famous figure-skating icon **Ms. Katarina Witt**, for her outstanding contributions to provide disabled children with a better, happier life through medical care and customized programs that she drives with her charity work and through the Katarina Witt Foundation.



#### OUTSTANDING ORGANIZATION

The 2014 Ethics in Sports Award in the category "Outstanding Organization" went to the **Cruyff Foundation**.

The Cruyff Foundation has been a source of inspiration for children to overcome their limitations, exercise and rise to their full potential. For over 15 years, their goal has been to give more children an opportunity to come together and play sports, boosting their health, facilitating their integration in society, improving their quality of life and instilling in them values that will last a life-time.



#### SPECIAL AWARD: OUTSTANDING TEAMWORK

The 2014 Ethics in Sports Award in the category "Outstanding Teamwork" went to **Team Tvillig**, Peder and Steen Mondrup from Denmark.

Peder Mondrup is the first athlete with cerebral palsy to complete an Ironman Contest with his twin brother Steen – a living inspiration of mind governing matter.

Steen Mondrup is an example of physical endurance, sportsmanship and the joy of sharing. The Board of Directors of the WFEB recognized in particular their outstanding contributions to replace the 'winning-at-all-cost mentality' with the more important goal of working together and learning life lessons through sports.



## GLOBAL LEADERSHIP FORUM

---

The two-days 'Global Leadership Forum' that took place from 12 – 13 March 2016 in New Delhi saw world leaders deliberating the need for decisive leadership to create trusted communities and a connected world.





Held in New Delhi under the aegis of the World Culture Festival, a celebration of The Art of Living's 35 years of service to humanity, the Global Leadership Forum saw a line-up of leading decision-makers who examined the dilemmas of leadership and reflect on how they can balance these challenging dichotomies in today's world for a positive social impact.

The forum highlighted the need for better implementation of

**Social Capital, sustainable and developing economies with an active involvement of women.**

Discussions at the forum were about the necessity of social capital with political institutions to achieve development, leaders sharing their personal journeys of success, the role of global leadership community in achieving development.



Mr. Michael S. Perlis, President and Chief Executive Officer of Forbes Media LLC.



Mr. Michael Ashwin Satyandre Adhin, Vice President of the Republic of Suriname



## GLOBAL LEADERSHIP FORUM

---

# Shaping a Humane Future : The 2023 Global Leadership Forum in Washington DC

Building on the foundational dialogue in New Delhi in 2016, the most recent Global Leadership Forum (GLF), hosted by the World Forum for Ethics in Business (WFEB) as a pivotal component of the World Culture Festival, convened on September 30, 2023, in Washington D.C. This significant gathering brought together over a thousand global leaders from the realms of business, government, and international institutions. Under the theme “Shaping a Humane Future,” the forum served as a dedicated platform for the exchange of ideas, the forging of partnerships, and the collaborative development

of solutions to pressing corporate and societal challenges. Discussions explored three key frontiers of innovation: individual well-being (mental health & work-life balance), corporate and community responsibility, and global concerns (artificial intelligence, climate change & peace), yielding valuable insights and actionable strategies aimed at fostering a more humane and ethically grounded future for all. The World Culture Festival itself was a grand celebration of human diversity and unity, providing a vibrant backdrop for such global dialogues.



Leaders Gathered



Attendees from Private Business Sector



Companies Represented



C-Suite leaders from small to large size companies



## ETHICS IN INNOVATION

# Redefining the place for ethics in the 4.0 era

A call for ensuring a human face in the era of artificial intelligence marked the inaugural series of the first “Ethics in Innovation Conference – Innovation 4.0” that took place from 26-27 June 2017 at the German Patent and Trademark Office in Munich, Germany.

A joint initiative of the World Forum for Ethics in Business, the Max Planck Institute for Innovation and Competition and the Peter Löscher Chair for Business Ethics at the Technical University of Munich, the conference brought together multiple stakeholders to seek answers to ethical questions in innovation.

More than 300 global thinkers and leading experts from academics, business, politics and NGOs deliberated on critical concerns about the new era of the fourth industrial revolution the humanity is set to enter. At a time when the world is on the verge moving into the era of Artificial Intelligence, the conference explored answers to important questions, such as, “Should growth be the main guiding principle for the 4th industrial revolution?”, “How do we make it more humane?”, “What type of leadership do we need to create to deal with this novel situation?” and “What type of education do we need in order to cater to the needs of the changing society?”.

The “Ethics in Innovation Conference 2017” also saw 54 selected students and young professionals from 27 countries leading a session on ‘Call of the Youth’ and voicing their message to today’s decision makers. The participating youth leaders had the opportunity to undergo holistic leadership training and prepare their intervention along with interactions with global leaders three days prior to the conference at the ” World Youth Forum on Ethics in Innovation”. Over 350 youth leaders from more than 30 countries have already participated in the World Youth Forums in the past few years.



## ETHICS IN INNOVATION IN THE SILICON VALLEY

As a continuation of the ‘Ethics in Innovation’ conference series, WFEB conducted its first conference in North America and the second conference in this theme series.

After the success of the 1<sup>st</sup> “Ethics in Innovation’ conference in 2017 in Munich, the 2<sup>nd</sup> edition took place in the ‘heart of innovation’, the Silicon Valley at the headquarters of Symantec. In dedicated keynote speeches and interactive roundtable discussions more than 200 leading CEOs, impact investors, entrepreneurs and NGO leaders discussed how innovation grounded in ethics can power long term growth, and explored new ideas that can promote human wellbeing and solve the biggest problems facing our society and planet through innovation.





## DIGITAL WELLBEING AT THE UNITED NATIONS IN GENEVA:

### Navigating the Information Age

On June 20, 2024, the World Forum for Ethics in Business (WFEB), in collaboration with the Permanent Mission of India, hosted a Think Tank at the UN in Geneva to address the critical intersection of technology, ethics, and human well-being. This insightful event gathered international leaders and distinguished diplomats for discussions that yielded valuable insights into navigating the complexities of the digital information age. The outcomes included a deeper

understanding of how technology can enhance mental, emotional, and physical health, and a clearer identification of areas where its use has diverged from ethical principles. The session provided a platform for exploring strategies to combat challenges like information overload and societal polarization, while also emphasizing technology's significant potential for fostering positive societal change.

# CHANGING PARADIGMS IN A PANDEMIC WORLD

APRIL 7TH, 2021  
13.00–14.30 CEST

## OPENING AND KEYNOTE PANEL DISCUSSION:



**Gurudev Sri Sri  
Ravi Shankar**

Founder, World Forum  
for Ethics in Business;  
Founder, The Art of  
Living Foundation



**Hon. Dr. Tedros  
Adhanom  
Ghebreyesus**

Director-General, World  
Health Organization



**H.E. Mr. Janez  
Janša**

Prime Minister of the  
Republic of Slovenia



**H.E. Mr.  
Chandrikapersad  
Santokhi**

President of the Republic  
of Suriname



**Hon. Prof. Petra  
de Sutter**

Deputy Prime Minister  
and Minister of Civil  
Service, Belgium



**Hon. Mr. Kjell  
Magne Bondevik**

Former Prime Minister  
of Norway, Founder &  
Executive Chair, The  
Oslo Center



**Hon. Ms. Jo  
Churchill**

Minister for Public  
Health, Primary Care  
& Prevention, Member  
of Parliament, United  
Kingdom



**Mr. Michele Uva**

Director of  
Football and Social  
Responsibility, UEFA



**Mrs. Rajita  
Kulkarni**

President, World Forum  
for Ethics in Business



**Dr. Christian  
Garbe**

Managing Director,  
FIZ Biotech



**Moderator:  
Mr. Christoph  
Glaser**

Managing Director,  
World Forum for Ethics  
in Business

Register at: [wfeb.org/pandemicworld](https://wfeb.org/pandemicworld)



## WFEB'S MEGA EVENT ON WORLD HEALTH DAY 2021 CALLS FOR SOLIDARITY AND TOGETHERNESS IN THE PANDEMIC AND BEYOND

Changing paradigms in a pandemic world: More than 2 million viewers from 100 countries attended global virtual summit that brought together stakeholders from all walks of life to discuss and identify new approaches for addressing the pandemic's main challenges. Speakers commonly urged that tackling mental health issues continues to be a key priority



On the occasion of World Health Day on 7 April 2021, the World Forum for Ethics in Business hosted a global virtual summit themed “Changing Paradigms in a Pandemic World: How to regain trust? Health, Happiness & Ethics”.

WHO’s General Director Dr. Tedros Adhanom Ghebreyesus, Heads of State, Health Ministers, Pfizer’s India Managing Director and UEFA’S CSR Director were among the keynote speakers of this event that welcomed more than 150 speakers in dedicated keynote panels and in 25 in-depth workshop deliberations.

The conference was opened with a message by WFEB founder and global humanitarian Sri Sri Ravi Shankar. ‘This World Health Day has more significance than ever before. Today when the whole world’s health is challenged like never before by the pandemic, the global community has to come together to fight the cause and find the cure’, Sri Sri Ravi Shankar’s message goes. ‘Health has no origin but disease does. Disease occurs when the laws of nature are violated. We need to envision a new world that is physically, mentally & emotionally healthy, and spiritually blossomed. Yoga, breathing techniques and meditation help us keep the body healthy, the mind clear and the soul flourishing.’

WHO Director-General Dr. Tedros Adhanom Ghebreyesus said in his keynote statement ‘It has now been more than 14 months since I declared Covid-19 a global health emergency. In that time the pandemic has brought out the best and the worst in humanity. We have seen acts of incredible courage of health workers and from communities around the world. But the pandemic has also worsened inequalities in our societies. Vaccine equity is the challenge of our time. The inequitable distribution of vaccines is

not just a moral outrage, it is also economically and epidemiologically self-defeating.

Through dedicated keynote panel discussions and interactive workshops on different aspects of the pandemic’s impact, the summit brought together leading stakeholders from politics, business, academics and civil societies to challenge the status quo and seek answers for citizen’s to better navigate through the pandemic and the time to come. Speakers commonly emphasized that collaboration, solidarity and unity in the fight against Covid-19 are key elements for the global community and must be accelerated to move towards a better, fairer and more ethical tomorrow.

The conference also presented tools and techniques to address the mental health crisis and highlighted the need for scaling-up mental health efforts around the world.

Featuring a meditation lounge guided by The Art of Living’s International Director Swami Jyothirmayah in the conference break, the summit also provided a moment of relaxation to the audience.



WFEB Managing Director, Mr. Christoph Glaser at a TLEX Training Session in Bahrain

## BE THE CHANGE YOU WANT TO SEE IN THE WORLD

---

The WFEB is partnering with the TLEX Institute to offer ethical leadership initiatives for both, public and private sector. The question: How can systems and rules be complemented with leaders who do the right thing, even if nobody is watching? A change of mindset is needed.

### TLEX® Mind Matters

- Improve wellbeing, resilience, clarity, and focus
- Create mind-friendly working structures
- Drive sustained adoption

### TLEX® Agility

- Improve mental flexibility
- Build mindsets for agile leadership
- Increase presence and focus

### TLEX® Leading without Formal Authority

- Understanding me and others
- Managing Stakeholders
- Creating Commitment
- Building Trust
- Managing Conflicts

### TLEX® Client First

- Excellence and care at each of the client touch points
- Meeting and exceeding expectations
- Changing perspective to look through the eyes of the customer
- Handling difficult situations



### TLEX® Synergize

- Catalyze vision and results
- Coordinate interdependence and joint action
- Build team connectedness
- Improve self-mastery and leadership
- Project Management

### TLEX® Summit

- Gain self-mastery
- Manage conflicts and challenges
- Expand awareness and perspective
- Envision and ignite personal potential

### TLEX® Summit

- Improve communication
- Increase trust and connectedness
- Grow team morale
- Promote team creativity and collaboration

### TLEX® Sports

- Improve performance under stress
- Build resilience and restoration
- Increase physical and mental agility
- Synergize teams

Mind Management Framework, TLEX Programme

While the overarching concept of learning agility has always been important, it seems even more so today given the constant churn in today's business environment. To think outside the box whilst being able to turn crisis into opportunities, employees need to understand and manage their most important asset: their own mind.

## THAT IS WHY DEVELOPING AN AGILE AND INSPIRED MINDEST IS AT THE CORE OF ALL TLEX SEMINARS

TLEX's experiential, fun and integrated processes are empirically validated for mental clarity. Its processes are proven with a solid track record

among the world's Top 100 Fortune companies, leading business schools, as well as NGOs.

The trainings are carried out by real-life experts, so employees can perform under high complexity and demand with greater collaboration and innovation.

TLEX has facilitated trainings and talks to nearly 30,000 employees, with over 200 organisational clients in 30 countries across the globe.



Top: Former Secretary-General of the UN, H. E. Boutros Boutros-Ghali, with WFEB Founder, H. H. Sri Sri Ravi Shankar at the WFEB Conference at the UN Headquarters, Geneva, 1 July, 2013

For the whole to be more than the sum of the parts, good teamwork, trust and mutual partnership is the key. The WFEB looks back to sixteen years of collaborative leadership and strong strategic partnerships.

We recognise that given the challenges the world faces today, we are just a drop in the ocean. However, the team is committed to serve with our absolute best and do even more in future.

## BOARD OF DIRECTORS

---



**DR. SANJAY PRADHAN**

President, WFEB

Rising from the ashes of the 2008 financial crisis – when greed ran rampant and ethics collapsed – WFEB emerged to champion a powerful idea: that business and ethics are complementary, not contradictory; that values create value for all.

**MRS. RAJITA KULKARNI**

Board Member, WFEB

Ethics is the way to sustainable growth and long term prosperity. WFEB is committed to make ethics the bedrock of every facet of life.



**MR. NIRJ DEVA**

MEP, Vice-President of the Development Committee in the European Parliament, Co-Founder, Board Member, WFEB

Gone is the time when we can act without being accountable for our actions.

**MR. ROLAND GLASER**

Former CEO Minerva Schools Switzerland

Education is the basis of good governance and the WFEB is a great platform for education and sharing of best practices.



**MR. RAM LAKHINA**

Chairman, Netherlands-India Chamber of Commerce & Trade

We need to broaden and deepen our commitment to human and ethical values.

**MR. JO LEINEN**

Member of European Parliament

We must re-concentrate on core business values and formulate clear ethical rules for economic activities.



**MR. ALOJZ PETERLE**

Member of European Parliament

The basic ethical problem to which we are now confronted is that this cost is now expected to be shared by everybody. Our duty is to rebuild the elites, also within politics. We need elites which would exercise ethics at all levels of decision-making and practice it for the common good.

**MR. MADHU RAO**

Former Vice Chairman, Shangri-La Hotels, Co-Founder, Board Member, WFEB

Being profitable and contributing to society is complementary.



**MR. MICHAEL STEINER**

German Ambassador (ret.)

## EXECUTIVE MANAGEMENT

---



**MR. CHRISTOPH GLASER**

Managing Director, WFEB

I feel nurtured and energised by the important cause and our wonderful team.

**MR. EWALD POERAN**

Managing Director, WFEB

Ethics is to uphold not just that which is lawful, but also morally correct.



## ADVISORY COMMITTEE

MR. GÜNTER CONRAD

Chairman, CON-First GmbH, Frankfurt; Germany

True leaders have always acknowledged the operating principles of our universe by being guided by ethics and values.



MR. AADESH GOYAL

EVP, Global Head of HR, Chairman of the Board, Tata Communications Payment Solutions, Ltd.

Ethics is at the very core of co-existence. When everyone lives by the same values, the same ethical standards, it leads to harmony and trust amongst the stakeholders.



DR. MONIKA GRIEFAHN

Chair, Right Livelihood Award Foundation; Former Minister, Germany

Big and successful enterprises prove even nowadays that ethics and business can be combined.



MS. ANJA JESSURUN

Entrepreneur, The Netherlands



MR. RUTGER KOOPMANS

CEO, Biomass Feedstock, Partner, Melles &amp; Partners Asset Management

With a leadership focus, based on human values and good ethics, we can maintain the economic edge.



MR. PETER MARTI

CEO, Marti Communications AG

Ethics stands for the universal norms and maxims of conduct that are derived from ones' responsibility towards others.



MR. VIVEG VIG

Managing Director, CEO, Destimoney Group

A truly ethical organisation is one that goes beyond legal compliance and operates in a manner that positively impacts all stakeholders.





MS. CIRSTIN EHLERS

Ethics concerns all of us, and I am glad that the WFEB unites stakeholders from all sectors of society to trigger a much needed change in the way we look at our people, planet and profit.

MS. NERINGA ANTANAITYTE

I am glad that in our team we live and experience values that we are advocating at WFEB.



MS. CARINA ASUNCION

Ethics is about taking responsible decisions in our daily life; conscious decisions that positively influence our inner and outer world.

MS. LILLIAN NOUWEN

I am hopeful and optimistic when I look back to what WFEB achieved so far and what agendas are lined up for upcoming events.



MS. VANESSA EBLE

There is so much to learn, there are so many role models and examples of how ethical business can be profitable and create value in society.

## DISTINGUISHED SPEAKERS

---



Scientific breakthroughs require a balanced mix of excellence, positive competition, and capability to share. Only if all the individuals involved adopt a rigorous, transparent, and ethical behaviour, then true success will be achieved.

PROF. ROLF-DIETER HEUER

We need not just ethics, but good ethics. Good ethics is only possible through the conscious spiritual effort of human beings.

REV. PIOTR MAZURKIEWICZ

Former Secretary General, Commission of the Bishops' Conferences of the European Community



The most important need, in my view, is spirituality and the expansion of consciousness to really enhance this idea of ethics within a chaotic society.

DR. MYRON S. SCHOLES

Noble Prize Laureate in Economic Sciences

An honest and fair approach to doing business will always be the most profitable.

MR. BERNHARD SCHWAGER

Head of Sustainability, Robert Bosch GmbH; Germany



It is a great forum to challenge ourselves on ethical questions because of the nature of what we do and what we want to become.

DR. ERIC CORNUT

Chief Ethics, Compliance and Policy Officer, Novartis AG; Switzerland

I strongly believe that women's intelligence and leadership will re-shape the global socio-economic structure with a new value system.

MS. SUNG-JOO KIM

Chairwoman of Sungjoo Group, President of the Korean Red Cross



The WFEB believes that working in partnerships will help multiply the power of our efforts and shall build strong alliance in all sectors. We sincerely thank our strategic partners for their continued support.







## World Summit

on Ethics & Leadership  
in Sports

Edith Cavellstraat 66  
1180 Brussel, Belgium  
+49 (0)7804 973966  
office@wfeb.org

[www.ethicsinsports.org](http://www.ethicsinsports.org)



## World Forum

for Ethics in Business

Avenue des Courses 16 (B11) 1050  
Brussels, Belgium  
+49 7804 973966  
office@wfeb.org

[www.wfeb.org](http://www.wfeb.org)