

# Global Ethics Forum

## The Value of Values in Business

Global Perspectives, Practical Solutions

### Conference Programme 30 JUNE – 1 JULY 2011

United Nations Office at Geneva  
and International Conference Centre Geneva

Programme - final version

#### Overview

**Thursday June 30<sup>th</sup>** | Morning: **Plenary** (United Nations) | Afternoon: **4 Workshops** (Conference Centre)  
**Friday July 1<sup>st</sup>** | Morning: **2x4 Workshops** (Conference Centre) | Afternoon: **Plenary** (United Nations)

### Day One | Thursday 30 June

**Morning Session** | Room XVIII, [United Nations Office at Geneva](#) – entry Pregny Gate, 8-14 avenue de la Paix

08:00-09:30 **REGISTRATION** and entry at UN Geneva

**09:30-11:00** **THE VALUE OF VALUES IN BUSINESS: GLOBAL PERSPECTIVES (What?)**

09:30-09:40 **OPENING** | Ambassador Walter Fust, President of Globethics.net

09:40-10:10 **Plenary Keynote**

#### **The Value of Values: What have we learnt from the crisis for tomorrow's corporate behaviour?**

The causes of the 2008 financial crisis are still being investigated and there is no consensus as to the findings of different national/supra national supervisory or political institutions. However greed has been mentioned as one inculcating element.

1. What is the value of values in business in and after the crisis?
  2. What is the role of Human Rights and the perspective of current governmental and private initiatives?
- Michel Doucin, Ambassador in charge of CSR for the French Ministry of Foreign and European Affairs, France

10:10-11:45

**Plenary Panel**

#### **Managing by Values: Corporate examples: impact and challenges**

Multinational companies have to include different cultures of values in their management. Such companies express their motives, successes, challenges and tools of ethical business.

1. What are these values and how have they been implemented?
2. What are the barriers that hinder value-based business?
3. What are trends today and goals for the future?

**Moderator:** Christoph Stückelberger, Prof., Director and Founder of Globethics.net

- S.D. Shibulal, Co-founder, Chief Operating Officer and designated CEO, Infosys, India
- Jacques Spelkens, Head of Department of Social Innovation, GDF Suez, France
- Betina Sarue, Public Policies Project Coordinator, Instituto ETHOS de Empresas e Responsabilidade Social, Brazil
- Franck Eba, Sustainable Development Director, SIFCA Group, Ivory Coast
- Githa Roelans, Senior Specialist, Multinational Enterprises Programme, ILO, Geneva
- Christoph Müller, President, Inrate Sustainable Investment Solutions, Switzerland

11:45-12:00	Networking refreshment break
12:00-13:00	<p><b>Plenary Presentation</b></p> <p><b>Values across Continents: Results of the Globethics.net First Global Survey</b>          “Global Survey on Business Ethics in Teaching, Training and Research”.</p> <p>Businesses are not “alien” organizations above society with their specific rules and logic. Contextual values play an important role in business. The result of the worldwide first global survey on the status of business ethics in teaching, training and research, commissioned by Globethics.net, is presented.</p> <ol style="list-style-type: none"> <li>1. What are the values and concepts of business ethics in different continents and cultures?</li> <li>2. What are future research topics and trends in different continents and cultures?</li> </ol> <ul style="list-style-type: none"> <li>• Deon Rossouw, Prof., CEO of Ethics SA, South Africa</li> <li>• Vasanthi Srinivasan, Director Institute for Corporate Governance, IIM-B, Bangalore/India</li> </ul>
13:00-14:30	<b>NETWORKING LUNCH</b> and move to Geneva International Conference Centre (CICG)

## Afternoon Session | International Conference Centre Geneva – 17 rue de Varembe

14:30-16:10	<p><b>PRACTICAL TOOLS: CONTINENTAL DIVERSITY (Where?)</b></p> <p>Corporate Responsibility is a great challenge for corporations given the historical, economic and cultural heritage inherent to each region and their on-going evolution. What is the current situation and how can businesses comply with best practices in an environment where political volatility, maximum profitability and consumerism are the determining factors?</p> <p><b>Workshop A1: African Implementation of Corporate Responsibility (in French)</b></p> <p>Corporate Responsibility remains challenging in Africa which hosts the poorest countries in the world. Africa is estimated to have 30% of the world resources. It shows remarkable rates of economic growth and the private sector is fast developing in some countries.</p> <ol style="list-style-type: none"> <li>1. How such socially diverse environments and the pressure of disparate political regimes affect values- added corporations?</li> <li>2. What are successful appropriate tools and Standards for Corporate Responsibility in Africa?</li> <li>3. What can Human Rights-based development programs contribute to Corporate Responsibility?</li> </ol> <p><b>Moderator :</b> Lazare Ki-Zerbo, Organisation Internationale de la Francophonie, France  <b>Devil’s Advocate:</b> Jean-Loup Feltz, Advisor to the Director General, Agence Française de Développement (AFD), France</p> <ul style="list-style-type: none"> <li>• Aliou Barry, Coordinator Réseau Francophone pour l’Intégrité et le Développement Durable (RéFID), Guinea: Corporate Social Responsibility in Africa : A SWOT Analysis</li> <li>• Franck Eba, Sustainable Development Director ,SIFCA Group, Ivory Coast: Advantages and Challenges for Private Sector to adopt Corporate Responsibility</li> <li>• Karim Zein, Director, Sustainable Business Associates, Switzerland: Environmental Economics as a tool for decision makers in poverty alleviation and environment protection</li> <li>• Béatrice Ngoya, Entrepreneur, DR Congo: Women entrepreneurs in difficult environments</li> </ul> <p><b>Workshop A2: European Implementation of Corporate Responsibility</b></p> <p>Europe has been a pioneer in developing and implementing corporate ethical standards, which originated from political bodies, governments, NGOs and the private sector operating at various levels (regional, national and supranational and global). But what is the future of such standards after the crisis and with international pressure to cut down costs?</p> <ol style="list-style-type: none"> <li>1. What are today’s prerogatives of European corporations’? How much do they address Corporate Responsibility?</li> <li>2. How to maintain and improve social and environmental responsibility under the pressure of the global competition?</li> </ol> <p><b>Moderator:</b> Dr Catherine Ferrier, Coordinator, CAS in CSR, University of Geneva, Switzerland  <b>Devil’s Advocate:</b> Magali Modoux, Director of Certification, Ethics S.A, Switzerland</p> <ul style="list-style-type: none"> <li>• Michel Doucin, Ambassador, in charge of CSR for the French Ministry of Foreign and European Affairs, France: Why are public regulations on ESG disclosures growing fast in Europe?</li> <li>• Céleste Cornu, Social Responsibility Solutions Manager, Société Générale de Surveillance SGS, France : Lessons learnt from the private sector’s experience in implementing CSR in the supply chain</li> <li>• Alejo Sison, Prof., The European Business Ethics Network EBEN, Spain: The way forward for Business Ethics in Europe</li> </ul> <p><b>Workshop A3: Asian Implementation of Corporate Responsibility</b></p> <p>Asia is home to many fast growing emerging markets consequential to a high demand of consumption with strong purchasing power from 60% of the world population. Many CSR initiatives have been initiated.</p>
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1. How can companies in Asian markets become value-oriented companies?
2. Are there specific Asian standards coming up?
3. What are additional costs and benefits of products from ethical business?

**Moderator:** Anders Aspling, Professor, Globally Responsible Leadership Initiative (GRLI)

**Devil's Advocate:** Oshani Perera, Programme Officer, International Institute for Sustainable Development, Switzerland

- Stephan Rothlin, CIBE Beijing, China, Global Compact in China and implementation of Bimbo Company: China's experience in implementing the Global Compact – A critical Review
- S.D. Shibulal, Co-Founder, Chief Operating Officer and designated CEO, Infosys, India: Ethical Standards in India, especially in the IT Industry, compared to other continents
- Lee Juneyoung, Legal/Economic Officer, Regional Trade Agreements, WTO Geneva, Switzerland: Corporate Responsibility in WTO Trade agreements

### Workshop A4: Latin American Implementation of Corporate Responsibility

The proximity of North American economy and market has had and still has a significant influence on the Latin American development. But economic growth, South-South cooperation and expanding middle classes lead to new situations for corporate responsibility.

1. What are the specific Latin American challenges and chances for Corporate Responsibility?
2. What is the influence of the cooperation of BRIC-countries on corporate responsibility?

**Moderator:** Carlos Lopez, Senior Legal Adviser, International Commission of Jurists, Switzerland

**Devil's Advocate:** Hans-Peter Egler, Head of Trade Promotion, Swiss State Secretariat for Economic Affairs (SECO): Switzerland

- Betina Sarue, Public Policies Project Coordinator, Instituto ETHOS de Empresas e Responsabilidade social, Brazil: Community ownership of CSR in Latin America
- Orlando de la Vega, Prof., President Latin American Business Ethics Network ALENE, Chile: Trends in Business Schools in Latin America
- Antonio Vidal Lopez, President, CP Switzerland International: New Ethical Economy in Latin America

16:10-16:45

Networking refreshment break

16:45-17:30

**PLENARY: REPORTS AND DISCUSSION FROM WORKSHOPS A1-A4**

17:30-18:15

Free for networking & contact with speakers

18:15

**RECEPTION/NETWORKING COCKTAIL** with Sumitra Keshava, Indian/Swiss dancer, in International Conference Centre

## Day Two | Friday 1 July

### Morning Session | International Conference Centre Geneva – 17 rue de Varembe

08:30-10:15

#### GLOBAL STANDARDS: SOLUTIONS FOR IMPLEMENTATION (How?)

Corporations are increasingly under pressure to comply with a number of standards and norms either at local, regional or international level. How can corporations manage so many instruments?

The comparison of standards, the examination of new toolkits and of their implementation in different companies and sectors of society shall stimulate and encourage the different stakeholders.

#### Workshop B1: Comparison of (Voluntary) international Standards

International standards and norms become well accepted, but also questioned because of the lack of effective implementation and sometimes poor monitoring and control mechanism. Corporations suffer under the variety of voluntary standards and norms imposed on them because they are considered to be too cumbersome and cost a lot.

1. Should governments ensure a level playing field – (fiscal stimulus or other) for ethical standards of corporations?
2. How far voluntary adherence to standards can be effective?

**Moderator:** Mark Drewell, CEO, Globally Responsible Leadership Initiative (GRLI), Belgium

**Devil's Advocate:** Sarah Kimani, Director Research, Ethics Institute East Africa, Kenya

- Anders Aspling, Prof., GRLI, UN Global Compact & Global Reporting Initiative (GRI), Sweden: An assessment of the relative success of the UN Global Compact and GRI
- Jean-Pierre Méan, President of Transparency International Switzerland & Caux-Initiative of Change, ICC Guidelines & TI Business Principles: Content and effect of the Private instruments for combating corruption
- Nathalie Labourdette, Head of Training, European Broadcasting Union, Geneva, Switzerland: Ethical Standards in Public Media
- Magali Modoux, Director of Certification, Ethics S.A, Switzerland : The challenges of implementing ISO norms

### Workshop B2: Standards in Finance and Banking

The finance and banking sector is heavily regulated by governmental supervisory authorities. However, regulators are seen as having failed. New standards are seen as insufficient or too far reaching. The finance and banking sector is innovative with complex new products.

1. How to reconcile oversight and values with freedom to take risks for earnings?
2. How such institutions are currently operating after the crisis to address the right issues?
3. Should a global standard be a legitimate requirement to ensure a level playing field?

**Moderator:** Ram Etwareea, Journalist, Head of Economy, Le Temps, Switzerland

**Devil's Advocate:** R. Balgobin, Former Political Advisor & Researcher, UK

- David Gerber, Deputy Head of Division, Federal Department of Finance, FDF, State Secretariat for International Financial Affairs SIF, Switzerland: Could proper standards in Finance and Banking have prevented the financial failures?
- Thomas Myers, Certified Public Accountant and forensic accountants, USA: Future standards in Finance and Banking
- Usama DeLorenzo, Associate Partner, Presidium LLP, United Arab Emirates, former Regulator with the Securities Commission Malaysia: The values, development and regulation of Islamic Banking
- Yvan Maillard, Finance Specialist, Bread for All, Switzerland: The NGO perspective on current banking regulations

### Workshop B3: Changing mindsets through spiritual leadership

Ethics work has been greatly influenced by religions and spiritual beliefs. Strong influences of spiritual values are seen in a number of communities and countries. Businesses, industries and financial institutions have been founded by social entrepreneurs with spiritual leadership.

1. What kind of guidance for ethical business can spiritual leadership provide?
2. How are spiritual values rooted in those institutions and fit into international norms?
3. What role spiritual leaders are playing to promote values in those institutions and others?

**Moderator:** Prabhu Gupta, Prof., Former Director of Wolfsberg (UBS think tank), Switzerland

**Devil's advocate:** Corneille Ntamwenge, Researcher and member of the Order of Preachers, DRC

- Nyaradzayi Gumbonzwanda, General Secretary YWCA, Young Women's leadership Program, Switzerland: Role and capabilities of women to bring in ethics
- Michel Aguilar, Ethics Representative of the European Union of Buddhists at the Council of Europe, France: Spirituality and economic development from a Buddhist perspective
- Pavel Shashkin, General Secretary, Expert Council on Ethics and Economy under the Patriarch of Moscow and all Russia: The role of the Russian Orthodox Church in the promotion of ethics in the economy

### Workshop B4: Tools and online support on ethical standards

Ethical standards need to be practical, measurable and feasible in order to have an impact. Encouraging examples of training tools, online support, hotlines and other instruments have been developed during the last years. Lessons can be learnt from these implementations.

1. Which type of tools /support corporations can consider to improving efficiency?
2. What are specific chances and limits of online tools for international cooperation and training?

**Moderator:** Tim Mazur, Chief Operating Officer of the Ethics and Compliance Officer Association (ECO)

**Devil's advocate:** Michael Hopkins, Director of CSR Programme, University of Geneva

- Deon Rossouw, CEO EthicsSA, South Africa: The Ethics Officer Certification and the support in developing economies
- Zora Lederberger, Director & Owner Integrityline, Switzerland: Provide secured online protection to Whistleblowers
- Markus Schulz, Chief Compliance Officer Global Group, Zurich Insurance & Member of Board, Association of Certified Anti-Money-laundering Specialists (ACAMS), Switzerland: A success story of ethical compliance or criminal deterrent
- Veronique Goy Veenhuys, Founder and CEO Equalsalary, Switzerland: "equal-salary" certification of companies

10:15-10:45

Networking refreshment break

10:45-12:30

## THE ROLE OF KEY ACTORS: MULTI-STAKEHOLDER COOPERATION (Who?)

The role of government, the private sector, business schools and NGOs have gone through unprecedented changes for the past twenty years. There has been a strong empowerment of all actors at different levels and consequently their role in promoting ethics and corporate responsibility has gained in importance. What is specific contexts the most fruitful division of labour?

### Workshop C1: The role of GOVERNMENT in promoting ethics (in French)

Government is under a lot of pressure to respond to national and global challenges. They are more and more under the scrutiny of the public eye for more ethical values.

1. How to implement ethical values and political principles especially among civil servants?
2. What is the role of legislation and governmental control mechanisms in implementing corporate responsibility?
3. How can technological innovation with governmental support contribute to ethical behaviour?

**Moderator:** Michel Doucin, Ambassador in charge of CSR for the French Ministry of Foreign and European Affairs, France

**Devil's Advocate:** Richard Ondji'i Toung, Assistant to the Secretary General of EPC, Cameroun

- David Nku, Senator, former Governor of Kinshasa DR Congo: Instruments to overcome the threat of unethical behaviour of civil servants
- Mahmud Samandari, Director European Baha'i Business Forum EBBF, Switzerland: International Experience of successful ethical projects
- Martin Peter, Programme Manager, State Secretariat of Economy, SECO, Switzerland: Promotion of private voluntary standards systems in developing countries?
- Rémy Zinder, Responsible for Sustainable Development, Canton of Geneva, Switzerland: Experience of implementing Agenda 21 at local level

## Workshop C2: The role of the PRIVATE SECTOR in implementing responsible corporate and individual behavior

In the wake of the financial meltdown the ideology of less government with budgetary cuts and less public services, is rapidly gaining ground. The initial call for more stringent regulations to prevent a repeat of the crisis has been watered down.

1. How does a company implement ethical standards across its operations and value chain?
2. How can employers' associations and trade unions contribute to improving corporate responsibility?

**Moderator:** André Schneider, Global Advisor, former Managing Director of the World Economic Forum

**Devil's advocate:** Tim Mazur, Chief Operating Officer of the Ethics and Compliance Officer Association (ECO)

- Christian Frutiger, Global Public Affairs Manager, Nestlé S.A., Switzerland: "Creating Shared Value", developing an inclusive CSR strategy in a multinational company
- Peter Rossmann, Director for Communications, International Union of Food Workers (IUF): Trade Unions' approach and perspective to contribute to improving Corporate Responsibility
- Nadia Balgobin, Sustainable Business & Public Sector Management Consultant, Switzerland: Who is a social entrepreneur? Challenges for selection criteria
- Oshani Perera, Programme Officer, International Institute for Sustainable Development, Switzerland : Sustainable Foreign Direct Investment

## Workshop C3: The role of BUSINESS SCHOOLS in promoting values in business

For a long time, Business Schools have been regarded as the problem-solver and hold the supremacy for business performance. Following the crisis and second to bankers, business schools have been singled out to have failed to inculcate values in the business practices they propagate.

1. How far are business schools part of the problem and part of the solution?
2. Should ethics courses become mandatory in curricula of business schools?

**Moderator:** Walter Fust, President, Globethics.net Foundation, Switzerland

**Devil's Advocate:** Prabhu Gupta, Prof., Former Director of Wolfsberg (UBS think tank), Switzerland

- Robert McNulty, Director of Programmes, Centre for Business Ethics, USA: What has changed in Business schools since 2008?
- Katrin Muff, Dean Business-Schools Lausanne, Switzerland: Envisioning a new paradigm for Business Education
- Vasanthi Srinivasan, Prof., Director, Centre for Corporate Governance, Indian Institute of Management, Bangalore, India: How should Asian Business Schools teach business ethics?
- Romy Feldmann, SNEEP, Germany: Business schools should include more ethics in their programme

## Workshop C4: The role of NGOs in promoting a globally responsible community

Non-governmental organizations have been instrumental to society through new ideas stemming from mass movement or advocacy work. They have also been criticized of being ideological or not enough democratically legitimized.

1. What are the roles and limits of NGO's in promoting corporate responsibility?
2. What are experiences and new models of multi-stakeholder cooperation for increased impact?

**Moderator:** Peter Utting, Deputy Director, UNRISD, Geneva, Switzerland

**Devil's Advocate:** Aliou Barry, Director of Stat View International, Guinea

- Bettina Ferdman Guerrier, Director, Fondation Philias, Switzerland: Can NGOs make a real difference to supplement the shortcomings concerning CSR?
- Johan Hattingh, President, Business Ethics Network of Africa, South Africa: How can NGOs work better with the business community?
- Chantal Peyer, Deputy Director Development Policy, Bread for All, Switzerland: NGO campaigns promoting globally responsible companies
- Sybille Rupprecht, CEO, International Road Federation, Switzerland: A multi-stakeholder approach to promote sustainable roads

12:30-14:00

**NETWORKING LUNCH** and move to Room XVIII, United Nations Office at Geneva

## Afternoon Session | Room XVIII, United Nations Office at Geneva – entry Pregny Gate, 8-14 avenue de la Paix

14:00-16:15	<b>CONCLUSIONS AND COOPERATION: NEXT STEPS</b>
14:00-14:20	<b>Plenary Keynote</b> <b>Responsible Stakeholders: Institutionalizing Responsibility in Corporations</b> <ul style="list-style-type: none"><li>Mark Drewell, CEO Globally Responsible Leadership Initiative (GRLI), Brussels</li></ul>
14:20-15:30	<b>Plenary Conclusions</b> <b>Project Proposals and Recommendations as Results from Workshops B1-B4 and C1-C4</b> <b>Moderator:</b> Christoph Stückelberger, Prof., Director and Founder of Globethics.net Panel with the 8 workshop moderators of B1-4 and C1-4: developing presenting and discussing main findings and consequences for concrete further projects.
15:30-16:15	<b>NEXT STEPS (When?)</b>
15:30-16:00	<b>Plenary Continuation</b> <b>Cooperation with Globethics.net Tools</b> Building management responsibility for a globally responsible world: Launch and online presentation of the Globethics.net Directory of Business Ethics, online collection on Business Ethics and online workgroups, for continuation of cooperation <ul style="list-style-type: none"><li>Walter Fust, Ambassador, President of Globethics.net</li><li>Christoph Stückelberger, Prof., Director and Founder of Globethics.net</li></ul>
16:00-16:15	<b>Final Remarks and Closure</b>

After the closure and on the following day, Saturday 2 July until lunch, the possibility is offered for networking and concretization of cooperation projects among those conference participants who would like to do so. Rooms will be made available on request. Please submit requests by lunchtime on Friday 1 July.

The Global Ethics Forum is a project of Globethics.net, the global ethics network and Swiss Foundation based in Geneva.  
[www.globethics.net](http://www.globethics.net)

### Contact:

For the conference programme: +41 22 791 62 49

Prof. Dr. Christoph Stückelberger, Director and Founder of Globethics.net, [stueckelberger@globethics.net](mailto:stueckelberger@globethics.net)

Lucy Howe López, Programme Coordinator of Globethics.net, [howelopez@globethics.net](mailto:howelopez@globethics.net)

For the conference organization: +33 1 75 10 60 00

Ingrid Thoraval, EIE Global, [ingrid.thoraval@eieglobal.com](mailto:ingrid.thoraval@eieglobal.com)

