

International Leadership Symposium on Ethics in Business 15 November 2013, European Parliament

Shared value: Role of business in tackling society's problems

In recent years, business increasingly has been viewed as a major cause of not just the global economic crisis but also major social and environmental problems. This calls into question the traditional paradigm of business under which companies have continued to view value creation narrowly, optimizing short-term profits in a bubble while ignoring the most important societal problems that are critical for their longer-term success.

A false dichotomy has been set up wherein companies should only be interested in short-term profits which governments need to tackle social problems. 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 legitimize business as a central partner in tackling society's problems.

The 2013 edition of the International Leadership Symposium of the World Forum for Ethics in Business will not only explore this new paradigm for business and showcase inspirational examples that can be scaled up for global impact. It also aims to provide the participants a wide range of tools which empowers them personally as a leader, recognizing that paradigm changes in the society base on the transformation of the individual.

09.00 - 10.20: Inaugural Plenary Session

10.20 - 10.30: Launch of the online ethical leadership curriculum

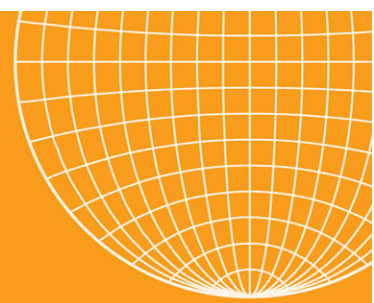
10.30 - 10.40: Special address

10.40 - 11.00: Ethics in Business Award Ceremony

11.00 - 11.15: Reflections and Relaxation

11.15 - 11.30: Break

11.30 - 13.00: Parallel Workshops



Workshop 1: Multipliers: How the Best Leaders Make Everyone Smarter

This inspirational Workshop will provide participants hands-on tools, which empowers leaders to make the most of available resources to exceed their goals: A powerful journey to make everyone around you smarter and achieve more by doing less!

Workshop 2: Why and how corporations have implemented Shared Value initiatives?

The Workshop will include examples of companies who will describe how they have worked on delivering social, governance or sustainability impact while improving the bottom line. The audience will hear from three business executives who will describe their company's journey to implementing Shared Value, display some concrete example of results, and discuss lessons learned.

Workshop 3: Adaptive Leadership

We live in an increasingly demanding and dynamic global environment that poses immense tactical and strategic challenges for leadership. In this workshop, you will be introduced to the fundamentals of Adaptive Leadership, a practical leadership framework that helps individuals and organizations adapt and thrive in challenging environments. It is being able, both individually and collectively, to take on the gradual but meaningful process of adaptation. Adaptive Leadership is about diagnosing the essential from the expendable and bringing about a real challenge to the status quo. This interactive Workshop provides the participants powerful reflections and learning on how the adapt to change and grow as a leader.

13.00 - 14.00: Lunch and lunch table discussions

14.00 - 14.30: Call of the Youth (including "Children for Human Values")

14.30 - 15.45: Plenary Session

15.45 – 16.00: Break

16.00 - 17.30: Parallel Workshops

Workshop 1: Mind Matters

We are what our mind is. Our mind makes our world. This is especially true of a leader who bears the huge responsibility of his/her team, organization and its success. Yet the first step to leading others is to be able to lead oneself!

In the Mind Matters workshop, participants will learn powerful tools for creativity, focus and higher resilience.

Workshop 2: Open Governance: Shared Value in supply chains - Scaling up inclusive business practices through the Open Private Sector Platform

The segment will include an example of a company partnering with IFC who will describe how they have worked on delivering social, governance or sustainability impact while improving the bottom line by using open and collaborative practices down their supply chain. Specific questions will be addressed such as: What practical approaches are leaders in the private sector using to ensure that their value chains are sustainable? What are the biggest barriers to adopting good social and environmental practices in primary production, processing and manufacturing?

Workshop 3: Business 2014 – An outlook

Business has become more dynamic as ever. Adapting to change is therefore key – but the strongest power is in anticipating and shaping the future. Join great leaders perspectives on 2014 and beyond.

17.30 - 18.00: Closing Session