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Item Type	Conference proceedings
DOI	10.58863/20.500.12424/222244
Publisher	Globethics.net
Rights	Attribution-NonCommercial-NoDerivs 2.5 Generic deed (CC BY-NC-ND 2.5)
Download date	2026-10-31 20:43:33
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Link to Item	http://hdl.handle.net/20.500.12424/222244

Focus 20

Equal in an Unequal World

The Value of Values in Responsible Business

Global Ethics Forum Report 2014

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Global Ethics Forum 2014

Equal in an Unequal World

The Value of Values

in Responsible Business

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Globethics.net Focus No. 20

Globethics.net Focus
Series editor: Christoph Stückelberger, Founder and Executive Director
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Globethics.net Focus 20
Equal in an Unequal World: The Value of Values in Responsible Business
Global Ethics Forum 2014
Geneva: Globethics.net, 2014
DOI: 10.58863/20.500.12424/222244
ISBN 978-2-88931-021-0 (online)
ISBN 978-2-88931-022-7 (print)
© 2014 Globethics.net.

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PREFACE

In the context of the five deepening global crises - economic, financial, environmental, political and leadership crises, the growing inequality between different segments of the society on a global and national level, concerning a wide range of issues from gender, to wealth distribution and access to natural resources, jobs and education is becoming a major factor and a key challenge in the transition towards a sustainable social, economic and ecological model of development.

The Global Ethics Forum that took place in Bangalore, India from 3-5 January 2014 discussed the multidimensional inequality challenges and explored good practices against the growing inequality such as gender equality, sharing economy, transparency and accountability, environmental ethics, holistic business education, etc. The GEF 2014 social media campaign received numerous testimonials from all over the world, describing the heroic efforts of ordinary individuals who have taken extraordinary actions against inequality. The Forum also endorsed a draft Declaration on Principles of Equality and Inequality for a Sustainable Economy.

The GEF Conference is a joint effort of a global family of people and institutions from many countries who want to move the world towards a values-based economy and society. We are grateful to our sponsors and to all our partners for their support and commitment to the GEF. Globethics.net is looking forward to further cooperation in the GEF's mission to spread around the world the seeds of successful transformation towards a new value system as a foundation for responsible and sustainable business.

Geneva, November 2014 *Dr. Teodorina Lessidrenska*

Executive Business Ethics, Globethics.net

ACKNOWLEDGEMENTS

We would like to thank the sponsors of the GEF 2014 Infosys, Intel, and 4th Wave Foundation for their invaluable support and contribution to the success of GEF 2014.

We are thankful to our co-organisers The Institute of Management Bangalore (IIMB) and the centre for International Business Ethics (CIBE) for their commitment and efforts in making the GEF 2014 conference a real success and for their readiness to continue further many of the initiatives launched at the conference.

Thanks to all the staff members and volunteers at the Globethics.net, 4th Wave Foundation, IIMB, and CIBE – the GEF conference would not have been possible without their hard work and commitment during the conference preparations, implementation and post-conference activities. In particular we benefited from the editorial support of Marietta Scheurmann, Manasa Marina Britto, Delina Wejdeby and Ignatius Rautenbach.

Special thanks to the GEF International Co-Chairs: Mrs S.D. Shibulal, CEO and co-founder, Infosys, India; Prof. Judge Mervyn King, Chairman of the International Integrated Reporting Committee (IIRC); and Ambassador Walter Fust, President of Globethics.net.

1

EQUAL IN AN UNEQUAL WORLD: THE CHALLENGES

We live in a world of contradictions, especially so in India where we have 1 million engineers but 16 million kids who are not in school; 70 per cent of our healthcare facilities are in cities while 70 per cent of our population lives in villages and small towns. Hence inequality as a theme of the conference is very relevant. We should look at combining profits and principles to create progress.

S.D. Shibulal, CEO and Co- Founder of Infosys, India,
and Co-Chair of the Global Ethics Forum

1.1 The Light of Knowledge

The Forum was opened through a traditional Indian lightning ceremony involving *Vasanthi Srinivasan - Chairperson, Centre for Corporate Governance and Citizenship at IIMB (India), Devanath Tirupati - Director Incharge, Indian Institute of Management Bangalore (IIMB) (India), S.D. Shibulal - Co-chair Global Ethics Forum, Board Member Globethics.net, Co-founder and CEO, Infosys (India) and Christoph Stückelberger - Executive Director and Founder of Globethics.net (Switzerland).* In this ceremony the light symbolizes knowledge, absence of darkness and ignorance and the process reflects the imparting and partaking of the knowledge amongst the GEF participants.

Dr. Stückelberger rose to speak. He emphasized the global, contemporary relevance of the conference theme "Equal in an Unequal World- The Value of Values in Business". Expressing his gratitude for the conference to take place in India at the IIMB, he stressed the global scope of the conference, aiming to examine inequality challenges and solutions around the world from an ethical, political and economic perspective.

Dr. Stückelberger gave the floor to *Devanath Tirupati*. He welcomed the participants and expressed gratitude and pride for being the host of the first GEF conference outside of Europe:

The conference theme is of great relevance both to the IIMD, the first Indian management school to set up an interdisciplinary centre of corporate governance and ethics, to academia and to the general public, where Economy, Environment, Politics and Leadership have been hot media topics. There is a need for basing responses (policy and operations prescriptions) to such challenges on sound research and theory.

Devanath Tirupati concluded by emphasizing his optimism for the GEF, as a forum including academia and having access to top policy institutions in the world.

Lastly, Dr. Stückelberger handed over to *S.D. Shibulal.* After welcoming participants and thanking the Globethics.net staff, he went on to illustrate the relevance of the GEF 2014 theme:

The world is full of contradictions, especially in India with 1 million new engineers every year, but 16 million children who are not in school, 70% of healthcare facilities in urban settings while 70% of the population lives in rural areas. The corporate world has a special responsibility in this situation. Customer organizations demand this and global corporations are nowadays the custodians of society- creating wealth, employment, progress and profits. The purpose has to be to combine profits and progress, as does Infosys since many years. He concluded by stressing the need for multi-stakeholder environments like the GEF, with a mix of the corporate sector, the social sector and academia, to tackle these complex issues.

1.2 Keynote: Doing the Right Thing Right

The keynote speech was delivered by *Kumud M Srinivasan, President of Intel India and General Manager of the Intel Architecture Group (India).*

Intel India has had its own journey when it comes to Ethics, she told the Forum. Boasting 3500 employees, of which 70% focus on R&D, Intel India experienced a range of code of conduct issues in 2005-2006. Painful actions had to be taken to clean up the Indian branch. Since then ethics and codes of conduct are always transcendental in the organisation to the point that, when interviewing for her position, every single executive felt the need to touch upon the importance of ethics and codes of conduct.

Stressing how the nature and antecedents of ethics have a personal importance for her, as an Indian who spent more than 30 years in the US, she went on to illustrate the nature and solutions for inequality issues:

The famous Maslow's ladder can explain how ethics evolves when it comes to countries, societies and individuals. At the very root it asserts that economic prosperity and wealth creation are fundamental: Only after individuals have basic nutrition, safety and shelter, they attempt to accomplish more.

In the last two decades, we have made a lot of progress in terms of this economic prosperity. Even India as an emerging country has seen its wealth rise by 211%. However, a lot is left to do: This rising tide is not lifting all boards equally- we see considerable inequality both within countries and between countries.

It could be argued that some level of inequality is good, since it motivates competition. Yet, the problem with the pervasive and persistent inequality we see nowadays is well studied, among others, in a report by the New Economics Foundation (Dr. Faiza Shaheen). They make a case that every aspect of life, society and the economy ends up being corrupted by inequality. At best, inequality is demotivating, at worst it is dangerously destabilizing. India, a country of economic progress, but also stark 11ontradicttions, persistent poverty and inequality, showcases this.

And so, in today's world, if we ask ourselves what is the right thing to do, it is obvious that we do want to focus on growth, because economic prosperity is fundamental to everything, but we want to make that growth inclusive.

Two approaches are possible in order to make growth inclusive: Firstly, wealth could be redistributed. Yet, there have been lots of attempts and it is fairly well established that, in its extreme form, communism has largely failed. We could also continue with the approach which is widely used in today's world: "the winner takes it all". But even in the US, which best epitomizes this approach, we see that it has not helped with inclusive growth.

So what is left is the middle ground: levelling the playing field. This can be seen as a strategy which can be applied to the causes of minorities everywhere be it gender-based minority or social minority, as in the case of India. There are many studies on how to level the playing field; I will focus on four ways:

1.2.1 The Role of Technology

More than any other phenomenon in the recent past, technology creates a virtuous cycle, which results in economic and social development, and is a great equalizer. It lowers the cost of entry and the barriers to entry no matter which sector one looks at. It reduces poverty by increasing transparency. For the same reason it also reduces and can get rid of corruption.

In order to take technology to the masses, the government has a huge role to play through policy and funding. The industry (like Intel) has a role to play by coming up with technologies that make it easier for everyone to embrace it. For example, people who are functionally illiterate can be given the chance to become digitally literate.

The impact of the internet has been profound. For every job, that was lost due to efficiencies, 2.6 jobs have been created. This addresses one of the main criticisms people throw at technology: job destruction. Looking at the GDP, what took the industrial revolution 50 years, we have been able to

achieve in 15 years. Technology does not help only large businesses; it has an equal or bigger impact on SMEs. There is a strong correlation between broadband and GDP.

The challenge the industry faces now is: It has taken 30 years to reach 1 billion people- is it possible to reach 6 more billion within a decade? Due to the sheer numbers, India would benefit greatly from this.

1.2.2 The Role of Governance

Governance is a hot topic in the news, especially inside India. Governance and the environment of trust that it creates is good for people and for business, because businesses need an environment with a level of trust that allows operations to be sustainable. This is not only about compliance; it is about commitment, where governance and codes of conduct are considered as values. Even Intel still has a path to go. While it does have a code of conduct, it still needs to get to a point where employees understand it is not about compliance, but about them feeling they own the code of conduct and are committed to it. This is something that Intel is focused on right now. India as a country needs to embrace just that.

Globally, an interesting correlation between happiness and countries where ethics are important can be observed (World Happiness Index).

1.2.3 The Role of Innovation

Creating an environment of innovation is critical because it feeds a basic need of human beings: to be creative. Governments can play a huge role in India, for example it could become a lot easier to invest in start-ups. The industry can apply entrepreneurship to social causes. There are interesting examples in India of people who have done that successfully. Also between innovation and the GDP a correlation can be observed.

In India innovation has taken place through technologies from abroad, that have been modified, or technologies which later have been exported. The innovation in India can be seen across all layers (hardware, software, services, or even the business model) and at varying degrees of cost (R&D,

scale, time to market). Business model innovation is where the world has seen some of the most interesting progress. It has tremendous potential in a country like India where one can embrace social causes and get into social entrepreneurship.

1.2.4 The Role of Public-Private Partnerships

All three previous points imply a role for the government (funding, policies), for the industry (for execution), and for academic institutions (conceptual thinking, research). The three elements together are a powerful instrument for accelerating inclusiveness and addressing a social agenda, that otherwise would be very difficult to address.

Intel itself has had a role in some key public-private partnerships, such as the National Digital Literacy Mission and the NOFN (National Optical Fiber Network), an initiative of the government for taking the fiber network down to the last mile.

Taking technology to the masses, enabling people who are illiterate to interact with digital devices through gestures, facial expressions and their voice: These are all areas prone for cooperation with academic institutions in order to attain the next level.

In summary, we need to level the playing field in 4 ways: By making technology available to all, by making governance a value, a commitment, by creating an environment where innovation is encouraged, and by looking at ways in which academia, government and the industry can partner.

This conference, given the rich mix of academia, industry and NGO organizations is a great opportunity to explore ways to take public-private partnerships to another level and address the inequality issue.

1.3 Panel One: Global Inequalities

The panel moderator, *Dr. Lessidrenska, Executive Business Ethics at Globethics.net*, opened the panel 'Global Inequalities – Dimensions and Challenges', and invited *Dr. Mervyn King, Chair Int'l Integrated Reporting*

Council (IIRC), to explain the purpose, goals and latest initiatives of the International Integrated Reporting Council, and how the Council addresses the global inequality issues:

The IIRC was formed in 2010 to promote an inclusive approach to governance based on the organization's performance and impacts both in financial and in sustainability terms. This is achieved through the establishment of a new, integrated reporting system that collects the necessary information from the financial and sustainability reporting of the organization for making strategic and governance decisions on Board level. The new integrated reporting system addresses one of the key global inequality issues – equal accountability of all organizations in all aspects of their performance and impacts.

Dr. King emphasized that in order for an organization to be truly accountable it needs to report in a way that is understandable for its diverse stakeholders. What an entity reports must show not only the monetary value created, but the impact of a company's product and its value. This can be seen by how an entity engages with society, community and stakeholders. A company is accountable if it shows not only how much money it has made but also how the company has made its money, what positive and negative impact it has on the communities and how it plans to mitigate its negative impacts.

Dr. King concluded that the main issues addressed by IIRC are inclusiveness, transparency and integration of financial and sustainability information in the company reporting with the goal to make the companies aware about their role in building a sustainable future – one sustainable world for all. For companies to change their behaviour and meet the challenges of 21st century and their stakeholder expectations, they must be equally accountable.

Dr. Lessidrenska asked *Klaus Leisinger, Chairman Emeritus Novartis Foundation for Sustainable Development* about the way the inequality issues are addressed in the pharmaceutical industry. Mr. Leisinger pointed to

three areas where the pharmaceutical industry deals with issues of inequality: access to medicine; priority in research; and prices:

The industry needs new business models and new differential price structures because of the changing age and demographic structure. However, it is a fact of life that companies run for profit, and the top management is focused on ensuring maximal financial results, so changes in the current business model are not happening as expected. How to create incentives for a business to address the issues of inequality? What are the drivers for change in the current business models and behaviour?

The change has to come from the inside. This means top corporate leaders and management need to be exposed to the social and environmental realities – they need to see and smell the poverty- in order to understand and react on the social and ecological inequality issues.

The rights and duties of companies and their management need to be defined clearly with regard to each specific inequality issue. Goals must be established and actions must be planned and implemented within realistic timeframes.

It must be made clear what is important to whom. Companies now understand the importance of a multi-stakeholder approach. In this regard Mr. King proposed a new meaning of the term Chief CSR Manager – Chief Company Stakeholder Relations Manager.

The role of state in establishing proper regulation is of critical importance.

Mrs. Liu Dexi, Institute for International Strategic Studies, China, spoke about the main inequality issues in China related to the environment, such as lack of access to safe drinking water and lack of access to environmental information, and how they are shaping the inequality debate in China:

Among the priorities in China are harmony in the social and economic development, and the development of a green economy. The central government is leading the environmental protection: environmental information disclosure measures were established in 2008 and an action plan for the

prevention of air pollution, based on public-private partnerships, was launched in 2012. Increased transparency is needed with regard to the spreading pollution and other environmental problems in China. Furthermore, the public lacks environmental knowledge and it is the duty of the government to educate them.

Dr. Vasanti Srinivasan, IIMB, summarised the major issues of inequality in three powerful slides provided by *Mrs. Jayanti Gosh*: fighting the inequality matters not only to the bottom line but to all of us; inequality is a global intra-country phenomenon linked to factors such as market and economic asymmetry, concentration of wealth, and lack of democratic reporting. She concluded that a mechanism for building strong consensus at all levels on how to address the diverse inequality issues and to take action is needed.

Comments from the audience pointed out that Gandhi and Mandela are strong models for leadership against inequality. The session concluded that a paradigm shift to inclusive growth needs to take place:

- Technology and innovation must be distributed and accessible to all major stakeholders
- Transparency and open communication are vital for business to be sustainable
- Companies must focus on sustainable, long-term value creation based on integrated thinking, integrated reporting and management, and must develop a long-term business strategy incorporating the financial, social and environmental aspects of the company performance and impacts

1.4 Panel Two: Equality and Diversity in Business Relations

The panel 'Equality and Diversity in Business Relations BRICS-Africa: How Much Equality? How Much Inequality?' was moderated by *Prof. Christoph Stückelberger, Globethics.net*, who opened the discussion by highlighting the importance of looking at the issues of inequality from the

perspective of the emerging economies, whose economic growth is expected to surpass soon the economic growth in the industrialized developed countries. The BRIC summit 2013 document highlights the political agenda for the topic. At the same time, the New York Times economists have been talking about focusing on inequalities and the subject is generating mainstream media interest.

Deon Rossouw, CEO, Ethics Institute of South Africa, South Africa, pointed out that the link between colonisation and inequality is historical, more than 50% of the population in Africa lives on 1 dollar a day, but Africa is changing and undergoing major social and economic transformation. The large African market and the natural resources are of particular interest to the world, and particularly to international companies. China's presence and role are very important for Africa - major industrial projects by Chinese companies are underway and they have a positive contribution towards infrastructure, health, education and the affordability of goods. But many are raising the question: is China part of the solution or part of the problem of inequality in Africa? Major issues include: investments come in with no screening; unfair labour practices; corruption; eco-damage; loss of jobs; local conflicts; poor quality of products.

The Ethics Institute SA's survey to study perceptions on China's presence in South Africa, showed huge regional differences between Kenya, where Chinese investments are seen to have positive impacts, and the rest of the countries where the impacts are negative. Overall the Chinese companies were credited with good reputation with regard to their economic impacts, while their social and environmental responsibility and the quality of the Chinese products were perceived as unsatisfactory and negative.

It is critically important to continue and deepen the dialogue between the Chinese and African stakeholders on the issues of inequality and to convert the current unequal situation into a win-win for the Chinese companies and the African business and communities. Inequality is a moral question. The

values that would drive towards equality include sympathy and dialogue, and there must be a practical agenda to address the various inequalities.

Next *Liu Baocheng, Director, Center for International Business Ethics, UIBE, China* gave his insights on inequalities within China and the BRICs. He pointed out that the division of labour is one of the main domains of inequalities: BRIC countries present themselves as the blue workers of the world and BRICs are the factories of the world, but the others make the rules! The consumers in other countries 'ask' for low quality products because of affordability – so this results in the need for Chinese companies to maintain low quality and prices which in turn breeds inequalities. Similarly, urbanisation and migration bring equality challenges to the Chinese cities. Mr. Baocheng concluded that equality is a value that serves only at the beginning in terms of opportunities. Fairness and distribution are crucial values, going forward. At the end, goals should be about happiness.

Mr. N. Ravi, Senior Fellow, Centre for Public Policy, IIMB, India, spoke about the perceptions and the necessary steps to address equality & inequality in India:

Regarding inequality in India there are two facets to the subject: where you come from and how much wealth is generated. Government initiatives have been successful in expanding access to technology (CDOT), electricity, telecommunications, etc. as a way of reducing inequalities. Public and private partnerships on national and international levels underline much of the success of these initiatives. But effectiveness of the governmental programs has diminished, for example the goals of preventing migration have not been met yet.

In terms of values it is necessary to establish a more equal society; equality of opportunities for all is the key, especially equal access to education. Earlier, Tata and Birlas and nowadays the Indian IT companies are trying to create equality in this respect by training teachers and providing disadvantaged kids with access to school and university. Still the major chal-

lenge is redistributive success. High awareness and social media are the new hopes.

Dr. Stückelberger invited *Alexander Ageev, Director, Institute for Economic Strategies, Russia*, to explain what the perceptions of inequalities in Russia are. Mr. Ageev pointed out that the history of high social control and state property-ownership was changed over the last few decades in the interest of better equalities. Nowadays, it is the responsibility of each individual as well as institutions to address the issues of inequality. However, ideologies here are centuries old and still in practice while institutions today are borrowed from China or India etc. This makes the debate about and addressing inequalities in today's Russia more complicated and challenging.

Mr. Aurélien Atidegla, Dynamique OSCAF, Africa, highlighted a number of key challenges in equality in Africa:

- Equality and trust in company contracts is missing;
- Unfair negotiations;
- Governments have no resources to manage inequalities.

Among the important factors for resolving the issues of inequality, he mentioned:

- Tripartite agreements – they can help the governments to establish a sufficient legal environment and increase the capacity for addressing inequalities.
- Equality in negotiation power - in this regard, transparency and sharing of information in negotiations and especially provision of all necessary info to prepare for defending one's ground are of key importance.
- Commitment to a rights-based approach;
- Accountability to the community;
- Building capacity in NGOs for more effectiveness in addressing inequality issues.

Based on input from the audience and the panellists, the panel concluded that equality must be seen as an informative and transformative process, involving multiple stakeholders with different spiritual and anthropological views and different knowledge and expectations on the subject.

Africa needs internal action in Africa on the issues of inequality. Inequalities are not just at the bottom. We have plutocrats and crony capitalists dictating how your life should be. Should we aim for morally bankrupt prosperous people? Instead of moralising, shouldn't we be moving towards legal actions for addressing the issues? South Africa suffers from several issues of inequalities with communities, gender etc. The government now has the tools and laws to address these at the community level. Access to law is very crucial for ensuring equalities.

There is a need for internal debate and action towards reforms in China and the other BRIC countries concerning the major social, economic and environmental inequality issues. Finally, on-going open dialogue on the issues of equality and inequality is important.

Equality is not an absolute value but connected to other values- freedom, responsibility, fairness, transparency. We need to look at the links and interactions between all above values and then a journey must happen -from values to virtues to spiritual roots, to deepen the effect.

2

WORKSHOPS

The main work during the Global Ethics Forum 2014 was done in eleven workgroup sessions, each with a moderator and four to six speakers. They were grouped in three thematic clusters focused on different aspects and dimensions of inequality and discussing key principles and practical solutions in addressing inequality (for details see the program in Appendix 1).

2.1 Gender Equality

The workshop was moderated by *Vasanthi Srinivasan, IIMB*. At the beginning the four panellists provided each a brief initial input that was then used as a platform for a moderated Q&A discussion involving the panel and the audience.

2.1.1 Presentations

Prof. Gita Sen, Expert Gender and Development, IIMB, India, gave an overview of India's position in the World Economic Forum's Gender Gap Report 2013 where India was ranked 121 out of 144 countries:

The Report looks at four areas; economics, education, health and survival and political empowerment. India has been regularly near the bottom of the ranking and ranks significantly lower than other BRICS countries, as well as far lower than its neighbouring countries (e.g. Bangladesh), although they are poorer. What is needed in India is government action, changes in policies so that the situation for girls and women can improve.

The only area where India ranks fairly well (9th) is political empowerment due to the head of government being a woman.

There are four principles to gender equality:

Workplaces must be safe and equal and there must be policies against sexual harassment.

Support for girls - there must be businesses that support initiatives to improve the girls' situation by investing in education and health.

Action to stop the violence against women and girls, in the city and in the countryside (problems start when girls move out of their communities to go to secondary schools where there are few women teachers, few facilities for girls and where they are vulnerable to attacks at school and on the way to/from school).

Economic solidarity needs to come into play and business has a role. "Girls are not only my daughter but our daughters".

Mrs. Sucharita Eashwar, Executive Director India, WEConnect International emphasised the importance of economic empowerment of women:

If all women in the country were active, by 2020 India would almost double its GDP. The role of business and other stakeholders is very important. Government is the most important stakeholder, followed by business, business associations and community leaders. Women themselves are the main stakeholders. Governments are playing an enabling role by providing incentives and really engaging women in empowerment programs. CSR should be embedded in business to make enterprises more sustainable enterprises and to ensure gender diversity (and more successful business in the long term). Business and professional associations should connect women to market opportunities.

Le Ping, Deputy Director, Research Institute of Globalization and China's Modernization, UIBE, China, highlighted the results of a survey which identified eight fears of women representing problems to women equality in China linked to the fast growing Chinese economy:

Aging, growing taller, growing fatter, bad looks, lack of money, being single, being disturbed, having an uninteresting life. Women's legal equality with men for now is just a theoretical fact. While the Cultural Revolution has improved the lives of women greatly, particularly in the areas of health and education, there are feelings that women's equality is experiencing a crisis or setback nowadays: There are great social pressures on the family and the women are struggling to fulfil their multiple roles while at the same time remaining desirable. If a woman is good at business she is not considered to be a woman. Although she is labelled strong this is not meant in a positive way, rather, she is perceived strong in the way a thief would be perceived as strong.

What is needed today is an integration of equality issues and a female perspective into modern education, in order to improve the socio-cultural environment and women's real status.

Afua Ansre, National Programme Coordinator of the United Nations Entity for Gender Equality and the Empowerment of Women - UN Women, Ghana spoke not on behalf of UN Women Africa but as a gender advocate and focused on the state of gender inequality, the role of different stakeholders and the changes needed in Africa:

The main gender inequalities we see in Africa concern mortality/health, access to basic facilities, education, professional life, ownership/control of resources, as well as culture and religion (social discourses which exclude women from decision-making and foster violence).

Government's role is to create an enabling environment through policies and funding- however this cannot be relied upon entirely. Businesses take a role by funding small women's business and also by integrating quotas and/or harassment policies (Women's Empowerment Principles). The media and civil society have been very important actors by establishing women's advocacy platforms and by claiming accountability from the government.

For the future what is needed is sustainable funding, incentives for businesses to integrate gender equality, more accountability and transparency of

public institutions as well as a harmonization of the African Union Program Global Development Goals as well as national agendas.

2.1.2 Q&A Discussion

1. What is the role of religious organisations?

Often religions are part of the problem because of their role for standard setting and moral guidance, so they often perpetuate inequalities. Religion is not pure, it is mixed with the exercise of power and with money which complicates things.

2. Inequality among women

There are challenges in different areas: disabled women, status of migrant women with few rights, commoditization of women's bodies.

3. Positive discrimination and abuse

For example a business woman who employs women and then exploits them by paying low wages.

In particular cases appropriate legal action must be taken.

4. What is the correlation between involvement of women and achievement of development goals?

Women's issues transcend all cultures. The topic was gender equality not just women equality. So we have to start with respecting the dignity of the human person whether men or women.

2.1.3 Recommendations and Conclusions

- Business can play a leadership role in this area. On the international level this has been taken up by the Global Compact, but there is much potential at national and local levels (Prof. Gita Sen)
- It is clearly proven that it makes sense for the women, their communities, families and the economy when women are active in the economy (Sucharita Eashwar)

- The government could play an important role in fostering SMEs run by women through Public Procurement Policy (thus scaling them and giving them training and confidence)(Sucharita Eashwar)
- A platform for women equality should be created, where all stakeholders come together to push for action (Sucharita Eashwar)
- Business can have a huge role by implementing policies (equal pay for equal work) and can help in the area of research and funding. They should also work with the government to promote gender equality, and go beyond CSR. Inspiration can come from the founding principles of UN Women (Afua Ansre)
- Women themselves are key in the effort, and need to develop themselves, government can only be of assistance by creating the right legal conditions, e.g. the same retirement age (Li Peng)

2.2 The Role of Markets and Globalisation for Equality

The workshop was moderated by *Walter Fust, President, Globethics.net, Switzerland* who introduced the workshop by mentioning how after the Cold War, the Chinese replaced the Lebanese as a dominating investment force in Africa's West Coast, perceiving Africa as a continent of opportunities rather than problems.

It focused on perceptions of foreign investments in Africa, access to resources, as well as the impact of globalisation on African markets under the premise that "perceptions sooner or later become realities".

2.2.1 Presentations

Deon Rossouw, CEO, Ethics Institute of South Africa, South Africa presented the results of a survey on African perception of Chinese Business in Africa:

In the past decade, growth was impressive in Africa and China became Africa's most important trade partner. The BRICS formation was important for Africa. The relationship with China had a very positive impact on mar-

kets in terms of infrastructure developments (ports, roads etc.) which opened up further opportunities. Yet, the question is "What money can't buy" (citing Michael Sandel) and is a main concern reflected in the survey results. Overall, more people perceive the Chinese investors more negatively than positively in terms of Products & Services, Social Responsibility, Environmental Responsibility and Employment Practices, while the perceptions of the Economic Impact and Reputation are a bit more nuanced.

Core questions are whether a company has for instance the right to displace people without providing alternatives or the right to pollute.

Liu Baocheng, Director, Centre for International Business Ethics, UIBE, China brought a Chinese perspective to the discussion:

Already in the 1940s the first Chinese went to Africa due to domestic politics. In the mid-90s many Chinese moved to Africa for economic reasons- namely, resources and markets. Nowadays, China is blamed for neocolonization, but this could also be because of fantasy and jealousy. Due to its open-door policy China itself has actually been one of the largest recipients of foreign direct investment.

Yet, Chinese businesses do face the challenge of changing their image from predator to global citizen, particularly given the diminishing returns their products face (due to the lack of added value and brand equity). This entails both measures concerning product quality and CSR policy. It is worth noting that government is shifting its development strategy more towards domestic consumption than exports.

Alexander I. Ageev, Director General, Institute for Economic Strategies, Russia, said that his first impression about Africa was that information in Africa is extremely sophisticated.

N. Ravi, Senior Fellow, Centre for Public Policy, IIMB, India focused on the Indian approach to Africa:

Due to former migrations, there is currently already a 3rd to 4th generation of Indians living in Africa, who feel culturally completely African.

The Indian government is taking a comprehensive approach to promoting trade with Africa, by welcoming students and showing flexibility for traders who want to open businesses there. This year more than 100 African students live in Bangalore, and are Indian ambassadors to Africa. In the next 5 years India plans to host 25000 African students under the India-Africa Forum Summit initiatives. And the trade target with Africa is planned to increase from currently 70 billion $ to 1000 billion $ by 2015.

Aurélien Atidegla - President Dynamique OSCAF and Director, Globethics.net Francophone Africa, Benin, explained how he looks at the changing patterns from an African perspective:

Due to bad governance, people are very sensitive to participatory (voice of the civil society) and government accountability issues. A new framework for partnerships focused on African priorities (e.g. the efficient use of raw material) is needed, therefore this reason, the African Union developed an agenda of their own.

The participatory approach is particularly challenged in India and Russia.

The Moderator made the point that Africans are equally responsible for their fate: If they can't compete in international trade they need to raise their voice: Moreover, what is most needed for integration within Africa is African Law, at the moment it is taught based on EU books.

He raised the question of how to perceive the increasing complexity at the local level that comes with globalisation.

Deon Rossouw spoke of the xenophobia: African development can be skewed through trade. Between Africans and Chinese there is mutual xenophobia, the Africans feel exploited, but the language barrier is also a big issue. There is a need for a two-way recourse.

Liu Baocheng responded that "No black man is found growing cotton for China" and said that China is a financial looser.

2.2.2 Q&A Discussion

1. Who will watch the watchman? We have a big crisis with the government in Tanzania. How do we relate human beings relationship globally – is it ethical? Is it really win-win?
2. For stable markets, a two way interaction is essential. Have any BRICS worked towards building African culture in Africa and exporting it abroad? There is a need to enhance intercultural communication.
3. In a globalization regime, can you expect anything but increasing inequality? Distributive justice and ethics by institutions – do these exist?
4. How much should be ploughed back from investment? Markets can't moderate automatically. There is no win-win, but a win-loose in most cases.
5. What perspectives are there on the practicality of a BRICS bank and how different will it be from the World Bank?
6. How do you deal with justice and fairness in the present state of globalization and inequality? What is the role of the media in Africa?

Aurélien Atidegla: Africans are not aware of Chinese intentions. Thus, I strongly recommend that China looks into inclusive participation of all stakeholders to ensure it does not fall into the same trap that others have fallen.

Liu Baocheng: We are still a bunch of animal species. We have all been victimized by colonization. We cannot allow that Africa is treated like a Zoo. Globalization allows freer movement of all countries.

Deon Rossouw: Regarding the point of mutuality, it is important to overcome attitudes of superiority and foster partnership instead. In order to improve local markets a partnership with Africa is needed. Regarding the African culture, SABC (South Africa Broadcasting Corporation) launched an African channel 2 months ago.

Alexander I. Ageev: To stand up for a cause, we need heroes.

N. Ravi: Who will watch the watchers? In the current system, the government. Concerning African culture, through the India-Africa Summit, African handicrafts are sold in India, so there are some efforts.

With regards to the BRICS bank– at some stage, a beginning has to be made. It may look incongruous and anachronous, but it will take off.

2.2.3 Recommendations and Conclusions

- Africa is a highly culturally and economically diverse continent of opportunities.
- Africa is a rising continent, which wants to be part of the global economy. It wants to take its destiny in its own hands, define its own law, governance rules and decide what is good for them.
- In the near future the systems will change due to the increased level of education of the people (role of e-governance) and the accountability and standards of governance they demand. This will need transparency, records management and process-driven politicians who not only serve their own interest.

2.3 Sharing Economy

This workshop was moderated by *Sourav Mukherji, IIMB, India* and discussed the phenomenon "sharing economy" and its role for equality.

2.3.1 Presentations

Suddha Reddy, Asia coordinator, Charter of Human Responsibilities, India focused on the nature, causes and solutions for inequality:

Dimensions of inequality are economic, social, political and cultural. Inequality is not a distortion of the system but the logic of the new liberal paradigm and a necessity for growth and permanence of the system. The system assumes unlimited resources of extractive and exploitive type which entails global warming, pollution and biodiversity loss. It excludes large numbers of people from their livelihoods and survival support systems.

For the change to a sustainable alternative paradigm, a shift from the current market to a people/life- centric approach and considerations of reciprocity, compassion and plurality are required. With patience, perseverance, and long-term thinking we can achieve equality in an unequal world and attain M.K. Ghandi's vision of 'Well-being for All'.

Ajit Muricken, Coordinator, Rights and Responsibilities Collective (FER), India, asked how victims could become agents of change:

The roles can be reversed; the victim doesn't have to be sad and helpless. He can very well positively participate in initiating and promoting the change he is looking for. In general, we should also explore further the historical perspective of inequality in order to get a deeper understanding of reality.

Zheng Zhihai, former president and researcher at the Chinese Academy of International Trade and Economic Cooperation (CAITEC) of MOFCOM, China, discussed the status and prospect of the development of Chinese SMEs: 95% of Chinese enterprises are SMEs, they are characterised by short corporate lives, owner-managers, labour-intensive products and difficult access to talent and finance.

Yet, they have a very important role for society: They are the pillar of social stability, provide a link between the rural and urban economy, are a force for innovation and exports and provide empowerment to a great part of the Chinese population. Despite the challenges they face, with the help of the Government and Banks, SMEs can lay the foundation for change towards more inclusion.

Arnold Smit, BEN Africa, Director of Centre for Business in Society, University of Stellenbosch Business Scholl, South Africa gave an African perspective to the context in discussion and looked at South Africa as sharing economy model:

The global context, with its economic (post-recession), societal (inequalities), cultural (purpose, values) and environmental (climate change etc.) tendencies seems to be conducive to the sharing economy model. Yet north

and south come from different perspectives: In the north we address the problem of sustainability or responsible consumption whereas in the south we are battling poverty. Both perspectives take us forward in discussing sustainability, since the development optimism in Africa also raises social and environmental challenges, but the vast disparity in the disposition cannot be overlooked.

In South Africa, the sharing economy model consists of three dimensions/priorities: ownership (land, money and minerals), enablement (education) and social economic development (serving the base of the pyramid). Important actors in the sharing economy are the government, businesses as well as non-profit and social enterprises, which foster social innovation and green economy opportunities. Arnold Smit ended his presentation by pointing out the challenges and ethical dilemmas of the sharing economy model, and emphasized systemic thinking (societal ethos aimed at social cohesion) as the way forward in developing a social economy.

2.3.2 Q&A Discussion

1. What is the role of institutions vs. individuals in making mutuality (respect, sharing, enlightenment and appreciation of one another) a shared value?

It is a two way process in which the individuals and their contributions will affect the community through their positive inner strength; however certain favourable macroeconomic variables are also required from the existing institutions to realize the change.

In addition to focusing on changing institutions meaning social enterprises, we also need to readdress the whole system.

2. How to go from preaching to practicing?

"Think big, start small" (Arnold Smit). There is hope. People now seem to understand issues quite well.

3. What kind of progress is China is making in terms of reducing inequality?

Fears were expressed that entrepreneurs might become exploiters, especially given that in Africa traditionally land is not owned by an individual it is owned by a community.

Yet, sometimes sharing arrangements can be found that are mutually beneficial and go beyond tradition vs. claim and legal rights.

2.3.3 Recommendations and Conclusions

Prof. Sourav Mukherji summarized the discussion saying, "There is hope and all is not lost".

2.4 Transparency in Religious Organisations and NGOs

This workshop was moderated by *Christoph Stückelberger, Executive Director and Founder of Globethics.net, Switzerland* and focused on the approach for achieving transparency in religious organisations and NGOS.

2.4.1 Presentations

Jacob Belly - Secretary of the Pastors Association, Church of South India, Co-director of Globethics.net India, primarily emphasised the importance of values in this process of transparency: Values are very important in this process, but we also need to approach this process with a positive mind-set. In India, churches are under the purview of the companies' act. Therefore they need to be answerable to the law of the land (courts).

Asir Ebenezer - Executive, Finance and Officiating as General Secretary, National Council of Churches in India (NCCI) shed light on the situation in India: Different dioceses have made inroads in the direction. A plan for corruption-free churches has been generated by some church organizations, yet there is a need for refinement of these plans. A campaign (called NECTAR) has been developed for implementing the spirit in the plans.

Theological communities are used to dialogue on the campaign and scriptural resources are used to support the cause.

Three points remain to be addressed: Firstly, a study needs to be done on the power centeredness of the constitution guidelines, revisiting the absolute power of the church. Secondly, the responsibility of accumulating and distributing resources needs to be addressed. Finally, the practice of baptizing for money should be revisited.

Mathew Cherian - Chairperson, Credibility Alliance (India) provided an overview of the state of ethical issues and solutions within the voluntary sector in India: The Hindu philosophy of giving or Daanam (Desh -Place, Kaal- timing, Paatra- deserving) should be a part of NGO policies. The third sector in India has faced image problems due to cases of religious organisations and charities from various religions being involved in money laundering through luxury goods or tsunami relief funds having been used for asset building. Credibility Alliance fights for financial audits and transparency in the sector. Concretely, we address conflicts of interest in the appointment of such organisations, we stress a controlled range of salaries (a ratio of 1:10 between minimum and maximum salaries), focus on reporting (Third-party accreditation of disclosures and audits) and address succession problems in NGOs.

Simon Ngomo - Centre for Ecozoic Societies brought an African perspective to the subject:

Corruption and inequality go together. The churches of Africa struggle with leadership, power and politics problems compounded by the poverty of the church. There are struggles between ethnic groups too. Jesus gave the example by uniting his disciples in spite of divergence in opinions. Thus, what needs to be done is to take care of various interest groups. Moreover we need to start early: children need to be educated with values and Christian faith. To overcome the division it is also good to use anonymity in denominations to unite people in congregations.

Concerning corruption, during elections in politics, the church inhibited bribing of voters.

2.4.2 Q&A Discussion

The moderator asked: What is the way of institutional reforms?
Asir Ebenezer: immediate responsiveness. We have to move from requirement to responsibility. Transparency has to be seen as a mission and non-compliance as an early symptom of corruption. Third party complementary service organizations could be used for more professionalism in running churches. Yet, there are cultural sensitivities with transparency that need to be managed.

2.4.3 Recommendations and conclusions

- Lay people need to participate in the fight for transparency. A lay movement for transparency (Jacob Belly)
- Encourage disclosure in all aspects over and above basic accounting practices (Mathew Cherian)
- Address the top of the power to address transparency and demystify theology at the young age (Asir Ebenezer)
- Theology of sharing instead of fighting. Ethics of transparency at home (Simon Ngomo)
- There is a variety of methods for the strategy for transparency.
- Transparency in churches implies a leadership role
- There need to be control mechanisms inside and outside of the church
- Build an online platform to share best practices and a database of cases to share with like-minded members

2.5 Equal Access to Natural Resources

This workshop was moderated by *Teodorina Lessidrenska - Programme Executive Business Ethics, Globethics.net, Switzerland.* She emphasized the importance of the issue: Natural resources are very important, since they are

the basis of human survival. The current energy use is not sustainable, it would need 2 and half planets. Yet, in addition to discussing this subject, measuring the impact in order to enable management, is just as important.

2.5.1 Presentations

P. D. Jose - Associate Professor, Corporate Strategy and Policy, India Institute of Management of Bangalore, India explained the Indian perspective of the problem:

First we need to see how inadequacy of access to natural resources is created. There are multiple intermingled sources- water, land and air. India for example has 4% of water available on earth but this is over exploited. The question is, what is an equitable distribution and what would be based on: Age, geography, difference in use or gender?

There are physical, legal and political barriers. The solution lies in co-operation. An example would be India who buys electricity from Nepal and Bhutan, the producers, although this can be politically difficult.

Nigussu Legesse - Programme Executive Regional Relations Africa of the World Council of Churches, Switzerland shed light on the natural resources challenges and solutions in Africa:

Chinese companies are operating with inappropriate labour management in Ethiopia. The average pay for a labour in a Chinese company is 30$/month with 12-14 hour of work and just half an hour of break. They justify these conditions by the trade invitation of host countries, due to the close relation they have with the country's top leader.

Some of the Chinese companies, like Karaturi, are also involved in illegal land grab, displacing people and destroying bio-diversity.

These challenges need to be overcome by business discussions at fair terms between the countries. Trade cannot be the only objective, the government also needs to take into account citizens' welfare.

(Moderator) What about corruption in bureaucracy? Is the problem due to lack of pride or confidence or rampant corruption?

Herman Greene (Center for Ecozoic Societies) focused on the factors and solutions of the problem from his point of view:

We need to focus on the unequal access to natural resources for socially/economically weaker parts of society.

One part of the problem is that historically, the GDP has been the main measure of progress, excluding a focus on social well-being.

Seeing for example the amount of waste we produce, it is time we also embed an ecological culture in our goal-setting. This requires a change of the value systems. I must acknowledge the ecological socialisation concept being put forth by the Chinese Government.

Ziran Bao - Senior Engineer, Centre for Environmental Education and Communications, Ministry of Environmental Protection, China concentrated on natural resource problems and government's response in China:

The growing population coupled with the economic growth and a lax environmental oversight in the past have led to scarcity and pollution of natural resources: Major problems in China are water scarcity/water pollution (ground water problems), soil/land erosion especially in rural areas where companies are making inroads and air pollution (over-usage of fossil energy, particularly coal).

Government response is improving now with the new President. For instance, local communities are offered help in tackling water quality issues, and an environmental performance ranking system for industries is being developed.

Yin Shoupeng - Chairman, Beijing Jiahewuxian Science & Tech. Ltd, China presented the business perspective on the topic:

Resource allocation and its proper utilisation is an issue. Corporations can increase the gap between the poor and rich, but they also present the opportunity for a coordinated development of the economy with the environment and resources.

Regarding the principle of equality, one needs to consider the different roles (business, government, consumers, and investors) and strive to come to a multi-win situation.

The following principles should be employed in the pursuit of equality: the efficiency of natural resource utilisation is an important factor, since it brings together cost efficiency and environmental care. Further, an ecological civilisation needs to be created. Lastly, the "Blue Economy" concept of Gunter Pauli is very interesting since it combines profits and environmental protection.

2.5.2 Q&A Discussions

1. Whom do Natural resources belong to? Which smart solution can protect the environment? Do we need efficiency or revolution?
2. How can we shift from national interests to international environmental protection?
3. Strategies and the Law are very important for increasing corporate accountability. The Bhopal gas tragedy is big example.
4. Media also has an important role to play in voicing the marginalised as decisions are mostly made based on urban sentiments.
5. The issue of Voice comes at Leader's level too. Many African countries don't have as much voice or authority as their developed counterparts. It has been over 2-3 decades of global efforts and we are still at same place. Perhaps, more local solutions are required.
6. One practical suggestion is to use Delhi Government model of incremental tax based on use of natural resources (particularly in the context of water).

Yin Shoupeng: Natural resources belong to humans and we need to preserve them but there are constraints like the need for development and investment.

Nigussu Legesse: There is a need for global forums where leaders can talk and arrive at a better solution. A sort of confederation.

2.5.3 Recommendations and Conclusions

What is needed is to look at examples of actions and policies that are producing results. Many such examples exist and must be adapted and replicated throughout the world.

2.6 Holistic Business Education to Overcome Inequality

This workshop was hosted by *Vasanthi Srinivasan - Chairperson, Centre for Corporate Governance and Citizenship at IIMB, India* and centered around the topic of holistic business education.

2.6.1 Presentations

Deon Rossouw - CEO, Ethics Institute of South Africa and Professor, University of Pretoria, South Africa focused on the necessary conditions for business schools to address inequality:

Inequality in itself is not a moral concern – the concern is exclusion from meaningful participation due to poverty, disability etc. There is a moral obligation to include and to capacitate everybody to fulfil their human potential.

Yet, most business schools have an exclusive approach. Those who only look at shareholder maximization have inbuilt inequality and the only way to get these schools to be inclusive would be by making it a business case. Then there are the business schools which focus on preparing its students for the "survival of the fittest" and they regard it as weak.

The business schools which would be capable of tackling inequality are those focused on stakeholders, seeing themselves as social and not merely economic institutions and having as a purpose to create responsible leaders.

Anders Aspling - Secretary General, Globally Responsible Leadership Initiative GRLI, Belgium/Global presented possible actions:

We all have to work on developing business schools whose focus will be on tackling issues of inequality. The GRLI is doing so through the collaborative initiative 50+20 which aims at changing business schools' curricu-

lums and realities. Apart from publishing and presenting material for a more holistic management education, 50+20 also changes the systems on the ground through innovative cohorts and exemplary business schools. On the 50+20 website resources can be found already.

GRLI nowadays focuses not only on corporate bodies, but also on other sectors. Yet, inequality issues seem to be largely neglected. It is worth reflecting upon whether traditional methods of working play a role in the avoidance of this issue.

Wen Shu - Director, Future Leadership Department of Collegiate Social Responsibility Association (UIBE), China pinpointed inequality issues in Chinese business education:

The main inequality problems are: (1) The traditional Chinese educational model (2) The unequal distribution of resources and of speaking time due to the case study system (3) The student reliance on study-guides to choose their courses (instead of a focus on their own interest) (4) The inability of business schools to adapt to the market due to the predominant role of government in decision-making (5) The practical exclusion of poor and rural people due to the lack of English learning facilities in the countryside, in spite of existing scholarships for university education (6) The relative difficulty of the female sex to obtain jobs after graduation, although they obtain better grades than the male sex.

Padmini Srinivasan - Assistant Professor, Indian Institute of Management Bangalore IIMB, India told the audience about business school education in India:

50% of Indian business schools teach ethics, but very few focus on Governance, CSR and Sustainability. Pedagogical concepts are very sound and include case studies, movies. Yet, what is missing is internalization of what is being learned.

Inequality as a topic is completely avoided and the students' main objective is to earn money- anything that goes beyond that is not regarded as being useful.

2.7 Spirituality for Sustainability

This workgroup session was moderated by *Heidi Hadsell President of Hartford Seminary and Professor of Social Ethics, USA*, who replaced Parichart Suwanbubbha.

2.7.1 Presentations

Sanjoy Mukherjee - Faculty of India Institute Management Shillong, India, talked about the Hindu perspective on sustainability:

There is no 'Hindu' point of view. But I am referring to 'Upanishads' texts – the transmission of knowledge from teachers to students in ancient times. Physical, mental and intellectual differences exist between human beings. But the core of all human beings is equal. If you believe that, then there is harmony in equality. Expand the self to people around you, family, society, country, planet and cosmos. This concept is akin to – Bible's – "Love thy neighbour like you love thyself". There should also be harmony in pursuit of spiritual and material gains. One cannot be without the other.

Our religion is built around duty orientation. There are 5 levels of cosmic existence. Since sunlight, water and food are available from the moment one is born, one needs to perform ones "Duty" to repay the "Debt".

Cui Wantian - Member of the Globethics.net Board of Foundation, Switzerland, shed light on the Protestant Christian perspective:

The bible says: We love you, you love the world. God gave us everything, so we need to pay back our debt. We are not donating; we just pay back our debt.

This is why we Christians in China want to focus on common values-based education: We want to create ethical business leaders, for example an Ethical MBA which takes four years, and requires the student afterwards to do charity work for USD 100,000 (the investment costs in each student are USD 1 million).

We also work on giving small enterprises a standard for ethical business, checked by auditors. This is an effective way of using "community"-law, rather than national law to become more ethical.

Evgeni Morozov - Senior Secretary of the Moscow Patriarchate Letters' Department, Russia, represented the Orthodox Church:

The current financial crisis has got people to revise some practices. Yet, the Bible doesn't say anything about economic equality. Instead it tells about gender and opportunity equality.

The church strives to remind businesses of their responsibility for their decisions and find ways to make rich and poor live in mutual respect and consideration. Thus, in 2004 the Russian Orthodox Church released the 'Code of moral rules and principles for business communities'.

The patriarch Kirill of Moscow said 'the current economic crisis has originated from personal crises." St Joseph Volotsky believed that the Church constituted the perfect instrument for the redistribution of wealth.

K. Sankarnarayan - Director, K.J. Somaiya Centre for Buddhist Studies, India, brought the Buddhist perspective to the table:

Buddha's thoughts 2500 years ago were more global than the current globalisation. He is Tathagata – 'the one who shows the way'. Buddhist spirituality is about purity of thought, speech and action and gives concrete instructions. The current economic, environmental and social crises are linked to un-wholesome actions: 1. Greed, 2. Enmity, 3. Delusion. Major inequality issues in India are the caste system, gender, leadership, religious practices/leadership.

Ethical conduct is important to solve these issues. In Buddhism, emphasis is put on social harmony and cohesion. In order to obtain this, equality, rules for social relationships and care for nature are put forward. Buddha emphasized the equality of all LIVING BEINGS – plants, animals and humans.

Buddhism became a world religion based on Universal Compassion. This compassion starts with oneself (inner peace and balance are needed) and then extends to the world.

2.7.2 Recommendations and Conclusions

Essential human equality is emphasized by every faith and religion and all struggles to find out what element of human characteristics lead to the inequality in reality.

Our moral traditions have to give an account of inequality, how it arises, and what to do about it. This leads to action which for religion is rather a "joyful service" of giving back.

Equality needs equal treatments of equals and unequal treatments of those that are unequal. One can't treat everybody the same, there are "special needs" to be considered.

Equality involves respect for diversity.

Religion needs to ensure that individuals have the freedom for self-development but at the same time can be co-responsible for the community.

2.8 Innovation Ethics

Walter Fust, Ambassador and President of Globethics.net, Switzerland, led this workshop and introduced the topic by presenting innovation as a need to serve people and countries.

Tian Yike, Senior Researcher, Peking University, China, talked about Ethical Innovation and Sustainability:

Why are so few people in the world successful? Why do so few enterprises last many years? It is because of their way of thinking, defining success as "own self-interest" instead of "being good for others". I studied a Chinese sesame oil company, who already lasts 5 generations. Its mission is to satisfy the customer instead of profit maximization. Its purpose is to maximize the interest of customers and they didn't do blind expansion. They cared for three important relationships: The customers and the product

(people and objects), the customers and the company (people and people), the company and its philosophy (flesh and spirit).

Ethical Innovation is about applying this ancient wisdom and overcoming the usual greed and selfishness, resulting in sustainable companies.

Abaa Rosa Hänseler, Programme Coordinator African Law Library, Switzerland focused on the need for addressing the balance of written and unwritten law in Africa in order to enable access to law:

The duality rich/poor results from the imbalance in access to resources and education. Therefore, there is a need for equality and justice by removing discrimination and promoting participation. Justice is also important for the well-being of the disadvantaged. The African Law Library (ALL) was created as an innovative and interactive tool to deliver justice and equity by providing free access to African law.

Ganesh Nathan, Professor Innovation Ethics, Switzerland talked about technology and innovation:

Ethical decision-making is a pre-requisite for innovation, particularly in technology. Ethical issues to be considered are privacy, security, trust, liability, digital divide, equity, autonomy, safety and responsibility. Technology causes issues like morality, normality and identity to be more unpredictable. It also impacts power relationships and culture.

When access to technology and affordability of technology are unequal, this results in further inequalities.

Ethical innovation must be based on honesty, integrity, equity, autonomy, inclusiveness and responsibility. Examples of ethical innovation are business models like Aravind Eye Care and Tata Nano etc., which address the Bottom of the Pyramid.

A solution for ethical awareness in decision-making is adopting a stakeholder view.

2.8.1 Q&A Discussion

1. How to protect innovations from a rights perspective?

Through Kantian ethics as the ends-means relationship (Ganesh Nathan). Looking at ends as a final perspective, instead of focusing on the means to attain an end. These prerequisites for insuring any fully considered decision on innovation.

2. How to distinguish in the interpretation of "innovation" and „rediscovery"?

Archiving knowledge in oral and pictorial forms is important for the ease of illiterate people. Also an Ubuntu process can be used as a cooperative tool to evolve solution to the needs.

2.8.2 Closing recommendations and conclusions

- Need to consider how far technology innovation can go without being destructive for human life.
- History shows the negative impact of innovation without ethics. Therefore history should be rediscovered to regain our ethical foundation.

2.9 Ethical Principles of Equality and Inequality

Deon Rossouw, CEO Ethics Institute of South Africa and Professor, University of Pretoria, South Africa, moderated the workshop and introduced the document "Principles on Equality and Inequality for a sustainable economy".

2.9.1 Presentations

Heidi Hadsell, President of Hartford Seminary and Professor of Social Ethics, USA, gave her view on the value of equality:

The claim for equality as a normative concept is an expression of the intrinsic worth of each human being. Each human being is valuable independent of all the characteristics that identify us. This assertion can be a religious affirmation or it can be grounded in secular thought. From a religious, Christian point of view, it is based on the belief that God created all of us,

and that all of us are created equal. As a secular normative concept equality can be found in texts, for example in the US Constitution that is spelled out in the bill of rights.

This normative ideal though needs to be activated, put into practice. Just think about Martin Luther King's struggle to establish equal rights for black people.

Saju Chackalackal, President of DVK, Professor of Philosophy and Director of Globethics.net India, talked about the relation with justice and compassion: Ethics is a continual process in which every human being and institution participates. At the same time it is an ideal, which is often only realized imperfectly. The concept of justice facilitates the move from injustice to justice, from inequality to equality.

The foundation for justice can be rationality (Kantian ethics). Yet, ethics of care, the idea of compassion is also very important, when the idea of justice alone is not successful in a society.

Inequality problems affect many people; in India with the caste system it affects everybody. The caste system, as a situation of social inequality, impedes respect for rights and duties. Many institutions and also legislation have tried to overcome the system, but so far they haven't been successful in part due to the identity issue. Religion has also had a role to play in perpetuating the caste system.

Le Ping, Professor & Deputy Director of Research Institute of Globalization and China's Modernization, UIBE, China, presented a historic view on equality and its requirements:

This is an old topic, from Plato, to the Communist society, to Rousseau, everybody has written about equality. Yet, the understanding of equality differs. Nowadays one distinguishes 4 levels: (1) Foundation equality (recognition that everybody is equal at birth), (2) Formal equality (equal basic legal rights for everyone), (3) Equality of opportunity and (4) Equality of Outcome.

The fourth one is controversial, but even equality of opportunity is not given nowadays, due to the different distribution of resources.

While Rawls said that justice's role is to compensate for unequal opportunities, John Locke went a step further and said that every individual has the moral responsibility to achieve equality, to not only serve his own interest but also to serve and respect the interest of others.

Thus, there is a role for individuals, for organizations and for the state. The state should secure equal rights, provide the infrastructure to deliver them, and provide special policies for disadvantaged people.

Arnold Smit, President of the Business Ethics Network Africa (BEN-Africa), South Africa, shared his view on and his experience with equality:

The issue is complex. My mother-in-law used to say: if you cut an apple in half and you give each half to two children they will inevitably want the other half. Identifying inequality in resources, access to opportunities etc. is easy. Yet, identifying equality is not as easy and ideas differ as to how to get there. In my view, we need both a discussion about fairness and capability to get there. Human dignity and a social context that enables respect for equality are also needed.

In South Africa, the apartheid system was legal, but deeply unequal and unethical, e.g. regarding land ownership. How do we deal nowadays with legacy and how does the legal system allow us to restore equality?

At a personal level, 3 virtues are needed, and were exercised by Nelson Mandela: Solidarity (the ability to put yourself in someone else's shoes), Temperance (for both poor and rich) and Courage (to deviate from the norm).

2.9.2 Q&A Discussions

1. Justice can be seen from two perspectives: "input" justice and outcome justice, claims Amartya Sen.

Saju Chackalackal: I don't agree with Amartya Sen and I don't think one can only take a pragmatic approach when facing the conflict justice vs.

outcome justice. A discourse happens within a framework the goal of which is realisable justice. We need to have an aspiration to go forward. We need to serve the larger humanity.

2. What is the role of religious ethics, restitutive ethics? For example in South Africa's Apartheid the Bible was used to justify the taking of land.

Saju Chackalackal: All religions have highest ideals, but then it is the humans who fail the ideals. When a new religious movement is created, it first provides an alternative, but then inequalities end up emerging in other ways. Furthermore, when criticizing religion it is important to also point out its successes. The ideal of ethics is being deviated from through the marketplace: One can pay to skip queues, to rent a womb etc.

Arnold Smit: The religious scriptures are always subject to interpretation. For example, the early Christians were persecuted because of the subversive nature of the Gospel.

Le Ping: I believe that equality always needs to be fought for actively, it is not enough to just believe.

3. The market nowadays contributes to not achieving the ideal. One can pay for not having to queue, of for a woman's womb.

Heidi Hadsell: The market logic is taking an increasing amount of space in our human logic and in the way we think about ourselves. It is amazingly easy for people to think of themselves and of others as commodities. The Pope and US Catholic bishops have warned us to not internalise the market economy. Human beings are not a means to an end and should not be treated in such a way.

4. If we say ethics is a process: How can we use this process to eradicate systems that are detrimental to the progress of society?

Saju Chackalackal: We are born human and we become human over time. It is up to each one of us to understand the principle and to initiate a

process to live that principle. Education needs to be underlined, without it society cannot be transformed. After the conference there should be a non-discriminatory approach, corporates, business and society should not only play a role but take a role. There should be a participatory approach to decision-making. This Conference will be successful if we can at least achieve this.

Arnold Smit: We still need more discussion about inequality. The discussion is not out there it is in here and it is a challenge to make the discourse visionary and transformative. I would like to take the discussion to the meeting of BEN Africa in October 2014.

2.9.3 Recommendations and conclusions

- Each religious tradition we have heard has an idea of the essential equality of human beings.
- The principle of Diversity is important and also discussed by various religions
- A common human characteristic that leads to unacceptable economic equality is greed.
- The goal is not economic equality but rather a sense of responsibility and sustainability, community, harmony.
- The principles provide a way to find common ground between cultures, religions and stakeholders, for the ethical education in a non-religious context.

2.10 SME Sustainable Leadership Across Continents

This workshop was moderated by *Nadia Balgobin, Sustainable Business and Public Sector Management Consultant, Switzerland,* and focused on the role of SMEs for sustainable leadership.

2.10.1 Presentations

Yin Shoupeng, Chairman, Beijing Jiahewuxian Science & Tech. Ltd, China, provided an insight into the situation of SMEs and sustainable leadership in China:

SMEs contribution to the national economy in terms of employment, diversification, fostering of innovation and entrepreneurship is rapidly increasing. Yet, SMEs face many inequality problems. These include access to capital, costs (e.g. state-owned enterprises pay less tax), and difficult market access due to high administrative burdens. In order to improve the SMEs situation, 4 structural changes would be needed: (1) improvement of lending conditions (2) a social security system for employees to reduce the enterprise's burden (3) support for technological innovation and (4) focusing on industry advantages for investment policies.

Bimal Arora - CEO, Centre for Responsible Business (CRB), India gave his perspective on the SMEs' situation in India:

When talking about SMEs in India, it needs to be understood that more than 90% really are small-sized enterprises. The exporting SMEs (30%) do comply and understand sustainability issues due to the pressures in the supply chain. Yet, the SMEs producing for the domestic market (70%) don't face a demand and also often don't understand sustainability requirements and dimensions. Leadership for Sustainability is yet to emerge in India.

Carl-Gustav Bjertnes, co-founder of SEEDS for social entrepreneurship, Switzerland, presented the situation of SMEs and the benefits of cooperatives:

SMEs reflect in general the ethical values of the owner. Government laws often impinge on the SMEs. Creating cooperatives will help move away from the economy, the mafia and corruption. Cooperatives thus create value-added jobs and can incorporate environmental friendliness.

Yahya Wijaya - Professor of Ethics and Director of the Centre for Business and Professional Ethics, Duta Wacana Christian University, Indonesia, talked about the situation in Indonesia:

Most SMEs in Indonesia are not ready yet for sustainability because they face inequalities: Skills/capital problems, a corrupt/ineffective political support system, lack of political self-confidence of SME leaders and an aristocratic, bureaucratic and familism-impregnated culture.

What is needed most of all, is for the SMEs to exercise their political rights.

But SMEs are already the biggest source of employment and could become "Justopreneurs"- being not only good entrepreneurs but integrating political, economic and environmental justice.

Religious institutions have a huge potential to deliver business ethics' trainings, because most SME leaders don't attend formal business education.

2.10.2 Q&A Discussion

1. What is needed for example in India to get also the 70% of SMEs catering to the domestic market to become more sustainable?

Teodorina Lessidrenska: The outside environment needs more education about sustainability, even more than the SME leaders. Moreover, SMEs make more use of cooperations, because together they can be stronger. Lastly, the people need to learn how to measure sustainability.

Bimal Arora: So far, there are no adequately qualified people to support SMEs and raise sustainability awareness. Moreover the image often concerns a brand, not a company.

2.10.3 Recommendations and Conclusions

SME is a hot topic. There is no isolated solution. There is a need to work together.

2.11 Social Media for Participation & Equal Access to Information

The workshop did not deliver a report, but a full book on the topic which was successfully published by Globethics.net in 2014 and includes the presentations of GEF 2014 and GEF 2013:

Philip Lee /Dafne Sabanes Plou (eds.) *More or Less Equal. How Digital Platforms Can Help Advance Communications Rights*, Globethics.net Global No.9, Geneva 2014. You can download the publication for free from www.globethics.net/publications.

The booklet describes how today's digital platforms offer the tantalising possibility of learning and taking into account opinions from the margins that contradict the dominant voices in the public sphere. The concept of citizen journalism has radically altered traditional news and information flows, encouraging greater interaction and interdependence. What challenges does this development pose for societies worldwide? What ethical questions does it raise? This booklet explores the questions against a background of rapid technological change and with the aim of strengthening the communication rights of all people everywhere.

3

WAY FORWARD: TACKLING INEQUALITY, IMPROVING EQUALITY

Intellectual honesty. It's the honest application of mind for decisions about an entity that is absolutely dependent on you.

Mervyn King

3.1 The Change-Makers: 'My Choice for Equality'

The objective of the GEF 2014 social media campaign was to prove that every individual can contribute to addressing inequality. This was achieved through the collection of testimonials from around the world (about good practices, stories about ordinary people, especially young people, who have contributed to tackling the issue of inequality) and through the presentation of the best cases as role models at the conference.

Close to a hundred testimonials were received from all over the world during the two months-long period of the campaign. They described the heroic efforts of 47 ordinary individuals from 20 countries who have taken extraordinary actions against inequality. The GEF 2014 conference gave recognitions to each of the 47 nominees by posting their photos and stories on the GEF 2014 Wall of Equality, and by providing each nominee with a letter of recognition for being nominated by the Globethics.net campaign 'My Choice for Equality'.

A number of nominees were invited in person to share their experience with the GEF participants at the GEF Conference in Bangalore.

The names, photos and stories of all nominees are currently hosted on the Globethics.net's site about the GEF http://www.globethics.net/GEF.

3.2 Good Practices Corporate Cases

The Plenary Panel on "Good Practices Corporate Cases" was moderated by *Professor Vasanthi Srinivasan from IIMB*. 3 speakers were also involved: *Mr Srikantan Murthy (NAT) from Infosys*, *Mr Jeethendran Chadda from Intel* and *Mr Sreedharan from Titan*.

The three speakers spoke on the corporate social responsibility initiatives they are involved with in their corporations.

Mr Srikantan Murthy (NAT) from Infosys spoke on sustainability at Infosys: At Infosys, sustainability is approached through the concepts of social contract (obligations towards stakeholders), responsible consumption and green innovations (products). We want to create a real sustainable lifestyle. One example of a program is "Campus Connect" where we educate youngsters in order to bridge gaps between what the corporate world needs and what the existing education system lacks, focusing on engineering students. After 3 years of undergraduate studies students are generally unable to apply the concepts they have learnt to the job they are working in, they don't work well in teams and have poor communication skills- students are not made ready for the industry, which is what campus connect does. "Spark" is another example of a program where we raise the aspirations of the youth- it is in the 5th year of running. Other programs include the Infosys foundation.

Mr Jeetendra Chadda from Intel spoke about sustainability at Intel: We exist to make a global impact through technology, programs and collaborations. Apart from the several programs that we have initiated, the company conducts annually a code of conduct training program which is mandatory for all the staff to attend - those who do not attend face dire consequences. Moreover, Intel offers a platform to work at distance- for the individuals in the company this makes a huge difference. Furthermore, education is a pas-

sion for Intel, because it is a means of empowering people. One program consists in training the teachers in the remotest and deepest part of the country. 50% of the employees participate in CSR activities and for every hour that an employee spends on social work one dollar is paid by the company to a social cause. The leadership culture at Intel is leading by example: At a company with 4500 employees, our CSR works because the tone is set at the top, there is autonomy to tweak it to be operable in any country and we establish partnerships to make an impact.

Mr Sreedharan of Titan introduced the audience to sustainability at Titan: Sustainability and corporate responsibility are imbibed both in our history/the priorities of our founders, and in our organization's governing structure. Our value system rests on 5 pillars: Integrity, Understanding, Excellence, Unity and Responsibility. Living this value system starts with the board and then filters down to the whole corporation. Established structures include our code of conduct, specific policies (on gifting, on sexual harassment), and an ethics committee, which has a powerful position in the company, ethics counselors, committees and regular training on policies. Our CSR activities are not isolated activities but part of a strategy, where we focus on education, health, employment and entrepreneurship.

For each of the activities partners are very important, and thus we co-create with the community for example skills that are important both to the industry and to the organization. For example, in one of the provinces we work in, we noticed that there is a huge problem with women: infanticide, no employment opportunities etc. We knew if we want to create a sustainable livelihood here, this is going to be a problem. Thus, 19 years ago we partnered up with a local organization and created women self-help groups. These groups still exist nowadays and are largely self-sustained now. Yet, there are also challenges in our CSR work: One is the challenge of finding qualified partners on the ground to work with. Another one is the problem of having to pre-invest without a business case. But nowadays we know: first is the CSR investment, but the business case will follow.

The moderator then gave the floor to the audience for questions:

1. With all the good work that all you corporations are doing in India, what are the equality goals that each of your companies will achieve?

Two of the speakers responded that they were making significant progress and that they would reach the goal sooner than expected. One of the speakers however said that there was so much diversity in India that we still have a long way to go. He also mentioned that in India there is such a big gap in the equality part of the equation that there remains a lot of hard work and more partnerships were needed to fill that gap.

2. What are the policies, the ratio and the accessibility for differently enabled employees in your companies?

All answered that they have a good percentage of women employees and that equal opportunities are provided to challenged employees. Due to the paucity of time the moderator wound up the session with 3 major takeaways:

1. Within their responsibility, corporations address inequality issues in their social initiatives, but none of the corporations labels it as “equality” or “inequality”.
2. There seem to be implicit notions of corporate responsibility in the corporations, whereas there are explicit expectations of corporate responsibility articulated in the conference. To better understand these implicit notions of the corporations and take the discourse forward, some brokering from both sides is needed.
3. Most important is - what's the tone at the top? The tone at the top is not just important for corporations: it’s about governance, NGOs and responsible leadership. We need to spend more time on how to create these responsible leaders.

3.3 Consultation - Globethics.net's Draft Declaration of Principles

The Forum discussed the Globethics.net's draft declaration on Principles of Equality and Inequality for Sustainable Economy. The conference participants elaborated and endorsed in plenary sessions and eleven workgroups the following comments and recommendations on the draft declaration proposed by the Globethics.net.

3.3.1 General Recommendations from the GEF 2014

- An invitation and a consultation process for collection of comments on the current draft declaration and their integration in a final declaration to be announced and disseminated globally.
- The list of ethical values, 7 principles of equality, principles of sustainability presented in the declaration should be worked upon further so that we integrate them all in our lives and dreams.
- The declaration should serve also as a personal guide for thinking and behaving on equality.

3.3.2 GEF 2014 General Concerns to be Reflected in the Declaration

- Moving from values to virtues to spiritual/philosophical approaches
- Looking at other related values, inter-linkages, and priorities, if needed
- Access to law and inequalities therein
- Equality should be looked at as a process, not just as a goal and an outcome
- Transparency is important as it is the answer to information asymmetry
- Bringing attention and sympathy towards the unequal on one hand is important, and on the other hand, equally important is recognising that equality is earned and not given.

3.3.3 Specific Input by the GEF 2014 Workgroups

Workgroup 1: Gender Equality

The debate on equality is very wide ranging. There is a need to look for specific aspects and focus on addressing them but without losing sight of the other aspects, and to take into account how different aspects and dimensions of inequality are interrelated.

It is clearly proven that when women are active in the economy this results in benefits not only for them, but also for their families, community and nations. Women spend more money on their families. Government can play a positive role it this process by:

- Setting up a Public Procurement Policy requiring that 20% come from SMEs where many women are working. Need also to propose that 5% of that 20% be from SMEs run by women.
- Promoting business run by women, scaling them up, giving training and confidence to move up.
- Writing women's rights into law (only then they can be achieved)
- Government can help with practical policies promoting gender equality, for example China has launched a policy that the retirement age for women and men can be the same.

Governments come to power due to the support of business. Both government and business are in a unique position and have a lot of influence. Business should work with government not just to do CSR but to promote gender equality in concrete actions. Can business play a leadership role in this area? The answer is yes. The inequality debate has been taken up at the international level by the Global Compact, and other business-led initiatives, but not so much at national and local levels. The issues of inequality must be addressed collectively or they will not be dealt with at all. Business is failing on these issues, in India, as it is failing on climate change. Business should step in, take a leadership role. Business has done it in the past, but only under pressure. Companies need to be implementing policies, equal

pay for equal work including benefits, thereby creating the right environment. Businesses can help with research and funding research in the area of gender equality.

UN Women founding principles should be integrated into this declaration. The declaration should be signed up by companies, and the principles should be applied inside business and throughout the value chain.

Women themselves need to make the effort. In order to change the condition that we find ourselves in, first we have to develop ourselves. Lastly, women should have their own organisations and activities and take steps to create the ideal world.

An underlying principle should be the creation of a platform where all of the stakeholders come together to push for action against inequality.

Workgroup 2: Globalised Trade Relations of China-Africa-India

Equality & inequality have different priorities depending on the country. The imbalance in the power of negotiation of the African government needs to be addressed through capacity building.

Workgroup 3: Sharing Economy

Inequality has numerous dimensions. It marginalises people and excludes them from their rightful access to resources, justice, equality and dignity of life.

Workgroup 4: Transparency in Religious Organisations

- Encourage disclosure in all aspects over and above basic accounting practices.
- Have a lay movement for transparency.
- Address the top of the power to address transparency and demystify theology at the young age.
- Theology of sharing instead of fighting. Ethics of transparency at home.

Workgroup 5: Equal Access to Natural Resources

- South/South Cooperation Strategy based on Sustainability Principles should be built on mutual benefit & respect.
- Ecological inequalities will become key challenges with the climate change and sustainability crises unfolding.
- Nature to be given equal right. Similar to the Human Rights Declaration we need an Earth Rights Declaration, so the interests and well-being of the ecosystems and humanity can be protected.

Workgroup 6: Holistic Business Education

The importance of education needs to be underlined, without it society cannot be transformed. Articulating Ethical Principles for countering inequality is key.

Workgroup 7: Spirituality for Sustainability

- Need to promote education that brings together spirituality, ecology and equality.
- Nobody is preaching economic equality but rather a sense of responsibility and sustainability, community, and harmony.
- The Globethics.net principles are a way to find common ground, a bridge between cultures, religions and stakeholders.
- The last principle, the seventh, should be reformulated as a principle not just as a comment.

Workgroup 8: Innovation Ethics for Equality

- Innovation (technological, social, political, economic) can increase equality and inequality.
- Contribution to equality as a criteria for ethical value of innovation.

Workgroup 9: Ethical Principles for Equality and Inequality

What do we mean by equality?

- Recognizing the intrinsic worth of all persons
- Equality is a normative ideal that requires a process to realise it
- Respect and tolerance for the freedom or others

- Preserving the human dignity of all members of society – within specific contextual and cultural contexts

What values/virtues/principles are required to pursue the moral ideal of equality?

- Care and compassion
- Solidarity
- Temperance / moderation
- Courage
- Justice

What is needed to implement the moral ideal of equality?

- It starts with each person – each of us
- Multiple stakeholders need to do their part: State, Business, Civil Society, Faith Communities
- Capacity building of the poor/marginalized/unequal
- Institutionalized fairness with legal remedies
- Affirmative action
- Facing up to legacies of inequality – restorative process
- Eradicating prejudice through education
- Involving the "unequal" in processes and solutions that affect them

3.3.4 General Reflections from the Group Discussion on Day 3 of the Conference

- Not everything that is legal is ethical.
- Not everything that is decided by a majority is ethical / right.
- Inequality is the absence of goodness.
- Ignorance component needs to be taken into account.
- The claim for equality as a normative concept is an expression of the intrinsic worth of each human being. Human dignity and a social context that enables respect for that are imperative. We are born human and we become human over time.

- Ethics is a continual process in which every human being and institution participates to create an ideal system of values, virtues and principles. We must realise that the ideal remains an ideal and that the ethical concepts are often realised imperfectly. The ideal of and the realisation of justice should be accompanied by the ideals and implementation of care and compassion.
- Equality is an attitude of respect. There is a moral responsibility to pursue equality, all must make the effort. There solidarity, temperance and courage.

3.3.5 Recommendations for Action

- Establish principles of the principles of equality and inequality. Deconstruction of inequality, to learn to unlearn unjust systems and philosophies, seeking equality in the heart, mind and action. Include the need to strive to ensure equal dignity, respect, equal opportunity, freedom of expression, right treatment by encouraging virtues of solidarity, temperance, courage and the ability to reflect / self-critique to ensure justice in society. Include affirmation and re-affirmation of fundamental human dignity and values of love, responsibility, accountability, forgiveness, peace, reconciliation, sympathy, empathy, discipline, gratitude
- Move from theory to practice, from knowing to doing. Recommendation to take an evidence-based approach when addressing inequalities based on the ethical principles of equality and inequality. Look to role models, heroes, and sheroes.
- Education to overcome ignorance followed by transformation is primordial. The principles need to be made available to the 4 pillars of formation – family, religion, school, society in an inclusive way. Introduce ethics in the school curriculum with a focus on citizenship, duties, rights, respecting diversity and religious / secular identities and cultures.
- Action against Inequality Paradigm:

A – Analysis
C – Convince
T – Transform
I – Initiate
O – Observe / Monitor
N - Network

Workshop 10: Small and Medium Enterprises for Equality

- Issues of inequality between international companies and corporations and SMEs in terms of access to capital and resources, political and economical power and influence, access to talent and knowledge, access to information, marketing capabilities, capacity to address strategic sustainability issues, etc. However, corporations depend on the SME sector through supply chain and value chain linkages, and corporations must play a key role in addressing the above inequality issues of the SME sector in order to remain competitive and sustainable.
- The governments also have a key role to play by establishing incentives and regulatory platforms that help SME sector to catch up and become more sustainable and competitive.
- SMEs must act in collaboration to address the inequality issues and their needs – key role of SME Associations, cooperatives, and other forms of partnership and cooperation between SMEs.

Workshop 11: Social Media for Equal Access to Information

- Must support accessibility and affordability of social media as one of the greatest equalizers in today's society.
- Increase accessibility and affordability of social media to marginalized or excluded groups, like the disabled and illiterate.
- Academic position papers on accessibility and responsibility of users and owners of social media, in the context of equal access to information and other principles of equality.

The draft declaration presented at the GEF 2014 conference has been revised and posted on the GEF website for public consultation (http://www.globethics.net/web/gef/public-consultation). From 30 May and 30 August 2014, during a three month long public consultation period, Globethics.net will collect comments and input on the draft declaration with the aim to finalize the Declaration for submission to the UN and other institutions by the end of 2014.

3.4 Closing Remarks: What Next?

The Global Ethics Forum closing remarks were commenced by *Christoph Stückelberger - Executive Director and Founder of Globethics.net (Switzerland).*

First, looking back, this was the 4th GEF conference. All GEFs are conceptualized around the subject of Business Ethics (subtitle: "Value of Values in Business") and one focus aspect, which this year has been "Inequality". The GEFs are not intended as mere series of conferences, but rather as a dynamic process, a Think Tank event. A lot happens between the conferences, not only the online workgroups but also other projects are implemented based on the GEF. This is what distinguishes the GEF from other conferences at the core.

Looking forward, the same dynamic character of the conference is also planned for the next 3-4 years. Yet, the conference is not a goal in itself- its mission consists in bringing people together and in broadening the effort of global ethics with practical and implemented goals. Thus, we have been discussing and are open to discuss different options for the future of the GEF. 4 aspects highlight the different alternatives:

1. Format: Is a conference still the right format to attain our goal? It is to be noted though, that some physical contact is necessary next to our online network.
2. Thematic focus: Also conferences focusing on other fields of ethics than business ethics, like health or environment, are conceivable. For

now the answer has been to focus on the corporate aspect, yet interpreted in a broad sense.

3. Partnerships: Instead of organizing our own conference, bringing the ethical dimensions to existing forums (e.g. WEF, Lille Forum) is an alternative, which would imply some kind of piggyback model.
4. Funding: Obviously, the question of available funds limits or expands the possibilities.

Dr. Stückelberger then offered his personal observation into 5 characteristics of the GEF and its participants:

1. Sharing: the contacts at the forum are the real wealth creation, especially due to the multi-stakeholder approach. One uniting aspect of all participants is the values-driven attitude, which results in a real willingness to share and which is at the root of the dynamic of the conference.
2. Competence: The knowledge and competence all participants have shown is amazing.
3. Commitment: There is a real feel of passion to the conference, o wanting to be change makers.
4. Innovative and Creative: The participants want to make things move forward.
5. Energizing: Participating in the conference, although tiring due to long hours and intense work, has been very energizing.

The multi-stakeholder approach ensures that unlike segmented conferences, the GEF is not a power struggle conference, where participants just defend their (constituents') interests. Segmented conferences, i.e. purely academic, purely political or purely corporate events, on the other hand always have the touch of rather individualistic battles.

Dr. Stückelberger closed by thanking Vasanthi Srinivasan as well as all staff involved and *Walter Fust - Ambassador and President of Globethics.net (Switzerland)* to whom he gave the floor:

Walter Fust started by referring to Oscar Wilde's "Animal Farm" which comes to the conclusion that "all animals are equal but some are more equal" and which is still of value today, as the conference showed. He also emphasized the responsibilities we humans have (and have always had) for our impact on the next generation, as shown by Norman Scott's book title "Do you hate your children".

Going on, he concentrated on the topic of citizen duties:

Particularly in the occidental world one hears sometimes of a rights-based approach, consisting in claiming constitutional rights from the state. Yet, nobody talks about duties. The German president recently reminded us of our citizen duties by saying "I have somehow the opinion that consumerism is more important than being a good citizen". This is also reflected in the concept of "shared societies", promoted by the Club of Madrid, an organization of former heads of state. While rights are wonderful and empower people, there are also duties. Those duties are very contextual, culture-dependent since a world culture does not exist, resulting in the wonderful diversity our world has to offer.

Walter Fust concluded by words of thanks to the institute, the management, the organizer Vasanthi Srinivasan and her partners, as well as the staff in Geneva, all participants, and, finally, Mr. Linsi as key sponsor of Globethics.net.

The floor was then given to *Vasanthi Srinivasan - Chairperson, Centre for Corporate Governance and Citizenship at IIMB (India)* who took the opportunity to thank five people of strength behind her who took care of the management and organisation of the conference. She closed by suggesting to be inspired by the GEF (a truly global conference) for finding unifying systems in India, a country she perceives to be rather a continent.

4

SUMMARY OF OUTCOMES AND RECOMMENDATIONS

4.1 Gender Equality

- A change in India's Policy women can change the actual ranking of the WEF Gender Gap Report in terms of economics, education, health and survival and political empowerment
- Fast growing economy in China has brought problems to women equality namely 8 fears identified
- When women are included there is a multiplying benefit, women when economically active invest in their families and education
- Gender Equality taken up by Global Compact, etc. but not so much at national and local levels
- The Global Compact has come up with women empowerment principles for business
- Promotion of women business through training will scale them up and give them confidence to move up
- Economical solidarity needs to come into play and business has a role
- Businesses themselves need to be implementing policies, e.g. equal pay for equal work including benefits, creating right environment
- Civil society and the media are important because they influence the way that women are perceived
- Government can set up policies but women ultimately need to live the change

- Women should have their own organisations and activities and take steps to create the ideal world

4.2 The Role of Markets and Globalisation for Equality

- BRICS formation was important for Africa
- Africa China relationship had a very positive impact on creating new markets: A lot of infrastructure developments in terms of ports, roads, etc. which opened up opportunities inside Africa which opened trade
- Africa is biggest exporter of Onion to Russia and a lot of African doctors have been trained in Russia
- Early/first Chinese went to Africa in 1940 due to domestic politics
- Mid 1990 China moved to Africa due to economic reasons – resources and markets. China is now blamed for neo-colonization
- Strongly recommends that China looks into inclusive participation of all stakeholders to avoid falling in the same trap as others
- India has long-term relationship with Africa with 4th generation Indians fully integrated in society
- India's largest trade partners in Africa are in 4 corners of Africa, making penetration easy
- Important to overcome attitudes of superiority and foster partnership to improve local markets
- A new framework of partnership focused on African priorities is needed
- Governance, accountability, transparency, records management and processes are key to support equality
- Africa has to find its own ways to define its own laws and its own governance rules

4.3 Sharing Economy

- Global economy needs responsible engagement

- Inequality has numerous dimensions and excludes and marginalises rightful access to resources, justice, equality and dignity of life
- Need a paradigm shift from neo liberalism which has an unsustainable growth
- Need for redefining Corporate Social Responsibilities
- Process of creating sustainable alternative is a long-term endeavor
- Victims need to support change
- Sharing economy has a different meaning in the North = Sustainability than in the South = Addressing Poverty
- Language has changed from philanthropy to socioeconomic
- New kind of service delivery gaps through social entrepreneurship
- Need to look at the macro, meso and micro context
- Sacrifice is ahead of us
- Systemic thinking is required
- Think Big, Act Small and Now
- SMEs in China enjoy a strong government policy, represent a potential for innovation

4.4. Transparency in Religious Organisations and NGOs

- Religious institutions have to play a role in removal of corruption
- Ways can be through court, do advocacy, engage dialogue, conduct sensitisation and compliance
- Should encourage all org. to be transparent, disclose land holding and made public
- Transformation of Christian education
- Theology of sharing instead of fighting
- Develop ethics
- Recommendations are on leadership, role of power of lay people, concrete measures regarding compliance
- Build an online platform and a database
- Share other practice for mutual learning

4.5 Equal Access to Natural Resources

- Top leaders of company link with government leaders
- South/South Cooperation Strategy should be built on mutual benefit & respect
- China Government is doing a lot to address environmental issues and providing huge funds: Land pollution law is on the way & carbon rating is being introduced
- Trapped in political boundaries while natural resources have no boundary
- Need to look at circular economy
- Look at strategies on how to address malpractices from the business in the form of Legal Acts
- Move from industrial growth to ecological culture
- Start giving community a voice; similar to the social media campaign
- Undertake mobilisation for environment and Ethical Business Leaders

4.6 Holistic Business Education to Overcome Inequality

- Equality and inequality are not currently addressed by business schools. Can they address equality? Yes, but only if there is an inclusive paradigm.
- Responsible leaders can be created in institutions that are not only economic but also social and in which all faculties are involved.
- There is a need to see students internalise what they have learnt so that they can use the learning effectively in their lives and careers. This includes using experiential learning in social projects.

4.7 Spirituality for Sustainability

- Various religious traditions and each has an idea of the essential equality of human beings
- Diversity is also discussed by religious traditions and is an important principle
- Agreement on a common human characteristic that leads to unacceptable economic equality is greed.
- Nobody is preaching economic equality but rather a sense of responsibility and sustainability, community, and harmony.
- Our values of community and sustainability are breached / impossible at a certain level of equality.
- There was concern about fostering ethical reflection and action with children and adults in the context of non-religious, interreligious and religious spirituality.
- The Globethics.net principles are a way to find common ground, a bridge between cultures, religions and stakeholders.
- The last principle, the seventh, should be reformulated as a principle not just as a comment

4.8 Innovation Ethics

- Inequalities caused by technology (result of difference in accessibility and affordability) lead to disparity.
- Ethics in decision-making as a need for innovation.
- Ethical innovation must be based on honesty, integrity, equity, autonomy, inclusiveness, responsibility.
- We need to think about how far technology innovation can go for human life. It might be destructive in nature when stretched too far. Of course there are benefits, but the true pursuit must be Happiness.

4.9 Ethical Principles of Equality and Inequality

- Ethics is a continual process in which every human being and institution participates.
- The ideal remains the ideal and they are often realised imperfectly. The ideal of and realisation of justice should be accompanied by the ideals and implementation of care and compassion.
- Equality is an attitude of respect. There is a moral responsibility to pursue equality, all must make the effort. There's need for solidarity, temperance and courage.
- Importance of education needs to be underlined, without it society cannot be transformed.
- Should be a non-discriminatory approach where corporates, business and society take the lead. Participatory approach to decision-making should be included.
- It is not easy for us to talk about inequality, but it is easier to build a bridge and agree on equality.
- Equality is a process, something to practice, where we have to create an environment of justice and of equality.

4.10 SME Sustainable Leadership Across Continents

- China Government is launching laws to support SMEs, especially in the High-Tech area. Indonesian churches are providing training to SMEs
- Values must come from within and from the Leaders
- Values must be visible and accessible to stakeholders
- Social Entrepreneurship is looking at Added value jobs: not slavers
- Preserving or enhancing the environment is addressed by SMEs who are in the export market
- Need to move from sustainability to Responsible Leaders
- We should introduce sustainability measure for SME

- The challenge is sustainability, not charity nor philanthropy.
- Concept of 'Justopreneurs' and 'Sustainpreneurs' have been articulated as new approach

4.11 Social Media for Participation & Equal Access to Information

- Development goals are not understood, and institutions like consumer associations are needed for social justice
- Traditional media has commercial interests, and public good is only incidental vs. Social media gives freedom to express opinion.
- Need for infrastructure building, to enhance accessibility, and legal framework for regulation
- Transparency vs. Access to information
- Impact of social media on media is direct, and on society is indirect.
- Generic principles of citizen journalism: universality, accuracy, reliability, fairness.
- Social media is roofless and room less, doesn't need physical office space.
- Definition of social media as an ICT tool for many to many interaction
- Need a process to make users social-media-literate
- Issue of identity: real vs. virtual
- Need to support accessibility and affordability of social media as one of the greatest equalizers in today's society.
- Increase accessibility and affordability of social media to marginalized or excluded groups, like the disabled and illiterate.
- Recommendation to Globethics.net to develop ethics of social media addressing especially responsibility of users, of the owner and of regulations of social media.
- Need to strengthen mechanism of community empowerment and of regulatory and self-regulatory responsible use of social media.

5

NEXT STEPS

The Post-Conference working session was on Saturday 5 January, where over 50 participants worked out the following proposals for the follow up of the workgroups in following years. For more information about the follow up of the projects and possibilities of participation and funding, visit **www.globethics.net/GEF** or e-mail **lessidrenska@globethics.net**.

Workgroups	**Direction and Next Steps based on the GEF 2014 Closing Session**
1. Gender	***Theme: Enhancing women's bargaining capacity*** *Group members:* Mr. Ajit Muricken, Ms. Sudha Reddy, Ms. Kindra Wyatt, Dr. Nessie Ndive-Hill, Ms. An-kita Sharma, Ms. Afua Ansre *Actions:* 1. Research and data collection (Develop TORs, Identify funding source, Identify researcher, Commission Validate findings, share findings 2. Gender training (Impact assessment of trainings, pedagogy of sensitisation program, identify venues, TOT, Identify participants 3. Mentorship (Develop the concept linking it to GEF 2015-2017) 4. Education and training for women and youth (Linked to 2 above) 5. Advocacy for Strict Enforcement of laws for protecting women (Research, Identify advocacy programs, materials and messages 6. Establishing platforms for women's socio economic and political mobility (Education, technology and training – Advocacy, political education, organising PR campaign *Objectives:* 1. To establish baselines and guide target setting and advocacy

	programs 2. Gender sensitization 3. Building partnerships between young women and women already established in their fields 4. Develop integrated thinking process 5. Awareness creation leading to action in societies 6. To advance women's political empowerment *Target Groups:* *1.* Research and Academic Institutions *2.* Men, boys, youth, women and girls 3. GEF Women entrepreneurs and young girls 4. Women and youth 5. SAARC, AU, US 6. Women, political party leadership, businesses, IC technocrats *Timeline:* 1. Two years 2. Three year pilot project (from 2015) 3. Three year pilot from 2015 4. On-going 5. On-going process 6. On-going process
2. BRICS/Africa-China	*Action*: Africa-China Business Responsibility Dialogue *Objectives*: An Africa-China Dialogue with the aim of (1) addressing issues of business responsibility and (2) building mutual trust *Target Groups:* Existing networks from China and Africa (Business, NGO, and Academia) with an interest in Business Responsibility *Timeline*: Mid 2014
3. Transparency in Religious Organizations	*Action:* 1. Collection and Documentation of governing documents and principles, panel reports and financial statements of religious organisations and NGOs on the Globethics.net website + have a printed booklet for dissemination 2. Pre-conference for teachers on ethics

	Objectives: Bring about awareness & promote ownership among all stakeholders *Target Groups:* All stakeholders (members) of religious organizations *Timeline:* Immediately- 71 constitutions; the rest on an on-going basis
4. Holistic Business Education (Explicitly addressing Equality issues)	*Action:* 1. Framing curriculum for Business Education with Inequality lenses 2. Sustainable development & inequality 3. Research Reports on Inequality with S. Asian focus 4. Integrated Thinking for incorporating Inequality in Business education 5. Articulating Ethical Principles for countering inequality 6. Advocacy – Creating Mutual Platform with Organizations of Importance to the future of Business & Management Education. 7. Articulate the Business Case to the Business Community *Responsible Persons:* 1. Vasanthi & Padmini 2. Kumar 3. Prabhakar 4. Dr.Kanika Chatterjee 5. Dr.Eric Omazu 6. Anders & Vasanthi 7. Hemalatha & Ashok.G *Timeline:* 1.-4.: 18-24 months 5.-7.: 18-24 months
5. Spirituality	*Actions:* 1. International Christian business people sub-forum within next GEFs as a pilot project for a future interfaith business-people sub-forum: a) To promote the forming of other faith groups 2. Bilateral (e.g. China-Indonesia) Christian businesspeople gatherings: a) To share the experience of relating faith to business practice

	b) To look for the possibility of forming business networks 3. International and regional Workshops in Christian business ethics for professors, business leaders, and professionals a) To develop a curriculum which is accountable in terms spirituality, ecology, and equality 4. The category of spirituality in Globethics' business ethics e-library 5. Training in leadership ethics for young generation a) A summer (holiday) camp occasion
6. Innovation Ethics	*Actions:* 1. Revitalise Innovation Ethics online workgroup 2. Present Innovation Ethics topic and GEF workgroup at conferences 3. Follow up workshop from Benin on Innovation Ethics 4. Propose Ethical indicators to Global Innovation Index to be incorporated for 2015 *Objectives:* 1. CfP, Capri, Italy; EBEN, Berlin 2. Implement some of the Recs. 3. Yearly index *Target Groups:* 1. Participants of Benin 2. Publishers of the index *Timeline:* 1. Jan. 14 2. 4-7 June 14;12-14 Sept. 14 3. May, Abuja, Nigeria 4. 2015
7. Ethical Principles of Equality	1. Establish principles of the principles of equality and inequality. Deconstruction of inequality, to learn to unlearn unjust systems and philosophies, seeking equality in the heart, mind and action. Include the need to strive to ensure equal dignity, respect, equal opportunity, freedom of expression, right treatment by encouraging virtues of solidarity, temperance, courage and the ability to reflect / self-critique to ensure justice in society. Include affirmation and re-affirmation of fundamental human dignity and values of love, responsibility, accountability, forgiveness, peace, reconciliation, sympathy, empathy, discipline, gratitude 2. Move from theory to practice, from knowing to doing.

	Recommendation to take an evidence-based approach when addressing inequalities based on the ethical principles of equality and inequality. Look to role models, heroes and sheroes 3. Education to overcome ignorance followed by transformation is primordial. The principles need to be made available to the 4 pillars of formation – family, religion, school, society in an inclusive way. Introduce ethics in the school curriculum with a focus on citizenship, duties, rights, respecting diversity and religious / secular identities and cultures *Action Paradigm:* A – Analysis C – Convince T – Transform I – Initiate O – Observe / Monitor N - Network
8. SME trainings, standards for equality	*Actions:* 1. Framework 2. Challenges 3. Benefits 4. Indicators *Objectives:* 1. Define a framework including a legal, financial and value subjects. 2. Identify the type of ethical and sustainability challenges throughout the SMEs business lifespan 3. Identify the tangible and non-tangible benefits of value driven SMEs *4.* Define indicators for measurement to report on progress
9. Social Media for Social Change	*Actions:* 1. Social media for social change movement a) Academia - Position papers on accessibility and responsibility of users and owners b) Youth: Creation of platform or developing mechanisms for self-regulatory body on responsible use of Social Media 2. Social Sector / young change makers

	Objectives: 1. Social Media as tool - Equalizer in today's Society 2. Develop/connect mechanisms and tools available for community participation in change and empowerment using SM platforms *Target Groups:* 1. Academia, Youth, Social Sector 2. Academia, Youth, Social Sector *Timeline:* 1&2 18 months
10. GEF	*Actions:* GEF must continue with focus on regional partnership driven events and annual conference in different parts of the world where GE has strong networks *Timeline:* 2015 next GEF
11. Youth	*Actions:* 1. Home Portal for Youth, with all related details for youth regarding ethics, employment etc. -- Find partners (Corporates and Advt agencies) 2. Participants for GEF 2014/15 come with children, or bring a youth along(we will organize separate camp type of activity for the youth along with the conference) 3. Educational curriculum to impart ethics for children 4. Get a group of corporates to agree that to get a job in our company you need to do a particular course with globe ethics *Objectives:* 1. To give opportunity to youth to search of and contribute towards something good 2. Youth will getter better exposure and contribute more 3. To impart values in children 4. Young new employees will have a basic understanding of ethics *Timeline:* 1. Business plan in 3 months; 2. Quarter 2 find partners; Launch within 2014 year 3. GEF 2014/15 4. share by next year

12. Integrated Reporting and Thinking	*Action:* 1. What is integrated reporting and sustainability reporting – research and publication for use by GEF and other participants in the discussions 2. Researching on alternative and complimentary initiatives 3. Current state of reporting activities region-wise a) Europe and US b) Africa and Middle East, Latin America c) Asia and Australia d) Russia and Former Soviet Union 4. Second stage -State of reporting 5. Analysis for the report region-wise and sector-wise 6. Global Survey 7. Wall of best practices of integrated reporting (social media) *Other plans:* 1. Education-Development of textbooks, 2. Transfer our knowledge to other work groups 3. Integrated thinking professional standard *Objectives:* 1. Knowledge, learning and development of simple learning materials 2. Identify existing platforms for application 3. Report or paper for GEF 2015 4. Report or paper for GEF 2015 5. Report for GEF 2015 6. Report for GEF 2015 *Target Groups:* 1. GEF W12and GEF work groups 2. GEF W12and GEF work groups 3. GEF W12and GEF work groups 4. GEF W12and GEF work groups 5. GEF and Beyond 6. GEF and Beyond *Timeline:* 1. April – June 2014 2. April - June 2014 3. April - June 2014 4. GEF 2015 5. GEF 2015 6. Annual

APPENDICES

Appendix 1: Conference Programme

03-05 JANUARY 2014

Indian Institute of Management Bangalore (IIMB)

Conference Programme

Overview

Friday 03 January| 08:00-13:00 **Registration** in the Lobby
Opening Ceremony and Plenary 1 and 2 Auditorium
|14:00-17:10- Room M-11, 12, 21, and 23.
Workgroups and **Plenary presentation** of the campaign, 'My Choice for Equality'
|17:10 – 20:00 – Book Launch, Cultural Programme and Cocktail

Saturday 04 January| Morning: **Workgroups**- Central Pergola, Room M-21 – 23.
|Late Morning: Networking Break
|Afternoon: **Summary of the Global Ethics Forum 2014** highlights.
Input on Declaration of Principles on Equality/Inequality for a Sustainable Economy and High level panel.

Sunday 05 January|09:00-13:00 **Post-Conference working session** 'Global Ethics Forum – the Way Forward' – Rooms M-21, M-22 & M-23
|13:00 onwards **Ethics and Sustainability Training** for SMEs and entrepreneurs – Central Pergola

Day One | Friday 03 January 2014

Morning Session

08:00-09:00 **Registration**– in the Lobby

09:30-09:20 **OPENING CEREMONY**– Auditorium

Welcome, description and goals of the conference and its importance for shaping up the business dialogue and agenda in India and globally as part of the transition to a peaceful and sustainable society.

- Devanath Tirupati, Director In-charge, Indian Institute of Management Bangalore
- S.D. Shibulal, Co-Chair Global Ethics Forum, Board Member Globeth-ics.net, CEO and Co-founder, Infosys, India

09:20-09:45 **Keynote Address**– Auditorium

Doing the Right Thing Right

What are the current and future dimensions of inequality on national and global levels? What role do business, government and other stakeholders play as enablers for change?

- Kumud Srinivasan, President, Intel India

09:45-11:00 **Panel discussion 1**– Auditorium

Equal in an Unequal World

Inequalities are a global challenge. Inequalities are not just problems for the people whose lives are most directly affected – those most disadvantaged and excluded. They have deep consequences for everyone in society. Among these consequences are: reductions in the pace and sustainability of economic growth; diminishment of the productive potential of all who are harmed and excluded, and the loss of this potential to society; the worsening of existing fragilities and vulnerabilities, including to conflict and disasters; and the weakening of social cohesion and of security for all. The difference between equal opportunities and equal outcomes is sometimes highlighted, addressing the question of "what should be equalised?" The pursuit of equal opportunities is, creating a level playing field as a basis on which people can create their different outcomes. Addressing inequalities is not only the right thing in principle, but also vital in ensuring that we have a sustainable and peaceful world.

Moderator: Teodorina Lessidrenska

- Mervyn King, Chair International Integrated Reporting Council, IIRC, South Africa/Global

Klaus Leisinger, Chairman Emeritus Novartis, Foundation for Sustainable Development, President Global Values Alliance Foundation, Switzerland

- Liu Dexi, Institute for International Strategic Studies, IISS, Central Party School, CCPS, China
- Vasanthi Srinivasan, Indian Institute of Management Bangalore, IIMB, India

11:00-11.30	**Networking break**
11:30-12:45	**Plenary Panel 2**– Auditorium **Equality and Diversity in Business Relations BRICS-Africa: How much equality? How much inequality?** *What are the mechanisms for minimising inequality? What is the role of ethics in business, public sector, NGOs, academic research in BRICS countries? The social situations in BRICS countries reveal that economic growth is not sufficient to achieve social and economic justice at national and regional levels. Inequality is a unifying factor across the diverse political and economic contexts of the BRICS countries and entrenched inequality remains an obstacle to sustainable development in these countries. From a global perspective, there are growing inequality issues and tensions between the BRICS countries and other developing countries, especially between China, India and Africa concerning trade inequality, and inequality in access to natural resources, purchase of and export of natural resources and labour, etc.* Moderator: Christoph Stückelberger, Globethics.net • Liu Baocheng, Director, Center for International Business Ethics, UIBE, China • Deon Rossouw, CEO, Ethics Institute of South Africa, South Africa • Aurélien Atidegla, Dynamique OSCAF, Africa • Alexander Ageev, Director, Institute for Economic Strategies, Russia • N. Ravi, Senior Fellow, Centre for Public Policy, IIMB, India
12:45-13:00	**Presentation of the draft Globethics.net Declaration of Principles on Equality and Inequality for a Sustainable Economy**– Auditorium • Christoph Stückelberger and Teodorina Lessidrenska, Globethics.net
13:00-14:00	**Lunch**

Day Two | Saturday 04 June 2014

Morning Session |– Central Pergola, Room M-21 -23

09:00-10:30 TACKLING THE SOCIAL, ENVIRONMENTAL AND SPIRITUAL DIMENSIONS OF INEQUALITY – CHALLENGES, OPPORTUNITIES AND WAY FORWARD

WORKGROUP SESSIONS - four parallel workgroups with one moderator and one rapporteur per group.

Workgroup 5: Equal Access to Natural Resources – Perspectives from India, Africa and China– Central Pergola

The workgroup focuses on the challenges of unequal access to the natural resources -which are essential for survival, wellbeing and economic activities - and of vulnerabilities to environmental degradation and climate change, which have become more severe with the time. These have both exacerbated existing inequalities and have raised new and critical risks for often already-disadvantaged groups of people and countries.

Moderator: Teodorina Lessidrenska, Globethics.net

- P.D. Jose, IIMB, India
- Nigussu Legesse, Programme Executive Regional Relations Africa, World Council of Churches
- Philippe Schiesser, Ecoeff, France
- Ziran Bao, Center for Environmental Education and Communications, Ministry of Environment and Protection, China or
- Yin Shoupeng, Chairman, Beijing Jiahewuxian Science and Technology Co., Ltd, China

Workgroup 6: Holistic Business Education to Overcome Inequality– Room M-21

Since the financial crisis in 2007 management education has been challenged worldwide to reflect on new education models and values. At this workgroup the focus is on what are the issues of inequality in business education today and how the emerging new trends in business education are addressing these issues.

Moderator: Vasanthi Srinivasan, IIMB, India

- Anders Aspling, Globally Responsible Leadership Initiative GRLI,
- Belgium/Global
- Fan Libo, School of International Business, UIBE, China
- Deon Rossouw, CEO, Ethics Institute of South Africa, South Africa
- Padmini Srinivasan, IIMB, India
- Shu Wen, Director, Future Leadership Department, Student CSR

- Association, UIBE, China

Workgroup 7:: Spirituality for Sustainability– Room M-22

Spirituality and religious values and beliefs play an important role in the debate against inequalities and are important mobilising factors for action. The workgroup focuses on the importance of spirituality as a platform for building a framework of principles and for leading the action for change towards a more equal society and sustainability.

Moderator: Parichart Suwanbubbha, Institute of Human Rights and Peace Studies, Mahidol, Thailand (Buddhist) and Globethics.net Board member

- Sanjoy Mukherjee, Professor at IIM Shillong, India (Hindu)
- Cui Wantian, Professor/Entrenpreneur, China (Protestant Christian) and Globethics.net Board member
- Evgeni Morozov, Referent to His Holiness Patriarch of Moscow and All Russia Kirill, Russia (Orthodox Christian)
- K. Sankarnarayan, Director, K.J. Somaiya Centre for Buddhist Studies, India

Workgroup 8: Innovation Ethics – Innovation for and with the Marginalised and for Sustainability– Room M-23

Many analysts have argued in recent years that technological advances tend to intensify economic differences, because technology disproportionately increases the incomes of those most able to take advantage of it. Thus, they say, technological innovation is a driver of inequality. Innovation – doing new things in new ways – holds the potential for great benefits to humanity. In its current institutional configuration, however, those benefits go primarily to affluent consumers and countries, and very seldom to low-income households or communities. Inequality in access to innovation both between countries and within countries is increasing. Could innovation be directed to inclusive development, and even more – to reducing poverty and addressing the issues of sustainability in marginalized regions and among the marginalized populations? This workshop will address both challenges and pathways to spreading the benefits of innovation more broadly for and with the marginalised and for sustainability.

Moderator: Walter Fust, President, Globethics.net

- Tian Yike, EMBA Advisor, Peking University, China
- Ganesh Nathan, Professor Innovation Ethics, Switzerland
- Rosa Hänseler, Programme Coordinator, African Law Library
- Nivruti Rai, Director of Engineering and Innovation, Intel India

10:30-11:00 Networking break

11:00-11:30 HOW CAN EQUALITY BE IMPROVED – PRACTICAL TOOLS AND CROSS-SECTOR COLLABORATION

WORKGROUP SESSIONS - three parallel workgroups with one moderator and one rapporteur per group.

Workgroup 9: Ethical Principles of Equality and Inequality– Room M-21

At least since the French Revolution, equality has served as one of the leading ideals of the body politic. There is controversy concerning the precise notion of equality, the relation of justice and equality (the principles of equality), the material requirements and measure of the ideal of equality (equality of what?), the extension of equality (equality among whom?), and its status within a comprehensive (liberal) theory of justice (the value of equality). Ethical principles play an important role in the debate about inequalities and are important mobilising factors for action. The workgroup will address some of the controversial questions about the meaning of inequality and equality, their role in the society and for the economy. It will also focus on defining the meaning and the importance of ethical principles as a platform leading the action for change towards a more equal society and sustainability.

Moderator: Deon Rossouw, CEO, Ethics Institute of South Africa, South Africa

- Heidi Hadsell, President, Hartford Seminary, USA
- Saju Chackalackal, President of DVK and Professor of Philosophy, India
- Le Ping, Social equity, School of Humanity, UIBE, China
- Muhammad Machasin, Government Representative, Indonesia

Workgroup 11: Social Media for Participation and Equal Access to Information– Room M-23

The media plays an important role in the debate about inequalities and it is an important factor for action. Increased global access to technology and social media has highlighted the extent of inequalities, driving awareness and increasing demand for change. The workgroup will focus on the role citizen journalism and digital platforms play in addressing the awareness of women's rights, gender justice, strengthening the contemporary ethics in communication, and various other inequality issues.

Moderator: Christoph Stückelberger, Globethics.net

- Phillip Lee, World Association for Christian Communication (via Skype)
- Sukumar Muralidharan, journalist, fellow at the Indian Institute of Advanced Study, Shimla, India
- Diana Joseph, Fourth Wave Foundation, India
- Zhao Yang, Hostess, China Radio International
- Walter Fust, President Globethics.net, United Nations Broadband Commission

12:30-13:30 **Lunch**

Afternoon Session | – Auditorium

13:30-13:45	**Plenary** **Summary of the Global Ethics Forum 2014 highlights** Input on the Declaration of Principles on Equality and Inequality for a Sustainable Economy • Nadia Balgobin, Sustainable Business and Public Sector Management Consultant, Switzerland
13:45-15:15	**High Level Panel** **Principles on Equality and Inequality for a Sustainable Economy** The global society should manage the diverse forms and dimensions of inequality on the base of preservation of the harmonious balance between human and non-human beings and the environment Moderator: Vasanthi Srinivasan, IIMB Global Ethics Forum Co-chairs: • Walter Fust, President Globethics.net • S.D. Shibulal, CEO and Co-founder, Infosys, India • Mervyn King, Chair IIRC, South Africa/Global Three invited nominees of the 'My Choice for Equality' campaign Global Ethics Forum Declaration of Principles/Globethics.net: • Teodorina Lessidrenska, Globethics.net.
15:15-15:30	**The Way Forward and Closing Remarks** • Christoph Stückelberger and Teodorina Lessidrenska, Globethics.net

Day Three | Sunday 05 January 2014

Morning Session **Follow-up events** | - Rooms M-21, M-22 & M-23

09:30-14:00 POST CONFERENCE WORKING SESSION 'GLOBAL ETHICS FORUM – THE WAY FORWARD'

The session offers the possibility for networking and concretisation of projects among participants.

Objectives:

- Concretise recommendations and follow up projects from the workgroups and plenaries
- Explore bilateral future cooperation between associated partner institutions of the Global Ethics Forum
- Find partners for your own projects and initiatives.

Programme

09.00 Introduction by Christoph Stückelberger and Teodorina Lessidrenska, Globethics.net
09.20 Presentation of participants, forming groups and coalitions
09.50 Working in workgroups with possibility of changing groups
11.50 Plenary presentation of results of workgroups
12.20 Short promotional spots by participants of their own initiatives
12.45-13.30 Lunch

Afternoon Session | – Central Pergola

13:30onwards Ethics and Sustainability Training for SMEs and entrepreneurs

Appendix 2: List of Speakers

For more complete information including biographies and photos please see ***www.globethics.net/web/guest/speakers-info.***

Alexander Ageev	Director General, Institute for Economic Strategies (Russia)
Bimal Arora	CEO, Centre for Responsible Business (CRB) (India)
Aurélien Atidegla	President Dynamique OSCAF and Director, Globethics.net Francophone Africa (Benin)
Afua Ansre	National Programme Coordinator of the United Nations Entity for Gender Equality and the Empowerment of Women - UN Women (Ghana)
Anders Aspling	Secretary General, Globally Responsible Leadership Initiative GRLI Global)
Nadia Balgobin	Sustainable Business and Public Sector Management Consultant (Switzerland)
Ziran Bao	Senior Engineer, Centre for Environmental Education and Communications, Ministry of Environmental Protection (China)
Jacob Belly	Secretary of the Pastors Association, Church of South India, Co-director of Globethics.net India
Saju Chackalackal	President of DVK, Professor of Philosophy and Director of Globethics.net India
Mathew Cherian	Chairperson, Credibility Alliance (India)
Liu Dexi	Institute for International Strategic Studies (IISS), Central Party School (CCPS) (China)
Sucharita Eashwar	Executive Director India, WEConnect International

Asir Ebenezer	Executive, Finance and Officiating as General Secretary, National Council of Churches in India (NCCI)
Walter Fust	Ambassador and President of Globethics.net (Switzerland)
Heidi Hadsell	President of Hartford Seminary and Professor of Social Ethics (USA)
Abaa Rosa Hänseler	Programme Coordinator, African Law Library (Switzerland)
P. D. Jose	Associate Professor, Corporate Strategy and Policy, India Institute of Management of Bangalore (India)
C.C. Joseph	Founder and Director, Fourth Wave Foundation (India)
Diana Joseph	Managing Trustee, Fourth Wave Foundation (India)
Mervyn King S.C.	Chairman, King Committee on Corporate Governance (South Africa)
Philip Lee	World Association for Christian Communication (Canada)
Nigussu Legesse	Programme Executive Regional Relations Africa of the World Council of Churches (Switzerland)
Klaus M. Leisinger	Chairman Emeritus, Novartis Foundation for Sustainable Development and President Global Values Alliance Foundation (Switzerland)
Teodorina Lessidrenska	Programme Executive Business Ethics, Globethics.net (Switzerland)
Fan Libo	Professor at University of International Business and Economics (UIBE) (China)
Muhammad Machasin	Director, Islamic Higher Education, government of Indonesia

Evgeni Morozov	Senior Secretary of the Moscow Patriarchate Letters' Department (Russia)
Sanjoy Mukherjee	Faculty of India Institute Managment Shillong (India)
Sourav Mukherji	Associate Professor and Fellow, Indian Institute of Management Bangalore (India)
Ajit Muricken	Coordinator, Rights and Responsibilities Collective (FER) (India)
Sukumar Muralidharan	Indian Institute of Advanced Study, Shimla (India)
Ganesh Nathan	Professor Innovation Ethics (Switzerland)
Le Ping	Professor & Deputy Director of Research Institute of Globalization and China's Modernization (UIBE)(China)
Nivruti Rai	Director of Engineering and Innovation, Intel India
N. Ravi	Senior Fellow, Centre for Public Policy, IIMB (India)
Sudha Reddy	Co-founder and Director of Eco Foundation for Sustainable Alternatives (India)
Deon Rossouw	CEO, Ethics Institute of South Africa and Professor, University of Pretoria (South Africa)
K. Sankarnarayan	Director, K.J. Somaiya Centre for Buddhist Studies (India)
Sagar Saxena	Research Assistant Business Ethics, Globethics.net (Switzerland/USA/India)
Philippe Schiesser	Founder and Director, Ecoeff (France)
Gita Sen	Professor, Centre for Public Policy, IIMB (India)
S.D. Shibulal	Co-chair Global Ethics Forum, Board Member Globethics.net, Co-founder and CEO, Infosys (India)

Yin Shoupeng	Chairman, Beijing Jiahewuxian Science & Tech. Ltd, China
Wen Shu	Director, Future Leadership Department of Collegiate Social Responsibility Association (UIBE) (China)
Arnold Smit	President of the Business Ethics Network Africa (BEN-Africa) (South Africa)
Kumud M Srinivasan	President of Intel India and General Manager of the Intel Architecture Group (India)
Padmini Srinivasan	Assistant Professor, Indian Institute of Management Bangalore IIMB (India)
Vasanthi Srinivasan	Chairperson, Centre for Corporate Governance and Citizenship at IIMB (India)
Christoph Stückelberger	Executive Director and Founder of Globethics.net (Switzerland)
Parichart Suwanbubbha	Institute of Human Rights and Peace Studies, Mahidol (Thailand)
Devanath Tirupati	Director In-charge, Indian Institute of Management Bangalore (IIMB) (India)
Cui Wantian	Member of the Globethics.net Board of Foundation (Switzerland)
Yahya Wijaya	Professor of Ethics and Director of the Centre for Business and Professional Ethics Duta Wacana Christian University (Indonesia)
Zhao Yang	Journalist of the China Radio International (China)
Tian Yike	Senior Researcher, Peking University (China)
Zheng Zhihai	Senior Research Fellow and professor at University of International Trade and Economics (China)

Appendix 3: Participants

Please note that all participants at the Global Ethics Forum are also participants of Globethics.net. Their contact details can be found in the network after login at http://www.globethics.net/web/guest/network. This list is based on information provided by registered participants. It is not exhaustive and does not include all those present at the Conference.

Title	First Name	Family Name	Name of company / organisation
Mr	Bimal	Arora	Centre for Responsible Business(CRB)
Mr	Suchith	Abeyewickreme	Sri Lanka Ethics Edu For Children
Mr	Alexander	Ageev	INES, Moscow Globethics.net
Ms	Mariana	Alba	Globethics.net Geneva
Ms	Nishta	Anand	My Choice of Equality
Ms	Afua	Ansre	Innovations Village
Ms	Tejesvini	AP	IIMB
Mr	Anders	Aspling	GRLI & Tongji School of Economics and Management
Ms	Rita	Astfalck	U.W. Linsi Stiftung
Mr	Aurelien	Atidegla	GE FA
Mr	Kshitij	Awasthi	IIMB
Ms	Nadia	Balgobin	Globethics.net
Mr	Liu	Baocheng	CIBE, Beijing
Mr	Pragyan Paramita	Barik	BITS, Pilani, KK Birla Goa campus, Goa
Mr	Chetan	Barlota	BMSCE
Mr	Joseph	Bemani	Great Zimbabwe University
Mr	Jacob	Belly	Asian Centre for Peace and Development Coimbatore
Mr	Archit	Bharadwaj	IIMB
Mr	Carl-Gustav	Bjertnes	SEEDS
Ms	Prabeetha	Bolar	IIMB
Mr	Joseph	C C	4th Wave
Fr	Saju	Chackalackal	Globethics.net India
Mr	Manoj	Chakravarti	IIMB

Mr	Varadan	Chandar	Sri Ramanuja Mission Trust Chennai
Dr	Kanika	Chatterjee	University of Calcutta, Kolkata
Mr	Mathew	Cherian	Credibility Alliance - India
Ms	Reena	Cheruvalath	BITS, Pilani, KK Birla Goa campus, Goa
Mr	Susan	Chirayath	Karunya University
Ms	Aarushi	Chugh	Allaince University
Ms	Aparna	Datta	IIMB
Mr	Marielle	Durand	
Ms	Anunayana G	Dwaram	AMC Collage
Mr	Fernando	Dyer	Impact on Integrity
Ms	Sucharita	Eashwar	WEConnect International, India
Mr	Asir	Ebenezer	Church of South India
Ms	Stella Yang	Fan	CIBE, Beijing
Mr	Walter	Fust	Globethics.net
Mr	Ashok	G	Max Hyper Markets India Pvt LTD
Mr	Ashok	Gangadharan	
Mr	Ranganath	GD	
Mr	Thirupal	Gorige	
Mr	Herman	Greene	Center for Ecozoic Societies
Dr	Venkat Raman	Gundumella	IIM Kozhikode
Dr	Shashikala	Gurpur	My Choice of Equality
Ms	Heidi	Hadsell	Hartford Seminary
Ms	Abaa Rosa	Haenseler	Globethics.net
Dr	Nessie Ndive	Hill	Essex County College
Ms	Lucy	Howe Lopez	Globethics.net
Mr	Ankur	Jain	IIM Bangalore
Ms	Sneha S	Jain	
Ms	Diana	Joseph	4th Wave
Dr	Prabhakar	K	S R M University Chennai
Prof	Sankarnarayan	K	K.J. Somaiya Centre for Buddhist Studies
Mr	Eunice	Kamunge	Essex Country Collage

Prof	Mervyn	King	International Integrated Reporting Council (IIRC), UK
Dr	Paulachan	Kochappilly	Dharmaram Vidya Kshetram
Mr	Kumar	Krishnaswamy	Guruvayurappan Institute of Management
Ms	Pallavi	Kudal	Faculty of Management Studies, Udaipur
Mr	Saju	Kurien	
Mr	Jae Ku	Lee	Indian Academy
Mr	Nigussu	Legesse	WCC
Mr	Klaus	Leisinger	Novartis
Ms	Teodorina	Lessidrenska	Globethics.net
Mr	Walter	Linsi	U. W. Linsi Stiftung
Ms	Wainaro	Longkumer	Globethics.net India
Mr	Vikas P	Mane	Christ university
Ms	Sangeeta	Mansur	
Mr	Syed	Mohammed	Green Evangelist
Dr	Paul	Mohan Raj	ACTS Group and William Carey Uiversity
Ms	Geetanjali	Mohanty	IIMB-CPP
Mr	Evgeny	Morozov	Russian Orthodox Church
Prof	Sanjoy	Mukherjee	IIM Shillong
Prof	Sourav	Mukherji	IIMB
Mr	Jean Pierre	Müller	SEEDS
Mr	Sukumar	Muralidharan	The Indian Institute of Advanced Study, Shimla, India
Mr	Ajit	Muricken	Econest Ashasadan/ Forum for Ethics & Responsibilities, Kerala
Prof	Ravi	N	IIMB
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Mr	K S	Naik	Seshadripuram Institute of Management Studies
Mr	Murali Rajendran	Nair	Zeppelin University
Ms	Tenzin	Namgha	Christ University Bangalore
Mr	Eric	Omazu	Nigeria National Open University of Nigeria, Lagos
Mr	Jose Palamootil	Oommen	Transition Network

Mr	Vijay S.	Paulson	SAIACS (South Asia Institute of Advanced Christian Studies)
Ms	Susan	Philipose	IIMB
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Mr	Vivek	Radhakrishnan	Christ University
Dr	Hemalatha.R	Ramakrishnan	Christ University
Ms	Nivruti	Rai	Innovation lab Bangalore
Mr	Naveen Kumar	Ramadoss	PSG Institute Of Management
Dr	G Venkat	Raman	IIM Kozhikode
Ms	Menaka	Rao	IIMB
Ms	Sudha	Reddy	Right and Responsibility Collective
Mr	Rohit	Ritolia	MSR College
Prof	Deon	Rossouw	Ethics Institute of South Africa
Dr	Augustinus	Ryadi	Widya Mandala Catholic University Surabaya
Mr	Mahendaran	S	My Choice of Equality
Ms	Haimashree	Sarkar	IIMB Bangalore
Prof	Gita	Sen	IIMB
Mr	Sandeep	Sharma	Financial Management Service Foundation
Ms	Ankita	Sharma	IIMB
Mr	Karthik	Shastry	Emlyon Busniess School
Mr	Li	Shen	
Ms	Sejal	Sheth	Green Evangelist
Mr	S D	Shibulal	Infosys Technologies
Mr	Ajay	Singh	Punjab University, Chandigarh
Ms	Asha	Sivashankar	Team Lease Services Pvt Ltd, University of LEEDS
Mr	Arnold	Smit	Ben Africa
Ms	Vasanthi	Srinivasan	IIMB
Ms	Kumud	Srinivasan	Intel India
Ms	Padmini	Srinivasan	IIMB

Prof	Christoph	Stückelberger	Globethics.net
Mr	P N	Subramanian	Raintree Management Services P LTD
Dr	S.Prabakaran	Subramanian	Alliance Business academy
Mr	SriKrishnan	Sundarajan	
Mr	Jaceques	Thevoz	Eglise Evangelique Reformée, Vaud
Prof	Devanath	Tirupati	IIMB
Mr	Ajay	Tripathy	The South Asian Cochrane Center, Christian Medical College
Ms	Vidya	TV	Green Evangelist
Ms	Karpaga Vasavi	Udhayam	PSG Institute Of Management
Mr	Novahu	Valluri	Joyful Journey Ministries
Mr	Anand	Vijayan	
Ms	Prerna	Wadikar	IIMB-PGPPM
Mr	Moses Cui	Wantian	Globethics.net
Ms	Shu	Wen	Student CSR Association, UIBE
Mr	Yahya	Wijaya	Duta Wacana Christian University Indonesia
Ms	Zhao	Yang	China Radio International News
Mr	Tian	Yike	Advisor for EMBA program in Peking University, a UIBE.
Mr	Shoupeng	Yin	Beijing Jiahewuxian Science & Technology Co., LTD
Mr	Zhihai	Zheng	Chinese Academy of International Trade and Economic Cooperation of Mofcom
Ms	Bao	Ziran	Centre for Environmental Education and Communications of Ministry of Environmental Protection of China
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Bread for All
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CAUX-Initiatives of Change
www.caux.iofc.org

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Centre for Corporate Governance and Citizenship of the Indian Institute for Management Bangalore (IIM-B)
www.corpgovernance.in

Centre for International Business Ethics (CIBE), China
www.cibe.org.cn

Cercle d'Ethique des Affaires
www.cercle-ethique.net

CSR Geneva
www.csrgeneva.org

CSR wire
www.csrwire.com

Ethics & Compliance Officer Association (ECOA)
www.theecoa.org

Ethics Institute of South Africa (Ethics SA)
www.ethicsa.org

European Bahá'í Business Forum (EBBF)
www.ebbf.org

European Broadcasting Union
www.ebu.ch

European Business Ethics Network (EBEN)
www.eben-net.org

Entreprises de Taille Humaine Indépendantes et de Croissance (ETHIC)
www.ethic.fr

Global Corporate Governance Forum
www.gcgf.org

Globally Responsible Leadership Initiative (GRLI)
www.grli.org

Globethics.net
www.globethics.net

International Consortium for Religious Studies (ICRS) Yogyakarta
www.icrs.ugm.ac.id

International Environment Forum (IEF)
www.iefworld.org

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www.isbee.org

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www.carey.jhu.edu

Observatoire de la Finance
www.obsfin.ch

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www.transparency.org

Turkish Ethics and Reputation Society
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Opening Ceremony



Plenary Presentations



108 Global Ethics Forum 2014



Workgroup Sessions




Equal in an
Unequal World
The Value of Values in Responsible Busines



Networking break



Cultural Programme



Closing Panel

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Equal in an Unequal World

The Value of Values in Responsible Business, Global Ethics Forum 2014

How to tackle the growing inequality that characterizes the beginning of this 21st century ?

This was the guiding question for the 5th edition of the Global Ethics Forum (GEF) which took place in Bangalore, India, from 3-5 January 2014. In the context of the five deepening global crises — economic, financial, environmental, political, leadership — inequality has become a key challenge in the transition towards a sustainable model of development. It is a phenomenon that is both universal, as inequality exists between and in segments of society on a global and national level, and multidimensional, since the concerning issues range from gender and wealth distribution to access to education.

The GEF in 2014 discussed the multidimensional challenges of inequality and explored good practices and possibilities for tackling them, such as a sharing economy, corporate transparency, holistic business education, and many more. This report presents a summary of the conference, with recommendations and projects for action. It mentions as well Globethics.net's draft 'Declaration on Principles of Equality and Inequality for a Sustainable Economy', which was widely endorsed by the forum. The annual GEF conferences, organized by Globethics.net, represent moments for refueling the work behind this ongoing, dynamic process towards creating a values-based world, society and economy. They are the joint effort of a global family of values-driven individuals and institutions.

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