



Sharing Ideas and Successful  
Practices in Business Ethics  
2010

**13–15 January 2010**

**Berlin, Germany**

## For the 7th Year

**Pan-European meeting  
exclusively for persons  
responsible for ethics,  
compliance, or business  
conduct programmes in  
their organisations.**

### **European Business Ethics Network (EBEN)**

Tel.: +32 16 32 57 67  
Fax: +32 16 32 69 10  
secretariat@eben-net.org  
www.eben-net.org

### **Ethics & Compliance Officer Association (ECO)**

Tel: +1-781-647-9333  
Fax: +1-781-647-9399  
support@theecoa.org  
www.theecoa.org

### **Cercle d'Éthique des Affaires- Cercle Européen des Déontologues (CEA-CED)**

Tel: +33 (0) 1 45 27 09 27  
Fax: +33 (0) 1 45 27 09 27  
pdubc@noos.fr  
www.cercle-ethique.net

### **Institute of Business Ethics (IBE)**

Tel: +44 (0) 20 7798 6040  
Fax: +44 (0) 20 7798 6044  
info@ibe.org.uk  
www.ibe.org.uk

This 1½-day conference will once again bring together those who are responsible for their organisation's business ethics and compliance programmes. You will share with your peers practical information and experiences relating to current best practices and explore together some of the problems that are raised in doing business ethically.

The meeting follows up on the last conference held in Paris in January 2009. It is an invaluable opportunity to network with a broad peer group of corporate managers working in this field.

Host organisations are:

- the European Business Ethics Network (EBEN)
- the Ethics & Compliance Officer Association (ECO) of the United States
- the Cercle d'Éthique des Affaires-Cercle Européen des Déontologues (CEA-CED) of France
- the Institute of Business Ethics (IBE) of the United Kingdom

Attendance is by invitation and strictly limited to those responsible for ethics, compliance and corporate responsibility within organisations with over 500 employees. Spaces are initially limited to three per company, although more may be held on a waiting list should spaces become available.

Discussions take place under the Chatham House Rule. The Forum is intended as a place to network and meet others; while it is appropriate to make professional contacts and to respond to requests for information from others, it is not appropriate to solicit business or support.

The conference will commence with a welcome party on the evening of Wednesday 13th January and conclude at 13.00 hours on Friday 15th January.

You can find further information and full programme updates on [www.ebef.eu](http://www.ebef.eu)

Sponsored by





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presentations from ethics  
practitioners in the field.

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## Wednesday, 13 January 2010

17.30-19.45

### Pre-registration

18.30-19.45

### Welcome party for delegates

*An opportunity to meet the organisers and other delegates in an informal setting.*

## Thursday, 14 January 2010

8.15-9.00

### Registration

9.00-9.30

### Welcome and Introductions

- Luc Van Liedekerke (EBEN)
- Keith Darcy (ECO)
- Yvan Biefnot (CEA-CED)
- Philippa Foster Back (IBE)

9.30-10.45

### Plenary session 1:

#### Doing business at the bottom of the TI corruption index

*Can business, and if so how, be conducted in an ethical manner in countries which are toward the bottom of the TI corruption index?*

### Speakers:

François Valérien, Head Private Sector Programmes  
Transparency International  
Dean D. Luchsinger, Vice President & Chief Ethics and  
Compliance Officer, AECOM

10.45-11.15

### Coffee

11.15-12.30

### Concurrent breakout sessions

#### ▪ Tensions between ethics, CSR and compliance

*What tensions can arise when the ethics function, CSR and/or compliance are the responsibility of different people?*

**Introduced by:** Carlos Desmet, Shell International Exploration and Production

**Moderated by:** Philippa Foster Back, IBE

#### ▪ What specifically does an ethical culture look like?

*Building a matrix to measure culture*

**Introduced by:** Joan Dubinsky, BAE Systems Inc.

**Moderated by:** Simon Webley, IBE

#### ▪ Ethics in a joint venture

*What works (regarding ethics) in a joint venture or with a contractor?*

**Introduced by:** Pedro Montoya, EADS

**Moderated by:** Patrick du Besset, CEA

#### ▪ How to convince the board?

*How to convince your board that your ethics programme is working?*

**Introduced by:** Jürgen Rennert, Deutsche Telekom

**Moderated by:** Stephan Grüninger, EBEN

12.30-13.30

### Plenary feedback session

13.30-14.15

### Lunch



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## Thursday, 14 January 2010

14.15-15.15

### Plenary session 2:

#### **The US sentencing guidelines, and option for Europe?**

*Would the approach that is reflected in the US sentencing commission guidelines be a feasible way to reduce corporate mal practice in a European context?*

#### Speakers

Gary Brown, Baker, Donelson, Bearman, Caldwell  
& Berkowitz, P.C.  
Emmanuel Lulin, L'Oréal

15.15-15.45

### Coffee

15.45-17.00

### Concurrent breakout sessions

#### ▪ **Increasing respect for the ethics officer**

*How can I gain respect for my role in promoting ethics in the organisation?*

**Introduced by:** Kornelia Götz, N-ERGIE

**Moderated by:** Luc Van Liedekerke, EBEN

#### ▪ **How to maintain the ethical mindset?**

*What do you need to consider when ensuring that managers maintain an ethical mindset?*

**Introduced by:** Astrid Becker, Fujifilm

**Moderated by:** Annette Kleinfeld, EBEN

#### ▪ **Ethics training for the lowest paid**

*How do we adapt our ethics training to be relevant for those in lower pay grades in company?*

**Introduced by:** Patrick Widloecher, La Poste

**Moderated by:** Patrick du Besset, CEA

#### ▪ **Managing corporate responsibility issues in different countries and cultures**

**Introduced by:** Richard Ellis, Alliance Boots

**Moderated by:** Simon Webley, IBE

17.00-17.45

### Plenary feedback session

17.45-18.45

Free time

18.45

**Coaches depart from the Grand Hyatt hotel to the conference dinner**

19.00

Reception and dinner at the Bärensaal (Old City Hall)

22.30

Coaches return to the Grand Hyatt hotel



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## Friday, 15 January 2010

8.30-9.00 Welcome, coffee

9.00-10.15 **Concurrent breakout sessions**

▪ **Encompassing human rights into ethics programs**

*What are the best ways to encompass human rights issues into ethics policies and programmes?*

**Introduced by:** Olivier Loubière, AREVA

**Moderated by:** Yvan Biefnot, CEA

▪ **How to measure ethical awareness?**

*What are the best ways to measure employee ethical awareness?*

**Introduced by:** Mary Roodkowsky, UNICEF

**Moderated by:** Tim Mazur, ECOA

▪ **Ethical risks related to the use of social media**

*Providing guidance to employees*

**Introduced by:** Jennifer Quartana Guethoff, Deloitte Touche Tohmatsu

**Moderated by:** Luc Van Liedekerke, EBEN

▪ **Integrity management**

*Ensuring responsible business by addressing key drivers of behaviour*

**Introduced by:** Michael Fürst, Novartis Int. AG

**Moderated by:** Annette Kleinfeld, EBEN

10.15-11.30 **Plenary session 3:**

**Three years after the crisis. Lessons from the Siemens Compliance Programme**

**Speakers** Andreas Pohlmann, CCO Siemens

11.30-11.50 **Coffee break**

11.50-12.45 **Plenary feedback session**

12.45-13.00 **Closing of the conference**

*Concluding remarks and expressions of opinion about this annual conference*

**Note: Agenda is subject to change.**

It is intended that all topics in the breakout sessions will be introduced with a short case study by a practitioner and highlights discussed in the subsequent plenary sessions.

A summary report of the conference will be circulated to all participants.



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## How to Register / Pay

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## How to register?

To register for this conference, complete the REGISTRATION FORM on page 7 and submit as instructed on the form.

## Cost

**The price of the conference remains the same as 2009, with a discount for members and subscribers of ECOA, CEA-CED, EBEN, or IBE:**

€790 / £550 / \$1,200 (corporate subscribers and members)  
€890 / £650 / \$1,350 (non-members)

Included with fee:

Admittance to all plenary and breakout sessions; cocktail reception on January 13; lunch, dinner and reception on January 14 (including bus transportation to dinner); and conference materials.

## How to pay

**Payment for the Conference is due to CEA no later than Monday 4<sup>th</sup> January 2010.**

By payment to the CEA account at BNP PARIBAS  
Account nr : 0000 222 8561 97, bank code : 30004  
IBAN code: FR76 3000 4003 7500 0022 2856 197  
Swift code (BIC) : BNP AFRPPPBY

or by cheque payable to CEA and mailed to CEA:

CEdA  
BP 80031  
75721 Paris Cedex 15

By completing the registration form, you agree to the Cancellation Policy for this event (see Cancellation Policy below).

## Cancellation policy

**CANCELLATIONS:** Cancellations received on or before Monday 4<sup>th</sup> January, 2010, will receive a full refund. No refunds or partial refunds will be made after 4<sup>th</sup> January, 2010.



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Marlene-Dietrich-Platz 2  
10785 Berlin**

**Germany**

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**FAX +49 30 25 53 12 35**

**[berlin.grand@hyatt.com](mailto:berlin.grand@hyatt.com)**

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## About the location

The conference will have exclusive use of one floor of the Grand Hyatt Berlin which is centrally located at Potsdamer Platz, in the heart of Berlin which used to be 'No man's land' after WWII and till the fall of the Berlin Wall 20 years ago. This contemporary Grand hotel is set within a cultural and recreational paradise that includes the Philharmonic Hall, the Art Gallery, the New National Gallery, theatre, cinemas and shopping arcades. Additionally the Brandenburg Gate, the promenade "Unter den Linden", the government district, the Holocaust Memorial and the Tiergarten park are all within a few minutes walking distance of the hotel.

The hotel's 342 air-conditioned guestrooms and suites all have state-of-the-art in-room technology including wireless internet (throughout the hotel). Other facilities include valet parking (2.500 parking spaces), a business centre, complimentary use of Spa and Fitness, and an executive Grand Club.

## Hotel Accommodation

**Please book directly with the hotel before Monday January 4, 2010 to receive discounted room rate (breakfast included).**

**165 €** VAT included for a superior room with single occupancy, and  
**185 €** VAT included for a double or twin room.

You can book on their homepage: <http://berlin.grand.hyatt.com> where the Booking Code **G-130B** needs to be entered under 'Group Code'.

Alternatively the rooms can be booked phoning **+49 30 2553 1212** with reference "EBEF (European Business Ethics Forum)".

These rooms are available on a first come, first served basis, and will be released for general sale after January 4, 2010. Book early to avoid disappointment.



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Complete this form and return  
it by e-mail or fax to:

E-mail : [pdubc@noos.fr](mailto:pdubc@noos.fr)

fax : +33 (0)1 45 27 09 27

## Fee

**€790 / £550 / \$1,200**  
(corporate subscribers of CEA-CED,  
EBEN, ECOA or IBE)

**€890 / £650 / \$ 1,350**  
(non-members)

Please type or attach a business card. For additional registrations, please  
duplicate this form.

**Registration must be received by Monday 4<sup>th</sup> January, 2010.**

Name and first name, *as it will appear on name badge*

\_\_\_\_\_

Company, organisation

\_\_\_\_\_

Title

\_\_\_\_\_

Address

\_\_\_\_\_

City

State/Province

Postal code

Country

\_\_\_\_\_

Telephone, *including international code*

Fax

\_\_\_\_\_

E-mail

\_\_\_\_\_

Please indicate any special requirements \_\_\_\_\_

- I will be attending dinner on January 14, 2010  
 I will be bringing a guest to the dinner (add € 150 supplement to conference fee)

Guest's Name \_\_\_\_\_

*Please note that photographic ID may be required for security reasons*

**Method of Payment - Payment must be received Monday 4 January, 2010**

- Bank Transfer  
 Cheque enclosed

Signature

\_\_\_\_\_

Cancellation Policy: No refunds will be made after 4 January 2010 (see page 5)