



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

Sponsored by





EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

Agenda

This day and half meeting
is primarily based on
presentations from ethics
practitioners in the field.

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@theeco.org
www.theeco.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

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



EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

Agenda

This day and half meeting
is primarily based on
presentations from ethics
practitioners in the field.

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

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



EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

Agenda

This day and half meeting
is primarily based on
presentations from ethics
practitioners in the field.

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

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.



EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

How to Register / Pay

If you have any questions,
please contact one of the
organisations listed below.

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
pduc@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

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 EBEN no later than Monday 4th January 2010.

EBEN accepts major credit card payment by Visa and Mastercard. Please review the cancellation policy below before payment is made.

Payment can also be made by bank transfer to:

European Business Ethics Network
IBAN: BE31 7795 9457 3355, BIC/SWIFT: GKCCBEBB
Dexia Bank, Pachecolaan 44, 1000 Brussels, Belgium
Account no.: 779-5945733-55

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 4th January, 2010, will receive a full refund. No refunds or partial refunds will be made after 4th January, 2010.



EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

Location

**Grand Hyatt Berlin
Marlene-Dietrich-Platz 2
10785 Berlin
Germany**

**TEL. +49 30 25 53 12 34
FAX +49 30 25 53 12 35
berlin.grand@hyatt.com**

berlin.grand.hyatt.com

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

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 4th January, 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.



EUROPEAN Business Ethics FORUM

Sharing Ideas and Successful
Practices in Business Ethics
2010

13–15 January 2010

Berlin, Germany

Location

Grand Hyatt Berlin
Marlene-Dietrich-Platz 2
10785 Berlin
Germany
TEL. +49 30 25 53 12 34
FAX +49 30 25 53 12 35
berlin.grand@hyatt.com

berlin.grand.hyatt.com

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

How to register

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

Ann Van Espen
c/o EBEN
Tel.: +32 (0)16 32 57 67
Fax: +32 (0)16 32 69 10
secretariat@eben-net.org

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 4th 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

- Visa Mastercard Invoice me

Credit card # Exp. Date Security code *(last 3 digits back side)*

Signature

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