



EUROPEAN Business Ethics FORUM

PROGRAM

Sharing Ideas and Successful
Practices in Business Ethics
2010

January 13-15, 2010

Berlin, Germany

For the 7th Year

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

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 forum will once again assemble those responsible for their organization's business ethics and compliance programs. You will share with your peers practical information and experiences relating to current best practices and explore together some of the problems raised while trying to do business ethically.

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

Host organizations are:

- the European Business Ethics Network (EBEN)
- the Ethics & Compliance Officer Association (ECO)
- 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 only to organizations with over 500 employees and is strictly limited to those responsible for ethics, compliance, and corporate responsibility within organizations. Spaces are initially limited to three per organization, although more may be held on a waiting list should spaces become available.

All 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 reception on the evening of Wednesday, January 13, and conclude at 1:00 p.m. on Friday, January 15.

You can find further information and full program updates at www.theecoa.org or www.ebef.eu.



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Wednesday, January 13, 2010

17.30-19.45
18.30-19.45

Pre-registration
Welcome party for delegates

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

Thursday, January 14, 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 that are toward the bottom of the TI corruption index?

Speakers:

François Valérien, Head of Private Sector Programmes,
Transparency International Germany

(corporate executive to be confirmed)

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 can you convince your board that your ethics program is working?

Introduced by: Jürgen Rennert, Deutsche Telekom

Moderated by: Annette Kleinfeld, EBEN

12.30-13.30

Plenary feedback session

13.30-14.15

Lunch



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Thursday, January 14, 2010

- 14.15-15.15 **Plenary session 2:**
The U.S. Sentencing Guidelines: An option for Europe?
Would the approach that is reflected in the U.S. Sentencing Commission guidelines be a feasible way to reduce corporate malpractice in a European context?
Speakers Gary Brown; Baker, Donelson, Bearman, Caldwell & Berkowitz
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 earn respect for my role in promoting ethics in the organization?
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, Fuji Film
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 our organizations?
Introduced by: Patrick Widloecher, La Poste
Moderated by: Patrick du Besset, 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
- 17.00-17.45 **Plenary feedback session**
- 17.45-18.45 **Free time**
- 18.45 **Coaches depart from the Grand Hyatt Hotel to the forum 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, January 15, 2010

8.30-9.00 **Welcome / Coffee**

9.00-10.15 **Concurrent breakout sessions**

▪ **Integrating human rights into ethics programs**

What are the best ways to integrate human rights issues into ethics policies and programs?

Introduced by: Olivier Loubière, AREVA

Moderated by: Yvan Biefnot, CEA

▪ **Conflicts of interest**

How can organizations know exactly which conflicts of interest, especially those involving senior executives, demand tracking by (and often much more involvement from) the ethics officer?

Introduced by: Charles Giesting, Rolls Royce Int. (TBC)

Moderated by: Simon Webley, IBE

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

Providing guidance to employees.

Introduced by: Jennifer Quartana Guethooff, Deloitte Touch 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: Stephan Grüninger, EBEN

10.15-11.30 **Plenary session 3:**

Three years after the crisis: Lessons from the Siemens Compliance Program

Speaker Andreas Pohlmann, CCO, Siemens

11.30-11.50 **Coffee break**

11.50-12.45 **Plenary feedback session**

12.45-13.00 **Closing of the forum**

Concluding remarks and expressions of opinion about this annual event

Note: Agenda is subject to change.

It is intended that all topics in the breakout sessions will feature a brief introduction by a practitioner. Highlights of the ensuing conversation will be raised in the subsequent plenary sessions.

A summary report of the forum 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 forum, visit www.theecoa.org or complete the REGISTRATION FORM on page 7 and fax to 781-647-9399.

Cost

The price of the forum features a discount for members and subscribers of ECOA, CEA-CED, EBEN, or IBE

Fee: €790 / £550 / \$1,200 (members)
€890 / £650 / \$1,350 (nonmembers)

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 forum materials.

How to pay

Payment for the forum is due to the ECOA no later than Monday, January 4, 2010.

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



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Marlene-Dietrich-Platz 2
10785 Berlin
Germany**

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berlin.grand@hyatt.com**

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About the location

The forum will have exclusive use of one floor of the Grand Hyatt Berlin Hotel, centrally located at Potsdamer Platz in the heart of Berlin. This part of Berlin was a "No man's land" after WWII and until 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, a business center, 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 our 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>.
Enter the Booking Code **G-130B** under "Group Code."

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

Rooms are available on a first-come, first-served basis, and will be released for general sale after January 4, 2010. Please book early to avoid disappointment.



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How to register

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

E-mail : jheilbrunn@theecoa.org

fax : (781) 647-9399

Fee

€790 / £550 / \$1,200
(members)

€890 / £650 / \$1,350
(nonmembers)

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

Registration must be received by Monday, January 4, 2010.

First and Last Name and then nickname *(as you would like it to appear on the badge)*

Organization

Title

Address

City

State/Province

Postal code

Country

Telephone, *including international code*

Fax

E-mail

Please indicate any special requirements _____

- I will attend dinner on January 14
 I will bring a guest to the dinner (add \$200 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 by January 4, 2010

- Bank Transfer
 Check enclosed

Signature

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