



# EUROPEAN Business Ethics FORUM

## PROGRAMME

Sharing Ideas and Successful  
Practices in Business Ethics  
2011

**23–25 February 2011**

**London**

### For the 8th 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 2-day conference will once again bring together those who are responsible for their organisation's business ethics and compliance programmes (this may include governance, CSR and sustainable development). 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 continues on from the last conference held in Berlin in January 2010. It is an invaluable opportunity to network with a broad peer group of corporate managers working in this field.

Host organisations are:

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

Attendance is by invitation and is 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 23<sup>rd</sup> February and conclude at 1600 hours on Friday 25<sup>th</sup> February.

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



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presentations from ethics  
practitioners in the field.

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### Wednesday, 23 February 2011

17.30-19.45  
18.30-19.45

#### Pre-registration

#### Welcome party for delegates

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

### Thursday, 24 February 2011

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

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

8.15-9.00

#### Registration

9.00-9.30

#### Welcome and Introductions

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

9.30-10.45

#### Plenary session 1:

#### *Values – the tone from the top*

Speaker:

**Sir John Parker, Chairman of National Grid plc and  
Anglo American plc**

10.45-11.15

#### Coffee

11.15-12.30

#### Concurrent breakout sessions

#### ▪ *How do ethics and compliance add value to a business? Enhancing the business case*

**Introduced by:** Pedro Montoya, EADS

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

#### ▪ *How to encourage and maintain a speak up/open culture (including international aspects)*

**Introduced by:** Joan Dubinsky, United Nations

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

#### ▪ *Using ethics “ambassadors” effectively*

**Introduced by:** Sharon Zealey, Coca Cola

**Moderated by:** Keith Darcy, ECO

#### ▪ *Can paying facilitation payment be eradicated? If yes, how?*

**Introduced by:** Barbara Kuryk, BP

**Moderated by:** Simon Webley, IBE

#### ▪ *The use of non-financial criteria in executive remuneration*

**Introduced by:** Mike Nightingale, BAT

**Moderated by:** Dr Nicole Dando, IBE

#### ▪ *Corporate input into making MBA business ethics content relevant: A case study*

**Introduced by:** Sandra Lau, Flowserve

**Moderated by:** Maria Sonin, ECO



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## Thursday, 24 February 2011

- 12.30-13.30      **Open Session**
- 13.30-14.30      Lunch
- 14.45-16.00      **Concurrent breakout sessions**
- ***Ethical due diligence in recruitment – how to do it***  
Introduced by: Wendy Harrison, Shell  
Moderated by: Simon Webley, IBE
  - ***How to handle claims against senior executives***  
*Influence of the ethics officer over senior executives/reporting relationships*  
Introduced by: Olivier Gibert, AG2R  
Moderated by: Luc van Liedekerke, EBEN
  - ***Issues in HR's relations with business ethics and how to work effectively with your HR function, including diversity on the board***  
Introduced by: Bernard Claude, Total  
Moderated by: Yvan Biefnot, CEA
  - ***Using novel methods in business ethics training***  
Introduced by: Lyn Cameron, Cisco  
Moderated by: Keith Darcy, ECOA
  - ***Doing business in China and India – handling cross-cultural ethical issues***  
Introduced by: Jean-Daniel Lainé, Alstom  
Moderated by: Patrick du Besset, CEA
  - ***Does the language you use matter in effective communication and embedding an ethics programme?***  
Introduced by: David Harris, BAE Systems  
Moderated by: Dr Nicole Dando, IBE
- 16:00-16.15      **Coffee**
- 16:15-17:15      **Open session**
- 16:15-17:15      **Optional session: *Director for a Day: An interactive ethics training tool***  
Introduced by: Barney Rosenberg, Meggitt Group
- 17.15-18:30      Free time / Visit to Masonic Hall (see registration form below)
- 19.00-22.30      Reception and dinner at Grand Connaught Rooms



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## Friday, 25 February 2011

8.30-9.00 Welcome, coffee

9.00-10.15 **Concurrent breakout sessions**

▪ *Responding to and accommodating religious practices in the workplace*

**Introduced by:** Mohammed Kala, National Grid  
**Moderated by:** Simon Webley, IBE

▪ *Using social networking/media to promote an organisation's ethical standards (opportunities and risks)*

**Introduced by:** Kathleen Edmond, Best Buy  
**Moderated by:** Maria Sonin, ECOA

▪ *Should mandatory board ethics committees become the norm? What are the benefits?*

**Introduced by:** Patrick Donovan, Airbus  
**Moderated by:** Keith Darcy, ECOA

▪ *Use of bonuses and incentives to encourage ethical behaviour/remuneration policies*

**Introduced by:** Dan Ostergaard, Novartis  
**Moderated by:** Philippa Foster Back, IBE

▪ *Integrating Human rights issues into an ethics programme*

**Introduced by:** Marie Menant, GDF SUEZ / Chair of Entreprises pour les Droits de l'Homme (EDH)  
**Moderated by:** Yvan Biefnot, CEA

▪ *The benefits of setting up industry wide or sector global principals*

**Introduced by:** Dominique Lamoureux, Thales  
**Moderated by:** Patrick du Besset, CEA

10.15-11.10 **Open session**

11.10-11.30 **Coffee**

11.30-12.45 **Plenary Session**

*The role of ethical principles in preventing corruption: the UK Bribery Act and adequate procedures*

### Speakers

Richard Alderman, Serious Fraud Office  
Sam Eastwood, Norton Rose  
Cheryl Fackler Hug, Hewlett Packard  
Prof. Josef Wieland, Center for Business Ethics, German Network of Business Ethics (DNWE/EBEN)

13.00-14.00 **Lunch**

14.00-15.00 **Open discussion**

▪ *The evolving liability of the ethics officer – a case study from Germany*

**Introduced by:** Kate Brearley Head of Employment, Stephenson Harwood  
**Moderated by:** Keith Darcy, ECOA

15.00-16.00 **Closing of the conference**

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

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



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## How to Register / Pay

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

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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 is detailed below.**

**Subscribers/members of the host organisations receive a discount. (Host organisations are ECOA, CEA-CED, EBEN, and IBE)**

**£650** - corporate subscribers and members

**£750** - non-members

Included with fee:

Admittance to all plenary and breakout sessions, cocktail reception on 23<sup>rd</sup> February, reception and dinner on 24<sup>th</sup> February, and all conference materials.

## How to pay

**Payment for the Conference is due to the Institute of Business Ethics (IBE) no later than Monday 14<sup>th</sup> February 2011.**

Payment can be made by bank transfer to:

Institute of Business Ethics, Reference EBEF2011  
Royal Bank of Scotland, 62-63 Threadneedle Street London EC2R 8LA  
Account No. 20271305 Sort Code: 15 10 00  
IBAN: GB43 RBOS 1510 0020 2713 05, BIC/SWIFT: RBOSGB2L

Payment by all major credit cards will be accepted (Visa, MasterCard, American Express, Delta, Eurocard and Maestro). Please review the cancellation policy below before payment is made.

Make cheques payable to the Institute of Business Ethics and send to: Institute of Business Ethics, 24, Greencoat Place, London SW1P 1BE

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

## Cancellation policy

Cancellations received on or before Monday 31<sup>st</sup> January 2011 will receive a full refund. No refunds or partial refunds will be made after 31<sup>st</sup> January 2011.



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## Location

**Hotel Russell  
Russell Square  
London WC1B 5BE**

Tel: +44 (0)20 7520 1826  
or  
+44 (0)20 7520 1825

[www.londonrussellhotel.co.uk](http://www.londonrussellhotel.co.uk)

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## About the location

The conference is being held at the Hotel Russell, situated in the heart of Bloomsbury in the very centre of London, the historic Hotel Russell dominates the east side of Russell Square. All 373 of the hotels en-suite bedrooms, have been furnished to a high standard with your comfort a priority.

Hotel Russell is easily accessible with Euston, St. Pancras and Kings Cross train stations only a 10 minute walk or a very short taxi Journey away. Russell Square Tube Station is literally next door and on the Piccadilly line with excellent access to Heathrow.

## Hotel Accommodation

**Please book directly with the hotel before Wednesday 12<sup>th</sup> January 2011 to receive discounted room rate (breakfast included).**

**£169** (plus VAT) for a double or twin room.

**You are responsible for paying for your accommodation at the end of your stay.**

The rooms can be booked by calling Marie-Eve Lamarre on +44 (0)20 7520 1826 or 1825 using the reference **1455620** EBEF (European Business Ethics Forum).

These rooms are available on a first come, first served basis, and will be released for general sale after 12<sup>th</sup> January 2011.



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## Registration Form

Print and complete pages 7 & 8 of  
this form and return by email or  
fax to:

Institute of Business Ethics  
24 Greencoat Place  
London SW1P 1BE  
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### Fee

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(corporate subscribers of CEA-CED,  
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**£750**  
(non-members)

For additional registrations, please duplicate this form.  
**Registration must be received by Monday 14<sup>th</sup> February 2011.**

Name and first name  
*as it will appear on name  
badge* \_\_\_\_\_

Position \_\_\_\_\_

Company / Organisation \_\_\_\_\_

Address  
*Including post/zip code  
& country* \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone (incl  
international code) \_\_\_\_\_

Please indicate any dietary  
or access requirements \_\_\_\_\_

- I will be attending dinner on 24 February 2011  
 I will be bringing a guest to the dinner (add £140 supplement to  
conference fee)

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

My organisation is a member of/subscriber to:

- IBE     CEA     ECOA     EBEN

**THERE WILL BE AN OPPORTUNITY TO VISIT THE HISTORIC MASONIC HALL ON  
EVENING OF THURSDAY 24<sup>TH</sup> FEBRUARY, BEFORE THE RECEPTION AND  
DINNER. IF YOU WOULD LIKE TO PARTICIPATE IN THIS PLEASE INDICATE  
HERE:**

***Please see next page for details of how to pay***



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**£750**

(non-members)

**Method of Payment - Payment must be received by Monday 14 February 2011**

Please send me an invoice

I enclose a cheque for £\_\_\_\_\_

I wish to pay by credit card:

Visa/Delta/Matcard/Eurocard/Maestro/American Express

I authorise you to debit my account with the amount of £\_\_\_\_\_

My card number is:

Issue #		Security #		Expiry	
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Name (as on card) \_\_\_\_\_

Card Billing Address \_\_\_\_\_  
(If different from above) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*For security reasons, if you wish to pay by credit card, please print  
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