



# EUROPEAN Business Ethics FORUM

## PROGRAMME

Sharing Ideas and Successful  
Practices in Business Ethics

**22–24 February 2012**

**Paris**

### For the 9th Year

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

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 London in February 2011. It is an invaluable opportunity to network with a broad peer group of corporate managers working in this field.

Host organisations are:

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

Attendance is by invitation and is limited to those responsible for ethics, compliance and corporate responsibility within organisations with over 500 employees. Please note that your registration must be confirmed before travel or accommodation plans are made. Places are initially limited to three per company; although more names may be held on a waiting list should in case 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 22<sup>nd</sup> February and conclude at lunch time on Friday 24<sup>th</sup> February.

With thanks to EDF, GDF Suez and L'Oréal for their sponsorship of EBEP 2012.

Further information and full programme updates can be found on [www.ebef.eu](http://www.ebef.eu)

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#### **Cercle d'Éthique des Affaires (CEA)**

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Fax: +33 (0) 1 45 27 09 27  
[pdubc@noos.fr](mailto:pdubc@noos.fr)  
[www.cercle-ethique.net](http://www.cercle-ethique.net)

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

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Please Note: Agenda is subject to change.

### Wednesday, 22 February 2012

18:00-20:00  
18:00-20:00

#### Pre-registration

#### Welcome party for delegates

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

### Thursday, 23 February 2012

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.

08:00-09:00

#### Registration

09:00-09:30

#### Welcome and Introductions

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

09:30-10:45

#### Plenary session 1:

#### *Ethics, a common language for G20 and B20*

#### Speakers:

- Laurence Parisot, President of the Movement of French Enterprises, MEDEF
- Delphine d'Amarzit, Head of Multilateral Affairs & Development, Directorate General of the Treasury, France
- Patrick Kron, CEO, Alstom

10:45-11:15

#### Coffee

11:15-12:30

#### Concurrent breakout sessions (subject to change)

#### ▪ *Assurance/measuring effectiveness of the ethics programme or culture, including staff surveys, tools, etc)*

**Introduced by:** Philip Jordan, Total  
Pedro Montoya, EADS

**Moderated by:** Yvan Biefnot, CEA

#### ▪ *The Evolving Responsibilities & Liabilities of Ethics Representatives*

**Introduced by:** Kate Brearley, Stephenson Harwood  
Murray Grainger, Airbus

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

#### ▪ *Supply chain/third party issues*

**Introduced by:** David Lawrence, Diageo

**Moderated by:** S Maria Sonin, ECOA

#### ▪ *Due diligence on human rights*

**Introduced by:** Olivier Loubière, Areva  
Marie Agnès Vieitez, UTC

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

#### ▪ *Codes - writing/trends etc*

**Introduced by:** José Varela, Caixa Geral de Depósitos

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



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## Thursday, 23 February 2012

12:30-13:15 **Open Learning Session**

13:15-14:15 Lunch

14:15-15:30 **Plenary Session 2**

### *Expectation gap*

#### Speakers:

- M. Beth Colling, Chief Compliance Officer, Babcock & Wilcox Company
- Professor Jin, Director of Ethics Studies, Central PCC School, China (tbc)
- Dominique Moisi, Political scientist, analyst in geopolitics
- Mireille Virot, Sociologist

15:30-16:00 Coffee

16:00-17:15 **Concurrent breakout sessions** (subject to change)

#### ▪ *Ethical leadership (leading from the 'middle')*

**Introduced by:** David Harris, BAE Systems

**Moderated by:** Simon Webley, IBE

#### ▪ *Ethics training - tools, advice, skills, what not/to do*

**Introduced by:** Clemens von Stockert, Fraport AG

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

#### ▪ *Ethics culture and finance*

**Introduced by:** Philippa Birtwell, Barclays Bank plc

**Moderated by:** Keith Darcy, ECOA

#### ▪ *Managing conflicts-of-interest in your organisation*

**Introduced by:** Anne Marie Taylor, The World Bank

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

#### ▪ *Risk assessment and management*

**Introduced by:** Fabienne Cardot, EDF

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

17:15-18:00 **Open Learning Session**

18:00-19:15 Free time

**19:15 Coaches depart**

20:00-22:30 Reception and Dinner

Venue: Jockey-Club, 2 rue Rabelais, Paris 8e



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### Friday, 24 February 2012

- 08:30-09:00 Welcome, coffee
- 09:00-10:15 **Plenary Session 3**  
*From ethics risk to ethics strategy*
- Speaker(s)**
- Daniel Lebègue, President, French Association of Directors
  - Georges Lefebvre, Delegate General, HRD, Chair Ethics Committee, Groupe La Poste
- 10:15-10:45 COFFEE
- 10:45-12:00 **Concurrent breakout sessions** (subject to change)
- **Corruption: what do you do when asked for a bribe?**  
**Introduced by:** Jean-Daniel Lainé, Alstom  
**Moderated by:** Yvan Biefnot, CEA
  - **Tools to test the integrity of different parts of the organisation**  
**Introduced by:** Ian Isaac, Telefonica O2  
Robert Smith, Serco  
**Moderated by:** Dr Nicole Dando, IBE
  - **Social media, risks, how to make use of them**  
**Introduced by:** Hans van Lent, Siemens  
**Moderated by:** S Maria Sonin, ECOA
  - **Remuneration as an ethical issue**  
**Introduced by:** Wendy Harrison, Shell UK (tbc)  
**Moderated by:** Philippa Foster Back, IBE
  - **HR and ethics / ethics working with other functions**  
**Introduced by:** Emmanuel Lulin, L'Oréal  
**Moderated by:** Patrick du Besset, CEA
- 12:00-12:45 **Plenary Session 4**  
*Looking ahead: Key challenges for the ethics practitioner*
- Speaker(s)**
- Barbara Kuryk, Vice President, Ethics and Compliance, BP plc
  - Robert Smith, Director Assurance, Serco
  - Courtney Wallize, Corporate Director, Ethics and Business Conduct, Northrop Grumman Corporation
- 12:45-13:00 Closing of the conference  
*Concluding remarks and expressions of opinion about this annual conference*



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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 separate REGISTRATION FORM and submit as instructed on the form.

*Note that there are different registration procedures dependent on your organisation's affiliation with the organising partners*

Your booking is confirmed only after invoice has been issued or payment processed.

Registration closes **Wednesday 15th February**

## Cost

The price of the conference is detailed below.

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

**£650 / €750 / \$1,100** - corporate subscribers and members

**£750 / €900 / \$1,300** - non-members

Included with fee:

Admittance to all plenary and breakout sessions, cocktail reception on 22nd February, reception and dinner on 23rd February, and all conference materials.

**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 30th January 2012 will receive a full refund. No refunds or partial refunds will be made after Monday 30th January 2012.



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## Location

### Crowne Plaza

10, place de la République  
75541 Paris Cedex 11  
France

Tel: +33 (0)1 43 14 44 44

Central Reservations

## About the location

The conference is being held at Hôtel Crowne Plaza Paris République  
10 place de la République, Paris 11<sup>e</sup>

The Hotel is easily accessible from Orly and Charles de Gaulle airports  
and close to Gare du Nord rail station. The nearest metro station is  
République

## Hotel Accommodation

**You are responsible for making your own hotel arrangements but  
are advised not to do so until your booking has been confirmed.**

To book rooms direct call +33 1 43 14 44 44 quoting reference FEB

Book online using the following link:

<http://www.ihotelsgroup.com/ihg/hotels/gb/en/paris/pardl/hoteldetail>

Use GROUP CODE: FEB

The tariff is €180 per night, including buffet style breakfast and all taxes  
(rate available until 03 February 2012)

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

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