

# **ANNUAL REPORT**

## **European Bah Business Forum**

**Year ending 31 August 2002**

This report summarizes the highlights of the activities of the European Bah' Business Forum during the year September 1, 2001 through August 31, 2002.

### **THE GOVERNING BOARD**

The official meeting of the General Assembly was held during the Annual Conference on 23 September 2000. The following members were elected to the Governing Board at that time:

Dr. Wendi Momen	Chairperson
Mr. Giuseppe Robiati	
Mr. George Starcher	Secretary and Treasurer
Mr. William Walker	
Mr. Eric (Ezzat) Zahrai	Vice President

The Governing Board met four times during the year: 28 and 29 October at dePoort Conference Centre, 18 to 20 January in London, 5 to 7 April in Paris, and 21 to 23 June in Milan. At its October meeting, the Governing Board coopted three new members to the Governing Board: Arthur Dahl, Faramarz Ettehadieh and Tannaz Grant. At the same time it invited a representative of the Young Professionals Task Force to attend any of its meetings when they had issues on which they wished the input of the Governing Board, and representatives attended two of the meetings.

### **EBBF STRATEGY AND FIVE YEAR PLAN**

One of these meetings was devoted to development of a strategy and five year plan for EBBF. It will be presented in draft form at the forthcoming annual conference for consultation with members.

### **MEMBERSHIP**

As of 1 September 2002, EBBF had 269 members residing in 47 countries. This represents a net

members joined EBBF during the year. These figures do not include those members of affiliates in Russia and Turkey who are not members of EBBF. The Governing Board is pleased to note that 30 percent of members are women in business. While our membership spans the planet, 62% of members reside in seven countries:

United Kingdom	34
France	33
Netherlands	28
USA	24
Italy	20
Switzerland	15
Germany	12

### **INCREASING ACTIVITY OF BRANCHES AND AFFILIATES**

Branches are groupings of members of EBBF in a country or region. Their members typically pay dues both to EBBF and to the branch. The by-laws of EBBF usually apply to branches. In contrast, affiliates such as those in Turkey and Russia are independent organizations. While they promote the same principles and values, and have similar by-laws, they do not use the EBBF logo. Some of their members are not members of EBBF.

**France:** The EBBF group in Paris, and in particular Monis Sheikh, Caroline Duchene, Marguerite Lacoste, and Eric Zahrai, organized a series of successful monthly evening meetings throughout the year. At each meeting brief presentations were made on themes related directly to the core values of EBBF, often by outside speakers. These were followed by the presentation of a relevant case which served to stimulate discussion of the topic. About half of the participants were young professionals. The formula included a small buffet supper before the programme. Ezzat Zahrai continued his activities with the Cercle d Ethique des Affaires; Yves Garenne has had contacts with the *Observatoire de la Responsabilit Sociale de l'Entreprise* and with the *Global Reporting Initiative*.

**Italy:** There were a number of outstanding accomplishments this year in Italy. First, *EBBF Italia* was formally registered as a branch of EBBF. Second, a completely new web site was designed at <www.ebbf.it> for which five powerpoint presentations were created and a number of EBBF publications have been translated into Italian and posted. Third, the first annual conference held in Milan was a remarkable success with over 80 participants and extensive press coverage. A very successful relationship was developed with Hopscotch Italia for professional communications services offered on a pro bono basis. EBBF continued its active involvement in business schools in Italy. Prof. Girone was so satisfied with EBBF collaboration at the University of Bari last year that EBBF was asked to give a ten lecture course for students from the faculties of Economics, Education Science and Political Science. Presentations were given by EBBF members Beppe Robiati, Daniel Truran, Sandra Luschi and Piero Morano on EBBF core values. In addition to Bari, presentations were given at five other universities at which AIESEC organized conferences: Napoli, Ancona, Perugia, Milano Bocconi, and Costiera Amalfitana. Presentations were also given at the universities of Rende and Calabria. Members of the Italian branch have continued their active support for AIESEC in Italy. At present, there are seven EBBF publications in Italian: *Emerging Values for a Global Economy, Toward a New Paradigm of Management, Women Entrepreneurs: Catalysts for Transformation, Ethics and Entrepreneurship, A Spiritual Approach to Microcredit Projects, Socially Responsible Enterprise Restructuring.* and *Spiritual Dimensions of Microfinance*. A total of eight new members were

**Netherlands:** One major innovation organized by the Dutch Branch was the sponsorship of a "Tranquility Zone" on the occasion of a large conference of business people on the theme of Inspiring People. The Annual Conference will be organized again this year at the dePoort Conference Centre with the help of members of the Dutch Branch. George Starcher and Monis Sheikh represented EBBF at the third annual Triple Bottom Line Investing Conference in Rotterdam in November 2001 organized by EBBF member Robert Rubinstein. George also moderated a panel at the second annual Sustainability Conference in Rotterdam and gave two presentations on Socially Responsible Enterprise Restructuring.

**Belgium:** Regular monthly evening meetings were organized by Dale Emerson for members and guests in Belgium. George Starcher spoke at one of these evenings and along with Dale was invited to a breakfast and panel on CSR on the occasion of the inauguration of the International Vlerick Forum on Business Ethics in the presence of H.R.H. Prince Laurent of Belgium.

**United Kingdom:** In the spring, nineteen young professionals attended an information day on EBBF in London led by Nick Semple. During the summer, a very encouraging meeting was organized and hosted by Manouchehr Yazhari. Wendi Momen and George Starcher spoke about EBBF and its external relations strategy. Twenty participants consulted on and agreed to move forward with another planning meeting. A commission of three members (Paymen Sabeti, Nick Semple, and Manouchehr Yazhari) agreed to carry this programme forward.

## **EASTERN AND CENTRAL EUROPE**

**Russia:** At last report, the Russian affiliate had 18 voting members and 25 associate members. An anthology of Russian translations of EBBF articles plus a new article on values-based management, and interviews with two EBBF members managing businesses in Russia was published and will be distributed to university campuses and civic groups starting in the fall. Counsellor Elena Gruzikova is working with universities and colleges in the Asiatic part of Russia, providing EBBF publications in English to teachers of English who work with students of economics and business. In addition, she has started systematically contacting business support centres in the Asiatic part of Russia to introduce them to EBBF initiatives and materials. These business centres are NGOs that promote and assist promising business initiatives. Gary Reusche continued his lectures on university campuses. Since March of 2000, he has reached more than 2000 students in 10 cities and about 25 universities with his presentations on EBBF core values. In addition, Gary continues to work with AIESEC in Russia as a lecturer as well as collaborator in student research projects. This work is done collaboratively with other colleagues in EBBF. Finally, the Russian language translation of "Socially Responsible Enterprise Restructuring," a collaborative activity between the ILO and EBBF, was attractively published by ILO with a prominent display of the EBBF logo on the cover. It is being widely distributed in Russia.

**Bulgaria:** EBBF hosted the 9<sup>th</sup> International Conference on "Moral Values in a Social Market Economy" which was held in Sofia, Bulgaria on 2 to 4 November 2001. More than one hundred people participated. Two members of EBBF were among those who presented papers: Theodore Bourilkov and Nadejda Spirova. The Governing Board was represented by Vafa Moayed. The other sponsors were the Institute for Sustainable Development; the Bulgarian Chapter of the Club of Rome; the College of Management, Trade & Marketing; the Sofia Commodity Exchange; AIESEC; and the National Spiritual Assembly of Bahá'ís of Bulgaria. The Conference was well covered by the media and a press conference was held.

**Hungary:** Arthur Dahl was invited to give the keynote address on the opening day of the Second AIESEC International Planet Club Conference in Budapest. He spoke on A Holistic View of Sustainable Development. The participants were members of AIESEC from over twenty countries who have been active in leading sustainable development projects in their respective countries. Daniel Schaubacher was also invited to speak at the AIESEC Hungarian National Conference. On both occasions a number of EBBF publications were distributed.

## **EXTERNAL AFFAIRS AND NETWORKING**

As we review our external activities during this past year, two conclusions stand out. First, there has been a considerable increase in activity. Second, this has been made possible only by the increasing number of EBBF members who participate. Some of the highlights are described below:

### **World Summit on Sustainable Development:**

Five members of the EBBF attended the World Summit on Sustainable Development held in Johannesburg from 18 August through 6 September: Dale Allen (Swaziland), Arthur Dahl (Switzerland), Wendi Momen (UK), Nabil Robiati (Italy) and Cyril Tirandaz (Congo). EBBF shared a booth with the International Environment Forum at NASREC, the site of the NGO forum, providing hundreds of pieces of EBBF literature, including a Zulu translation of *Emerging Values for a Global Economy*.

Two EBBF seminars were held: ‘Emerging Values for a Global Economy’, attended by about 20 people and led by Nabil Robiati and Cyril Tirandaz with the assistance of Dale Allen; and ‘The Multiple Dimensions of Globalization’, co-sponsored with the International Environment Forum, which was chaired by Wendi Momen and attracted about 50 people.

Building on our relationship with the ILO, Wendi Momen was invited to attend a consultation with the Director-General, Juan Somavia, on how EBBF could contribute to the newly-established Commission on the Social Dimensions of Globalization. This resulted in an invitation to serve on the Values panel of the Commission.

Several media interviews were given and the booth was filmed by TV.

**European Commission:** Several EBBF members, including Daniel Schaubacher, George Starcher and Eric Zahrai, have played an active role in a series of meetings organized by the EC to consult on policy for promoting corporate social responsibility (CSR) in Europe. EBBF responded with a written memorandum to an initial draft green paper on CSR and was invited to participate in three inter-sectorial meetings in Brussels presided by officials of the EC. In addition, three members (Marcello Palazzi, George Starcher and Eric Zahrai) were among over 1,000 people invited to participate in a two-day conference organized by the Belgian Presidency of the European Union on CSR.

**Europe's Enterprise Strategy Summit:** Three members of EBBF (Marcello Palazzi, George Starcher, and Daniel Truran) participated at this conference aimed at developing an agenda for progressive enterprise in Europe. Marcello Palazzi was co-organizer of this initiative. A book containing various contributions to the programme includes a chapter by George Starcher on Socially Responsible Enterprise Restructuring and the New Enterprise Agenda for Europe.

**Commission on Globalization:** The State of the World Forum, founded in 1995, organized an inaugural meeting of the Commission in London. EBBF members present included Marcello Palazzi (member of the board of directors of SOWF and member of the steering committee of the Commission), Jane Nelson (Commissioner), George Starcher (Commissioner) and Daniel Turan.

**AIIESEC:** Close collaboration has continued with this network of 50,000 students of business and economics in 87 countries. In August 2001, six members of EBBF participated in the International Conference of AIIESEC in Lenk, Switzerland and met with members of the newly elected Board of AIIESEC International to discuss future collaboration. EBBF is now listed in the Annual Report of AIIESEC and on its web site as a Co-operation Partner along with the International Business Leaders Forum (ex Prince of Wales), ILO, World Bank, UNESCO, and the World Business Council for Sustainable Development. This relationship is made possible by the active involvement of many EBBF members throughout the world. Other significant events with AIIESEC include:

- ◆ AIIESEC sent two of its international board members to the EBBF Annual Conference and made a presentation about AIIESEC.
- ◆ The Italian branch of EBBF signed a partnership agreement with AIIESEC Italy and participated in a major way in the annual conference of AIIESEC Italy through presentations by Beppe Robiati and Sandra Luschi. Requests came for EBBF to provide talks on a number of university campuses next year.
- ◆ Laura Jansson spoke at the AIIESEC Nordic Conference in Finland on Moral Leadership.
- ◆ Stephan Pernau spoke to more than 150 student leaders from all parts of the world at the AIIESEC Training Conference in the mountains of Slovakia. He spoke on Business Ethics and how to build values into business life.
- ◆ Faramarz Etehadieh was invited to speak about the State of the World to the a regional AIIESEC Conference in Austria.
- ◆ Daniel Schaubacher and Stephan Pernau were invited to participate in AIIESEC Switzerland s annual conference where they led sessions on moral values in communications and a new leadership model.
- ◆ Mahmud Samandari was appointed as national adviser to AIIESEC Ecuador.
- ◆ A formal partnership agreement was signed with AIIESEC France. Two EBBF members, Monis Sheikh and Caroline Duchene, spoke at the annual conference of AIIESEC France.
- ◆ George Starcher served as member of the International Advisory Group of AIIESEC International and member of its External Relations and Finance Committee .
- ◆ Pat Irvine serves on the advisory board of AIIESEC in Belfast and has been working with AIIESEC in Dublin to organize a similar advisory board.

**International Labour Office:** The ILO published a second edition in Russian of the 120 page joint ILO/EBBF Working Paper on Socially Responsible Enterprise Restructuring . The report continues to serve as the basis for training sessions organized by the ILO. George Starcher was invited to speak on this subject to a high level Russian delegation, including nine MPs, at the ILO Training Centre in Turin, Italy, and to organize and facilitate their visits to two large companies in Paris. He also spoke to a delegation of Japanese trade union leaders on this same theme at the ILO Training Centre and will give a similar presentation early September to a tripartite delegation from Macedonia.

**International Chamber of Commerce (ICC):** Eric Zahrai represented EBBF at a conference in

the conference was Building cooperation in Africa —Business Investment and Humanitarian Challenges .

**European Academy of Business in Society:** An EBBF member, George Starcher, was among the one hundred business leaders and academics invited to attend the inauguration of this virtual academy whose purpose is to carry out research into the business case for CSR, to develop materials for teaching CSR in business schools in Europe, and to serve as a platform for an ongoing dialogue between business and the academic community. The meeting was hosted by INSEAD, supported by the European Commission, and involved CSR Europe, The Copenhagen Centre, INSEAD, Ashridge, Cranfield, ESADE, Vlerick Leuven Gent and the Copenhagen Business School.

**Spirit in Business:** EBBF was well represented at a three day conference in New York on the theme of Ethics, Mindfulness and the Bottom Line. Over 500 participants attended from all faiths and beliefs to discuss how business can serve as an agent of world benefit. EBBF members present included Richard Barrett, Noushin Ehsan, Steve Hall, Marcello Palazzi (co-organizer), George Starcher, and Daniel Truran. On a separate occasion, several of these EBBF members participated in a meeting in Holland to launch Spirit in Business Europe.

**Association for Spirit at Work:** EBBF has established a partnership or alliance with this US based network of academics and practitioners of spirituality in the workplace.

**INSEAD:** George Starcher was invited to lead two workshops for the MBA classes on the occasion of Ethics Day at INSEAD.

**Socially Responsible Investing:** Some 450 participants including top managers of finance attended the Second Annual Triple Bottom Line Investing conference in Rotterdam on November 3, 2000. It was organized by EBBF member Robert Rubinstein. The purpose was to raise the bar with respect to the formalization of the socially responsible investing (SRI) industry, the further development of SRI services and practices and the corporate institutionalization of TBL performance. Other EBBF members attending included Monis Sheikh, Diane Starcher, who was rapporteur for two workshops, and George Starcher, who spoke at one of the panel sessions and served as moderator at another. The Third Annual Conference on Triple Bottom Line Reporting was held in October 2001 in Rotterdam. George Starcher was a speaker at the Third Annual Conference of the Social Investment Forum UK held in London. He spoke on the subject of The Business Case for Corporate Citizenship. Monis Sheikh also represented EBBF at an official launching in Paris of the creation of the European Sustainable and Responsible Investment Forum.

**Microfinance:** EBBF continues to be a member of the Council of Advocates of the Microcredit Summit. No new activities were reported during this year.

**Building Partnerships:** *Cooperation between the United Nations system and the private sector*, a book recently published by the United Nations and authored by EBBF member Jane Nelson, makes a reference to EBBF as follows (p. 124): ILO and the European Business Forum (EBBF) have undertaken joint research and training on socially responsible enterprise restructuring. Copies of their report have been translated into a number of languages and used for training sessions in such countries as Russia, China and Turkey. EBBF has also led workshops on such issues as microfinance, values in business and women in business at major UN conferences. ([www.ebbf.org](http://www.ebbf.org))

## **PUBLICATIONS**

Increasing the quality and number of publications remains one of the goals of EBBF. To this end, the Editorial Board has been reconstituted and now consists of John Huddleston, Diane Starcher and William Walker. The publications during this past year include:

- ◆ The Challenge of Sustainable Development and Prosperity by Arthur Dahl
- ◆ Entrepreneurship: An Introduction in a revised edition
- ◆ A French translation of The Role of Business in Enhancing the Prosperity of Humankind is nearly completed.
- ◆ A Zulu translation of Emerging Values for a Global Economy
- ◆ Chapter in book to be published by The Industrial Society in the UK on Socially Responsible Enterprise Restructuring by George Starcher
- ◆ A chapter on Corporate Social Responsibility and Business Success by Marcello Palazzi and George Starcher in a book published in India.

## **ELEVENTH EBBF ANNUAL CONFERENCE - 2001**

Nearly a hundred people attended the EBBF annual conference in De Poort over the weekend of 26-28 October 2001, an increase of 25% over the previous year. The conference theme The Role of Business in Enhancing the Prosperity of Humankind was addressed by keynote speakers who brought their own professional expertise and points of view to bear on this fascinating and timely subject.

Arthur Dahl spoke engagingly and impressively on 'Sustainable Development and Prosperity'. Louis d'Amore provided insights into achieving Peace and Prosperity through tourism, a subject many of us had not previously considered. Dar Gillett and Dale Emerson looked at 'A New Work Ethic', soliciting the views of participants to enlarge and refine this 'work in progress'. Robert Rubinstein gave a fascinating and enthusiastic talk on 'Triple Bottom Line Reporting', while John Kepner of Nur University in Bolivia gave us a crash course in Moral Leadership. The Young Professionals organized a dynamic and entertaining programme on Sunday on 'Young Professionals as Agents of Change', presented by Caroline Duchene, Farid Saffar and Monis Sheikh. Tannaz Grant gave a very polished and professional talk on 'Business Ethics: A New Paradigm'.

A new feature of the conference was the 'Open Space', introduced and facilitated by Svenja Tams. This innovative way of connecting people with similar interests to initiate activities was very much appreciated by all.

## **SECRETARIAT**

A number of initiatives have been undertaken to improve the functioning of the Secretariat:

- ◆ The Governing Board decided to create a part-time position of Assistant Secretary General to be responsible for managing the internal affairs of EBBF. Dr. Wendi Momen has been appointed to this position. In part this decision was taken to permit the Secretary General to devote most of his efforts to external relations.

- ◆ The new web site of EBBF is here. In a first phase, Dale Emerson contributed generously to making some of the short-term improvements. The Governing Board appointed EBBF member Alain Gueudr to serve as web master and is very pleased with the fine work of Rene Steiner, who undertook this major facelift. The site now presents a much more professional aspect to the hundreds of persons contacting us each month.
- ◆ Four issues of the Newsletter were published this year. It is translated into French by Marie-Carmen Paratian for a number of our francophone members. Monthly issues of Flash were sent to members with Email addresses.
- ◆ A revised Directory of Members was published in November 2001.
- ◆ Procedures have been developed to allow electronic voting by members not able to be present at the Annual Conference to vote in person.

### **THE YOUNG PROFESSIONAL TASK FORCE**

The Governing Board appointed five members to the YPTF. They are Denise Cumella, Sarvenaz Enayati-Ettehadieh, San Lie, Monis Sheikh, and Valerie Zahrai-Liot. The major activities of the YPTF have included the organization of the Sunday morning programme at the forthcoming Annual Conference, contributing to the collaboration with AIESEC, consulting on the revisions to the web site, and editing the YP Corner in the Newsletters and the YP Page on the web site.

### **IDEAS FOR THE FUTURE**

EBBF cannot achieve its goals without the continuing support and active participation of a growing number of its members. The Governing Board thus encourages all members to participate in some way in the projects and activities. In addition, it suggests that their support and commitment become significant personal goals in the coming years. The Governing Board encourages all the members to distribute the various EBBF publications widely among professional colleagues and acquaintances.

George Starcher  
Secretary General