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European Bahá'í Business Forum: Businesspeople Across 60 Countries Issue Statement Calling for an Ethical Response to Today's Economic Crisis at the Global Ethics Conference, United Nations, Geneva

Global Ethics Forum – United Nations, Palais des Nations, Geneva, Switzerland – July 2, 2009 – EBBF (www.ebbf.org) the European Bahá'í Business Forum, an international NGO representing [businesspeople across 60 countries](#) and dedicated to inspiring responsible business practices, is an associate partner at the first Global Ethics Forum (www.globalethicsforum.org)

Approximately 600 global business leaders, NGOs, international institutions and experts converge today at the United Nations in Geneva to explore and discuss alternative ways to cope responsibly with the global socio-economic environment.

At the conference, EBBF released a statement entitled, [An Ethical Perspective on Today's Economic Crisis](#). EBBF suggests the current global financial crisis is fundamentally one of trust and integrity, and therefore ethical in its foundation, requiring an ethical response at all levels: the individual, the corporation and the government and regulatory entities.

“The European Bahá'í Business Forum recognises in this situation an opportunity to reshape the fundamental concepts and structures that will not only lift us from this crisis but set us on a road towards a new set of institutions and behaviours which will enable humankind to prosper.” said [Daniel Truran](#), Secretary General of EBBF.

The EBBF statement promotes and welcomes engagement with the widest possible community to develop together the new framework. Stating that given the importance of the business community in the world, we should draw on its special capabilities and resources, in collaboration with governments, international organisations and NGOs, to design the institutional framework and the guiding principles of the new economic system.

EBBF is calling on peoples from all businesses, countries, and walks of life to work together to build a new economic system based upon equity and justice.

ABOUT EBBF

The European Bahá'í Business Forum is a network of over 400 women and men, a community of people passionate about bringing ethical values, personal virtues and moral leadership into their workplaces. Its membership is diverse and crosses generations, borders, sectors and belief systems. [It began in 1990](#) and is now present in over 60 countries. EBBF promotes [seven core values](#) that it feels are of strategic importance in enhancing business performance: Business Ethics, Corporate Social Responsibility, Sustainable Development, Partnership of Women and Men, A New Paradigm of Work, Consultation in Decision- Making, Values-Based Leadership. For more information www.ebbf.org or [EBBF Frequently Asked Questions](#)

Link to the EBBF Statement: [*An Ethical Perspective on Today's Economic Crisis.*](#)

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