

Letter from the Board

January, 29th, 2017

In these complex times the **ebbf** board would like to share a few ideas that came out of the consultation during its last meeting.

ebbf is engaged in helping transform business and the economy, thereby contributing to a prosperous, just and sustainable civilization. Our transformation work is based on sustained reflection and a long-term view; it is pro-active, not reactive; events are only meaningful if and when they reveal a principle-based, lasting trend. A transformation process needs both adhering to principles and understanding changing realities, making adaptations when necessary.

We, at **ebbf**, are comforted by the fact that adhering to our foundational principles allows us to see through the noise of events, not to follow the current pace and to go deeper into the issues by understanding the root causes of the events. We create a welcoming environment for diverse ideas because we believe that “The shining spark of truth, cometh forth only after the clash of differing opinions”. Strengthened by principles, in a mode of constant learning and with a spirit of humble sharing, we can dedicate ourselves to our task of building, together with our friends and partners, a space of trust, mutual respect, unity, love, spirituality, and hope, where people get together to have meaningful conversations around topics of interest to them— topics whose ultimate goal is the good of the society at large. We try to engage in conversations with all groups that have the desire to contribute to the common good.

A conversation is most meaningful if it results in action. It must inspire, empower and stimulate collaboration, and allow for an ongoing process of learning and adjustments. This is what participants in our learning events have named the “what do I do on Monday?” effect. A community of practice emerges from such an approach, which together with hope and faith results in releasing the capacity of all who participate. Capacity to learn, to serve, to engage in social action and to partner with others.

What we do individually, at work, in our communities, companies or organizations, is based not only on a set of values for individual behavior but on a world view, an elevated discourse that is an integral part of our values system.

That discourse covers a wide range of topics and addresses all the issues that matter, ranging from the meaning of work, to the role of business, the purpose of wealth, the transition from a deficit mentality to a mentality of abundance, the true nature of globalization and the exploration of new patterns of society. It is a discourse that is informed and enriched by learning from all the experience obtained across the globe and not only by one —apparently prevailing— economic model.

We would like to make this discourse not only open, but attractive to all the people that are looking for hope and meaning in the midst of the present turmoil. We want to allow new perspectives to arise on, for example:

- Poverty eradication;
- Youth unemployment;
- Embracing the constructive potential of thousands of grassroots communities;
- Macroeconomics and its interplay with the life of the individual;
- Increasingly dysfunctional character of the present economic order;
- Gender Equity
- and, many other topics.

A discourse is not a destination, it helps identify the path. Treading that path requires volition on the part of all the players who want to translate the discourse into action. Volition requires hope and conviction, it entails believing that we are all human beings with capacities, sometimes hidden, and potentially gems of inestimable value who need to realize that potential. This is where accompaniment enters; we accompany one another on this path.

We desire to be responsible citizens. We intend to use meaningful conversations and dialogue as tools for finding together that path. We do not want to be yet another organization; we do not want to be the best; we do not see our success where others fail. We rejoice in everybody's success as we do with our own. We seek to work together with all those who care about creating and living a new model and we strive to develop a language that brings all stakeholders ever closer.

Board members will be available for an open online video conversation to discuss with you reactions about this document on Tuesday, February 7, at 20:00 Geneva time.

[We welcome you to click here to register your presence.](#)

ethical business building the future

The vision, the reason why ebbf exists

ebbf is a baha'i-inspired global learning community, that accompanies mindful individuals and groups, through daily work and discourse to transform business and the economy, thereby contributing to a prosperous, just and sustainable civilization

ebbf's core values



#Service



#Moderation



#HumanNobility



#Unity



#GenderEquality



#Sustainability



#Justice

[See here on ebbf's website a description of ebbf's core values](#)

ethical business building the future

ebbf's operational principles

CONSULTATION

Consultation is the collective search for truth, considering all points of view without attachment to personal opinions. It can be applied in all fields of endeavor.

COLLABORATION

No nation or community can solve global problems alone, and many skills and perspectives are needed to address the complex issues of our interconnected world, requiring a spirit of positive collaboration.

ACCOMPANIMENT

We should release the capacity of every human being by working side by side in a humble attitude of learning, with widening circles of informed participation, delighting in the progress and service of others. Accompaniment is leadership without leaders.

EVER-ADVANCING LEARNING

The process of generating and applying knowledge has a central place in human life and society, and leads to social advancement. Education should be lifelong, providing the knowledge, values, attitudes and skills necessary to allow everyone to contribute to society.

NEW WORK ETHIC

Meaningful work in an occupation, craft or trade not only provides material means but also performs a service for society and thus has spiritual as well as material significance. Work is worship. Everyone has both a right and an obligation to learn a useful skill and to use it for the benefit of all.

ETHICS IN BUSINESS

Business must be founded on trustworthiness and truthfulness, and consider justice and equity in all its operations. The purpose of business should be service to society, and not just the generation of wealth.

A NEW PARADIGM OF ECONOMICS

We need new economic models for a dynamic, just and thriving social order, that are strongly altruistic and cooperative in nature, provide meaningful employment, and help to eradicate poverty in the world.

A LEARNING COMMUNITY

Transforming business and society requires a learning community involved in action, reflection, and consultation, that empowers individuals and harnesses collective action for the betterment of the community and society.

RESPONSIBILITY

Social, environmental and personal responsibility encompasses trustworthiness, honesty, virtue, wisdom, a saintly character and virtuous behavior; as well as respect for the earth, detachment, meeting one's needs but not to excess; and showing kindness to strangers, voluntary sharing and preferring others over oneself, acknowledging that each member of the human race is born into the world as a trust of the whole.