

learning guide

ebbf transition towards
the spiritual
enterprise }

#ebbfspirit

LEARNING EVENT

12TH TO 15TH OF OCTOBER 2017

We are very glad that you decided to join this ebbf international event, a very special one where we aim to go to the roots of the organization to its spiritual inspiration, hence our choice of #ebbfspirit as the hashtag for the event.

Almost half of the participants around you are enjoying their first ebbf experience and everyone arrives at an ebbf event with a curiosity, an open mindedness and a strong desire to explore with diverse yet like-minded people the theme of the event.

The idea is to both elevate our thinking by taking the time out to interact and explore new trends and ideas but also to find ways to then start exploring, practically in our working lives the application of these concepts.

Some arrive with a clearer idea of what they wish to address, specific issues or solutions they might wish to test. Others come to this event with a more open and curious mind, seeking new focuses and points of view. Everyone leaves ebbf events with a new level of energy and a sense of not being the only one, seeking new ways forward; finding our role and creating better organizations more closely able to contribute to a more prosperous just and sustainable civilization.

During this Thursday to Sunday learning experience event, we will be offering a combination of inspirational keynotes and interactive sessions. We aim to learn and explore WHY economic systems and enterprises need a new elevated spiritual mindset.

And then find out HOW we can build such enterprises. What are the key elements and processes that will allow us to successfully bridge towards this new, necessary way of seeing and building the future?

We will come to understand the pillars, key principles, ways forward to shift towards the spiritual enterprise.
How is purpose different in a spiritual enterprise?
How do people treat each other differently?
What kind of leadership drives a spiritual enterprise?

We aim to strengthen our organizations, driven by a new understanding of the dynamic coherence required to balance the necessary material needs we and organizations face with the spiritual higher purposes that are an intrinsic part of every human being.

Higher purposes that make organizations more purposeful, successful, motivating and better at adapting to this new uncertain era we are facing.

Finally

You are surrounded by a very rich and diverse mix of participants who came from all over the world with their diverse experiences and challenges. Like you they want to not only share their own ideas and questions but also to tap into each other's personal experiences.

ebbf learning events are not passive, instead they welcome your active contribution to the many meaningful conversations you will enjoy during these days together.

We look forward to accompanying your journey during these days. Don't hesitate to get in touch with us or any of the ebbf event hosts during the course of the event. We are here to help you to make the most of this unique opportunity.

the ebbf events team

THURSDAY PROGRAM

17:30 OPENING SESSION

Opening Session in the main plenary room

The journey begins – a welcome to the conference and information about how you can make the most of this four day ebbf learning experience

Presenting the event dynamic, the harvesting and exchanging of ideas that will take place, creating a dynamic of interaction with people at and outside the event.

A welcome by ebbf chair Wendi Momen will be followed by an introduction to your personal hosts who will accompany you on this journey.

We will share the flow we have designed for you, give you some suggested uses for your learning guide, inspire you with potential ways to harvest and exchange ideas, and show you opportunities for dynamic interactions with people outside the event.

18:00 OPENING KEYNOTE

Evolution & Human Potential: The 'Big Picture'

Partow Izadi

Our global crisis may induce some to despair and give in to cynicism. But, viewed in the context of human evolution, we may not be experiencing just a random phase of trouble and conflict, with no light at the end of the tunnel. Humankind evolves through periods of stable development as well as rapid and painful transitions, crisis.

This has been an ethical evolution: learning the art of altruism, from egoism and self-love toward inclusive love, universal altruism. The modern ethics of 'tolerant pluralism' – and the materialism, individualism and liberalism that goes with it – is utterly insufficient (in addition to being

THURSDAY PROGRAM

rather intolerant in reality) as an ethical foundation for a harmonious and flourishing global civilization. There is a dire need for some universal ethos at the core of the sense of solidarity and common purpose of world citizens.

18:30 MEANINGFUL CONVERSATIONS

First Interactive Meaningful conversation session, tapping into and getting to know the capacity surrounding you in the room. Following each keynote we start meaningful conversations, taking those sparks of inspiration, going deeper into what they mean to us, to our workplaces and/or to the creation of new economic systems. In this session you decide which of the questions sparked by the keynote you wish to address, or create a table to have other like-minded individuals in the room join an exploration of your own question.

19:00 DINNER

Enjoy your food and the meaningful conversations around topics that are relevant to you, with an international group of like-minded individuals, sharing similar issues, and yearning to act as much as you.

20:30 KEYNOTE

Rekindle the fire

Elsie Maio

A soul-centered enterprise is the practical business model for our times. There is a momentum that is building up to literally use business as a force for good. How can we activate the human spirit in business? How can we lead authentically, in a way that focuses the passion of employees and inspires the enthusiastic collaboration of customers and investors for the broader good?

THURSDAY PROGRAM

"Coupled with the systems framework for aligning culture, corporate strategy and brand, such a soul-centered enterprise is the practical business model for our times."

Elsie is the "Business Values guru who is helping to activate the human spirit in business," says Phil Kotler the Father of Modern Marketing, in his recent book.

21:00 INTERACTIVE SESSION

Interactive session using the event learning guide

Stopping to think and discuss the key questions, the key ideas, the most important insights from this first day and the thinking process it has sparked in us as we compare our will to act with the often challenging workplaces we wish to influence.

21:30 WHO IS THERE?

A final session to get to know more about who is there

The people sitting around you today are an important resource available to you in these days. An extremely diverse group of individuals coming from all parts of the world, united by a common passion: exploring ways in which to positively influence our workplaces and economic systems.

Getting to know more about them, will allow you to start the kind of meaningful conversation that past attendees highlighted as a means to bring about important changes in their work and lives.

FRIDAY PROGRAM

07:30 - 09:00 BREAKFAST

Perhaps an early visit to the gym or walk in the nearby park to start your day

09:00 WELCOME TO FRIDAY

A moment of inspiration to set the mood and open the mind, followed by an introduction to Friday's program and a brief summary of the parallel sessions taking place after the coffee break. Don't miss it as it will help you choose the morning session most suitable to you.

09:30 MORNING KEYNOTE

Consequences and Questions

Ralph Blundell

The seven core values of ebbf have deep spiritual roots. Given their universality and divine foundation they can guide every aspect of our lives, including work. In theory the business pathway toward a prosperous and just civilisation should be easy to see and our individual actions clear and straightforward.

The reality is that each of us interprets ebbf values differently and has multiple ideas about how to apply them in our daily lives. It is also true that profound concepts like Justice raise as many questions as answers, and that taken in isolation it can feel that one value works against another. Ralph's keynote will explore the seven ebbf values and their spiritual roots, the consequences of struggling to live by them (or not) and the way in which they harmonise. He will also propose 7 key questions for meaningful conversation.

FRIDAY PROGRAM

10:00 TABLE INTERACTION

Deepening the questions and possibilities that the keynote sparked in us.

11:00 COFFEE BREAK

11:30 MORNING PARALLEL LEARNSHOPS

See details in the section in the next pages.

Choose the learnshop that is most relevant to you. What you want to explore and learn with others in an engaging focused group.

13:00 LUNCH

Good food and great conversations

14:30 FRIDAY AFTERNOON KEYNOTE

Spiritual Enterprise: Culture, Organization and Human Destiny

Lawrence Miller

"It is empirically evident that there are historic transitions in the nature of corporate and global culture. In this presentation and workshop we will explore the specific values that will lead us to a new age of organization culture and the reasons for the historic inevitability of this transformation."

15:00 AFTERNOON PARALLEL LEARNSHOPS

See details in the section in the next pages.

FRIDAY PROGRAM

16:30 COFFEE BREAK

17:30 THE TIME FOR PERSONAL HARNESSING

How can we create the best personal attitude to feel comfortable adapting to new ideas?

Carl Emerson

What is the shift I need to make? What makes us tremble, and what do we fear about new ways of working together? What can I offer? What can I create? Who would we be without our stories of old ways of working? What will it take for us to fully enter into working in new and unfamiliar ways?

19:00 DINNER

20:30 INFORMAL GETTING TO KNOW EBBF

An informal after dinner session where you can meet and engage with the ebbf board and the representatives of the current ebbf operational teams, sharing ideas, finding new ways to engage and perhaps contributing to one of these global impact teams.

SATURDAY PROGRAM

07:30 - 09:00 BREAKFAST

Perhaps an early walk or visit to the gym to start your day?

09:00 WELCOME TO SATURDAY

A morning inspirational followed by an introduction to what you can expect on this third day of our learning event

09:30 SATURDAY MORNING KEYNOTE

The New Meaning of Leadership in a Spiritual Enterprise

Lawrence Miller

"What does it mean to be a leader today and tomorrow? What personal qualities and behaviour will result in trust and collaboration, both essential to building an organization that will be competitive in the emerging global age? In this presentation and workshop we will discuss the personal struggles to adopt and exhibit these qualities."

10:30 COFFEE BREAK

11:00 OPEN SPACE SESSION

We created this open space dynamic to make sure you have an opportunity to bring out what is important to you. Allowing you to share that one overarching question that you wish to explore. This learning space will allow you to see what happens when the individual interacts with the community in a collaborative practice.

SATURDAY PROGRAM

13:00 LUNCH

Continuing the meaningful conversations and making new connections whilst enjoying good food.

14:30 SATURDAY AFTERNOON KEYNOTE

Spirituality is the Key to Healthy Enterprise

Maggie Lu

Industrial economy has conditioned us to see organizations as machines with employees as its cogs. As our level of consciousness grow, we recognize the importance to see human beings as holistic entities with body, mind, heart and soul. We also recognize the interconnection between organization and its eco-system. Many pioneer companies have successfully integrated these elements in their business operations. I will share with the audience on how this is done and what's the key factors for success.

15:00 SATURDAY AFTERNOON PARALLEL LEARNSHOPS

See details of parallel sessions in the next pages

16:30 COFFEE BREAK

17:00 - 17:30 BEING ACCOMPANIED BY THE NETWORK

We will hear a few selected projects and ideas seeking your input and you will be introduced to the wider ebbf global community accompaniment you will be able to use after you leave this event.

SATURDAY PROGRAM

19:00 DINNER

Continuing the meaningful conversations and making new connections.

20:30 MEANINGFUL LIGHT EVENING

An evening of insightful yet light entertainment to allow you to relax and enjoy. Including an informal get to know ebbf opportunity to meet and engage with the ebbf board members and the representatives of the current ebbf operational teams, sharing ideas, finding new ways to engage and perhaps contributing to one of these ebbf global impact teams.

SUNDAY PROGRAM

07:30 - 09:30 BREAKFAST

Today we enjoy an extra half an hour of sleep or breakfast time

09:30 WELCOME TO SUNDAY

A morning inspirational followed by an introduction to what you can expect on this last day of our learning event, when we bring together all the learning and plan the action.

10:00 AN INSPIRING MORNING CONVERSATION

An open interaction with Partow Izadi the opening keynoter from Thursday, around the topic of our evolution and development into active truth-seeking human beings connecting with and influencing society.

10:30 THE MONDAY MORNING INTERVIEW

We want to be prepared for new levels of influence on Monday, as we return to our workplaces. We interview people who have been there before, ebbf event participants sharing their experience of bridging the gap between the end of event inspiration and what will surround us in the office this week.

11:00 COFFEE BREAK

SUNDAY PROGRAM

11:00 THE KEY SESSION

Perhaps the most important session of the entire event, where we bring together our learnings, decide "what can I do on Monday morning" to bring forward the inspirations of this conference. Taking note of the ebbf people and resources we will make use of to accompany our ongoing path.

13:00 - 14:30 FINAL LUNCH AND GOODBYES

Savour one last lunch, enjoy a final conversation, and make the connections with the individuals you want to accompany and be accompanied by as you springboard from this elevating learning experience.

FRIDAY MORNING PARALLEL LEARNSHOPS

You can now choose between these interactive learnshops

11:30 - 13:00 FRIDAY MORNING SESSIONS

1. Evolution and Human Potential: The Big Picture

Partow Izadi

Dynamic engagement around the highlights from his opening keynoter of the day before.

2. Consequences and Questions

Ralph Blundell

The Consequences and Questions learnshop that follows will deepen our understanding of ebbf values, and explore our personal blocks and opportunities to bring one or more of them to our work.

3. Ethical & Effective

Paul Palmarozza

An Ethical decision-making procedure will be presented to be used during the exercise, which will consist of a series of drama based video scenarios where an ethical decision needs to be made. The situations presented are those that can easily lead one into committing three unethical actions; excessive gift giving, facilitation payments and outright bribery. The participants will work in groups.

FRIDAY AFTERNOON PARALLEL LEARNSHOPS

You can now choose between these interactive learnshops

15:00 - 16:30 FRIDAY AFTERNOON SESSIONS

1. Building the spiritual enterprise

Larry Miller

Group dynamic to go deeper into the key pillars and insights helping us create spiritual enterprises and workplaces.

2. Are your Business Connections Inner Reflections of a Global Company?

Jenny Triplett

How do you connect to a global audience? On what level is your small talk that resonates with different cultures and demographics? How do you enter a room and define your business standards and morals without selling? We will peel the layers of this international buffet in an interactive workshop that will help you engage with people from around the globe.

3. The Spiritual Enterprise: a mutation of the business genetic code?

Bahman Rahmatiam

SATURDAY AFTERNOON PARALLEL LEARNSHOPS

You can now choose between these interactive learnshops

15:00 - 16:30 SATURDAY AFTERNOON SESSIONS

1. Hands-on experience to get a taste on how it feels like to work in Teal organization.

Maggie Lu and Natasha Naderi

Maggie and Natasha will offer a group learning dynamic going deeper into the essence of a Teal organization, following on from Maggie's keynote.

2. Entrepreneurship is hot! But what does an ebbf inspired entrepreneur look like?

Alain Noghiu

How does s/he translate the ebbf core values into personal dispositions and traits? What skills does s/he have that set her or him apart from the "regular" entrepreneur, and how does one teach people such traits and skills? How do we measure the value of particular traits and skills in terms of responsible and sustainable business success? These are some of the issues that drive ebbf's latest endeavour to assist its members to become truly successful ethical business people building a brighter future.

3. Toward The Integration of Feminine Leadership Traits

Manuela Tiron

Innovation, connectivity, communication – these are key words for the business of the future. To these, we can add harmonizing differences, integrating the perspectives, creativity, involvement in the community, sharing. All these traits are associated to femininity. However, the collective mind associates leadership to so-called male traits, such as competition, hierarchy, exclusive focusing on results, discipline, physical strength. (See next page.)

How can we integrate the two perspectives, for both male and female leaders? How open are companies to adopting a new leadership style? What is the education process about? What keeps us stuck, what are the blockages, and where is the potential? We will explore and « model » a prototype of « integrated » leader in wholly interactive workshop, conducted upon the socio-drama methods.. Socio-drama is an activity of social learning taking place in a group setting which addresses collective mentalities and ideologies. It uses the most of the participants' resources and stimulates collective creativity.

BIOS OF CONTRIBUTORS

ALAIN NOGHU **Spain** - Alain Noghiu's core interests revolve around Spiritual Capital and Moral Leadership, where he has been exploring the nexus between organizations, leadership, ethics, spirituality and morality. In his day job Alain is a Director at Laureate Education Inc. a leading global education provider. In his role Alain assists multiple universities in Europe develop, organize and support their institutional digital teaching and learning strategy and delivery. Alain coordinates and works collaboratively with institutional leadership, university operational units, academics, and supporting vendors.

ATHANASIOS KRIEMADIS **Greece** - Dr. Athanasios Kriemadis is a Professor at the University of Peloponnese, Greece, teaching Strategic Planning and Total Quality Management. Educated in the USA specialized in Strategic Management (under the guidance of Professor Ansoff, the Father of Strategy) and Quality Management (under the guidance of San Diego Deming User Group) and worked in private sector (e.g. Motorola in San Diego, California) and public sector (e.g. University of New Mexico) in the USA. Former Deputy Rector of Financial Management at the University of Peloponnese and Head of the Department of Sport Management. Business consultant, Certified Assessor of the European Foundation for Quality Management EFQM Excellence Award and Certified Assessor of the Quality Management System ISO 9001:2008. Has published 9 Books in Management, 60 paper in International Business Journals and 200 paper in Proceedings of International Conferences.

CARL EMERSON **Switzerland / UK** - Carl Emerson founded InsideOut Solutions in 2014 in Switzerland. Harnessing his experience of over 20 years working at the interface between Pharma and CROs to facilitate productive empowered relationships between teams that enable value to be realised. To coach executives, project leaders and teams in taking the next step forward in excellence.

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Starting life as a chemist Carl discovered that people were far more interesting than powders and moved quickly into relationship management, mostly in the outsourcing/procurement area, but more recently in training of executives, project leaders and teams balancing that with meeting facilitation.

A mentor for women in healthcare, an outdoor sports fan, experimental photographer and pioneer in the art of getting lost in foreign countries, Carl is based in Basel and loves working with ebbf.

ELSIE MAIO USA - Elsie Maio, the founder of Humanity, Inc and the SoulBranding Institute is a seasoned keynote speaker, corporate advisor, mentor, and global thought-leader. She inspires and empowers audiences to listen for their higher impulses to create a world that works for all, in practical ways starting right now!

Her talks are based on real life experience: her own personal journey, and her serial career experience in four sectors: institutional finance, financial journalism, strategic marketing and communications, and general management consulting.

For the past 30 years she has advised social impact entrepreneurs and the leaders of the world's most influential corporations how to lead with their sense of humanity, with Soul Values. Working with Elsie, these individuals discover where their own full self-expression meets their organization's goals. By the same token, organizations find the sweet spot where their commercial interests delight the heart and soul of their employees, customers and communities, to produce bottom-line benefits too.

Listen to Elsie on ebbf podcast's Episode 2 – How can ethical business build the future? Transitioning towards the spiritual enterprise.

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JENNY TRIPLETT USA - Jenny Triplett, originally from Saginaw, Michigan, always aspired for a career in media. Starting out as an intern at a radio station, she established a relationship with several entertainers and Ready for the World where she went on to head their marketing outreach team. Jenny also chose to explore the military where she earned an LMET (Leadership, Management, Education & Training) Certification, one of the highest certifications from the military, and gained a wealth of knowledge and experience during her time in the United States Navy.

LARRY MILLER USA - For the past forty years Lawrence M. Miller has worked to improve the performance of organizations and the skills of their leaders. His expertise is derived from hands on experience creating change in the culture of hundreds of organizations.

His work to create high performing cultures has evolved over forty years of building "high performance teams" in a large number of organizations. He has integrated "lean management" and "lean culture" with his experience building high performing teams and changing the culture at every level of the organization. He is the author of eleven books on management and leadership, most recently "Team Kata" and "Getting to Lean – Transformational Change Management." He has also published on Udemy nine courses on leadership, strategy execution and teamwork. He has also authored Barbarians to Bureaucrats, American Spirit, and several other books. He has appeared on the Today Show, CNN, made appearances on CNBC, has written for The New York Times and been the subject of a feature story in Industry Week magazine.

MAGGIE LU China - Maggie Lu is passionate about creating employee-managed (non-hierarchical, no boss) and purpose-driven organizations called Teal. Using this approach, she helped turn a 3 people start-up into a multi-million dollar global company in 3 years.

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Teal organizations take holistic approaches to business and life, create safe humane workplaces where individuals are aligned with their organizations and are allowed to reach full human potential. In addition, organizations thrive in harmony with its entire eco-system – customers, suppliers, investors, and society.

Maggie has 20 years experience working with both Fortune 100 and start-up companies, leading global businesses, projects and cross-cultural teams in four continents. For the past 10 years, she has been on a quest to understand the principles behind Teal and is now dedicating her career to share what she has learned with business communities.

She has an MBA from Harvard Business School and is the co-founder of Teal Village, a learning platform that provides success stories, lessons learned and resources needed to create Teal organizations.

LMANUELA TIRON **Romania** - Manuela Tiron is a psychologist and psychodramatist. She has been an independent practitioner since 2007. In 2009 she became interested in the modelling of social systems, so, she followed a training program in Sociodrama. Using this tool, she has developed many projects in the business area and within vulnerable communities.

Today she works to develop structure and method in storytelling applied in companies and institutions. The main idea is that the group can use the power of the symbol, enactment and collective creativity to better understand the sense of the past and explore possible pathways to a meaningful future. This gives the group a common vision and focused direction, builds trust, transfers perceptive knowledge, generates commitment and emotional connections. Other interests include music, opera, Tai-chi, anthropology and, of course, nature.

BIOS OF CONTRIBUTORS

NATASHA NADERI **China** - Natasha Naderi is devoted to developing organizations that are purposeful, promote shared ownership, and channel energy towards creating value for those we serve. She has 17 years of experience in creating organizational learning and change across the US and Asia and currently serves as Human Resources Director for Beijing International Bilingual Academy (BIBA), one of the fastest growing international schools in Beijing. In her current role, she is guiding the organizational growth and transformation of a school of over 1300 students into a team-based system that engages everyone and embraces spiritual and material objectives. Simultaneously, she has been collaborating to launch Teal Village – a learning platform for organizational pioneers.

Natasha has a Master's degree from Vanderbilt in Human and Organization Development and in her previous role, she and her teammates won two HR Innovation Awards in Asia for Excellence in Leadership and Talent Development.

PARTOW IZADI **Finland** - Dr. Partow Izadi teaches at the University of Lapland (Rovaniemi, Finland). He specializes in Global Education, with particular interest in holistic world-view and universal ethos – as foundations for global prosperity and flourishing communities. Through his lifelong experience in the worldwide Bahá'í Community he has identified ethical and social principles relevant to these pursuits. He has worked in a number of research and development projects in Finland and Russia, as well as one year, with his wife, in Vanuatu, helping with the development of local education. He experiments with action research approaches as an instrument for transformation. He offers university courses on Global Education, providing students with perspectives on human evolution, universal ethos and social action, discussing alternatives to materialistic approaches of today. Partow Izadi is also an avid amateur astronomer, heading the local astronomy club, and engaged in science outreach in schools. This hobby speaks for his interest in "all things holistic", with an educational twist!

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RALPH BLUNDELL Portugal - Ralph is a consultant focussing on leadership, an associate at business schools, a sought after keynote speaker and a whole systems event facilitator. He has been privileged to work with senior leaders and teams in global businesses across seven sectors, and with CSO's and governments.

He speaks at corporate events and conferences and has presented in 16 countries to diverse audiences. Once described as a "business guru, leadership guide and forward thinker ..." Ralph prefers to say he is fortunate to be inspired by wonderful experiences and people, and that his gift is to tell compelling stories that entertain, challenge and provoke questions. Ralph lives in Portugal with his artist wife and has two wonderful adult children. He is an active ebbf member, musician, keen gardner, and has recently rediscovered the pain and pleasures of riding a bike.

RUFUS TRIPLETT USA - Rufus Triplett, Jr., originally from Flint, Michigan, is a talented singer, songwriter and producer. He co-wrote, produced and toured for the platinum group Ready for the World in the late 80's. He chose to broaden his horizons in the United States Marine Corps where he went to school for Culinary Arts. After relocating to Atlanta in the early 90's, he found a love for computers and has become a technology geek. Not only can he build them from scratch but he has become the "go to" guy for all of his family members.

PAUL PALMAROZZA UK - Paul has 53 years business experience, 48 in management positions. In 1987 he founded an e-learning company which became a publicly listed company on the London AIM Stock Exchange in 2001. In 2011 he co-founded a partnership, Principled Business, specialising in Business Ethics training using drama based videos and in 2013 started If I Can...CIC, a not-for-profit company which offers a free Mindfulness based values app.

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See www.ificanapp.com. He (Paul) is currently working a new project, an e-learning values app for business, The Ethical Entrepreneur. He has tutored philosophy courses for 40 years as a member of the School of Economic Science and is currently a Guest Lecturer at Regents University Business School. Books written- From Principles to Profit, If I can... Timeless Values for Today and In Praise of Silence.

ROB ARMISTEAD UK - After breezing to a first in marketing at MMU (then going travelling), Rob now spreads the word on how Team Webmart helps businesses use print to really drive up profitability. When not evangelising on print, you might find him in the stands at Villa Park.

SIMON BILTCLIFFE - Simon Biltcliffe is an award winning CEO, international public speaker and business expert; widely acclaimed for his talks on his Marxistcapitalist business model, as well as talks on employee motivation and running a thriving organisation in the 21st century. An IoD Director of the Year, he is the founder and CEO of national print services agency, Webmart and the world's first digitally driven print platform, Printelligence. From starting Webmart with just £10,000 of his own savings, Simon has turned the business into a £30 million turnover organization with just 44 employees whilst implementing his unconventional business model and maximizing everyone's I.E.F (Intellectual, Emotional and Financial) return.

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