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Globethics.net

Join ethical reflection+action  
for responsible leadership

A presentation by  
Prof. Dr. Christoph Stückelberger  
Founder and CEO of Globethics.net

**Every society needs to be bound together by common values, so that its members know what to expect of each other, and have some shared principles by which to manage their differences without resorting to violence. Universal values are more acutely needed, in this age of globalisation, than ever before.**

*Kofi Annan, Lecture on Global Ethics, 2003*

**Humanity's greatest advances are not in its discoveries – but in how those discoveries are applied to reduce inequity. Whether through democracy, strong public education, quality health care, or broad economic opportunity – reducing inequity is the highest human achievement.**

*Bill Gates, Harvard Commencement Speech, 7 June 2007*

**Responsible Leadership depends on the support and co-operation of people in the community. A 'responsible leader' is a certificate that people ought to give to a leader.**

*Evangeline Anderson-Rajkumar, Professor of Ethics, Bangalore, India, Board member of Globethics.net*

## Voices from Globethics.net participants



„Thanks to Globethics.net we have established a German-Indonesian cooperation for ethically responsible companies.“

*Dr. Antje Schneeweiss, specialist for CSR and ethical investments, Germany, and Dr. Yahya Wijaya, Professor for Business Ethics, Yogyakarta, Indonesia*



„We can not afford to buy books for the students. We therefore eagerly await the planned Globethics.net Online Library on Ethics. It will be crucial for the training of future responsible leaders to stabilise our country.“

*Dr. Muteho Kasongo, Professor for Ethics, University of Goma, Democratic Republic of Congo*



„For us, Globethics.net is a very helpful platform for inter-religious ethics especially in conflict areas, because it strengthens the respect for values from different religions and worldviews.“

*Dr. Riad Jarjour, President of the Arab Group for Christian-Muslim Dialogue, Beirut, Lebanon*

# Overview

## The „spirit“ of Globethicsnet

1. The origin: what we are
2. The vision: equal access to ethics
3. The mission: ethics for change
4. The principles: transparent
5. The goals: focussed
6. The relevance: shared benefits

## The „body“ of Globethics.net

7. The target groups: fourfold
8. The products: innovative
9. The structure: lean
10. The staff: committed
11. The budget: challenging
12. The partners: reliable
13. The challenges: to be solved
14. The CEO: experienced

# 1. The Origin: what we are

Globethics.net (GE) is

- a global Network of institutions and individuals involved in applied ethics (already over 330 in all continents), founded in 2004
- a service to facilitate access to ethics documents and resources
- a platform of discussion and for sharing information on ethics and ethical solutions
- a network for joint intercontinental projects in applied ethics

## 2. The vision: equal access to ethics

- We dream that all people, especially young future leaders, have a chance for equal and fair access to the different kind of resources (natural, cultural, scientific, religious, information, communication).
- We dream that all people, especially leaders, recognise and experience, that ethical, value-oriented action serves their own interest, the public welfare and the environment best.
- We dream that all people, especially experts in ethics, use globalised networking for a just, peaceful and sustainable world.

# 3. The mission: ethics for change

„Join ethical reflection+action  
for responsible leadership“

Globethics.net as a global network on applied ethics is committed to strengthen freedom, justice, sustainability, peace and responsibility in a globalised world by

- knowledge sharing through access to ethics information and know-how
- networking to combine contextual and global ethical perspectives
- empowering people and institutions in their efforts for ethical behaviour and structures
- training people for responsible leadership

## 4. The principles: transparent

- to share common values
- to respect contextual diversity
- to participate responsibly
- to act openly and transparently
- to show tangible benefits of ethical behaviour



# 5. The goals: focussed

Globethics.net concentrates on three objectives:

1. Access: to enable free access to ethics information and resources especially in developing and transition countries.
2. Network: to facilitate global networking and projects on ethics, supported by GE especially on business ethics and interreligious ethics
3. Leadership: to set criteria, identify, train and promote ethical behaviour of leaders in an international context.

# 6. The relevance of ethics: shared benefit

Ethics is not a luxury, but essential for long-term success. The relevance of ethics is shared benefit.

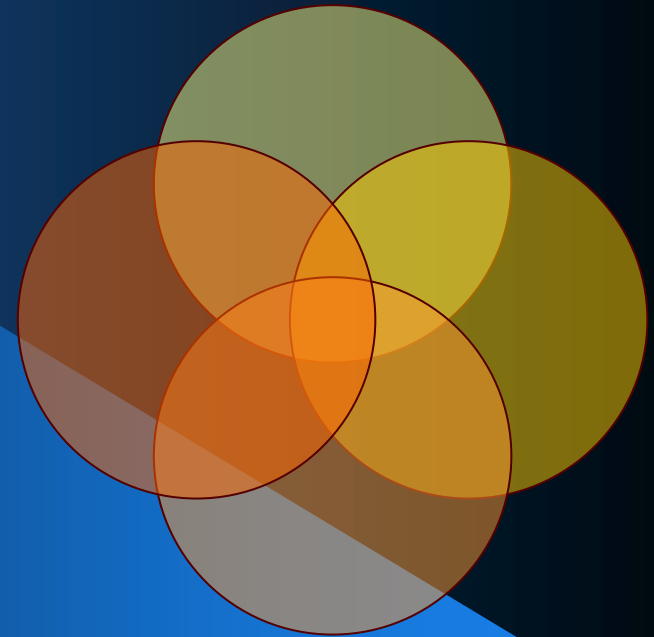
Ethical, value-oriented behaviour

- increases credibility, brings long-term success
- reduces reputation risks, increases financial gains
- decreases conflicts, increases social cohesion
- decreases costs of criminality, increases productivity
- opens innovative solutions for value conflicts
- creates a basis for globalisation with a human face.

# 7. The target groups: fourfold

Globethics.net envisages four target groups (groups of clients), each of them in interaction globally or between continents:

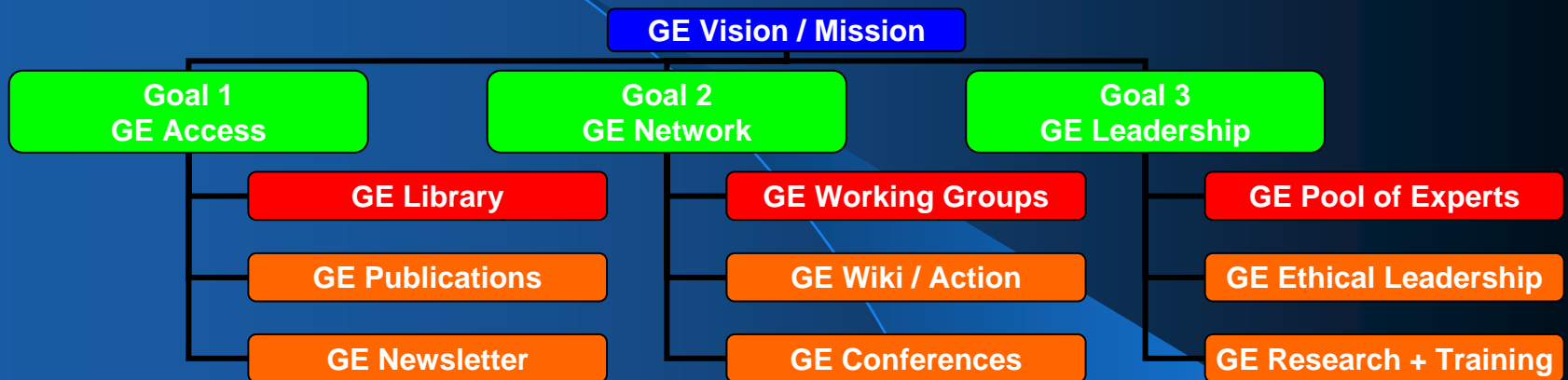
- broad: all interested in ethics (library)
- engaged: participants (working groups)
- change makers: leaders in business, politics, civil society, religious communities (training, workshops, conferences)
- specialised: ethics experts (pool)



# The target groups: fourfold



# 8. The products: innovative



## **Goal 1: GE Access**

- GE Library\*: Global Digital Library on Ethics for free access to full texts, especially in Developing and Transition Countries, starting 2008
- GE Publications\*: books on ethics with international contributions, online and cheap reprints
- GE Newsletter: sharing information regularly

(Red = first priority, orange = second priority

\* = progress report is available)

## **Goal 2: GE Network**

- GE Working Groups\*: on single issues, initiated by participants, supported and moderated by GE staff
- GE Wiki/Action: exchange and common actions around specific ethical challenges
- GE Conferences\*: international scientific ethics conferences for common solutions of participants

### ***Goal 3: GE Leadership***

- GE Pool of Ethics Experts: service to private sector, governments, civil society looking for ethics experts
- GE Ethical Leadership: programme to set criteria and identify and promote responsible leaders
- GE Research and Training\*: linking researchers, e.g. doctoral programmes in ethics, through the GE network; training in building and using ethics databasis and ethics centers



## 9. The structure: lean

Globethics.net today (2007) is an Association under Swiss Law. The Board of Directors is composed of one ethics specialist per continent. The small secretariat in Geneva includes an Executive Coordinator and an Assistant (each 70%).

Globethics.net tomorrow (from 2008) will be a Foundation under Swiss Law with a small board. The former Board of Directors will become the Advisory Board. The secretariat has to be enlarged (5 persons) in order to accomplish the GE goals.

## *The Globethics.net's Board of directors (2007)*

- Prof. Dr. Christoph Stückelberger (Chairperson)
- Prof. Dr. Heidi Hadsell, Hartford, USA (North America)
- Prof. Dr. Evangeline Anderson-Rajkumar, Bangalore, India (Asia)
- Prof. Dr. Muteho Kasongo, Goma, D.R. Congo (Africa)
- Prof. Dr. Paulo Carneiro de Andrade, Rio de Janeiro, Brazil (Latin America)
- Mr. Pavel Shashkin, Moscow, Russia (Eastern Europe)
- Dr. Riad Jarjour, Beirut, Lebanon (Middle East)
- Dr. Martin Robra, Geneva, Switzerland (International representative)

# 10. The staff: committed

After the pioneer phase of three years, Globethics.net now needs a strong international secretariat to reach the described goals. As of 2008, the following staff is planned, as a minimum (500%):

1. Director, 100%, ethicist (strategy, partnership, negotiations, institutional fundraising, leadership)
2. Scientific staff, ethicist, 100% (access, global library, working groups, research partnership)
3. Scientific staff, 100%, social sciences (networking, working groups, fundraising, research partnership)
4. ICT specialist, 100%, librarian (global library, networking, Wiki, GE participants, action), website
5. Administrative assistant, 100% (admin. support)

# 11. The budget: challenging

<b>Expenses</b> , in 1000 CHF	<b>2007</b>	<b>2008ff</b>
Programmes (Staff salaries and social security.)	135	620
Website maintenance, development,	11	30
Global Digital Library on Ethics (licenses, content...)	50	100
Research and conferences	87	100
E-Networking, publications, translations, working groups	55	60
Infrastructure, office, Board, Advisory Board	51	60
Miscellaneous	11	30
<b>Total</b> (annual core budget. Specific projects need additional funding)	<b>400</b>	<b>1000</b>

<b>Income, in 1000 CHF</b>	<b>2007</b>	<b>2008ff</b>
Swiss Development Cooperation SDC	200	200
Linsi Foundation	100	170
Other foundations/donors	90	610
Globethics.net possible income	10	20
<b>Total</b> (annual core budget. Specific projects need additional funding)	<b>400</b>	<b>1000</b>

# 12. The partners: reliable

Globethics.net has three types of partners (2007, will be enlarged):

- 1 Networking partners (320 institutions / people)
- 2 Scientific partners (universities, international organisations such as Unesco)
- 3 Funding partners (Swiss development Cooperation SDC, Linsi Foundation, others)

Globethics.net's strategy 2008-2011 seeks support from and cooperation with a few key midterm partners (four years committment) from four sectors:

- 1 Private sector/Foundations (funding partners)
- 2 National and International Governmental Organisations (funding and networking)
- 3 Academia such as Universities, Ethics Centers (scientific partners)
- 4 Nongovernmental organisations/rel. org. (networking, scientific, funding partners)

# 13. The challenges: to be solved

Globethics.net is committed to enhance the shared benefit of ethics. What are possible obstacles of these efforts and of Globethics.net (GE)?

- Loosing the balance between the global and the contextual perspective and therefore loosing relevance for the global actors and the specific target groups.
- Loosing the focus and USP of the three goals of Globethics.net because of the diversity of expectations of the GE participants, funders and partners
- Lacking funds for the sustainable implementation of the goals and of the demanding global GE projects.



# 14. The founder and CEO: experienced



Dr. Christoph Stückelberger is founder and chairperson of Globethics.net. He will be fulltime Director/CEO from 2008 and will give up his presidency. He is Professor of Ethics with global experience in teaching, publishing, leadership and cooperation with private sector, governments and NGO's in South and North. He was born 1951, is married, has four adult sons and lives in Zurich.

### ***Actual and former professional activities:***

- Professor of Ethics, University of Basel
- Director of the Institute for Theology and Ethics, Federation of Swiss Prot. Churches
- Director of the Swiss Development Agency Bread for all.

### ***Actual and former voluntary activities:***

- President of ECLOF International, a micro-finance institution in 30 developing countries
- President of the Board of the Swiss Import Promotion Programme SIPPO
- Member of the Commission for International Cooperation of the Swiss Government and of the Swiss Ethics Committee on Non-human Gene Technology
- Founder and President of Transparency International Switzerland
- Consultant for Companies on Business Ethics.

### ***Recent Publications:***

- Responsible Leadership. Global and Contextual Ethical Perspectives. 40 contributions from 22 countries, ed. with J.N.K. Mugambi, Nairobi
- Global Trade Ethics (in English, German, French, Chinese)
- Umwelt und Entwicklung (Environment and Development, in German, Korean, Indonesian, Chinese)
- Grundwerte (Fundamental Values), with F. Mathwig.

**I hope you will judge yourselves not on your professional accomplishments alone, but also on how well you have addressed the world's deepest inequities ... on how well you treated people a world away who have nothing in common with you but their humanity.**

*Bill Gates, Harvard Commencement Speech, 7 June 2007*

**Thank you!**

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**Globethics.net**

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